



**Request for Proposals
Oregon Statewide Vineyard Mapping
Contract Period Begins August 10, 2026**

I. Purpose

The Oregon Wine Board (OWB) is requesting proposals from firms or individuals (contractor) interested in conducting statewide vineyard mapping to identify, quantify, and document winegrape acreage in Oregon. **Proposals are due to the OWB by 8 a.m. on Monday, July 13, 2026.**

The Oregon wine industry requires a more robust and accurate assessment of vineyard acreage in the state. The results would provide numerous benefits, including but not limited to:

- Reliable acreage and trends: producing clear visibility into planted, removed, and fallow acreage for business planning and market analysis.
- Policy and advocacy: providing credible, up-to-date data for conversations with legislators, agencies, and local governments.
- Risk and resilience: having better situational awareness for wildfire smoke, frost, drought, and disease response.

II. Project Objectives

The objectives of this project are to:

- Develop the most accurate statewide inventory of winegrape acreage possible using modern geospatial technologies.
- Improve the accuracy and reliability of Oregon vineyard acreage estimates used in industry research and reporting.
- Establish a repeatable methodology that can support future updates and change detection.
- Create data products and visualization tools that can support research, planning, education, advocacy, and marketing efforts.

III. Background Information

The Oregon Wine Board is a semi-independent state agency. The OWB was created by an act of the Oregon Legislative Assembly in 2003, replacing the Oregon Wine Advisory Board of the Oregon Department of Agriculture. OWB currently represents over 1,100 wineries and wine companies and nearly 1,500 winegrape growers across 23 federally recognized American Viticultural Areas (AVAs) in the state. The OWB operates for the purpose of supporting enological, viticultural, and economic research to develop sustainable business practices for winegrape growing and wine making within Oregon and supporting the promotion of Oregon's winegrape growing and wine making industries.

As part of its research mandate, the OWB commissions an annual Oregon Vineyard and Winery Census. Conducted since 1981, the census collects data on vineyard plantings, harvest, crush, and sales, providing one of the most comprehensive sources of information on Oregon's grape and wine industry. The report offers statewide, regional, and varietal-specific data that support industry planning, research, and analysis. Originally produced by the Oregon Field Office of USDA-NASS, the study was conducted by the Southern Oregon University Research Center (SOURCE) from 2011-2016 and, since 2017, by the University of Oregon's Institute for Policy Research and Engagement (IPRE).

In addition to collecting survey responses from Oregon vineyards and wineries, IPRE maintains and updates a statewide industry database using public, industry, and historical data sources. This process enables the development of estimates for vineyard acreage, production, and other key industry metrics across regions and varieties using survey data combined with longitudinal analysis.

The Oregon wine industry has experienced significant change over the past two decades, including rapid expansion followed by a period of market adjustment. At the same time, survey response rates have declined, reflecting broader trends affecting survey-based research. These dynamics have increased both the challenge of accurately quantifying vineyard acreage and the industry's need for reliable, current information about vineyard plantings.

Advances in geospatial technology now provide an opportunity to develop a comprehensive statewide vineyard inventory that can improve the accuracy of industry data, strengthen future census efforts, support research and economic analysis, and provide a durable foundation for understanding Oregon's evolving vineyard landscape. Beyond its research applications, visual mapping resources will support education, outreach, and marketing efforts by demonstrating the scale, diversity, and geographic distribution of Oregon's winegrowing regions.

IV. Responsibilities and Services

The OWB seeks a contractor familiar with mapping of crops and land use across large landscapes to develop a comprehensive statewide inventory of winegrape acreage across Oregon's 23 AVAs. Respondents should propose a methodology using combinations of remote sensing, machine learning, GIS analysis, existing datasets, and field validation to accurately identify and quantify vineyard acreage throughout the state.

The proposal should describe the anticipated accuracy of the resulting dataset, the methodology used to assess accuracy, and any limitations or sources of uncertainty.

Deliverables:

Vineyard acreage inventory, data, and mapping:

- Statewide inventory identifying all standing winegrape acreage that reflects all vines physically in the ground, including bearing and non-bearing vineyards, as well as vineyards that have been mothballed or abandoned but not yet removed. Winegrape acreage shall be assessed to all blocks greater than 2.0 acres unless contiguous to other vineyard blocks.
- GIS database of vineyard blocks, AVAs, and other ancillary spatial data that can assist in further geographic information system analysis.
- A statewide report of standing and removed acreage by county and AVA.
- A recommended plan for future updates and change-detection in subsequent years (interval to be decided) that can highlight new plantings and removals over time.

Web interfaces

- An interactive public-facing web mapping tool that will allow users to explore vineyard plantings statewide.
- (Optional) A portal that allows vineyard owners to add detailed information about their blocks, e.g. vine age, varieties planted, soil composition, rootstocks, elevations, etc.

Project Documentation

- Final technical report documenting methodology, assumptions, validation results, limitations, and recommendations for future maintenance and updates of the statewide vineyard inventory.

The contractor must be licensed to do business within the State of Oregon and demonstrated experience in professional environmental, agronomic, and spatial data services. The contractor is expected to collaborate with teams from OWB and other wine industry partners.

The OWB shall receive all final datasets, documentation, and supporting materials necessary to maintain and use the data independently and without limitation. Respondents must identify any third-party software, hosting services, APIs, licensing requirements, or ongoing subscription costs associated with their proposed solution. Preference may be given to solutions that minimize long-term licensing and maintenance costs.

V. Authority

The contractor will work under the supervision and with prior approval of the OWB for all aspects pertaining to the program. All expenditures must fall within the program budget and must be approved by the OWB. The contractor will be responsible for all time and materials incurred which exceed the approved budget.

VI. Proposal

There is no required format for the proposal, however proposals should be no more than 20 pages and include at a minimum:

- **Contractor information:** Outline prior experience with comparable projects and examples of spatial crop assessment and mapping, staff capabilities/backgrounds, any beneficial synergies, partnerships, or relationships that the contractor brings to the table.
- **Subcontractors:** Highlight any/all subcontractors who will be involved in the project if awarded and outline their roles and level of involvement.
- **Proposed methodology:** Include image and data sources; analysis methods; validation methods; expected limitations and how uncertainty will be managed; recommendations for the future.
- **Risks:** Describe the primary risks and challenges associated with statewide vineyard mapping in Oregon and how proposed approach addresses those challenges.
- **Timeline:** An estimated timeline of required activities needed to execute the project, including timeframes of major project deliverables within the contract period.
- **Budget:** Estimated budget for activities including breakdown of all associated fees and expenses, including a proposal for ongoing upgrades or maintenance, an estimate for future reassessments, and any anticipated long-term hosting or licensing fees.
- **References:** Provide name, email, phone, and context for 2-3 relevant references.
- **Conflict of Interest:** Identify any potential conflicts of interest.

VII. Evaluation

The OWB will independently review and evaluate each proposal, and selection will be made according to the following criteria:

Category	Points Possible
Technical Approach & Methodology: <ul style="list-style-type: none"> • Demonstrated understanding of the project objectives and desired outcomes • Soundness and feasibility of the proposed methodology • Appropriate use of remote sensing, GIS, machine learning, field validation, and other relevant technologies • Quality of proposed accuracy assessment and validation procedures • Ability to provide a repeatable process for future updates and change detection 	30
Relevant Experience & Qualifications <ul style="list-style-type: none"> • Demonstrated experience with large-scale land use or crop mapping projects • Qualifications, expertise, and availability of proposed project team members • Successful completion of comparable projects, including examples of deliverables and outcomes 	25
Project Management <ul style="list-style-type: none"> • Realistic and clearly defined work plan and project schedule • Demonstrated ability to meet project milestones and deliverables within the proposed timeframe • Clearly defined roles and responsibilities for project team members • If applicable, describe and justify any subcontractor's work, their relationship to the primary contractor, and oversight for their contributions • Approach to stakeholder engagement, collaboration, and quality assurance • Identification of project risks and mitigation strategies 	20
Budget Proposal <ul style="list-style-type: none"> • Clarity and completeness of budget detail and cost assumptions • Reasonableness of proposed costs relative to the scope of work and deliverables • Reasonableness of proposed costs for future dataset updates • Reasonableness of proposed costs for upgrades or ongoing maintenance work • Identification and justification of any subcontractor costs • Long-term cost implications, including any software, hosting, maintenance, or licensing requirements 	25
Total - 100	

VIII. Evaluation Timeline

After review of the proposals received, the OWB may contact submitters for additional information. OWB expects to hold informational meetings with finalists by the end of July.

The OWB anticipates making a final decision on a contractor by August 7, but reserves the right to reach a decision and/or notify applicants of the OWB's selection at a later date.

IX. Other

A. Revisions to the RFP and Rejection of Proposals

In the event that it becomes necessary to revise any part of the RFP, the OWB reserves the right to add an addendum to the RFP. An addendum will be emailed to all those who have requested a copy of the RFP and who are on the RFP mailing list.

OWB reserves the right not to award this contract if, in the opinion of the reviewers, no suitable proposal has been received. The OWB reserves the right to request supplemental information or otherwise negotiate with the agency/firm regarding their proposal.

B. Proprietary Information/Public Disclosure

Materials submitted in response to this competitive procurement shall become the property of the OWB. All proposals received shall remain confidential until the contract, if any, resulting from this RFP is signed by the Oregon Wine Board and the apparent successful contractor; thereafter, the proposals shall be deemed public record subject to disclosure under Oregon Public Records Law, ORS 192.311 through 192.478.

Any information in the proposal that the contractor desires to claim as proprietary and exempt from disclosure under the provisions of ORS 192.345 and 192.355 must be clearly designated. The page must be identified and the particular exception from disclosure upon which the contractor is making the claim. Each page claimed to be exempt from disclosure must be clearly identified by the word "confidential" printed on the lower right-hand corner of the page.

The OWB will consider a contractor's request for exemption from disclosure; however, the OWB will make a decision predicated by ORS 192.345 and 192.355. Marking the entire proposal exempt from disclosure will not be honored. The contractor must be reasonable in designating information as confidential. If any information is marked as proprietary in the proposal, such information will not be made available until the effected contractor has been given an opportunity to seek a court injunction against the requested disclosure.

All requests for information should be directed to the RFP Coordinator.

C. Costs to Propose

The OWB will not be liable for any costs associated with any firm or individual response to this Request for Proposal. The OWB will award the contract to the firm or individual whose proposal is most responsive to this Request for Proposal and is most advantageous in terms of price and other stated criteria.

D. Costs Component

Standard Procedures for Payment of Fees:

- 1) It is anticipated that the contract awarded as a result of this RFP will be a fixed-fee contract with a total not-to-exceed amount. The contractor shall provide all services described in the approved scope of work for the agreed-upon fee.
- 2) Payment shall be made according to a schedule established in the contract and tied to the completion and acceptance of specified deliverables and milestones. The contractor shall submit invoices to the OWB.
- 3) Any work requested by the OWB that is outside the approved scope of work must be described in a written estimate or change order and approved in writing by the OWB prior to commencement of such work. No additional fees or expenses beyond the agreed not-to-exceed amount shall be incurred without prior written approval from the OWB.
- 4) The agreed fee shall be inclusive of all costs and expenses incurred by the contractor in performing the work.
- 5) All materials, work products, reports, data, and other deliverables produced under this contract shall become the exclusive property of the OWB upon payment. No licensing, subscription, royalty, usage, or other ongoing fees shall be charged to the OWB for the use of deliverables created under this contract unless expressly agreed to in writing by the OWB.

E. Civil Rights Statement

The OWB is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The OWB also complies with all provisions of the U.S. Government's Executive Order 11246 dated September 24, 1965, and the rules, regulations, and relevant orders of the Secretary of Labor.

X. Instructions for Submitting Proposals

Proposals are due by 8:00 a.m. PDT on Monday, July 13, 2026 and shall be submitted electronically via email to Sally Crawford at research@oregonwine.org.

Thank you for your interest in the Oregon Statewide Vineyard Mapping project.

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