



GIS Director Report
Prepared for the ATA Board Meeting
March 7, 2020 Superior

1. Online/Interactive Mapping/App product Statistics:

- a. ATA's ArcGIS Online Organization Portal 10/11/19-2/29/2020 <http://aztrail.maps.arcgis.com>
 - i. From <https://aztrail.org/explore/maps/interactive-map/>
 1. Full detail interactive map **4,398** (31.41 views on avg/day +10 more/day vs last quarter)
 2. Elevation profile **1,448** (10.34 views on avg/day +1/day vs last quarter)
 - ii. Steward Map **160** visits (1.2 / average per day – increase .1) <https://goo.gl/61QFm6>
 - iii. Scenic Inventory Map **17** visits (0.12 views on average per day) <https://goo.gl/5yxdnL>
- b. Statewide GIS repository - AZ Geo Clearinghouse (downloaded/map service GIS data) as of 7/3/19:
 - i. **13** more line (track) & **8** point (wpts) webservice since October from 456 & 196 total visits
 - ii. **2** more line (track) & **0** point (wpts) downloads since October from 79 & 21 total downloads
- c. **ATA Topo Map on Avenza Map Store** – since updating **downloads** as of 2/29/20:
 - i. Free Overview mapbook: 257 / Free to Members Topo Mapbook: 53
 - ii. Since 11/2019 there were several dozen map **purchases totaling about \$200 for the ATA!**
 - iii. * Since initial publication and February update was so close, allowed those that purchased, to download the updated maps without further payment. Otherwise annual updates will be full price.
- d. **Arizona Trail App** – 3rd Quarter 2019 profit for the ATA is **\$319.83** which is **\$7 more** than last quarter and **28% increase** over the same period last year.
- e. **Garmin AZT GPS Card** – Sales are down 38% from 2018 but this is older tech. Sent update last month.

2. Mapping

- a. Added ATA designated **Connector Trails** to help designate access to portions of the AZ Trail where trailheads do not exist. Added to all maps.
- b. Added USFS's **Flagstaff Area Camping and Campfire Ban** to all maps <https://bit.ly/3cmlGAC>
- c. Revised **Mountain Bike Route around the Superstitions & Four Peaks Wilderness Areas**. From Apache Trail the route heads north crossing the Salt River and connect north of Four Peaks.
- d. Updated **Arizona Trail App** with above information
- e. Updated Website **Passage & Mountain Bike maps** and will soon update **Steward Maps** with above information
- f. **ATA Topo Map product** – Completed create all water sources locations, in addition to where to turn off from the trail. Included the connector trails & camping band areas. Updated Avenza & ATA website storage.
- g. **ATA's Trimble GPS** - Purchased to capture the final trail in any reroute project with high precision & accuracy, even in steep canyon walls & heavy tree cover. In addition, it can capture distant positions that cannot be easily reached, but within sight. I prefer to provide training in person to those that intend on using. *Printed instructions included.* Currently, I have this GPS at my home.
- h. Updated the ATA's wall map that is for sale on the website store
- i. **I will update the Stagecoach race maps** that will include the newly routed Babbitt Ranches singletrack

3. Online Mapping Resources

- a. **NEW! Arizona Trail Story map:** <https://arcg.is/0Xa0ay> There are interactive tabs to see an overview and details of passages, mountain bike routes, Gateway Communities, water sources, geographical locations of photos from the ATA's Flickr site, Topo map & Arizona Trail App information. Check it out!
- b. **Sign & Gate Inventory** updates <https://aztrail.org/get-involved/regional-stewards/sign-and-gate-inventory/>: All updates need to be sent through this site and **requires a unique id if and update (if not new entry)**, shown in the Steward online Map at <https://goo.gl/61QFm6>. I am storing the approximately 3800 photographs linked from this interactive map on my personal business website, giseifert.com.
****If there is an opportunity for a thru hiker or a few to travel the entire length of the trail, I can setup a GIS smartphone process to collect sign, gates, and road crossings while keeping photos attached to the data.*
- c. **Individual segment maps** are kept up to date at <https://goo.gl/zmqfta> for any Steward to download a PDF and print (regions zipped up). *Hope to have the ATA website segmented when a steward logs in to then have PDF storage linked along with the Steward Interactive Map <https://goo.gl/61QFm6>.*

Sincerely,
Aaron Seifert, GISP
ATA GIS Director