FIND YOUR NEXT ADVENTURE:

Web-based Models for Promoting Trails

Stephen Engle, Director
Center for Community GIS
THE NEED

- Easy, fast, and centralized access to reliable information about outdoor recreation opportunities.
CCGIS-BUILT TRAIL FINDERS

- **MaineTrailFinder.com*** (2010, 2015, 2018-19)
- **CarolinaThreadTrailMap.org** (NC/SC - 2012)
- **TrailFinder.info** (VT/NH - 2014, 2019)
- **QCTrails.org*** (IL/IA - 2015)
- **GoPaddleSC.com** (SC - 2017)
- **STLCTrails.com** (Upstate NY - 2018)

* American Trails award-winning sites
CATALYZING FORCES

- Broad-based, multi-sector interest in promoting trails
- Dispersed, outdated, sometimes conflicting information about trails
- Trail managers with limited capacity to promote their own trails
- User expectations for fast, easy access to information on the Web
- Abundance of crowd-sourced content
WHO TO TRUST?
CORE ELEMENTS

- Standalone website
- Unique brand/design
- Search interface
- Detailed trail pages
- User accounts
- Mobile-responsive design
- Location aware but not an app
Discover
Four Seasons of Trail Adventures along New York’s Northern Border

START EXPLORING

Come Explore!

A “one-stop-shop” for trails, STLC Trails connects you to current information and maps for hundreds of miles of trails in St. Lawrence County.
LAMPSON FALLS TRAIL

Wide smooth trail access to a 100-foot waterfall with an optional loop hike.

TRAIL ACTIVITY
2.6 miles, Network

DIFFICULTY
Easy, Moderate

TOWN
Clare

SPLIT/FOREST FLOOR, ROCKS, LEDGE

LEASHED DOGS ALLOWED
No

FEES
No

ACCESS
Put in: Columbia Canal Diversion Dam
North end of Riverfront Park at Diversion Dam

Take out: Barney Jordan Landing
611 Rosewood Dr, Columbia, SC 29201

TRIP DETAILS
The trip begins just beneath the Columbia Canal diversion dam, and continues through the confluence with the Saluda River, which forms the Congaree River, right at downtown Columbia. This trip is a fantastic way to quickly get 'away from the city'; even though you're downtown, you'll feel miles away.

This float is great for after work in the summer or an easy but exciting weekend float. Rapids are small, but having someone with paddling experience in your group is suggested for navigating the shoals. The shuttle for this trip is very easy, and you can easily find a good restaurant when you're finished paddling.

At lower flows, deeper channels can be followed by sticking to the river right.

Waterways: Broad River, Congaree River
RUNAROUND POND RECREATION AREA

This small network of trails at the eastern end of Runaround Pond highlight a unique ravine and old quarry at the pond’s outlet.

**Trail Activity**  
Hiking

**Length**  
0.8 miles, Network

**Difficulty**  
Moderate

**Town**  
Durham

**Surface**  
Dirt/Forest Floor, Rock/Ledge

**Pets**  
Permitted

**Fees**  
No

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GRAFTON NOTCH STATE PARK - OLD SPECK MOUNTAIN AND EYEBROW LOOP

The western portion of Grafton Notch State park offers two advanced hiking trails that offer excellent views of the mountain range and challenging terrain.

**Activity**  
Hiking

**Length**  
7.6 miles, round trip

**Rating**  
Advanced

**Town**  
Grafton township

**Surface**  
Dirt/Forest Floor, Rock/Ledge

**Pets**  
Leashed dogs allowed

**Fees**  
Yes
TRAIL ALERTS

LIMITED PARKING AVAILABLE AT LITTLEJOHN ISLAND PRESERVE

This Preserve is frequently at capacity, any time of day, any time of year, requiring visitors arriving by car to turn around and go elsewhere. Parking rules are simple: Four cars only. Only in the parking lot. Sunrise to sunset. Never on the shoulders. Never at the end of the lane. Thank you for understanding.

TRAIL ALERTS

PRIVATE PROPERTY

This trail passes through private property. Please respect the landowner and protect future access by staying on the marked trail and following all rules.

LOGGING ROAD ACCESS

Access to the trailhead/put-in is on gravel logging roads managed and maintained to transport timber. Be aware that logging trucks have the right of way and be prepared to pull to the side of the road when encountering logging trucks. Do not park in the travel portion of the road or block side roads. Yield to any equipment working on roads. Logging roads may be closed during active logging operations.
Thank you for being a valued member of the Maine Trail Finder community! Below is your account information.

NAME          Steve Engle
EMAIL         sngle@community-gis.org
USERNAME      englest

11 TRAIL LOGS
2 FAVORITE TRAILS
1 WISH LIST TRAILS
4 BADGES EARNED
54.3 MILES LOGGED

My Trail Log

7/6/2019   MARS HILL MOUNTAIN
MILES LOGGED: 2.0 miles
ACTIVITY: Hiking
COMMENTS: Slept in parking lot and climbed up starting at 4:45. Didn't catch sunrise. Lots of loopin and whirring turbines.

6/30/2019   ASH POINT PRESERVE
MILES LOGGED: 0.9 miles
ACTIVITY: Hiking
COMMENTS: Stopped by on the way to take Bento camp. Loved the reindeer moss in the trees along the shore.
100% TRAIL MANAGER APPROVED

- **USERS**: High quality info direct from the source
- **MANAGERS**: Increased exposure, stewardship messaging
- **ADMINS**: Connecting users and managers
ANNUAL USAGE

+35%

Maine Trail Finder by the Numbers

82
TRAIL POSTINGS ADDED IN THE LAST 12 MONTHS

2010
YEAR MTF WAS LAUNCHED

4,388 miles of trail

2
MEDIAN TRAIL LENGTH FOR TRAIL POSTINGS

316
TRAIL MANAGERS CONTRIBUTING CONTENT

928
TRAIL POSTINGS

1,184,090
TOTAL PAGE VIEWS IN 2018

118,516
TOTAL TIMES THE MOST-VIEWED TRAIL PAGE HAS BEEN DISPLAYED

(Pleasant Mountain Trails - Bridgton & Denmark)

TOTAL UNIQUE USERS:
396,803
OVER THE LAST 12 MONTHS

13,989
DURING THE FIRST 12 MONTHS AFTER MTF LAUNCHED

12,095
FOLLOWERS

September 2019

MaineTrailFinder.com
State visitors and residents are learning about wider opportunities to be outdoors and active.
“Today I searched your site and found several other trails around Poultney (VT) that we did not know about. I’ve lived here for 30+ years and only knew of a few of those trails.” – Ann TrailFinder user
These awesome businesses support our goal of connecting people to outdoor adventures in Maine!

**ORANGE CAT CAFE**
We are a cute little cafe in the western mountains of Maine... right on your way to Sugarloaf & the Canadian Border! We like good food. We like the earth. We like the word "ish". And we'd like you to come here. Our Breakfast menu is small, but delish. We do bagels, breakfast sandwiches, Super...

**ROLLING FATTIES**
Casual restaurant in beautiful downtown Kingfield serving healthy, Maine-sourced Fatties (burritos), bowls, and Maine craft beer and wine. Check out the menu and the list of summer events. Eat in, order online, or take out available. Open December 1 though Sugarloaf's Reggae weekend and June 1.

“ON YOUR WAY!” BADGE

A cause to celebrate!
You've logged your very first trail.

EVENTS

**Amundsen Fat Bike Dash**
- Roberts Farm Preserve, Norway
- 11:00 AM to 12:00 PM
- $25.00
- Moderate
- Mountain / Fat Biking, Race

**Guided Full Moon Snowshoe Walk**
- Mansfield Pond, Hope
- 8:00 PM to 9:30 PM
- Free
- Easy
- Snowshoeing

**Fun Facts for Kids: Animals' Amazing Adaptations**
- Searsmont Town Library, Searsmont
- 10:00 AM to 11:30 AM
- Free
- Presentation / Talk / Film
OTHER BENEFITS

- Information sharing efficiencies
- Comprehensive GIS trail data
- Website analytics/assessing demand
AFTERNOON SESSION

- Process
- Workflow
- Platform
- Challenges
- Web vs App
- Costs
- Partnerships
- New initiatives
THANK YOU!

Stephen Engle
sengle@community-gis.org
(207) 578-2968
PROCESS

- Articulate need (and fundraise)
- Build team (for the long haul)
- Engage trail managers
- Implement web application
- Develop and publish trail content
- Promote