

**2011 CAP – Category 4:
Business Plan Development for a Wisconsin Aerial Imaging Program**

Interim Report: September 15, 2011 – December 15, 2011

Report Date: December 15, 2011

Cooperative Agreement Number: G11AC20047

Organization

Wisconsin State Cartographer's Office
University of Wisconsin-Madison
550 North Park Street
Madison, WI 53706
<http://www.sco.wisc.edu/>

Principal Investigator

Howard Veregin
(608) 262-6852
veregin@wisc.edu

Collaborating Organizations

- Wisconsin Department of Military Affairs (Chris Diller, 608-242-3626, chris.diller@wisconsin.gov)
- North Central Wisconsin Regional Planning Commission (Andrew Faust, 715-849-5510, afaust@ncwrpc.org)
- Wisconsin Department of Administration – Geographic Information Office (Curtis Pulford, 608-261-5042, curtis.pulford@wisconsin.gov)
- U.S. Geological Survey (Ronald Wencl, 763-783-3207, rwenc1@usgs.gov)
- Wisconsin Geographic Information Coordination Council (Jon Schwichtenberg, (608) 274-2020, JSchwichtenberg@sehinc.com)

Narrative

For the past 15 years, most of Wisconsin's 72 counties have developed, paid for, and maintained their own high-resolution digital orthophotography projects. Funding assistance from state and federal agencies toward these efforts has been, for the most part, inconsistent and unpredictable. As a result, imagery acquisition partnerships between all levels of government in Wisconsin are often forged on personal relationships developed *ad hoc* over time, and are not based on a planned, repeatable, or systematic approach that addresses statewide imagery needs.

This project seeks to develop a statewide business plan for a Wisconsin aerial imaging program. Three outcomes are expected from the project: 1) a comprehensive and participatory information-gathering process that assesses the needs, benefits, drawbacks, and risks associated with a statewide imagery program; 2) a written business plan outlining the steps necessary to implement a statewide imagery program; 3) an improved understanding of business planning procedures that may be used in the future for other geospatial data themes such as elevation, parcels, or street centerlines.

The official start date of our cooperative agreement was moved from September 2011 to February 2011 in order to accommodate the required travel to the 2011 NSGIC Mid-Year meeting. However, formal work on the project began on September 15, 2011, the original start date in our CAP proposal. This date was selected based on projections of staff availability and end dates of other in-house projects.

As such this interim report reflects activity only over the first three months of the project.

We have made significant progress on the initial planning and outreach stages of the project.

- We attended a meeting of the Wisconsin Land Information Officers Network (“LION”) and described the goals of the project. As a result of that meeting, we developed a small team of local government GIS managers who will help guide the project, and reach out to other local government officials.
- Much of our effort thus far has been devoted to navigating the State of Wisconsin procurement rules we are required to follow for hiring an outside consultant. This is likely going to be a two-step process where a “request for services” is advertised exclusively to a list of pre-qualified contractors. This will be a two-week long process. If we fail to find a qualified consultant through this initial process, we will issue a formal Request for Proposals through the University of Wisconsin. That process is expected to take approximately 30 days from start to finish.
- We are developing a brief scope of services for the first stage in the procurement process.
- We have completed a number of basic outreach steps to initiate the project, including the development of a brief “infosheet” published by the State Cartographer’s Office. This document has been distributed at conferences during September through October, 2011. (www.sco.wisc.edu/images/stories/publications/SCO_CAP_orthophoto_planning_2011.pdf)
- We implemented a special section on the SCO Web site to advertise the project, and serve as a project portal as we continue to make progress. (www.sco.wisc.edu/hot-topics/statewide-orthophotography-planning.html)

Immediate Next Steps

- Advertise the “Request for Services” through the State of Wisconsin procurement system, and if that process fails to produce results, develop and advertise a Request for Proposals through the University of Wisconsin.
- Hire a qualified consultant by the end of February, 2012. The consultant will help us design the specific research methodologies for project, assist with information gathering, and the writing of the final report.
- Begin to develop a detailed project plan and more detailed timeline.
- Contact other states with similar in-progress or past CAP projects to learn from their experience.
- Meet with the UW-Madison Survey Center to determine how, or if, they can assist us with gathering relevant information from the Wisconsin geospatial community.

- Working with the consultant, outline the basic project methodologies to be used to implement the project.
- Identify what tools may be useful in gathering feedback from the Wisconsin Geospatial Community. One example includes “IdeaScale,” which has been used by FGDC in the past.
- Jim Lacy, a member of the project team, will be delivering a presentation on our project at the 2011 Annual Wisconsin Land Information Association conference in February. The purpose of the presentation is to further advertise the project, gain additional support and interest, and provide a status update to the community.

Revised Timeline

Our project is scheduled to end in September, 2012. At this time, we feel we are on track to complete the project on schedule. However, since we are only three months into the project, and since we will be working with an outside consultant, we will need to ensure that the timeline is realistic in terms of the deliverables that are required. We would consult with FGDC should it be necessary to request a no-cost project extension.

A tentative, revised timeline follows (assuming a September, 2012 end):

December 2011 – February 2012: Hire consultant, make contact with other states with similar projects, begin to develop formal project plan.

March 2012 – May 2012: Work with consultant on project design, begin information gathering through surveys and regional meetings.

June 2012 – August 2012: Finalize information gathering, develop final recommendations based on community feedback, distribute draft report for comments.

September 2012: Final report complete.

October 2012: Present results at 2012 NSGIC Annual Conference, Wisconsin Land Information Association Regional Meeting.