

**QUESTIONS & ANSWERS FOR [AMERICAN TRAILS](#) WEBINAR:  
Creating a Smart Sustainable Safety Sign Initiative Program  
May 27, 2021**

**Alan with Friends of Fourmile Volunteer Trails Monitors (CO) asks:** We and agencies are interested in at least piloting a QR code based information and voluntary donation project as soon as this summer.

What about a situation where the visitor cannot connect via the QR code at the sign location. Can you arrange that the visitor will later automatically connect when they come back into cell coverage?

**Louis answered:** Every QR code is a completely connected and independent but it's based on the signal. Sometimes the phone freeze when you get a signal when you get back but we don't have that problem in the places we have that.

**Ivan answered:** Out on the trail with the assessment we would look at that. That's one of the things we would look at as well because we are going to have to GPS this whole trail depending on where we are at and if the signal is poor there could be issues but we have not run into that yet.

**Andy with Keene Parks and Recreation Department (NH) asks:** Can this be done at the municipality level or just county and state?

**Ivan answered:** We would be absolutely willing to work with you. If you reach out to us via email we can set up a call and independently meet with each and every one of you whether it is zoom, conference call, GoToMeeting. We would look at the possibility of working with you closely. A lot of the stuff we can start looking at Google Earth in looking at your trails and zooming in with the, screen sharing . So absolutely yes, we would love to work with you.

Who makes the sales pitch to the funders, you or municipality? City of Keene NH is very interested.

**Ivan answered:** We partnered with liquid outdoor exclusively on this as far as he has a stable of national advertisers and also local that he goes out with the best interests of our company and goes and closes the deals for us on that end. As far as the platform is concerned we hire local people, sales force, within your area that secure local businesses that want to fluff their wings out on the trail but never had the opportunity in a tasteful way to expose their business out on the trail. Whether you want to be on one a QR code, because remember all of our QR codes are unique, so you can be on one or you can be in all of them. We are able to monitor that and deploy messaging. Also, if you have a real closure or something that went wrong we are able to put that up instantaneously.

**Christopher with FHWA (DC) comments:** ¡Qué bueno es hablar español!

**David (Cedarville, MI) asks:** Are sponsorships costs per year or one time? IS there a minimum mileage of trails needed?

**Ivan answered:** So in this case, this is a 35 mile trail, the next trail we got was 12 miles, most trails are more than a mile that we have been dealing with. As far as sponsorship, it would be probably and annual check and Leslie set up differently where it would be quarterly.

We have a series of small trails, from 1 mile to 4 miles across the Township. Would you coordinate all the trails for one project? World you partner with DNR and other agencies. We are a township in Michigan's Upper Peninsula.

**QUESTIONS & ANSWERS FOR [AMERICAN TRAILS](#) WEBINAR:  
Creating a Smart Sustainable Safety Sign Initiative Program  
May 27, 2021**

**Ivan answered:** We would do all the trails that you had whether it is a consistent one sign or each individual sign would be different. It's really up to you how you want that to rollout. If there is one 911 or five 91 months 911, we would roll that out it would be seamless. However creative you want to get with these signs we are on board.

**Louis answered:** Is the only thing to remember is you will tell us where you want to see it, it's if you want everything to look the same even if it's for five different trails it will be nicer.

**Ivan answered:** I would like to also mentioned coming up, the commitment level for disability or city or state is that we work closely with mapping and design and once we identify the trail and look at every opportunity and submit a proposal then it is time for us to come out on the trail. We have to see what the trail looks like, how it feels, does the site really go here, is the sign clutter? We don't want to put signs up just to put them up. We want them to make sense so that everybody on our team is confident and everybody on your team is confident and really what we are doing it for is the path user. They have to see an immediate benefit when they come out on the trail. They want to see a beautiful sign so that is something I think is extremely important and we have run into sign clutter. We have consolidated a lot of areas where there were five or six signs and we packed it out and brought it to one sign. So when it people have said there is going to be a lot of signs here, we have actually reduced the signs.

**Director Lukacsy-Love with City of Euclid (OH) asks:** Hi, Are Municipalities eligible to work with Smart Outdoor? Or just Counties and larger?

**Ivan answered:** We would be absolutely willing to work with you. If you reach out to us via email we can set up a call and independently meet with each and every one of you whether it is zoom, conference call, GoToMeeting. We would look at the possibility of working with you closely. A lot of the stuff we can start looking at Google Earth in looking at your trails and zooming in with the, screen sharing . So absolutely yes, we would love to work with you.

**Hannah with Albuquerque New Mexico Mountain Bike Association (NM) asks:** Have you worked with any groups dealing with mountain bike trails or downhill bike parks? Or has it been strictly paved and easily accessible trails thus far?

**Ivan answered:** We have had conversations with the city of Tallahassee in Florida with Chuck Goodhart where he wanted us to do a bike park but we have had other people reach out to us. It is something that we will definitely look at. Again, I think it's a great opportunity for us and if that is something that you would like to see our program in, we are all about looking at that with you.

**Hugh with Larimer County Horseman's Association (CO) asks:** Do you work with multi-use trails -- hiker, biker, equestrian?

**Ivan answered:** All you have to do is reach out, we are here to help. Also, a lot of people if you have pre-existing signs that you just got but you don't have the smart component to it or the 911, we can retrofit our program to your pre-existing signage. However, we would do, we would want to do the whole program with you. We have a group right now that there signs have been there for 10 years and they don't really like them anymore so they want us to come in and start fresh. So that is what we are doing.

**QUESTIONS & ANSWERS FOR [AMERICAN TRAILS](#) WEBINAR:  
Creating a Smart Sustainable Safety Sign Initiative Program  
May 27, 2021**

**Ian with Cloud Gehshan Associates (PA) asks:** What's the graffiti/ vandal resistance to the sign?

**Ivan answered:** There is a 10 year on it the signs from the manufacturer. They have gotten a little too creative and scratches where it actually affects the integrity of the sign or you can't read it where it needs to be replaced, we will have to replace that or remove it and if it continues and is just a bad area to keep that sign we would either remove the sign or look at another area to put a very similar sign.

**Larry a Volunteer (IA) asks:** Is Smart Outdoors exclusive to the east coast?

**Ivan answered:** No it is not. We will come wherever you are.

How do you work with a new trail? With no history of user numbers?

**Ivan answered:** Obviously, we could set up counters however we would talk to you in a look at your website and set up a call and go over it. If you tell me that path is busy then we are going to be interested in working with you.

**Louis answered:** Remember, remember everybody's out there on the trail due to COVID and that's happening to us.

**Marcia with Lincoln County Authority of Tourism (NV) asks:** Are the number of trail users a deciding factor for qualification?

**Ivan answered:** We would have to look at your trail and if it is a trail that has one person on it a year and might not be a great opportunity for us but I would say I would like to look at every opportunity before we make a decision on that. We are here work with you so were not here to put walls up.

**Pavlo (Ukraine) asks:** Do you stay in touch with mobile network operators for them to maintain sufficient signal level and GPRS connection speed?

**Ivan answered:** This is a QR code and people are using their own mobile devices so I really don't know the bandwidth out on the trails. However, we can certainly look at that. And then choreograph our signage to where it makes sense, where they are best visible.

**Robert (CA) asks:** Have you done work on the east coast only or do they provide trail signage services in California, specifically county of Los Angeles?

**Ivan answered:** Not yet. In a six hour flight we could be out to eight West Coast but prior to that there is the phone, zoom meetings, there is looking at maps and we would couple a couple different trails in one setting.

**Louis answered:** We have a few projects right now that we are ready to set up contracts but nothing concrete yet.

**QUESTIONS & ANSWERS FOR [AMERICAN TRAILS](#) WEBINAR:  
Creating a Smart Sustainable Safety Sign Initiative Program  
May 27, 2021**

**Robert with Borikua Tours (PR) asks:** I know a lot of areas that this would be awesome. Does this Program offered here in Puerto Rico?

**Ivan answered:** Yes, we would set up a call, if you can email us and will set up a call and look at the opportunity with you. And we can bring you the same best opportunities that we just brought forth this last trail in Westchester, we can bring that to you.

**Robert with Humboldt County Public Works (CA) asks:** Has there been any work on the west coast, if so what city, county agency?

**Ivan answered:** Not yet. In a six hour flight we could be out to eight West Coast but prior to that there is the phone, zoom meetings, there is looking at maps and we would couple a couple different trails in one setting.

**Tricia (New Orleans, LA) asks:** How are the sponsors for each project acquired? What happens if sponsors aren't located for a project?

**Ivan answered:** In a timely manner that we are working with you on assigned design, we are already on the backend working with our advertising agencies looking at demographics of the area and securing sponsors. We like to sell the sponsor out prior to moving forward with going for deposits for the fabricators. So that is the sweet spot for us. There is a lot of back-and-forth prior with the sponsorship team to secure this. So that's a great question however, we secure it prior to getting that deposit for the signs.

What is the average sponsorship level per sign?

**Ivan answered:** Fort Westchester we are about 8000 dollars per mile. It depends on where you are, we have to set levels of where you are in the country to come up with, because it has really never been done before. I would tell you that the sign fabrication, installation on the Westchester trail was upwards of about 106 5000. In one month we were able to pay the signs 100 percent off and give the county their percentage and we were able to walk away. With a great trail feature. So we are moving now with Westchester County into their second trail.

How does the ongoing maintenance plan operate? Do you use local vendors for that? What's the turnaround time to repair a sign?

**Ivan answered:** Absolutely, we would secure somebody local that we would bring on the trail and also you would meet with them and they get paid through our program to get dispatched within hours of that call. That is the way that would work.

**Wendy McDonald (Nova Scotia, Canada) asks:** You mentioned the trail goes all the way to the border of Canada. Do you see a potential for working with groups in Canada? Sounds like its too good to be true!

**Ivan answered:** So, you are just right over the border and we would love the opportunity to be in Canada. A trail is a trail is a trail so we would love to come there, work with you. I'm not going to sing your national anthem right now but I know it by heart.

**QUESTIONS & ANSWERS FOR [AMERICAN TRAILS](#) WEBINAR:  
Creating a Smart Sustainable Safety Sign Initiative Program  
May 27, 2021**

**William with Luminant Design LLC asks:** Are there different design style options and colors, or is it limited to only in one basic format?

**Ivan answered:** You can decide however you want to go with your team. We will work closely with you whether it is when a post or two posts. All the signs are double-sided. There will be a sponsor on both sides. In the Westchester case they went with that design. We submitted a couple different samples to them and that is what they chose. Though supposed are embedded with grain on there they are based on 10 years of warranty. We are not married to one Sign Company. If you have a sign company that you are interested in that fit into our model we definitely will entertain that as well as work with you closely with the graphics. If it has to fit into the aesthetics of the trail and where it's going it's important for it to look beautiful out on the trail.

Have you tested these sign designs for ADA accessibility, particularly with regard to visual contrast?

**Ivan answered:** We would be compliant with what the county, city or state requirements are making us do and then ultimately it's the county, city or the state or the organization that has the ruling in their gonna sign off on that. We are basically an extension of your department working closely with the. Also, your funding department, safety department, your revenue. So there's a lot of components in our program that makes us unique.

**Louis answered:** We are very flexible on whatever you guys decide.

What is the data on how many people use QR codes?

**Ivan answered:** Were finding on a daily basis that people are hitting the codes no matter what the weather is, even if there's a foot of snow on the trail people are still hitting them then. We have anywhere from 40 a day to 250 a day. Per sign.

Are there multilingual options for these signs? Are there examples of multilingual sign programs that you have installed?

**Louis answered:** We can change it, we can do both. We can do Spanish, Italian, English, it depends on the request.