



GIS Director Report  
Prepared for the ATA Board Meeting  
October 15, 2022 Meeting at Hart Prairie Preserve, Flagstaff

1. Online/Interactive Mapping/App product Statistics:

- **ATA's ArcGIS Online Organization Portal** 5/30/22 – 10/11/2022 <http://aztrail.maps.arcgis.com>
  - From <https://aztrail.org/explore/maps/interactive-map/>
    1. Full detail interactive map **2,529** (18.87 views avg/day 27.77/day vs last qtr)
    2. Elevation profile **906** (6.76 views on avg/day 9.87/day vs last qtr)
  - AZ Story Map **3,564** visits (26.60 avg/day 40.63/day vs last qtr) <https://bit.ly/2W0ILDx>
  - Steward Map **152** visits (1.13 / average per day 1.49/day) <https://bit.ly/2W3mpAy>
- **Statewide GIS repository** - AZ Geo Clearinghouse (downloaded/map service GIS data) 5/30/2022 – 10/11/2022
  - In April made adjustments for more visibility to users
  - AZ Geo downloaded waypoints requested 8 times; 0.06 requests/day (increase from last qtr)
  - AZ Geo downloaded passages requested 20 times; 0.15 requests/day (increase from last qtr)
- **ATA Topo Map on Avenza Map Store downloads:**
  - In 2022 Free **Overview mapbook: 1,172 (+260)** / Free to **Members Topo Mapbook: 232 (+81)** In 2022 purchases of **Topo Mapbook** totaling **\$226 (\$22/month vs \$44/month in 2021) for the ATA!**
- **Arizona Trail App** – Q1 2022 sales: \$1,093 to the ATA a 22% increase over Q1 2021. *It is the only trail guide in FarOut/Guthook's history to have year over year growth throughout the history of the app!*

2. Mapping

- Under 2 miles of new singletrack trail in **Passage 31 Walnut Canyon, Passage 41 just south of Orderville TH, and Passage 42 Mangum reroute** all mapped with the Trimble GPS and updated all our products.
- Working with David Rabb to **overhaul the back end of the 3 Databook versions** (Northbound, Southbound, and Mountain Bike) so that information only needs to be entered/updated in on spot rather than 3. David is doing most of the work on this and I am greatful.
- Various Trailhead Maps exported to Shannon for her work. Various Reroute maps produced
- Continued with **Sign & Gate inventory updates** submitted with the aztrail.org form
- **ATA & ArcGIS Survey123 / ArcGIS Field Maps Apps** - 4 user accounts for ATA's ArcGIS Online (AGOL) to take forms into the field (offline) and keep entries + photos connected in a database. Forms through hiker surveys of signs & gates, trail conditions, plus 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.* **Used most recently to precisely map the 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 if and update (if not new entry)**, shown in the Steward online Map at <https://bit.ly/2W3mpAy>. New forms to input data via Survey123 App. 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/3egHDFR> for any Steward to download a PDF and print (regions zipped up). *Steward Interactive Map* <https://bit.ly/2W3mpAy>.

4. Outreach...

- **Outreach through all of you!** Remind those you work with, an especially land managers, of our GIS data. Just put me in contact with whomever is interested or someone that needs our maps and data.

Sincerely,

Aaron Seifert, GISP  
ATA GIS Director