



GIS Director Report
Prepared for the ATA Board Meeting by Aaron Seifert, GISP
July 18, 2020 Online Virtual Meeting

1. Online/Interactive Mapping/App product Statistics:

- ATA's ArcGIS Online Organization Portal 3/01/2020 – 7/9/2020 <http://aztrail.maps.arcgis.com>
 - From <https://aztrail.org/explore/maps/interactive-map/>
 1. Full detail interactive map **5,410** (41.62 views avg/day +10 more/day vs last quarter)
713 Views alone on 6/23/20 Perhaps due to all the wildfire activity this summer
 2. Elevation profile **1,554** (11.95 views on avg/day +1/day vs last quarter)
 - **NEW AZ Story Map 3,663** visits (28.18 / average per day) <https://bit.ly/2W0ILDx>
 - Steward Map **251** visits (1.9 / average per day – increase 0.7) <https://bit.ly/2W3mpAy>
 - Scenic Inventory Map **1** visits (0.01 views on avg per day – down a lot!) <https://bit.ly/2ZVpLXm>
- Statewide GIS repository - AZ Geo Clearinghouse (downloaded/map service GIS data) as of 7/3/19:
 - Site moved to a new portal with different statistics in end of May 2020
 - AZ Geo downloaded waypoints requested 165 times; 2.75 requests/day
 - AZ Geo downloaded passages requested 173 times; 0.95 requests/day
- **ATA Topo Map on Avenza Map Store** – since updating **downloads** as of 2/14/20:
 - Free Overview mapbook: 1,847 / Free to Members Topo Mapbook: 200
 - Since 3/1/2019 there were **purchases totaling about \$1,370 (\$344/month) for the ATA!**
- **Arizona Trail App** – 4th Q 2019 **\$454**, 1st Q 2020 **\$601**, 2nd Q **\$396** profit for the ATA which is about a **25% increase** over the same period last year (App purchases plummeted in late March 2020 but have come back.

2. Mapping

- Added major planned reroutes & checked current and historic wildfire perimeters are updating for the AZT Interactive map. Contacted Matt when I noticed all these many large **wildfires impacting the AZT**. In all 10% or 79.7 miles of the AZT and Alt 11a passages have been impacted in some way by this summer's fires!
 - 22.5 miles passages 11-12 & 15.4 mi 11a on Bighorn Fire
 - 14.9 miles passages 20-21 on Bush Fire
 - 26.9 miles passages 42-43 on Mangum Fire
- Remade & Updated the **Stagecoach Event Maps** with event specific databooks & including the Babbitt Ranch Singletrack reroute
- Completely remade the **Loop Trails** maps in style of the ATA Topo Maps to be downloaded from the Loop Trails webpage on the aztrail.org website.
- Continued with **Sign & Gate inventory updates** submitted with the aztrail.org form
- Almost done with mapping on **Babbitt Ranch Singletrack** as the only delay is last 1000 feet of trail to be built on the Kaibab NF this month
- Keeping the **Arizona Trail App** updated with new information from reroutes.
- **ATA Topo Map product** – Lots of purchases from Avenza Map store at an average of \$344/month!
- **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.
- Various Trailhead Maps for signs and kiosks

3. Online Mapping Resources

- **NEW! Arizona Trail Story map:** <https://bit.ly/2W0ILDx> 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!
- **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://bit.ly/2W3mpAy>. 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.*
- **Individual segment maps** are kept up to date at <https://bit.ly/3egHDFR> 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://bit.ly/2W3mpAy>.*