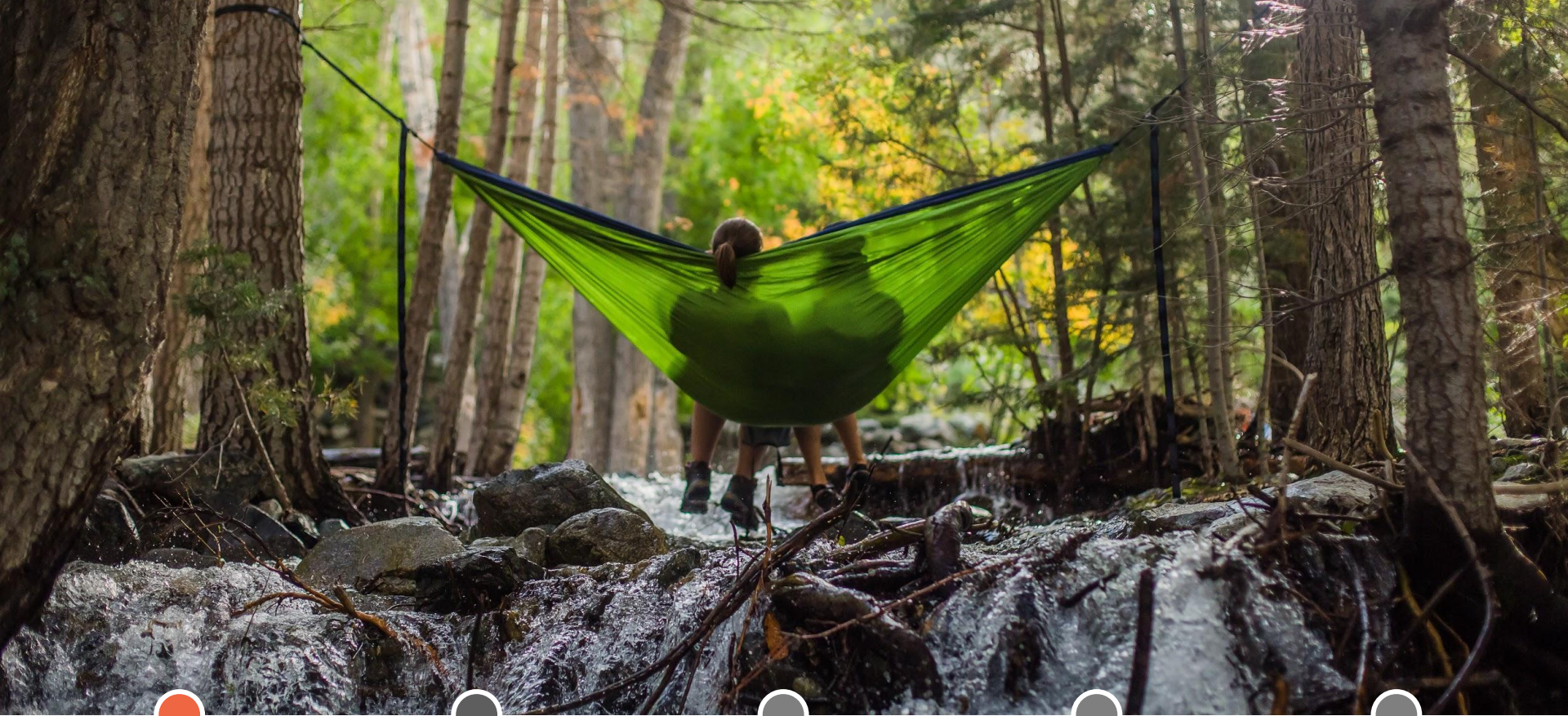


# A Stewardship-first Approach to Maps and Apps for Recreation.









**Why mobile apps?**



**Approaches**



**Considerations**



**OuterSpatial**



**Examples**

# Recreation Mobile Apps

Anyone use one of these apps?



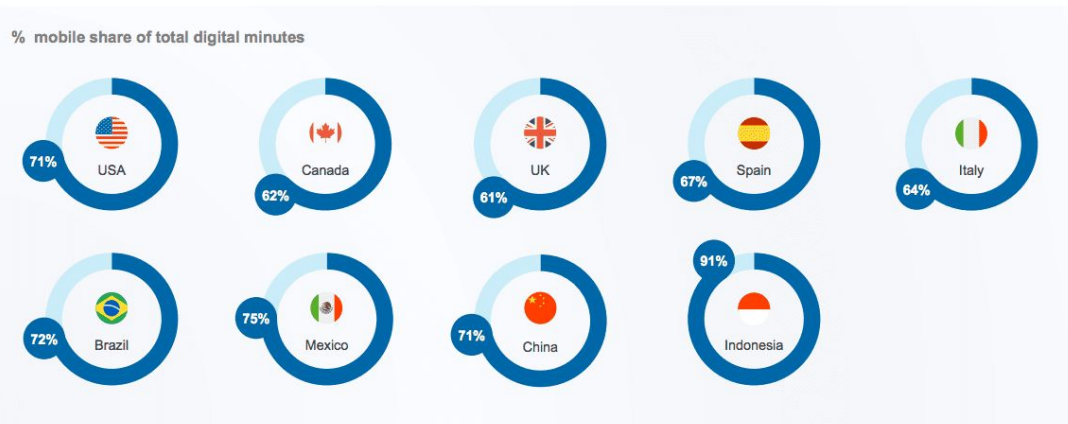


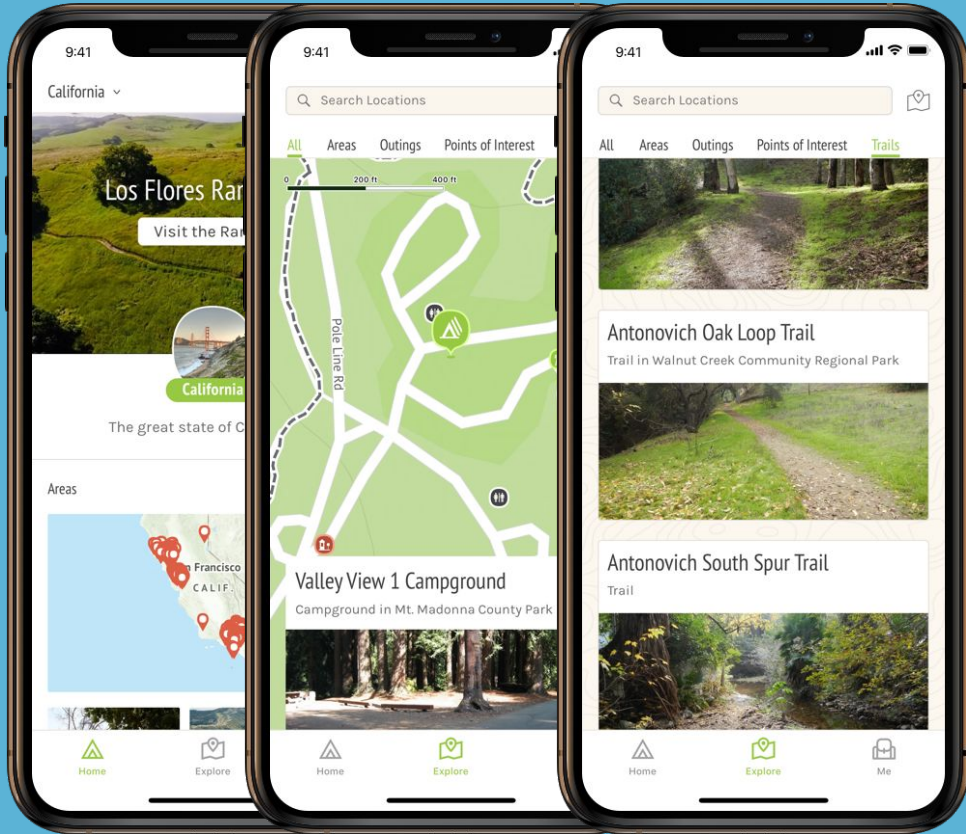
# Why Mobile Apps?

5 billion mobile phones > web traffic via phones.

## Our primary tool

Across the globe, mobile devices dominate total minutes spent online, passing 90% in Indonesia

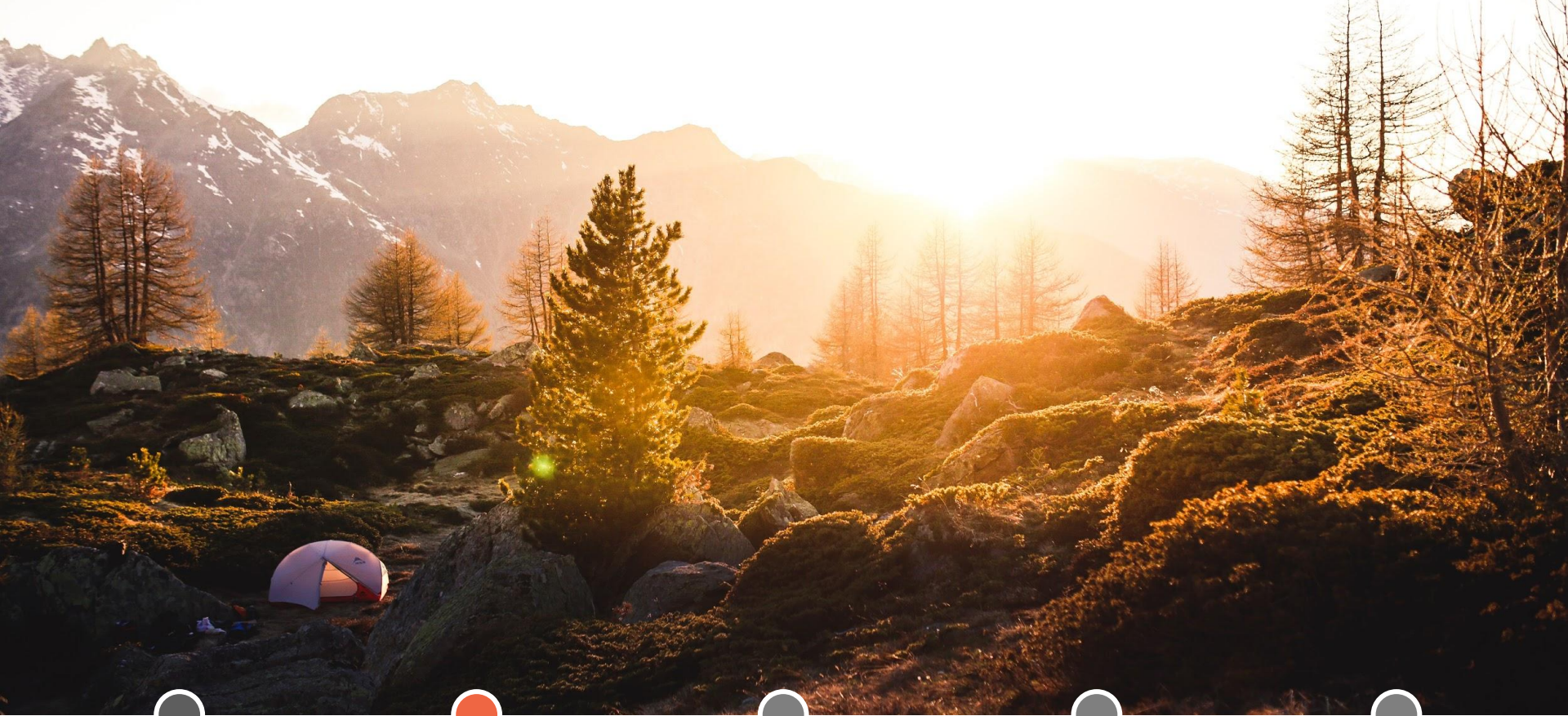




# Why Mobile Apps?

- Users prefer apps
- More enjoyable/safer experience (offline)
- Deeper visitor engagement
- Advanced learning and insights





Why mobile apps?

**Approaches**

Considerations

OuterSpatial

Examples



# Approaches



## Build your own custom app

Full control

Expensive up front and year to year



## Hire a consultant to build your app

Full control

Expensive up front and year to year



## Use an existing app platform

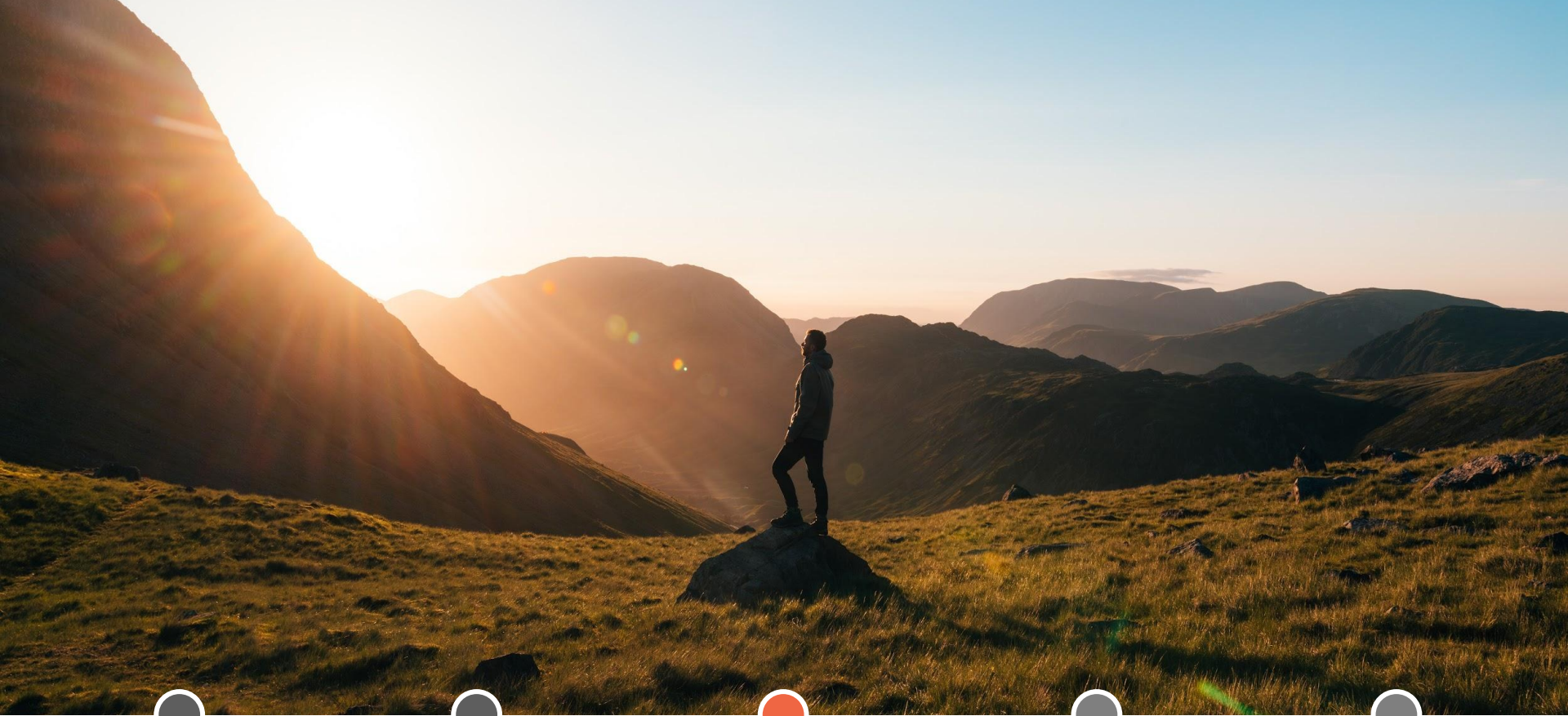
Know what you are getting

Proven

More affordable

Less control





Why mobile apps?

Approaches

**Considerations**

OuterSpatial

Examples



# Considerations

- Identify your audience
- Set measurable goals
- Plan for the long-term
- Research your options
- Make a plan
  - Identify roles
  - Focus on good, dynamic content
  - Market your app
- Market your app!





# From Data...

The screenshot shows the COTREX desktop application interface. The browser address bar displays <https://cts.state.co.us/cotrex/desktop/>. The application header includes the COTREX logo and the text "Colorado Trail Explorer".

The main content area features a map of Rocky Mountain National Park. A search bar at the top of the map contains the text "rocky mountain national park" and a search icon. Below the search bar, a dropdown menu shows "Show search results for rocky ...". The map displays various trails in different colors (red, green, blue, yellow) and terrain features like "Mummy Range" and "Bowen Gulch".

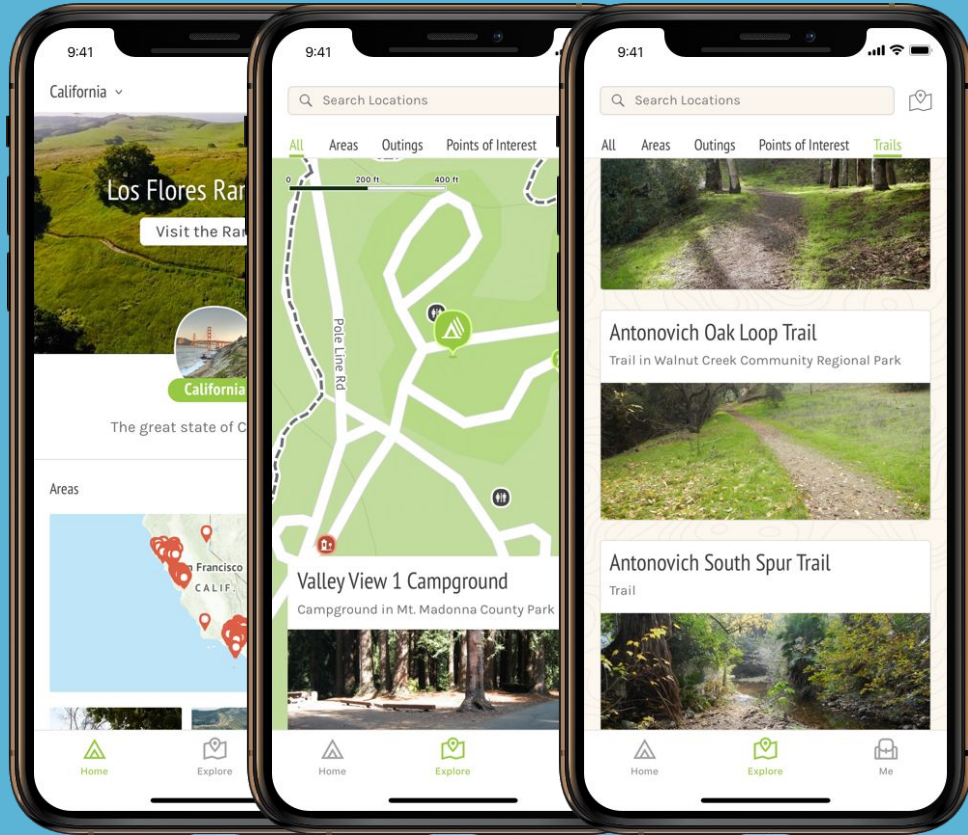
On the left side, there is a "Trail Manager Summary: Rocky Mountain National Park" section. It includes a "Clear" link and a "total miles" section with four columns of icons and values:

Icon	Value
	334 mi.
	0.00 mi.
	0 mi.
	0 mi.

Below this table are labels for "# Trails", "# Trailheads", "# Trail Managers", and "# Data Contributors". A link for "CTS last updated:" is also present.

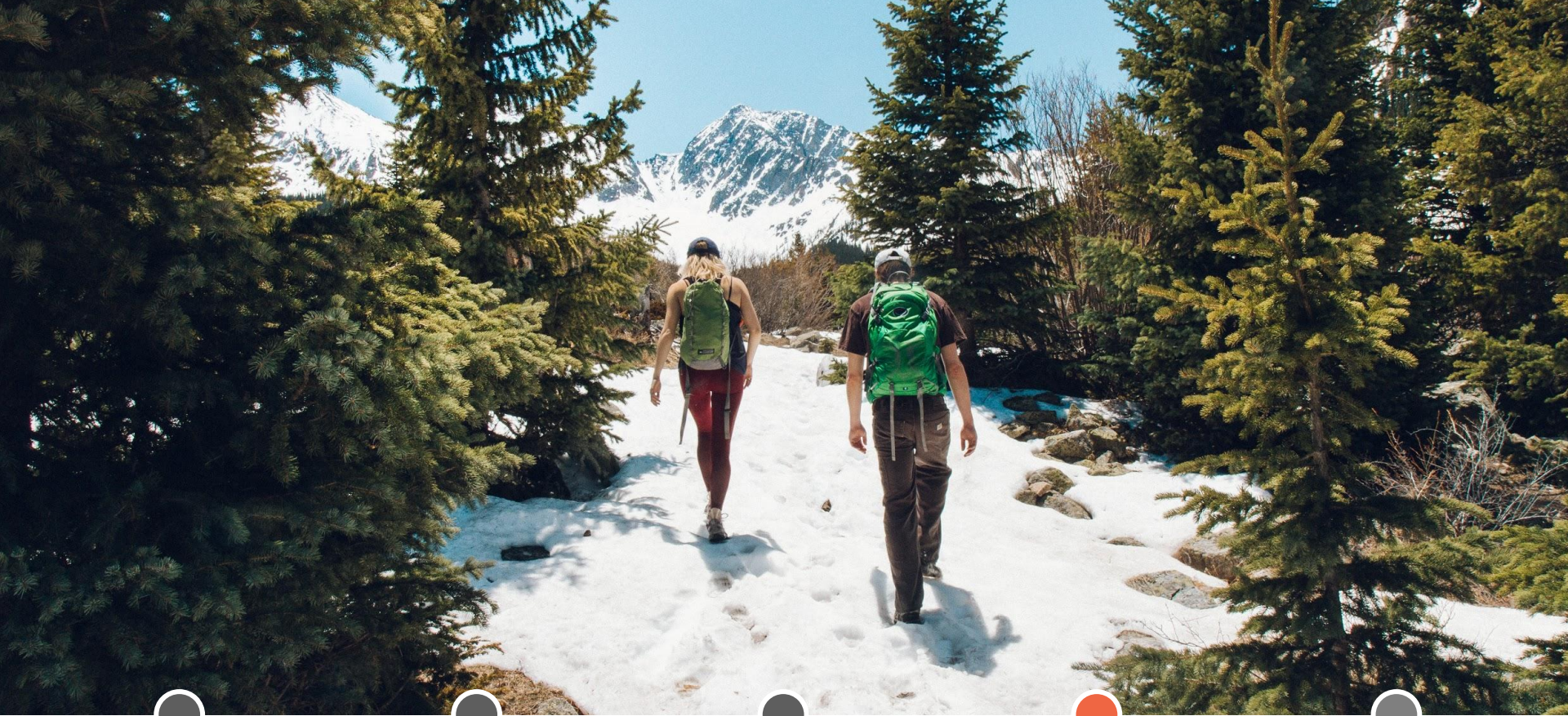
On the right side, a "List Trails Near" sidebar is open, showing a search bar with "Rocky Mountain National Park" and a search icon. Below the search bar, there is a "Show results within 10 Miles" slider set to 1 mile. The sidebar lists the following trails and their distances:

Trail Name	Distance (mi)
Buck Creek Trail	0.19
Beaver Point Trail	0.26
Beaver Meadows / Moraine Park Complex Trail	0.39
Moraine Park Museum Trails	0.72
East And West Deer Mountain Trail	0.77
Tuxedo Park - Ymca Camp	1.2
Moraine Park	1.21
Utility Area Trails	1.27
North Deer Mountain	1.45
Beaver Meadows - Deer Ridge Parking Trail	1.78
Moraine Park - Mill Creek Basin	1.84
Ymca Camp - Glacier Basin C.G.	2.6
The Pool - Cub Lake Trailhead	2.69
Fall River - Little Horseshoe Park Complex Trail	2.83
Aspenglen Campground Trail	3.07
Little Horseshoe Park - Lawn Lake Trailhead Trail	3.37
Glacier Creek Trail	3.54
Ute Trail East	3.63
Wind River	3.63
Fern Lake Trailhead - The Pool Trail	3.73



...to Content





Why mobile apps?

Approaches

Considerations

**OuterSpatial**

Examples



# OuterSpatial

A platform designed to help **park agencies, towns and nonprofit organizations** take advantage of the most innovative web and mobile technology.



Grown with  by

 Trailhead Labs





“ Trailhead Labs has been outstanding to work with on our new website and interactive map! OuterSpatial enabled us to aggregate and improve the accuracy of Napa County’s recreation assets, which include over 175 miles of trails within 34 parks for 12+ land management agencies. Our visitors now have current and updated information on all of the County’s parks, trails, and campgrounds via a modern interactive map and app. ”

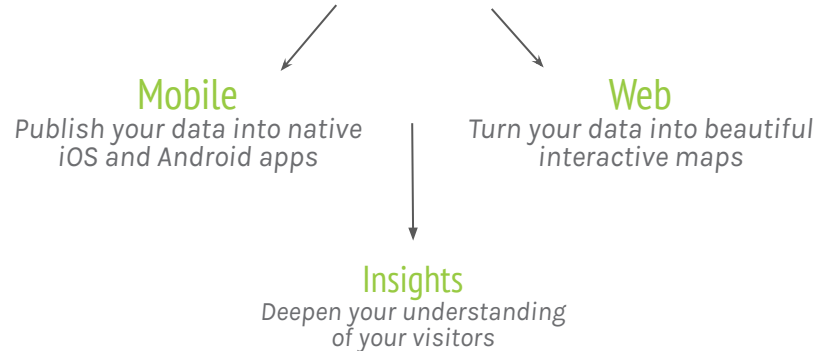
- John Woodbury, General Manager - Napa Open Space District

# The Outdoor Platform

Get your park and recreation data into the hands of visitors using modern, interactive maps and mobile apps, while deepening visitor engagement and gaining insight into your community.

## OuterSpatial Manager

One place to **manage** your outdoor park and recreation data and content, **build and publish maps**, and **deepen your understanding** of your visitors



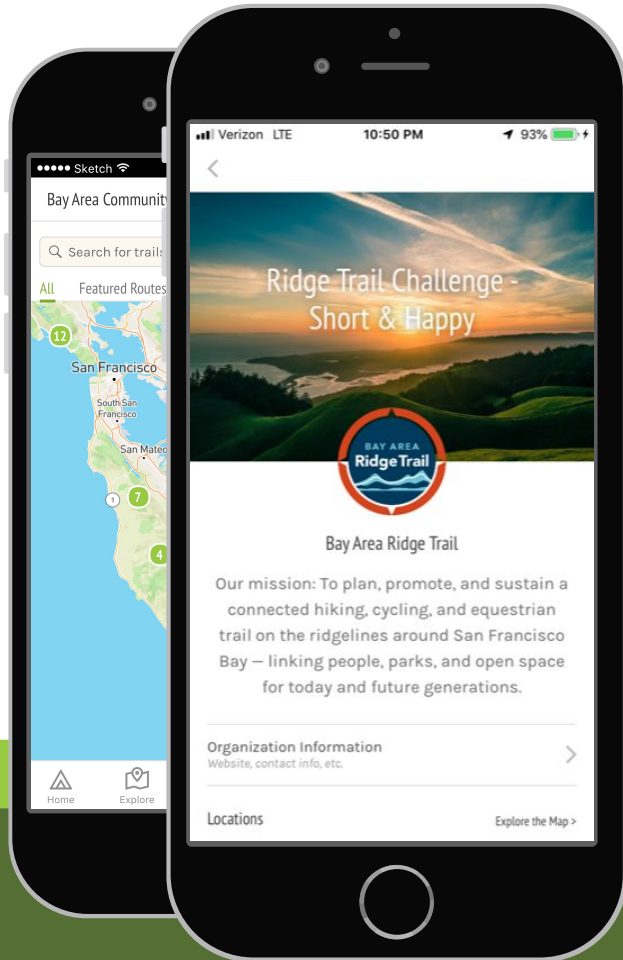
# OuterSpatial Mobile

Native mobile applications are expensive to build and hard to maintain. OuterSpatial Mobile allows your organization to publish park and recreation data into a native mobile app experience that's specifically designed for outdoor recreation.

- ✓ Content customized for your community.
- ✓ Fully featured, modern native app with offline capabilities, gps tracking, geoPDF maps, and community posts.
- ✓ Promote custom challenges and incentive programs to bring more visitors to your park.
- ✓ Allow your visitors to check in, report issues, contribute back and share with their friends while out on the trail.
- ✓ Present only authoritative content from organizations.
- ✓ Website compliment – your info in the app and on the web!

## Need More Customization?

OuterSpatial Mobile gives you the power to create a custom branded application specifically for your organization, using your organization's logo, name, and look and feel. Just like the global version, your branded app will be freely available to visitors through the iTunes and Google Play stores.

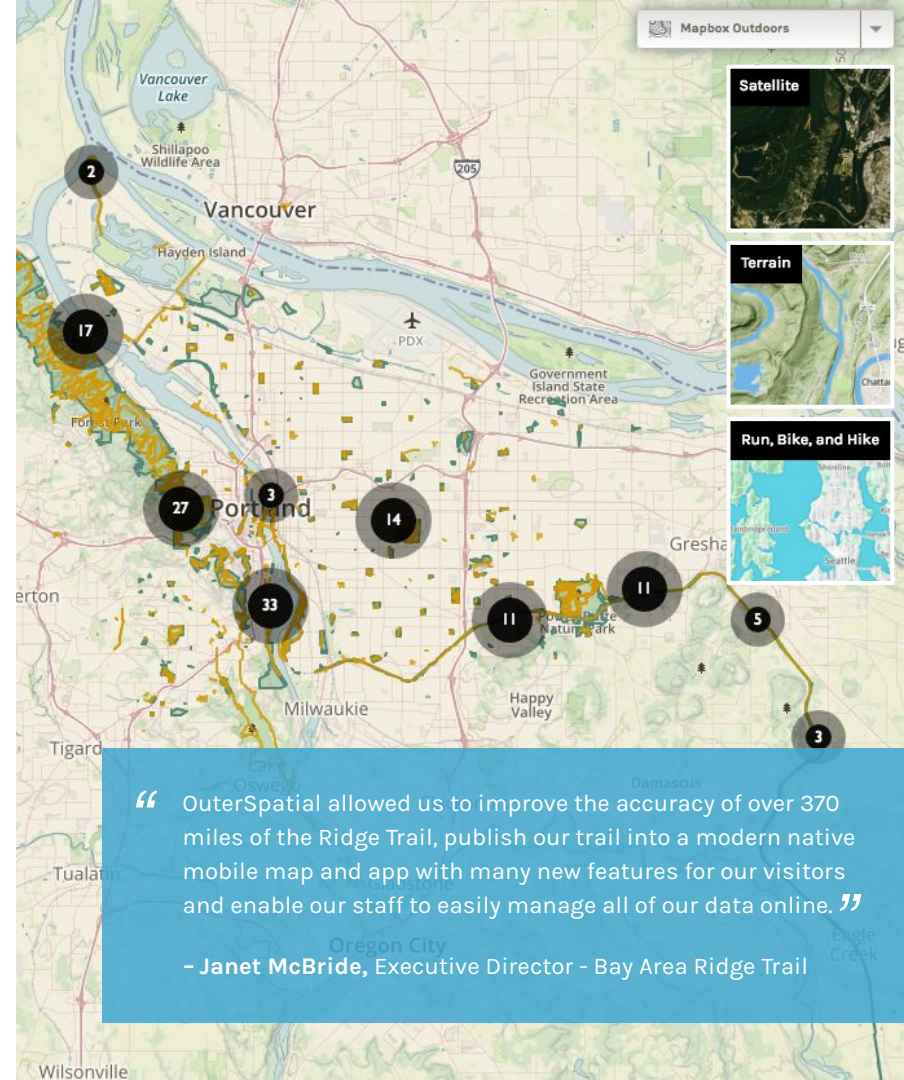




# OuterSpatial Web

Create your own organization-branded interactive maps and embed them directly into your organization's website and/or mobile app. These mobile responsive maps look great on any screen size and make it possible for your visitors to find your parks and recreation data, get directions to destinations, and engage with your park through photos, descriptions and much more.

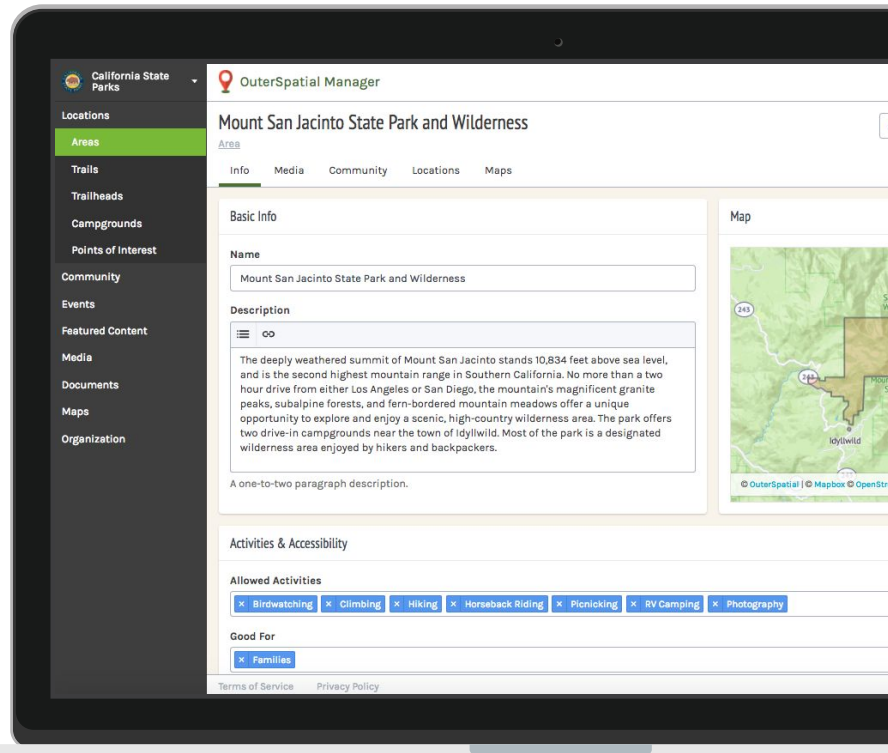
- ✓ Pull in your internal data or data from your hosted services (Esri, CARTO, etc.) to build your custom map.
- ✓ Embeddable: publish maps on your own website.
- ✓ Mobile responsive: maps work on all devices.
- ✓ Accessible: section 508 compliant.
- ✓ Update the map on your own with our easy to use Map Builder software.



# OuterSpatial Manager

A sophisticated tool for managing your outdoor parks and recreation data online. Easily add interpretive and curatorial content to your existing geospatial information, such as photos, videos, engaging descriptions, events, and status information.

- ✓ Create & manage data using an easy-to-understand web interface.
- ✓ Connect and integrate your existing internal datasets.
- ✓ Georeference your paper maps for easy data creation and review.
- ✓ Add dynamic information such as closures and status.
- ✓ Own your data - download your content whenever you want.

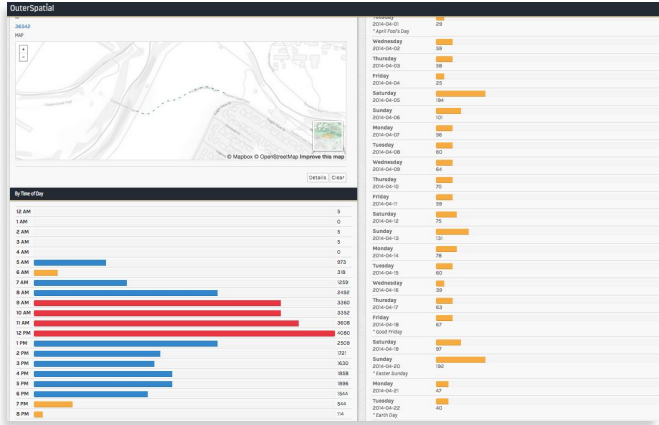


## OuterSpatial Publisher

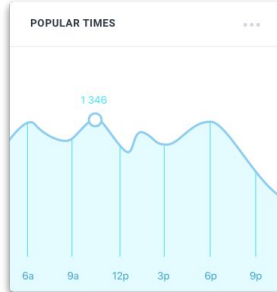
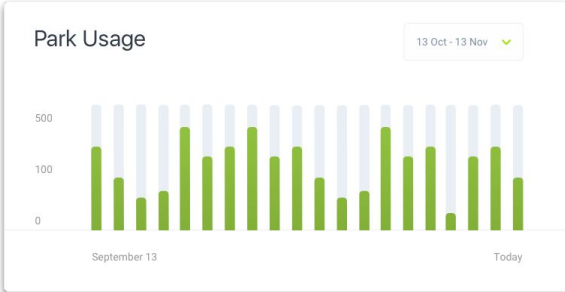
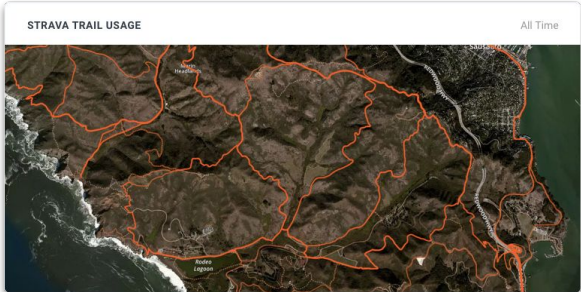
Use OuterSpatial Manager in conjunction with Publisher to open up your data, making it available for web/mobile developers, planners, consultants and other technologists. This modern developer hub allows you to integrate your data into your websites in various ways and even combine with partner organization content. Comprehensive guides and documentation make your content open and accessible,



# Insights



- Deepen your understanding of, and engagement with, your park visitors, understand how they are spending time in your parks.
- Analyze visitor demographics, activity type, time spent on trails, directionality and other rich visitor analytics.
- Understand usage patterns by day, week, month, year & multi-year.
- Correlate your local counter data to estimate metrics for all visitors to your parks and trails.
- Gain insight into how your visitors are engaging with your online park data.
- Identify changes in visitor activity based on improvements implemented on the ground, such as new signage, a new parking lot, or a new trailhead.

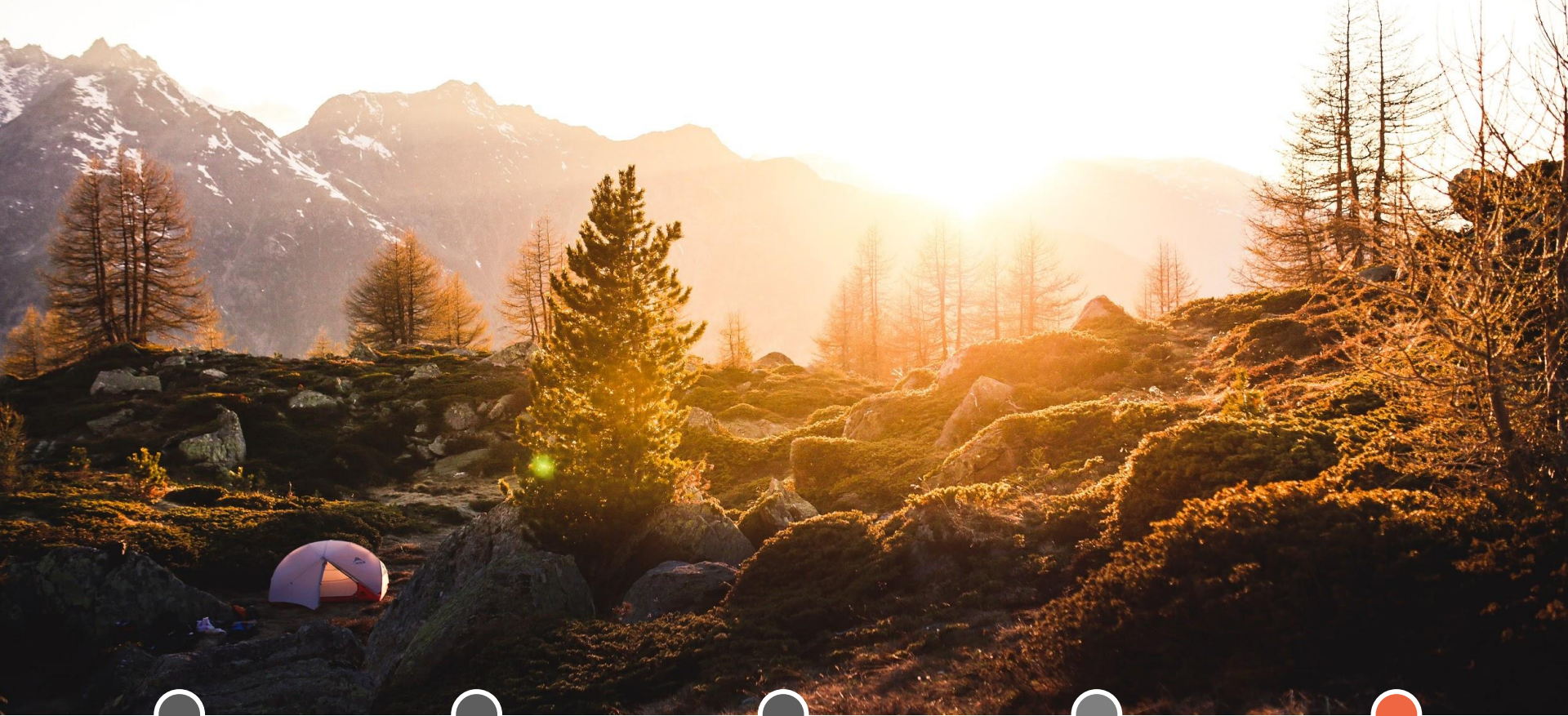




## Customers

Public agencies at all levels of government are actively using OuterSpatial – federal, state, regional, county, and city; as well as many nonprofit partner organizations.





Why mobile apps?

Approaches

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OuterSpatial

Examples



# OuterSpatial

## #InventYourAdventure

2017 California State Parks Pilot Program

### Matt Davis Trail

4.5mi | ⇄ | 700 ft ↓

Photo by Miguel Viera



## The Pilot Project

Bolsa Chica State Beach

Huntington State Beach

Pismo State Beach

Oceano Dunes SVRA

Marshall Gold Discovery SHP

Mount San Jacinto State Park

Mount Tamalpais State Park

Ocotillo Wells SVRA



# Process: Data



# Process: Data





# CA State Parks Goals

1

Provide visitors with accurate and up-to-date information.

- ✓ 8 parks
- ✓ 400+ miles of trails
- ✓ 27 campgrounds
- ✓ 228 Points of Interest
- ✓ 650+ photos
- ✓ 35 events

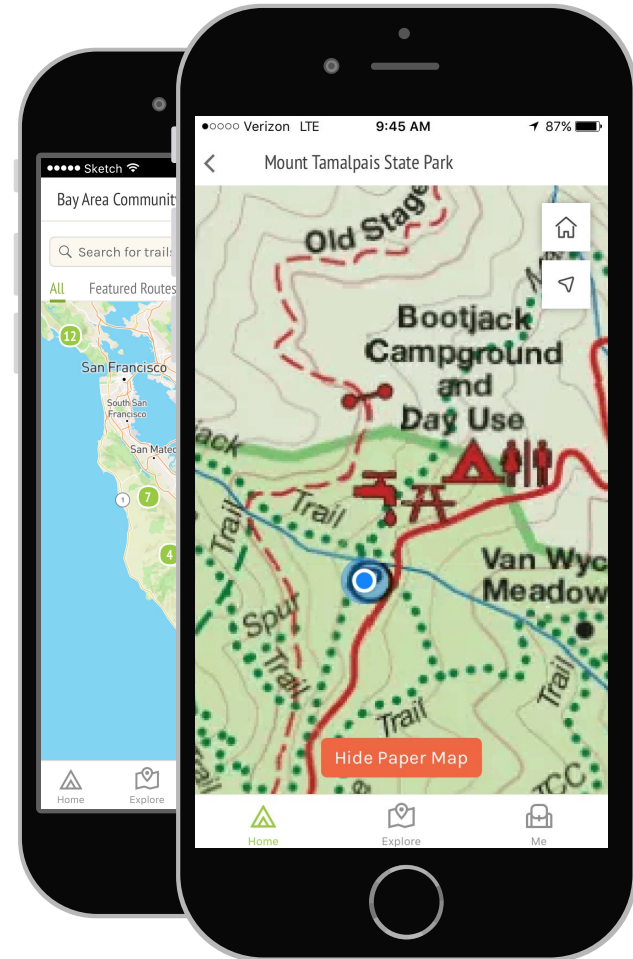


# CA State Parks Goals

2

Empower visitors to have a safe and enjoyable experience in the parks.

- ✓ Offline access
- ✓ GeoPDF Maps
- ✓ Accurate location data
- ✓ 35 events
- ✓ Links to campground reservations



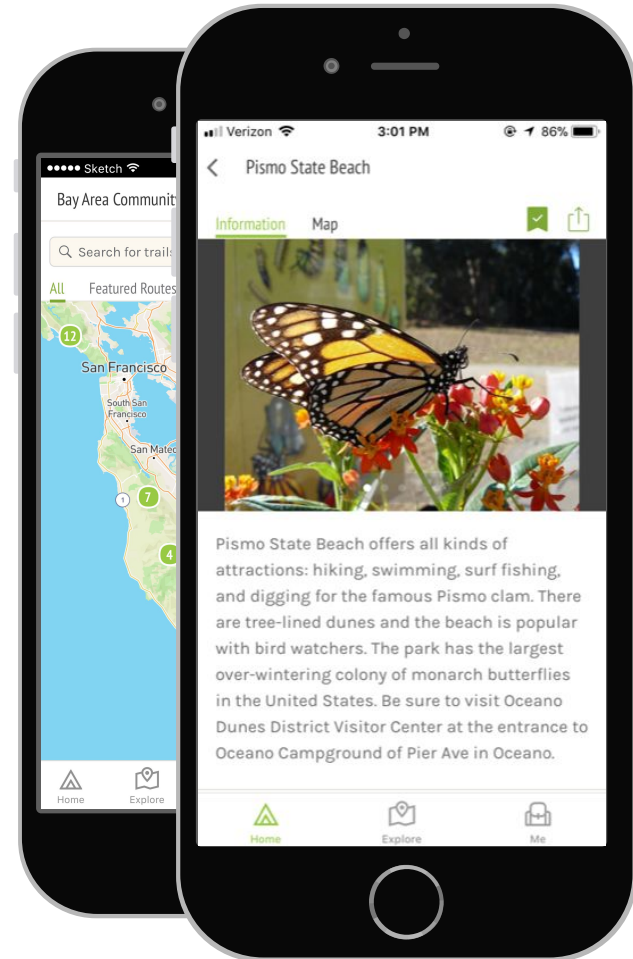


# CA State Parks Goals

3

Better understand staff capacity needs.

- ✓ Limited staff capacity
- ✓ Challenges with entering data into multiple systems
- ✓ GreenInfo Network and OuterSpatial added content.
- ✓ Leverage some volunteers and NGO partners.

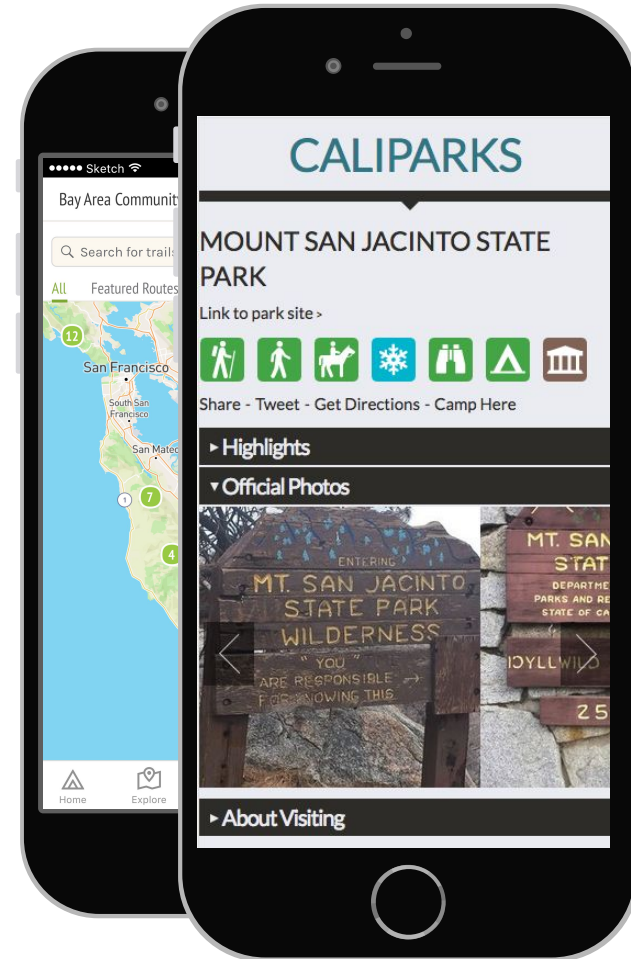


# CA State Parks Goals

4

Publish data and content into both web and mobile.

- ✓ Published photos, descriptions, events, etc. to the mobile app and CaliParks.
- ✓ Published geospatial data to web map

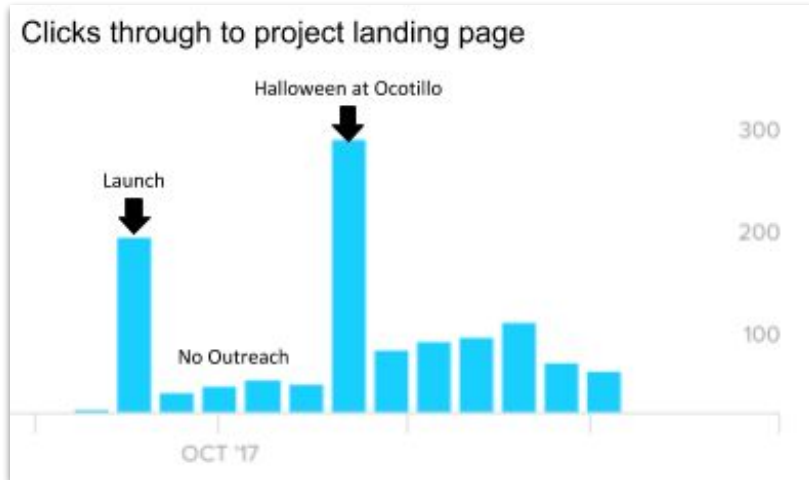




# CA State Parks Goals

5

Better understand user engagement.

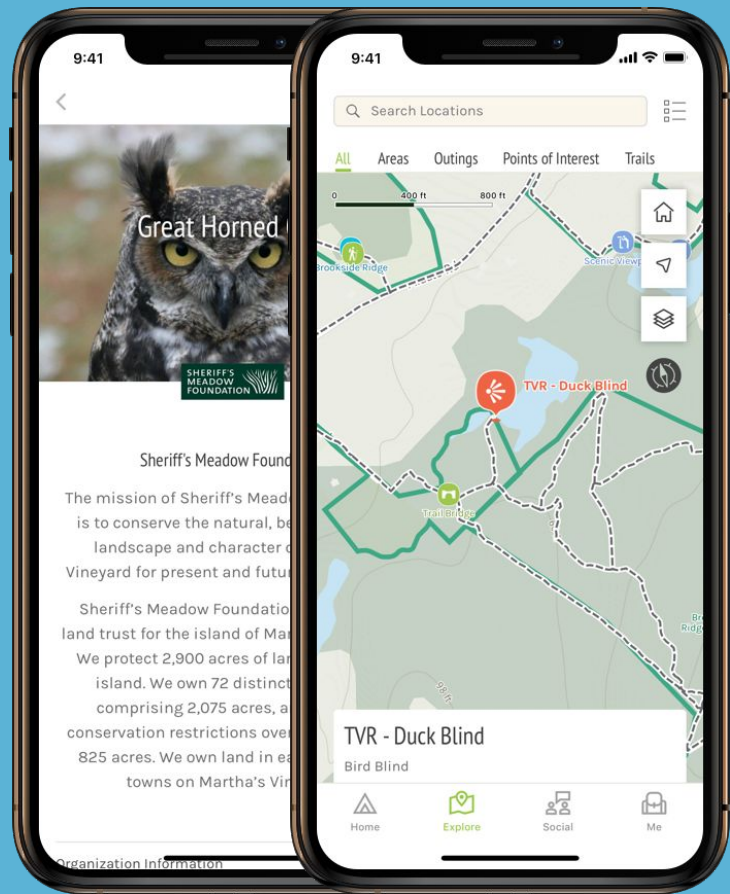


# TrailsMV

13 Conservation and Recreation organizations working together on one island.





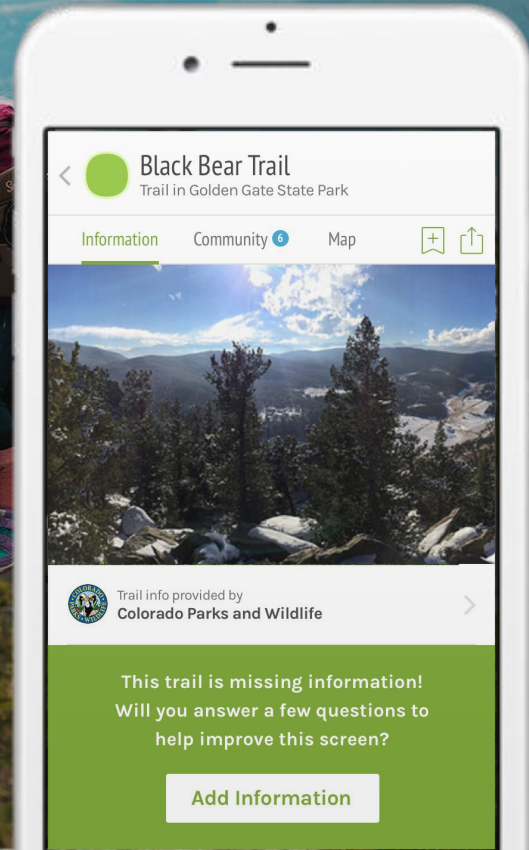


## TrailsMV

- ✓ Up-to-date accurate maps of all the open-to-the-public trails.
- ✓ Detailed property information and photographs.
- ✓ An Outings feature offering special walks or rides.
- ✓ Ability to pinpoint your location and show you the direction you are headed.
- ✓ Helps you explore with confidence.
- ✓ Works without cell service or WIFI.
- ✓ Information about interesting events.
- ✓ Conservation organization information.

# Active Crowdsourcing

Allow passionate recreationalists to contribute their knowledge and stories.







Information Map



trailhead near parking area

Get Directions  
2730.1 Miles



Report Hazard



Upload Photos



Track Activity



Black Bear Trail | OuterSpatial x Trails | OuterSpatial Manager x Media | OuterSpatial Manager x

Secure https://manager.outerspatial.com/6451/locations/trails/44141/info

Colorado Parks and Wildlife

OuterSpatial Manager Alyssa Hitchcock

### Black Bear Trail

Trail in Golden Gate Canyon State Park

Open Delete Save

Info Community Media Documents Maps

#### Basic Info

**Name**  
Black Bear Trail

**Description**

Starts at Ralston Roost trail head. Some trail. Cairns help to mark the trail through miles. The trail opens up at Rim Meadow Canyon. Ends at the Mule Deer trail.

- Permitted users: Hikers only
- Usage: High
- Degree of difficulty: Most difficult
- Starting elevation: 8,200 feet
- Elevation gain: 1,120 feet

A one-to-two paragraph description.

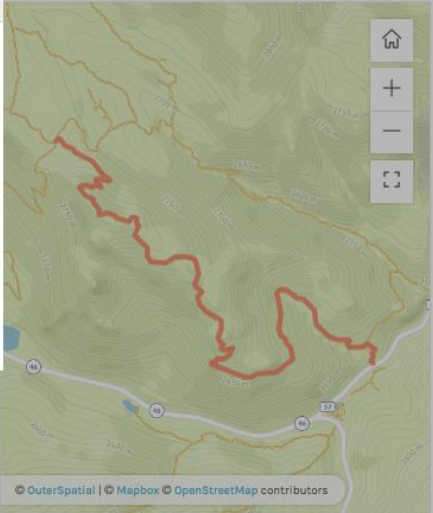
**Parent Area**  
Loading...

The primary area this location is part of.

#### Accessibility


Accessibility Description

#### Map



OuterSpatial | Mapbox | OpenStreetMap contributors

#### Visitor Suggested Change

 **Cassie Larsen**

**Surface Type** Packed Dirt Path

**Trail Type** Out & Back

Accept & Publish

Deny




A hiker with a dog on a trail. The hiker is wearing a blue long-sleeved shirt, black shorts, and a red backpack. The dog is a brown and white mix, wearing a yellow and white harness. They are walking on a dirt trail through tall, golden-brown grasses. In the background, there is a dense forest of evergreen trees under a clear blue sky. The sun is low on the horizon, creating a warm, golden glow over the scene.


# OuterSpatial

Let us support your organization!  
Contact us to set up a free demo.

[hi@outerspatial.com](mailto:hi@outerspatial.com)

(415) 890 - 5575

Grown with  by

 Trailhead Labs