To: Craig Reich, Sr Buyer, Purchasing
From: Michael Erickson, Director of IT/GIS _Mike Erickson_
Mike Erickson (Jan 23, 2025 16:00 CST)
Date: January 20, 2025

Re: Nearmap Sole Source Purchase Justification

Jackson County is requesting approval for a sole source purchase of Nearmap's geo-content services. Nearmap is a leading provider of high-resolution, orthorectified, panorama, oblique imagery, and 3D Mesh building models. It is the only provider offering oblique imagery through a subscription-based service, making it uniquely positioned to meet the County's needs for detailed, up-to-date, and accessible aerial imagery.

Overview of Nearmap's Capabilities:

- **High-Resolution Imagery:** Nearmap offers 3-inch resolution aerial imagery and cloud-based 3D Mesh data. This enhances GIS workflows and improves mapping and analysis efficiency across multiple departments.

- **Frequent Updates:** Imagery is captured multiple times per year and processed for availability within three weeks, providing faster access than traditional services.

- **Cloud-Based Access:** Nearmap's imagery is hosted in the cloud, eliminating the need for the County to invest in extensive data infrastructure or technical expertise.

- **3D and Oblique Imagery:** Nearmap provides advanced 3D and oblique imagery formats, offering valuable perspectives for planning, analysis, and decision-making.

- **Wide Coverage:** Covers urban and suburban regions with detailed aerial views.

- **Access to Analysis Tools:** Web-based tools for integration with GIS, CAD, and other mapping platforms.

- **Historical Imagery:** Access to past imagery for trend analysis and planning.

Sole Source Justification:

1. **Service Frequency and Automation:** Unlike the leading competitor, Nearmap captures and hosts imagery multiple times a year and automatically integrates updates seamlessly into platforms such as Parcel Viewer, GIS Applications, and ArcGIS Pro. The leading Competitor does not provide this level of automation or frequency; it requires separate orders for flights, leading to delays and additional administrative burden.

2. **Subscription-Based Model:** Nearmap operates as a true subscription service with continuous updates and bundled features such as AI capabilities and change detection. Conversely, the leading competitor requires project-based purchases, making it less flexible and less efficient for ongoing operations.

3. **Integration and Compatibility:** Nearmap seamlessly integrates with Jackson County's GIS workflows and platforms. This includes Parcel Viewer and ArcGIS Pro, ensuring updated imagery is readily available without manual intervention. Transitioning to a leading

competitor would disrupt these workflows and require additional efforts for hosting and managing imagery, leading to increased costs and operational inefficiencies.

4. **Expanded Capabilities:** Nearmap offers advanced tools such as 3D models, AI-generated features (e.g., land cover, vegetation analysis), and time-series analysis. These features are critical for urban planning, infrastructure development, and change detection, surpassing the leading competitor's narrower focus on site-specific measurements like roof analytics.

Key Comparisons:

Feature	Leading Competitor	Nearmap in ArcGIS Online
Focus	Site-specific measurements and imagery	Broad geospatial applications
Imagery Type	Orthogonal and oblique (high accuracy)	Orthogonal, oblique, and 3D
Frequency of Updates	Project-based, less frequent	Regularly updated, multiple times/year
Integration	Requires user hosting	Seamless with auto-updated layers
Management	User hosts/manages imagery	No hosting required, auto-managed
Measurement Tools	Advanced, site-specific	General GIS measurement tools
Best For	Insurance, construction, disaster recovery	Urban planning, infrastructure, GIS

Cost and Recommendation:

The proposed 5-year contract totals $625,000.00. Due to the County working within the 2024 budget, Nearmap has restructured the payment schedule. Therefore, this year would be at our previous 2024 budgeted pricing of $100,000.00, with nominal increases in the subsequent years (quote number Q105928). Given the unique offerings, cost-effectiveness, and significant advantages Nearmap provides over the leading competitor, we request approval to proceed with this sole source purchase.

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