GIS Director Report

I was part of an epic (not a good thing) wildfire season and basically spent most of my summer on wildfire assignments totaling about 70 days from June – mid September. Therefore, not much GIS work for the Arizona Trail was done.

1. Online/Interactive Mapping/App product Statistics:
   - ATA's ArcGIS Online Organization Portal 7/10/2020 – 10/9/2020 http://aztrail.maps.arcgis.com
     - From https://aztrail.org/explore/maps/interactive-map/
       1. Full detail interactive map **2,983** (32.78 views avg/day -9/day vs last qtr)
          712 View spike 9/17-21/20
       2. Elevation profile **851** (9.35 views on avg/day -2/day vs last qtr)
     - **NEW** AZ Story Map **2,974** visits (32.68 avg/day +4.5/day vs last qtr) https://bit.ly/2W0lLDx
     - Steward Map **100** visits (1.10 / average per day +0.1/day) https://bit.ly/2W3mpAy
     - Scenic Inventory Map **1** visits (0.01 views on avg per day – same last qtr 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: 3,144** (+1297) / Free to **Members Topo Mapbook: 292** (+92)
     - In 2020 there were **purchases totaling about $407 ($41/month) for the ATA!**
   - **Arizona Trail App** – 4th Q 2019 **$454,** 1st Q 2020 **$601**, 2nd Q **$396,** 3rd Q **$350** profit for the ATA which is about a **13% increase** over the same period last year

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 wildfires!
   - Continued with **Sign & Gate inventory updates** submitted through the aztrail.org form
   - Finished mapping on **Babbitt Ranches Singletrack** project
   - Keeping the **Arizona Trail App** updated with new information from reroutes.
   - **ATA Topo Map product –** Lots of individual map purchases from Avenza Map store
   - Various Trailhead Maps

3. Online Mapping Resources
   - **NEW! Arizona Trail Story map**: https://bit.ly/2W0lLDx 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/3egHDRF 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.*