

WROC 2020



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What is WROC?

The Wisconsin Regional Orthoimagery Consortium (WROC) is a multi-entity group organized through the North Central Wisconsin Regional Planning Commission. The Consortium has successfully built and now maintains a multi-participant program to acquire updated digital orthoimagery and elevation data on a five-year cycle. As part of the program, the Consortium representatives can provide assistance in coordinating mapping services for those interested in participating. The Consortium is now preparing for projects in 2018-2020 involving both new and past participants from across the state.



Benefits of participating

WROC encourages a spirit of cooperation within the Wisconsin land information community and uses the expertise of an all-Wisconsin mapping team led by Ayres Associates. It also brings numerous direct benefits to participants:

- Excellent value through:
 - economy of scale
 - partner funding
 - efficiency in implementation
- Data-sharing among members
- Specifications and support
- QA/QC support
- Cloud-based data delivery



What is digital orthoimagery?

Digital orthoimagery is the foundation for GIS, forming the base layer from which many additional data layers are created. It combines the characteristics of an aerial image with the geometric qualities of a map. This allows GIS and CAD software to accurately measure all visible ground features in their true geographic position and lets users:

- Make accurate distance and area calculations across the entire image mosaic
- Measure the true position of any feature observed in the orthoimage

What's it used for?

Digital orthoimagery is used throughout Wisconsin for vital purposes such as emergency planning and response, government decision-making, and sound land use policy development.

A sampling of applications includes:

- Parcel mapping
- Asset management
- Property assessment
- Utility facility mapping
- Environmental monitoring and management
- Impervious surface mapping
- Building permit tracking
- Zoning enforcement
- Emergency response
- Code enforcement
- Municipal growth planning
- Forest management
- Floodplain mapping
- Preliminary engineering design
- Change detection
- Public meeting displays

Customize your options and detail

To meet the needs of the largest number of potential participants, a variety of imagery options are available through the WROC program. Aerial imagery will be acquired using a 4-band digital mapping camera to provide participants with options for natural color and color infrared at three different pixel resolutions. All orthoimagery will meet or exceed ASPRS accuracy standards at the 95% confidence level.

<u>Detail Level:</u>	<u>Map Scale:</u>	<u>Horizontal Accuracy:</u>
3-inch pixel resolution	1" = 50'	1.2 feet
6-inch pixel resolution	1" = 100'	2.4 feet
12-inch pixel resolution	1" = 200'	4.8 feet

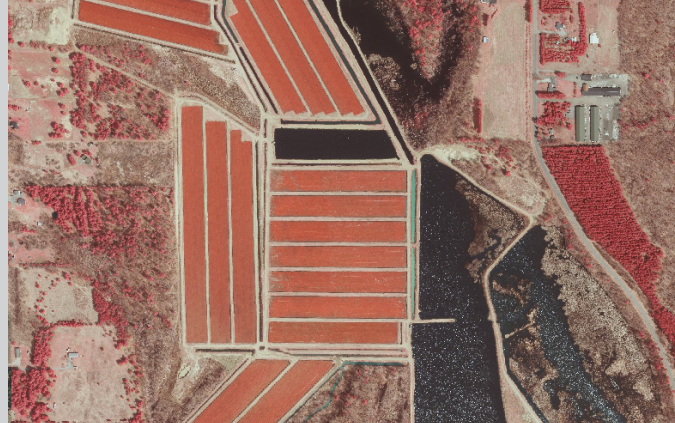
How much does it cost?

Imagery options for WROC have been unit-priced so that participants can budget for projects years in advance. The following unit prices are not-to-exceed numbers for budgetary purposes. The actual unit prices will likely decrease as participation increases and partner funding is secured. The table includes unit pricing for 3-inch and 6-inch buy-ups within countywide projects.

Budget Pricing (Not to Exceed Numbers)

Square Miles	Resolution		
	3"	6"	12"
1-19			
20-30			
31-50			
51-100			
101 to 400			
401+ (county-wide)	\$210	\$80	\$55

- All unit prices apply to contiguous areas only.
- For pricing on projects that fall into the shaded categories, please contact a WROC representative.



Additional services

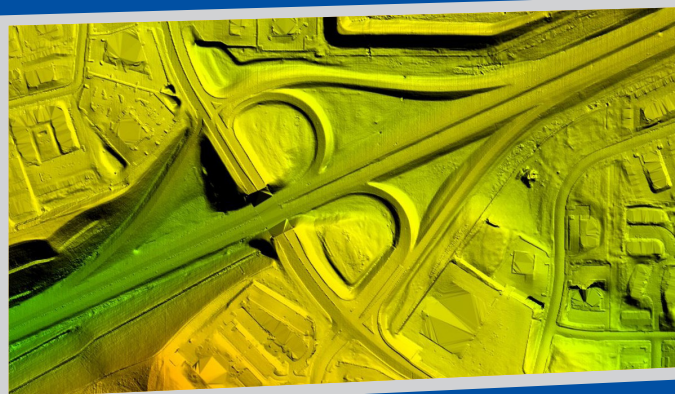
Because each of these services can vary greatly in scope and specifications, costs for additional services will be provided to participants on a project-by-project basis. Additional services include lidar, feature extraction, and planimetric mapping. If you're interested in learning more about additional geospatial services, please reach out to us using the contact information below.

How can you participate?

Any organization can participate in WROC. For more information, contact one of the following Consortium representatives:

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For more information, please visit: ncwrpc.org/WROC2020/

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