EXHIBIT 3-A

# REQUEST FOR PROPOSAL

# FOR ORTHOIMAGERY SERVICES

**For the**
**Monterey Peninsula Water Management District**

**March 12, 2008**

**Monterey Peninsula Water Management District**
**5 Harris Ct, Bldg G**
**Monterey, CA 93940**

**www.mpwmd.dst.ca.us**
**(831) 658-5645**

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## Background

The Monterey Peninsula Water Management District ("MPWMD" or "District") is responsible for processing water permits, conducting inspections, managing conservation programs, and other water use regulatory functions affecting all residential and commercial properties in the cities of Carmel-by-the-Sea, Del Rey Oaks, Pacific Grove, Monterey, Sand City, Seaside and unincorporated areas of the Carmel Valley and Pebble Beach, CA.

The District has taken significant steps in developing automated mapping and Geographic Information Systems (GIS) for staff and the public. As part of the MPWMD GIS Implementation Plan, staff recommended orthoimagery acquisition on a 5-yr cycle. Orthoimagery were acquired in 2003 for the MPWMD area. Among other uses, the imagery served as a base-line of information about development in the region. The resulting orthoimagery was used to correct existing base maps. MPWMD is requesting Orthoimagery Services to update its collection of orthoimages.

As part of the 2003 deliverables, MPWMD received an updated Digital Terrain Model (DTM) at two scales for the MPWMD region. Vendors are encouraged to use this updated, high resolution DTM for the photogrammetric process (excluding Carmel River corridor, see below). MPWMD makes no guarantee that these datasets are error free.

In subsequent pages, an outline of the specific requirements and expectations of the imagery to be delivered has been described.

# Introduction

The Monterey Peninsula Water Management District is requesting proposals from qualified vendors for orthoimagery services. MPWMD staff will manage the contract, will act as the contractor for this project and will be the sole point of contact for the selected vendor.

The products delivered by this project will become the property of MPWMD, unless the selected vendor licenses the data at a cost reduction or reimbursement for MPWMD. MPWMD is open to licensing the orthophotos from the selected vendor, if this is a cost effective model. Should your company have licensing requirements or agreements that govern the use and distribution of the products, please state them clearly. The District will consider proposals that provide the most cost effective and highest quality data.

In the accompanying pages, prospective vendors will find:

- The background and need for imagery services, including the status of MPWMD's digital mapping efforts,
- A matrix of products to be delivered,
- A description and shapefile of the areas to be flown,
- Instructions for responding to this Request for Proposals.

## Products to be Delivered

The primary products to be delivered from this proposal are ortho imagery and a high resolution DTM for the Carmel River corridor. There is a possibility for other types of data such as planimetric data to be requested additionally at a later date.

IMAGERY:
The area to be covered contains two categories: District areas which are defined by the attached shapefile "MPWMD_ortho_coverage.shp" will be 6" resolution. The Carmel River Corridor area, which are defined by the attached shapefile "Carmel_Riv_corridor.shp"will be 3" resolution. As noted in the instructions component of this document, proposing vendors must provide itemized pricing for both resolution options. Further specifications are listed below. If there are options for different products in these area, separate pricing should be provided.

DTM:
A 2003 orthoimagery acquisition project provided MPWMD with a DTM covering the entire region. The DTM is in Triangulated Irregular Network (TIN) format. These datasets will be made available to the selected vendor for photogrammetric processing. The Carmel River Corridor area requires a new DTM generated as part of this proposal. The new DTM will be used for engineering purposes and should be of highest resolution possible (non-ground survey).

Orthophotography Specifications

| Factor | Type |
|---|---|
| Image | Color (corrected and balanced) |
| Pixel Size | MPWMD area: 6"- 163 sq mi<br>Carmel River Corridor: 3"-8 sq mi |
| Area | 171 sq miles (refer to attached shapefiles |
| Indexing | An overall indexing solution to make delivered data easily accessible |
| Delivery Media | External HDD: Color GeoTiffs with accompanying world files<br>Copies of raw, unprocessed stereo pairs |
| Compression | None or non-proprietary vendor's choice;discuss the merits of Suggested compression. |
| Triangulation Report | Required in MS Word and hard copy format |
| Survey Report | A control report is required in MS Word and hard copy format |
| Control | Ground Control, Airborne GPS, including IMU, INS data, area wide vertical control |
| Horizontal Accuracy | Sufficient to support resolution |
| Vertical Accuracy | Sufficient to support resolution |
| Map Scale | 100 scale |
| NAD | NAD '83 |
| NADV | NAVD '88 |
| Coordinate System | CA State Plane, zone 4, feet |
| Map units | US Survey Feet |
| Flight Date | As close to June 21, 2008 as possible;preferably before the end of June |

## Description of the Area to be Flown and Photographed

Please refer to the attached shapefile "MPWMD_ortho_coverage.shp" with MPWMD boundaries defined (Figure A) and "Carmel_Riv_corridor.shp." The shapefiles are in NAD 1983 State Plane California IV FIPS 0404 Feet. This region is in Monterey County on the Central Coast of California.

A 2003 DTM version exists for the MPWMD boundary and will be made available to the selected vendor to incorporate into their photogrammetric process. A portion of the DTM was created using standard processing of the 2003 stereo pairs, while the other portion was supplemented with Light Detection and Ranging (LiDAR) data to create a higher resolution DTM (Figure B).

The region's climate as well as high topographic relief should be taken into consideration. It is imperative that the selected vendor have staff and resources available to acquire data during flights scheduled **as close to June 21, 2008** as possible. Vendors should realize that coastal fog can be a problem during the summer months along the Monterey Peninsula. Products do not need to be delivered in June 2008, but all efforts should be made to **complete** the flights in June, 2008.

# Instructions for Preparing Your Proposal

## *Proposal Content and Organization*

Concise presentation of information is requested. Responding firms are encouraged to compile a complete but compact proposal with a minimum of "gloss."

The proposal must include the following information:

1.1 Cover Letter (1 page)
1.2 Executive Summary (3 pages)
1.3 Project Approach (10 pages)
1.4 Project Schedule (3 pages)
1.5 Project Team and Relevant Experience/References/Samples (9 pgs)
1.6 Exceptions to the RFP (as needed)
1.7 Additional Pertinent Information (option – up to 5 pages)
1.8 Cost Proposal (4 pages)
1.9 Professional Services Agreement (5 pages)

The proposal must be organized in sequence by the above topical sections. MPWMD staff will evaluate the RFP responses based on the information provided. Proposals missing any of these sections may be disqualified from consideration. A description of what is expected in each of these sections is presented in the following sections.

### 1.1 Cover Letter

The cover letter shall identify the person(s) in your organization who will respond to questions or additional requests from the MPWMD regarding your proposal. Please specify the length of time the proposal is valid, 60 days is preferred. Please include title, telephone number(s), fax number, mailing address and email address where this person may be contacted.

### 1.2 Executive Summary (3 pages)

The Executive Summary should highlight the major features of your proposal. This section should be written for staff that will be involved in the review of the proposal. The executive summary should include information about your firm and **any proposed subcontractors** or partners. A concise summary of your approach should be presented in this section.

## 1.3 Project Approach (10 pages)

Provide a statement of your approach to tailoring your product and services to the needs of the MPWMD. This section must clearly demonstrate your understanding of the scope of work and present a detailed explanation of the proposed approach for delivering the products requested.

1. Provide your approach to dealing with any imagery/data acquisition and post-processing issues that may arise in this project.
2. Vendor should clearly outline the internal workflow and their conflict resolution strategy.
3. They should address how conflicts that arise from our QA/QC process will be resolved.

NOTE: If your proposal has dependencies or could be configured if a variety of ways, you must clearly state the alternatives available to the MPWMD. Failure to be clear on specific requirements may result in disqualification from consideration.

Respondents are encouraged to address issues not discussed in the RFP that will increase the success of the project. Include, as attachments, any flow charts, diagrams, spreadsheets or other graphics that clarify the approach proposed for this project.

## 1.4 Project Schedule (2 pages)

Present a task-based project schedule, associated milestones, and describe factors that my influence your firm's ability to accomplish the schedule. For these factors, recommend methods of managing them. Provide a critical path chart showing task dependencies.

## 1.5 Project Team and Relevant Experience (9 pages)

List proposed team members, include a concise resume for each, and describe their roles and time commitment to the project. Identify the level of involvement in each proposed task. Identify which prior projects they have worked on and in what capacity. Should your firm be short-listed for interviews, please make certain that the person who would be your project manager is present and a part of the team presented during the interviews. Provide a statement of your firm's experience in providing required products and services. Provide a listing (maximum of five) of agencies (with contact information) for similar products & services that have been delivered within the last five years. For each agency, identify the major components delivered.

The same information and relevant experience should be included for your subcontractors and business partners. Subcontractor/partner description and information must be clear and complete.

Samples of work can be submitted in Geo-Tiff format. If available, work from areas with similar climate and relief, preferably in California.

## 1.6 Exceptions to the RFP (as needed)

List any exceptions that you have to the RFP. Please explain the reasons for the exceptions and proposed alternatives.

## 1.7 Additional Pertinent Information (optional – 5 pages)

## 1.8 Cost Proposal (4 pages)

This section shall clearly define costs for all products and services as proposed in the scope of work. Provide the following:

- An overall project cost.
- An itemized cost of each product and service.
- A cost per square foot at 3"and 6"' pixel resolution.
- An itemization of modular costs, if any.
- An itemization of support provided and associated costs.
- Secondary costs, such as data licensing.
- Any other cost category you believe to be applicable.

State all assumptions used in establishing the cost proposal.

## 1.9 Professional Services Agreement (5 pages)

MPWMD requires that each firm responding to this RFP indicate in its proposal that the firm accepts and is willing to adhere to all requirements contained within the MPWMD standard Professional Services Agreement (see Appendix A) As part of its proposal, each firm shall specifically describe any exception(s) to the standard Professional Services Agreement that must to be addressed if MPWMD determines its proposal to be the most qualified and responsive to this RFP.

## *Submission Date*

Four hard copies of your proposal shall be delivered or mailed in sealed envelopes, clearly marked "Orthoimagery Services" by 4:00 pm on April 4th, 2008 at the following address:

**Eric Sandoval, GIS Specialist**
**Monterey Peninsula Water Management District**
**5 Harris Ct, Bldg G**
**Monterey, CA 93940**

**OR**

**Monterey Peninsula Water Management District**
**PO Box 85**
**Monterey, CA 93942-0085**

Proposals received after that time will be returned, unopened, to their sender. Proposals may not be delivered by facsimile or other telecommunication or electronic means.

## *Pre-Proposal Vendor Questions*

If you have any questions about the information contained in the Request, please contact Eric Sandoval, GIS Specialist, MPWMD.

eric@mpwmd.dst.ca.us
(831) 658-5645

Vendor questions regarding this RFP will be accepted until __**March 28, 2008**_____. Responses to all questions will be emailed to all invited vendors by __ **March 31, 2008**_____.

## *Proposal Schedule*

| | |
|---|---|
| RFP Issued: | **MARCH 13, 2008** |
| Deadline for Questions: | **MARCH 28, 2008** |
| Response to Questions: | **MARCH 31, 2008** |
| Proposal Received and Opened: | **APRIL 4TH, 2008** |
| Proposals Reviewed: | **APRIL 4TH-8TH, 2008** |
| Interview Date (if necessary): | **APRIL 11TH, 2008** |

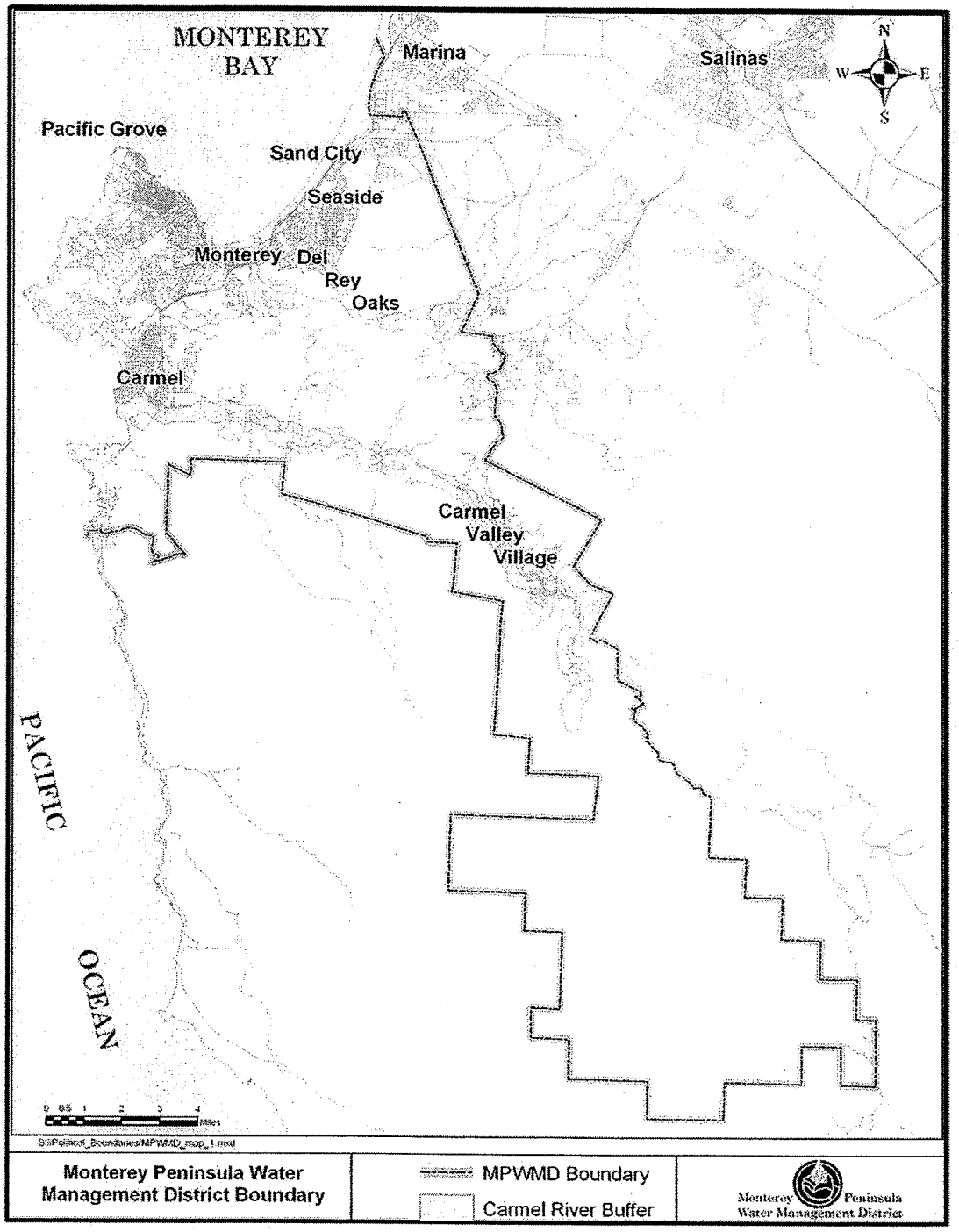
Proposals will be reviewed by the MPWMD staff and a selection will be made according to the preceding schedule. The MPWMD staff may choose to require an interview or presentation prior to awarding a contract.

It is anticipated that the successful vendor will be available to start work immediately following successful contract negotiations and approval by MPWMD Board of Directors.

## *Selection Criteria*

Selection will be based primarily upon vendor proposals, references, and experience; follow-up interviews may be scheduled as needed. MPWMD reserves the right to make its final determination on the most qualified and responsive firm based on other objective factors

# Figure A: MPWMD Boundary and Carmel River Buffer



# Figure B: Existing 2003 DTM of the MPWMD region