GIS Director Report
Prepared for the ATA Board Meeting by Aaron Seifert, GIS Director
for the March 20, 2021 Online Virtual Meeting

1. Online/Interactive Mapping/App product Statistics:
   - ATA's ArcGIS Online Organization Portal 10/9/2020 – 3/14/2021 http://aztrail.maps.arcgis.com
     - From https://aztrail.org/explore/maps/interactive-map/
       1. Full detail interactive map **5,385** (34.74 views avg/day +2/day vs last qtr) **712 View spike 9/17-21/20**
       2. Elevation profile **1983** (12.79 views on avg/day +3.4/day vs last qtr)
     - **NEW** AZ Story Map **6,511** visits (42.01 avg/day +10/day vs last qtr) https://bit.ly/2W0lLDx
     - Steward Map **170** visits (1.10 / average per day +0.0/day) https://bit.ly/2W3mpAy
   - Statewide GIS repository - AZ Geo Clearinghouse (downloaded/map service GIS data) 5/1/20 – 3/14/21:
     - Site moved to a new portal with different statistics in end of May 2020
     - AZ Geo downloaded waypoints requested 4 times; 0.01 requests/day
     - AZ Geo downloaded passages requested 6 times; 0.02 requests/day
   - **ATA Topo Map on Avenza Map Store –** since updating **downloads** as of 2/3/21:
     - Free **Overview mapbook: 574** (+0) / Free to **Members Topo Mapbook: 113** (+0)
     - In 2021 there were **purchases totaling about $142 ($47/month) for the ATA!**

2. Mapping
   - Continued with **Sign & Gate inventory updates** submitted with the aztrail.org form
   - Keeping the **Arizona Trail App** and other **Map Products** updated with new information from various reroutes.
   - **ATA Topo Map product –** Published the 2021 version to ATA website download, Avenza, and for print encapsulating all changes on the AZT from 2021 such as passage 35. Added wildfire reroute details then republished pages for passages 11, 11a, and 12 that were subsequently opened.
   - **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. **I used this GPS to capture 15.5 miles of completed new trail for the Temporal Gulch reroute earlier in March.**
   - Various Trailhead Maps exported to Shannon for trailhead sign development.
   - Took over the management of the **Databook spreadsheets** to now have **northbound and southbound** spreadsheets (**courtesy of a great volunteer, Robert Tree**) in addition to the Mountain Bike databook.

3. Online Mapping Resources
   - **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.
   - **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.*