

# Value of Contracting for Custom Imagery

In a world of shrinking budgets, and lower cost alternatives may appear advantageous

*“Why can’t you just use Google?”*

*“Why can’t you just buy it “off the shelf”  
Imagery is a Commodity now, right?”*

*“Should we consider using licensed imagery or a turn-key solution to lower overall costs?”*

NAIP RFI

“Currently, off-the-shelf imagery products and services often fail to meet important specifications at both projects and enterprise-wide levels. While budgetary constraints may not always allow an organization to procure everything it wants in terms of imagery and derivative data products, commissioning an authoritative project provides the ability to **dictate the specifications** for the imagery that is procured, and to **meet the business requirements** of the largest number of end users possible.”

*Justifying the Cost of Authoritative Imagery*

NSGIC 10/12/2012

# FSA Requirements

## Integrity in Farm Programs

- Accurate acreage values
  - Accuracy of FSA program payment calculations is dependant upon the accuracy of the GIS database/CLU
  - Accuracy of GIS data is dependent on Ortho Imagery
- Needs to show crops in the ground
- Accessible before crop is harvested
- Go back in time

# Indications from RFI

Indicated using MS

	FSA Business Requirments	FSA 2011 requirments	NAIP Spec	What we get from NAIP
Accurate GIS Database	Image Quality for Visual PI			
	Horizontal accuracy < 6m			
	spatial res .5-1m			
	acquisition date (year/month/day)			
	Ability to acquire full states in single season on annual cycle			2 year cycle
Show crops in the ground	Acquisition within FSA flying seasons deterrmined by state			
	IR/color			
Access before crops are harvested	Delivery Access < 30 days after flying season end			
Access to historical Versions				
Physical deliverable to field				