



GIS Director Report
Prepared for the ATA Board Meeting
March 5, 2022 Meeting at Desert Botanical Garden, Phoenix

1. Online/Interactive Mapping/App product Statistics:

- **ATA's ArcGIS Online Organization Portal** 10/2/21 – 2/25/22 <http://aztrail.maps.arcgis.com>
 - From <https://aztrail.org/explore/maps/interactive-map/>
 1. Full detail interactive map **4,113** (28.17 views avg/day 8/day vs last qtr)
 2. Elevation profile **1,622** (11.11 views on avg/day 5/day vs last qtr)
 - AZ Story Map **6,025** visits (41.27 avg/day 16.5/day vs last qtr) <https://bit.ly/2W0ILDx>
 - Steward Map **196** visits (1.34 / average per day 1.4/day) <https://bit.ly/2W3mpAy>
- **Statewide GIS repository** - AZ Geo Clearinghouse (downloaded/map service GIS data) 10/2/21-2/25/2022
 - Site moved to a new portal with different statistics in end of May 2020
 - AZ Geo downloaded waypoints requested 2 times; 0.00 requests/day
 - AZ Geo downloaded passages requested 5 times; 0.04 requests/day
- **ATA Topo Map on Avenza Map Store downloads:**
 - In 2021 Free **Overview mapbook: 3,833** (+861) / Free to **Members Topo Mapbook: 394**
 - In 2021 **purchases of Topo Mapbook** totaling about **\$525 (\$44/month) for the ATA!**
- **Arizona Trail FarOut App** – Q4 2021 sales: \$735.57 in royalties; a 14% increase over Q4 2020.

2. Mapping

- Various Trailhead Maps exported to Shannon for her graphic design work.
- Various Reroute maps
- Continued with **Sign & Gate inventory updates** submitted with the aztrail.org form
- **NEW: ATA & ArcGIS Survey123 / ArcGIS Field Maps Apps** - With the purchase of four user accounts for ATA's ArcGIS Online (AGOL) we made a form to take into the field (offline) to match the ATA website form and keep photos attached to a database. Also forms for through hiker surveys of signs, trail conditions made. Form also made for Cattle and Ranching area impacts. Once back in WiFi/good 4G Cell reception forms with photos can be uploaded to view and distribute as needed.
- Keeping the **Arizona Trail App** and other **Map Products** updated with new information from various reroutes.
- **ATA Topo Map product** – Published the 2022 version in early February to ATA website download, Avenza, and for print encapsulating all changes on the AZT from 2021 including the new singletrack in the southern end of Babbitt Ranch. Received extensive updates from the **ATA water committee** to revise information on this and various other products such as the **Databooks**.
- **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, Shawn has this GPS. **Used most recently to precisely map the Alder Ridge Reroute & Temporal Gulch Reroute (portion completed this spring).**

3. Online Mapping Resources

- **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 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/3egHDRE> 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>.*

4. Goals moving forward....

- Outreach through all of you to remind land managers of our GIS data – I can share specifically to contacts our data to get on their maps/systems.

Sincerely,

Aaron Seifert, GISP
ATA GIS Director