

- MAPADrone Services -  
Background, Process,  
and Examples from  
Starting a Drone  
Program

December 15, 2021

## Overview

- Background
- Requirements
- Costs
- Our Process
- Examples of our Drone Projects
- Q&A



# Background

- GSAssistant interested in aerial photography, remote sensing
- First drone flights in 2016 with small hobby quadcopters to learn how to fly
- Pass FAA Part 107 remote pilot certification exam- all pilots flying for compensation must possess
- MAPA purchased a company drone in 2019
- Late 2021 join local area government pilot's group to collaborate on projects and share resources



# Requirements

- Reliable drone - we've used DJI drones exclusively - Phantom, Mavic Pro
- Drone must be registered with FAA, and pilot certified with FAA Part 107
- Depending on flight location and goals, pilot may require authorization/unlocking with local airfield and a waiver for actions
- Awareness of flight rules - VLOS, height limits, flights over people/ cars, night flights, right-of-way, cloud levels, wind, privacy
- Powerful computer for video editing



# Costs

- Drone package - \$1700
- Recurrent Flight Exam - \$150 every 2 years
- Travel, staff time
  
- MAPA member pricing: \$63/ hr
- We have by-the-hour, half-day, and full-day costs, as well as offering “retainer” contracts for a set hourly package to cover numerous events over a period of time



# Our Process

1. Meet with interested parties to determine their needs
2. Outline deliverables - photo packages, short videos for social media, and longer promotional videos
3. Obtain feedback to prioritize top features to capture with drone view
4. Gather airspace authorization
5. Perform flights; download media and perform edits
6. Transmission of deliverables
7. Make adjustments as needed



# Metro ORBT

- “Timelapse” drone videography
- Press materials
- Event capture



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- Fast response and turnaround time
- Drone (safely) goes where we can't
- Cost efficient vs. manned aircraft
- Became the most viewed content MAPA has ever posted to social media - (100k+ reach, 79k views, 1,000+ shares)

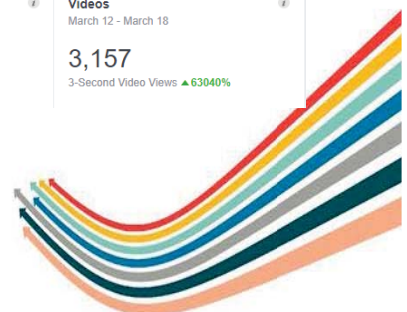
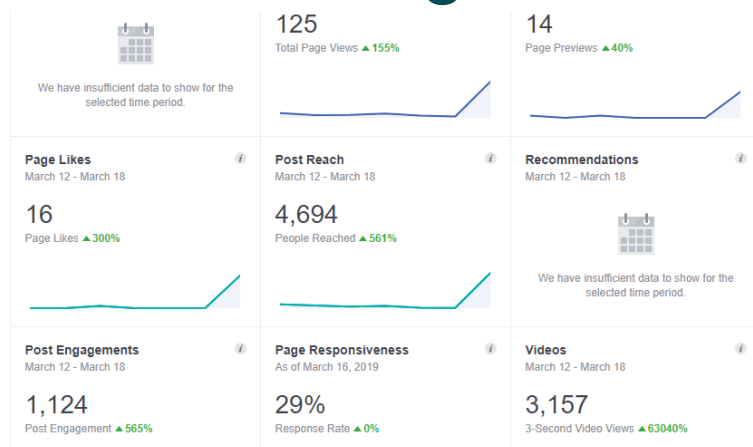
# 2019 Flooding

Flooding on I-29: Crescent to Honey Creek



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# 2019 Flooding



- Visualize a project in its entirety
- Track progress on a consistent, repeated basis
- Provide vantage points not possible with ground-based or manned aircraft

## First Ave. Construction



## Treynor, IA

- Promote to businesses, tourists, families, developers
- Highlights downtown, attractions, industry, history
- Give the feeling of "being there"



- Survey natural terrain faster and lower than manned aircraft
- Execute cinematic shots previously thought to be unfeasible or impractical

## Golden Hills RC&D



- Large collection of stock images for use in presentations, press materials
- A variety of occasions and locations
- Can show urban vs. rural, regional highlights

## MAPA Image Library





# Contact Information

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THANK YOU!

