



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: JUNE 2, 2026

DEPARTMENT: PUBLIC WORKS

FROM: DAVID JACOBS, PE, LS, PUBLIC WORKS DIRECTOR

BY: TELAT YALCIN, GIS ADMINISTRATOR

TITLE: 3-YEAR LICENSE AGREEMENT FOR NEARMAP SOFTWARE PROGRAM

RECOMMENDED MOTION:

A motion to approve a resolution authorizing the Purchasing Agent to enter into a license agreement with Nearmap for an amount not to exceed \$232,026.87 from February 23, 2027 to February 22, 2030.

EXECUTIVE SUMMARY:

The City of Salinas acquired high-resolution aerial imagery and web-based data layers in 2024 from Nearmap, a provider of frequently updated aerial imagery and location intelligence services.

The GIS Division has historically maintained annual licensing agreements with the vendor to support ongoing services. Transitioning to long-term licensing options, such as a three-year agreement, would provide a fixed annual cost over the term, reduce administrative overhead associated with annual renewals, and expand user access beyond what is available under the current licensing model.

BACKGROUND:

The City of Salinas has utilized services from Nearmap since 2024. Over the past two years, licensing costs have increased due to expanded use of web-based imagery layers across multiple departments, as well as standard market adjustments related to inflation.

In March 2026, the City paid a total of \$70,984.34 for its annual Nearmap licensing renewal. Nearmap has since offered a three-year licensing agreement that provides price protection and greater operational stability. This agreement ensures continued access to frequently updated, high-resolution imagery and web-based data layers, while also reducing administrative effort associated with annual renewals and supporting uninterrupted service for mission-critical operations.

Under the proposed agreement, the City would make a total payment of \$232,026.87 with annual payments of \$73,113.87 in Year 1, \$76,769.57 in Year 2, and \$82,143.43 in Year 3 beginning in March 2027. The Nearmap licensing proposal includes two cost components. The first component is the annual base aerial imagery production service, totaling \$210,106.17 over the next three fiscal years. The second component covers the 3D offline aerial imagery layers, totaling \$21,920.70 over the same 3-year period. Combined, the total cost for the 3-year Nearmap licensing agreement is \$232,026.87.

A three-year agreement would provide cost predictability, reduce administrative workload, and ensure uninterrupted access to essential imagery services relied upon by multiple departments. It also supports long-term planning efforts, mitigates the impact of future price increases, and enhances the City's ability to deliver multi-year projects without service disruptions.

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). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

Approval of the proposed action supports the City Council's 2025 Strategic Goal of City Services by promoting fiscal responsibility, sound financial management, and the delivery of high-quality customer service.

DEPARTMENTAL COORDINATION:

This staff report has been coordinated with the City Manager's Office and City Attorney's Office.

FISCAL AND SUSTAINABILITY IMPACT:

Funding will be included as part of the budget development process.

NEARMAP

Fund	General Ledger Number (Operating/CIP)	General Ledger Account Name	Remaining Budget Appropriation	Amount Requested (FY2026-27)
n/a	n/a	n/a	n/a	n/a

ATTACHMENTS:

Resolution
NearMap Quote for 3D Offline Layers 3-Year Renewal
NearMap Quote for Base 3-Year Renewal