



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Names:** Clerk-Recorder-Assessor  
**Department Nos.:** 062  
**For Agenda Of:** August 17, 2021  
**Placement:** Administrative  
**Estimated Time:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors  
**FROM:** Clerk-Recorder Assessor Joseph E. Holland, Assessor, (805) 568-2550  
**SUBJECT:** Amendment to Agreement Between the County of Santa Barbara and Pictometry International Corp. (also known as Eagleview) for Digital Aerial Data Acquisition Projects

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**County Counsel Concurrence**

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

**Auditor-Controller Concurrence**

As to form: Yes

**Recommended Actions:**

That the Board of Supervisors:

- a) Approve, ratify and authorize the Chair to execute Amendment No. 1 to the Los Angeles County External Entity Agreement with Pictometry International Corp. (not a local vendor) to provide digital aerial imagery datasets and associated software, effective upon signature by the County and continuing for a period of nine years following Initial Receipt of Imagery under the First Project, in an amount not to exceed \$565,110; and
- b) Waive further competition and authorize procurement of the imagery and software without conducting a competitive bid process, based on the prior competitive process by Los Angeles County under cooperative purchasing guidelines pursuant to County Ordinance Section 2-38; and
- c) Determine that the proposed actions consist of administrative activities of governments that will not result in direct or indirect physical changes in the environment and therefore are not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15378(b)(5).

**Summary Text:**

The County of Santa Barbara has a unique opportunity to acquire and improve the Geographic Information System (GIS) technological needs through this proposed amendment to the Agreement with Pictometry International Corp. The product consists of aerial imagery coverage of almost the entire County, a technological service that prior to the Agreement, certain County departments were individually purchasing on a semi-annual basis for over 20 years. The aerial imagery datasets can be leveraged as a billable service to other County departments, local cities, and special districts that may not otherwise have access to or infrastructure for such technology.

The vendor will capture both orthogonal (90 degree angle) and oblique (45 degree angle) color images that can then be viewed through a special software program that allows for further measurement analysis, map-spotting, public viewership, and exportability to different file types. This contract covers three sets of images derived from three separate aerial flights, with the second and third flights being optional.

There are currently several other California counties and cities leveraging this same contract negotiated by Los Angeles County (LAC) for the Los Angeles Regional Imagery Acquisition Consortium (LARIAC) (see <https://www.library.ucla.edu/location/data-science-center/lariac> for a brief history of the consortium). The original Los Angeles agreement was the result of a competitive procurement process and is currently in its fifth phase of renewal. The LAC External Entity Agreement was developed using the LAC agreement and incorporating certain sections from that agreement. LARIAC contract documents can be found online at <https://lariac-lacounty.hub.arcgis.com/pages/lariac6-contract-documents>. Therefore, staff is requesting that your Board waive further competition and authorize procurement of the imagery and software without conducting a competitive bid process, based on the prior competitive process by LAC. It should be noted that the Assessor and other County departments have been working with the vendor over the past several years. This amendment is effectively a renewal of our existing contract to procure additional flights over the next decade to leverage long-term image acquisition discounts to create budget certainty and minimize year over year increases. The County is choosing this vendor based on advantageous pricing as well as their positive track record delivering reliable service to several California counties, including Santa Barbara.

**Background:**

Since the 1990s, aerial imagery has been a critical technological tool for departments that have had the need and ability to acquire it. In the early 2000s, with the rise of more advanced geospatial data, the County struggled to keep up with its GIS needs. Though the County appointed a Geographic Information Officer at one point to help implement a more centralized County collaborative to acquire these technologies, the 2008 recession effectively halted these efforts. Prior to the Agreement, County departments reliant upon this data were independently seeking and disparately funding imagery-only projects.

The original acquisition of Pictometry/Eagleview imagery put the County on a better path towards achieving their collective GIS needs. This Amendment to that agreement will allow the Assessor, and potentially all other County departments, to save time and money by not having to look for a suitable vendor year-over-year. The imagery can be leveraged with non-GIS capable departments that would otherwise be unable to utilize this type of technology, and creates public value by decreasing costs and risks associated with field checks that can be done in-house with the use of the imagery.

The quality control process of the 2018 acquisition was quick and accurate, delivering a fully reconciled image in less than a few weeks from the flight date, and avoided the months-long delay experienced from previous vendors. The imagery has helped the Assessor with their property and infrastructure damage assessments. The imagery was also made available to other departments to help them in their review of the area. It is helping County employees do their jobs faster and better, saving them time and risk that would be much greater without this data.

**Performance Measure:**

- Reduced expenses and risks associated with field visits, site inspections, and other travel
- Improved efficiencies in workload management because of quality imagery, measurement tools, and software capabilities
- Intra-departmental operability, utilizing one product so all participants are on the same page
- Improved delivery of information to the public through visual map tools and data overlays

The return on and of investment potential is strong as departments become accustomed to the product in their daily operations. It will give all participating departments an opportunity to eliminate certain expenses through implementation of GIS software.

**Fiscal and Facilities Impacts:**

Budgeted: Yes, and costs are expected to be budgeted in the subsequent fiscal years.

**Fiscal Analysis:**

<b><u>Funding Source</u></b>	<b><u>FY 2021-22:</u></b>	<b><u>FY 2022-23</u></b>	<b><u>FY 2023-24</u></b>	<b><u>Total Project Cost</u></b>
Assessor <i>Flight 1</i>	\$ 62,790.00	\$ 62,790.00	\$ 62,790.00	\$ 188,370.00
	<b><u>FY 2024-25</u></b>	<b><u>FY 2025-26</u></b>	<b><u>FY 2026-27</u></b>	
<i>Flight 2*</i>	\$ 62,790.00	\$ 62,790.00	\$ 62,790.00	\$ 188,370.00
	<b><u>FY 2027-28</u></b>	<b><u>FY 2028-29</u></b>	<b><u>FY 2029-30</u></b>	
<i>Flight 3*</i>	\$ 62,790.00	\$ 62,790.00	\$ 62,790.00	\$ 188,370.00
<b><u>Grand Total Project Cost</u></b>				<b>\$ 565,110.00</b>

**Narrative:**

As noted in the Amendment, the County has the option to terminate its obligations with regard to the Second or Third Projects under this Amendment by providing Pictometry written notice within specified timeframes. The Agreement also allows for termination for non-appropriation. There are no Federal grant monies being used to fund this Agreement.

**Key Contract Risks:**

Summarized, the contract term is for a period of nine years following Initial Receipt of Imagery under the First Project, but the County may terminate its obligations with respect to the Second or Third projects. The first payments are due upon initial delivery of imagery and activation of online services in year one. Delivery anniversary payments are due in the second and third years. If the County's obligations with respect to the Second or Third Projects are not terminated, payment will need to be made to cover the respective acquisition. Issues could arise in the unlikely event the vendor does not deliver an acceptable product under the deliverable terms specified in the contract.

Contract risks are overall limited as the Assessor has budgeted for aerial imagery products in the past. The vendor is highly reputable across the country, acting as the standard leader in their industry and serving over half of all U.S. counties nationwide.

**Staffing Impacts:**

Potential for a decrease in extra help and contracted positions for some departments. The product will help departments adjust current staff time spent on field tasks that can be done at a desktop utilizing this product. Impact will be positive for staff in each department, creating opportunities to improve efficient and effective service delivery to the public. As noted above in performance measures, this product helps minimize risk staff would otherwise be subject to in the field. It also reduces the amount of time spent away from the office doing in-person field checks. This technology service is also in line with the County's Renew '22 initiative, re-designing how we work and helping re-balance our resources.

**Special Instructions:** Please forward a copy of the minute order and an original of the fully executed contract to Dylan Tekautz in the Clerk-Recorder-Assessor. This copy needs to be forwarded to the vendor by August 20, 2021 at the absolute latest.

**Attachments:**

1. Amendment to Agreement
2. Los Angeles County External Entity Agreement Between Pictometry International Corp. and County of Santa Barbara

**Authored by:**

Michael Daly, Division Manager, County of Santa Barbara Assessor  
Dr. Matthew R. Niblett, Mapping Supervisor, County of Santa Barbara Assessor

**cc:**

Joseph Holland, Clerk-Recorder-Assessor & Registrar of Voters