



## **CITY OF SALINAS COUNCIL STAFF REPORT**

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**DATE:** FEBRUARY 20, 2024  
**DEPARTMENT:** ADMINISTRATION  
**FROM:** DAVID JACOBS, PUBLIC WORKS DIRECTOR  
**BY:** TELAT YALCIN, GIS MANAGER  
**TITLE:** NEARMAP SOFTWARE LICENSE PURCHASE

### RECOMMENDED MOTION:

A motion to approve a resolution delegating authority to the City Manager to approve the purchase of NEARMAP software license and related products in an amount not to exceed \$49,854.

### EXECUTIVE SUMMARY:

The City of Salinas plans to acquire new aerial imagery and maps services from NearMap which will provide frequently updated, high-resolution aerial imagery and location intelligence. NearMap services such as aerial imagery and web-based layers are all compatible with the City's existing GIS and CAD based services. The new aerial imagery will offer ready-to-use analysis for city departments and divisions for city-wide decision-making.

### BACKGROUND:

The City of Salinas currently uses aerial imagery which was purchased in 2018. The aerial imagery is most used as a base layer to show the location of city assets and properties as well as other entities within the City boundary. Aerial imagery is also used to run analysis for environmental concerns to drive conclusions by City departments such as Development, NPDES, GIS, and Maintenance. To make sound decisions, the aerial imagery should be high-resolution and current. The city landscape dynamically, structurally, and environmentally changes over time. The constant changes require new aerial imagery to keep track of the latest trends and phenomena by the City Departments.

The NearMap license not only offers access to new aerial imagery, but also utilizes artificial intelligence, AI, technologies to scan through City's vegetation cover, roof condition assessment, permeable and impermeable surface condition assessment, debris, and wreckage recognition to provide valuable information for city departments. The imagery also provides 2D and 3D views throughout the city which will greatly help the police and fire departments during emergencies.

CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

This request supports City Council's Strategic Goals and Strategies of Effective and Culturally Responsive Government.

DEPARTMENTAL COORDINATION:

The GIS Division will continue to work with all affected departments during software upgrades or patch releases.

FISCAL AND SUSTAINABILITY IMPACT:

Funding is available and appropriated in 1000.50.5128. Additional funding for future years will be included in the annual budget development process.

ATTACHMENTS:

1. Resolution
2. NearMap Quotes