

# FIND YOUR NEXT ADVENTURE:

## *Web-based Models for Promoting Trails*

Stephen Engle, Director  
Center for Community GIS





**Section 3 Mountain Division Trail - Otter Ponds to Route 202**  
4.5 miles

**Allowed Uses**

**Map of Otter Ponds area**

**Map of Mountain Division Trail**

**GENERAL INFORMATION**

Map of the Mountain Division Trail system, showing various trails and their connections.

Vassalboro resident awarded BPW scholarship

**SUMMER IN MAINE**

**MAP**

**South Bristol**

**Route 129**

**Map of South Bristol area**

**Newman Hill - 2**

**Trail Map**

**Legend**

- Trail
- Trailhead
- Trail Junction
- Trail Boundary
- Trail Mileage
- Trail Elevation
- Trail Difficulty
- Trail Seasonality
- Trail Features
- Trail Notes

**Map of Newman Hill area**

**Map and Guide**

**Multi-use Trail Map**

**Legend**

- Foot Path
- Narrow Trail
- Wide Trail
- Road
- Park Boundary

**Trail Name**

**Blaze Color**

**Length (Miles)**

**Trail Difficulty**

**Trail Features**

**Trail Notes**

**Acadia National Park**

**Carriage Road**

**User's Map**

**LEGEND**

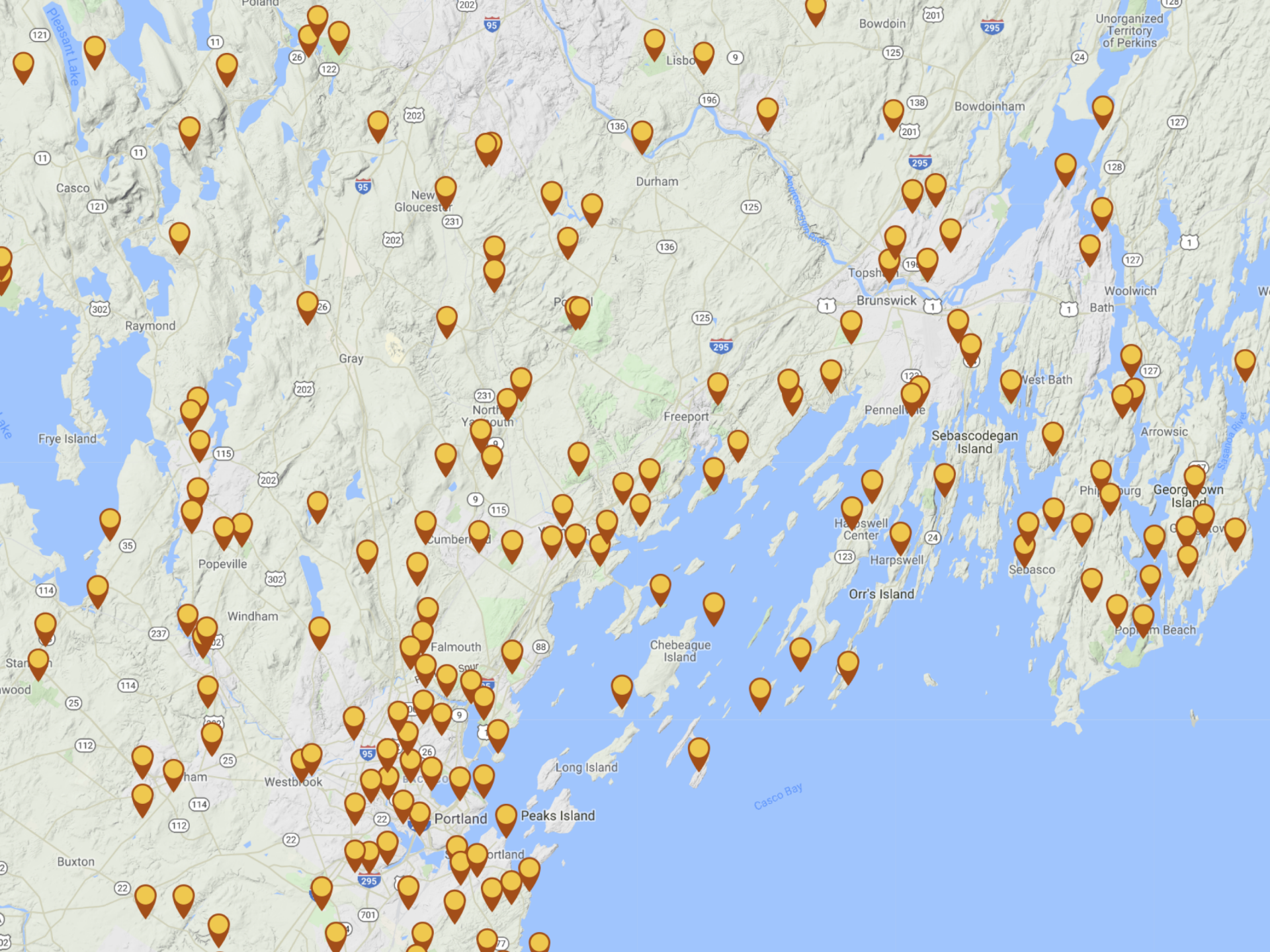
- Paved Road
- Gravel Road
- Scenic View
- Sanctuary Headquarters
- Picnic Area
- Parking
- Toilets
- Private Property

**Map of Acadia National Park area**

and variety to our landscape and

Acadia National Park







# THE NEED

- Easy, fast, and centralized access to reliable information about outdoor recreation opportunities.



Steve Engle





TRAILS

EVENTS

LEARN MORE

CONTACT



LOG IN

SEARCH. DISCOVER. GO.



FIND TRAILS



FIND EVENTS



CCGIS

View this trail

MaineTrailFinder.com





# trail FINDER

***[www.TrailFinder.info](http://www.TrailFinder.info)***





CREATE ACCOUNT SIGN IN

PADDLE FINDER

LEARN MORE

ABOUT

# Paddle the Palmetto State

Connecting paddlers of all skill levels to over 2,500 miles of scenic waterways and detailed trips in South Carolina

START EXPLORING

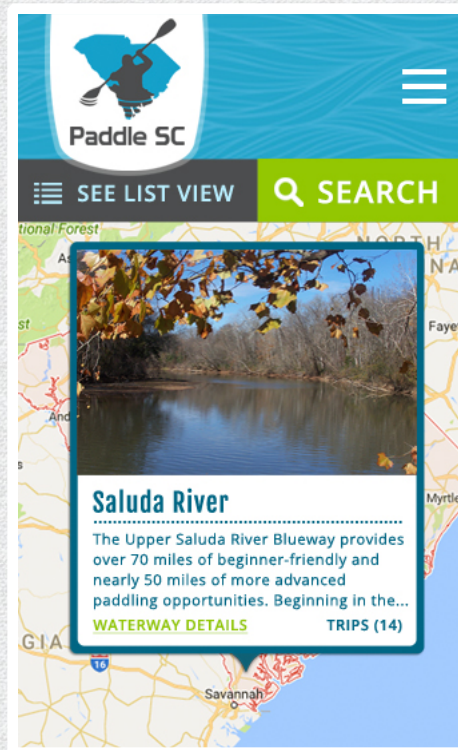
Paddle SC is presented by



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Paddle SC



GoPaddleSC.com





[QCTrails.org](http://QCTrails.org)





# 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*

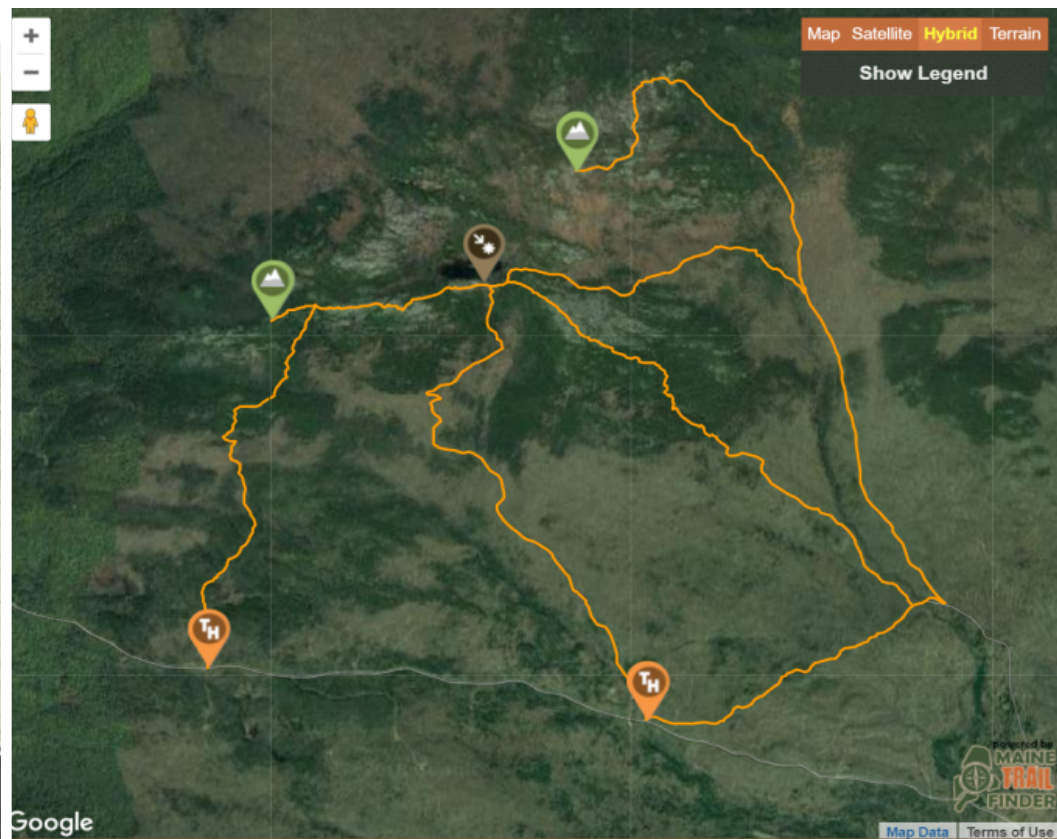
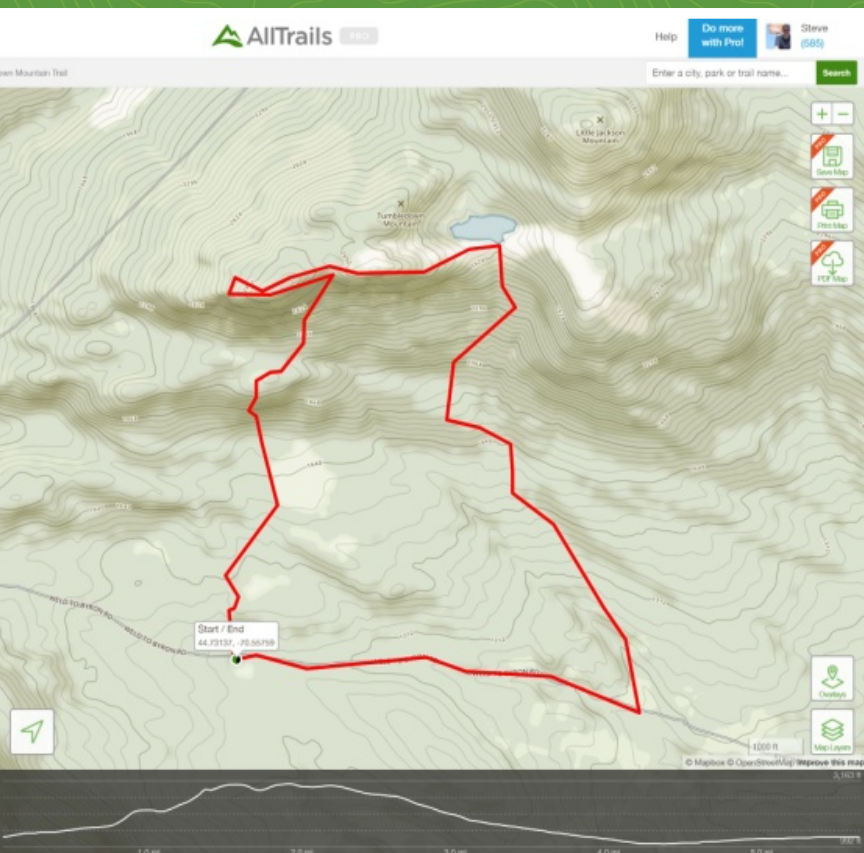


# CATALYZING FORCES

- **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*





A scenic photograph of a river flowing over a series of dark, wet rocks, creating white rapids. The river is surrounded by a dense forest of green trees under a blue sky with scattered white clouds.

# *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.





TRAILS

EVENTS

LEARN MORE

CONTACT

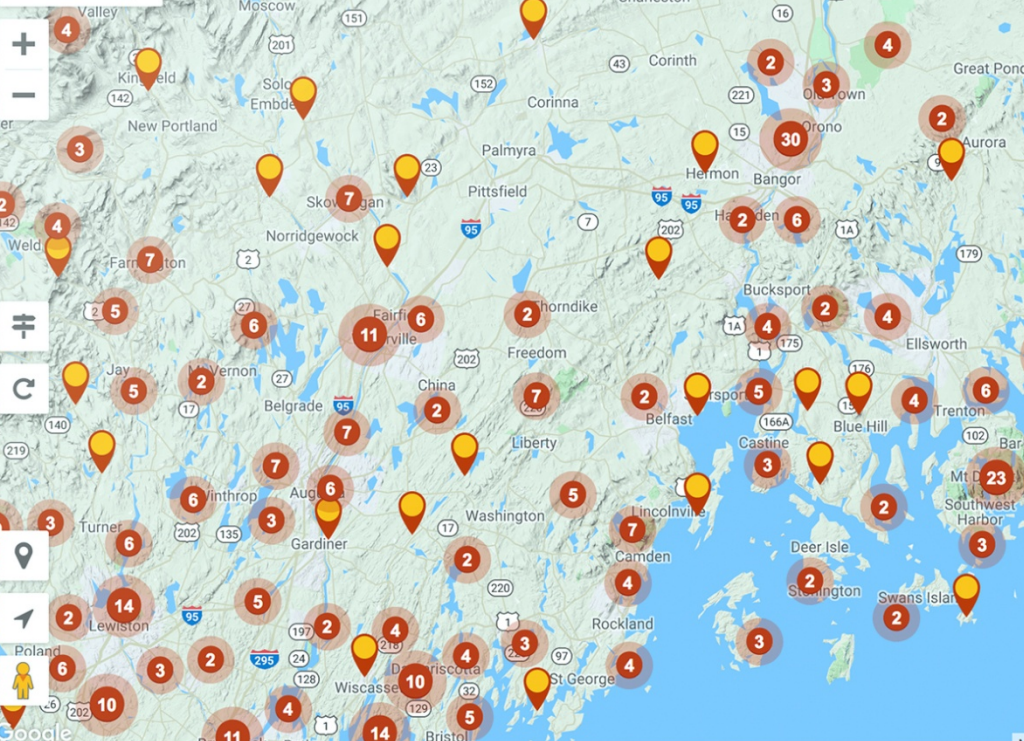


LOG IN

SHOWING 868 TRAILS

SEE LIST VIEW

BASE MAPS



FIND TRAILS



Trail Activity

All Activities

Difficulty

All Difficulty Levels

Trail Distance (miles)

1

15+

Popular Searches

All Popular Searches

Keywords

Type search words

FILTER TRAILS BY LOCATION

☐ Find trails near me

Location

Within

All Towns

Any mi

SEARCH





## Discover LAMPSON FALLS TRAIL

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

TRAIL ACTIVITY	
LENGTH	2.4 miles, Network
DIFFICULTY	Easy, Moderate
TOWN	Clare
SURFACE	Dirt/Forest Floor, Rocks/Ledge
PETS	Leashed dogs allowed
FEES	No



- [DETAILS](#)
- [TRAIL MAP](#)
- [DIRECTIONS](#)
- [COMMENTS \(3\)](#)
- [TRAIL ALERTS](#)

### DESCRIPTION

The Lampson Falls Trail provides relatively easy access to one of the largest and most popular waterfalls in the North Country. These impressive falls drop 100 feet over a smooth rock face into a large, swirling pool at the bottom.

From the trailhead on NY-27, the trail extends for 0.5 miles along a wide and flat path to the top of the falls. Though unpaved, this first section of the trail accommodates wheelchairs.

Continuing past the top of the falls, the trail narrows and drops steeply down to the beach below the falls, then continues over a rocky outcrop opposite the waterfall. In summer, many people stop here to pick blueberries, sunbathe, and admire the falls from the rocks.

To extend the hike into a longer loop-hike, look for yellow trail markers on the trees that will lead you further downstream along the banks of the river. This section can be overgrown in the summer, but offers scenic views of the Grasse River. After about one mile of walking along the river, near the remnants of an old bridge, the trail turns right and continues gradually uphill on the old Lampson Falls Logging Road. After another mile the old logging road returns to the Lampson Falls Trail just above the falls.

### OTHER INFORMATION

Powerful, fast-moving water makes Lampson Falls one of the most impressive sights in the North Country. It can also be dangerous - exercise caution while hiking or swimming near the falls.

These trails are part of the Grass River Wild Forest, a 54,000-acre collection of public forest preserves located in the towns of Clare, Clifton, Colton and Fine in St. Lawrence County and managed by the New York State Department of Environmental Conservation.

### TRAIL MANAGER

For more information, please visit the [New York State Department of Environmental Conservation](#) online, or contact:



New York State Department of Environmental Conservation  
Potsdam Sub-Office  
6739 US 11  
Potsdam, NY 13676  
Phone: 315-265-3090  
[information.r6@dec.ny.gov](mailto:information.r6@dec.ny.gov)

### CURRENT WEATHER

May 24, 2018 Partly Cloudy  
**64.9°F**  
Wind: Calm  
Humidity: 40%  
Dew Point: 39°F  
Source: [Weather Underground](#)



Explore this area on the [Nature Up North Encounters Map](#)

### NEARBY GEOCACHES



### NEARBY BUSINESSES

- The Guest House
- Bears Paw
- Hermon Heritage Hall
- Boyden Brook Body Works
- Retail Site

[View All Businesses](#)

### TRAIL TIPS

**Respect Wildlife**  
Avoid known animal mating or nesting areas during sensitive times.

PRINT TRAIL INFO

SHARE THIS TRAIL

Connect with us!

[TERMS OF USE](#) [PRIVACY POLICY](#) [CONTACT](#)  
© 2018 STLC TRAILS. ALL RIGHTS RESERVED.



### ACCESS

Put in: Columbia Canal Diversion Dam  
[North end of Riverfront Park at Diversion Dam](#)

Access Details

A gravel road that follows the canal for about a mile leads to the parking lot at the diversion dam. Carry your boat across the diversion dam walkway to the put-in on the other side of the canal. Gate closes at 9pm.

Take out: Barney Jordan Landing  
[611 Rosewood Dr, Columbia, SC 29201](#)

Access Details

### 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 are you 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.

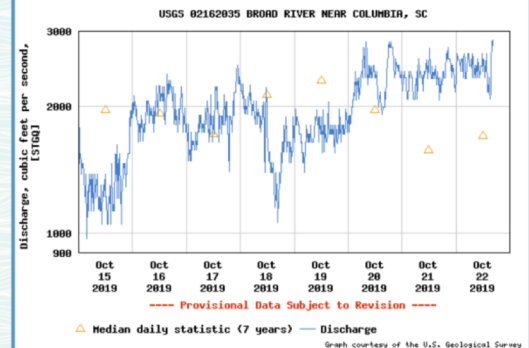
Waterways: [Broad River](#)  
[Congaree River](#)

## TRIP RESOURCES

Download map files for your own use. [Learn more](#)



## RIVER FLOW (CFS)



**CURRENT CFS**  
**3380**

Flows for safe paddling (cfs)

MINIMUM 600 MAXIMUM 10000

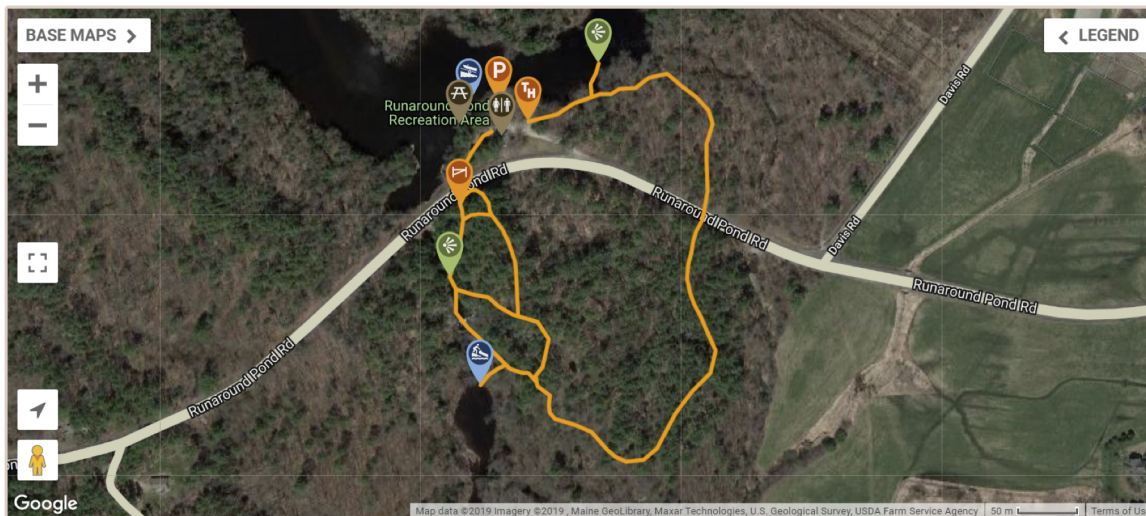


# RUNAROUND POND RECREATION AREA

[+ ADD TRAIL LOG](#)[LOGIN](#) 

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	
Length	0.8 miles, Network
Difficulty	Moderate
Town	Durham
Surface	Dirt/Forest Floor, Rock/Ledge
Pets	Permitted
Fees	No

[+ ADD A PHOTO](#)[DETAILS](#)[TRAIL MAP](#)[DIRECTIONS](#)[COMMENTS \(0\)](#)[SERVICES](#)

## VIEW CONNECTOR TRAILS

[Chandler Brook Paddling Route](#) [Show](#) | [View Trail Posting](#)[Runaround Pond Paddling](#) [Show](#) | [View Trail Posting](#)[PRINT TRAIL INFO](#)[SHARE THIS TRAIL](#)

## GRAFTON NOTCH STATE PARK - OLD SPECK MOUNTAIN AND EYEBROW LOOP

[+ ADD TRAIL LOG](#)

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****LENGTH**

7.6 miles, round trip

**RATING**

Advanced

**TOWN**

Grafton township

**SURFACE**Dirt/Forest Floor,  
Rock/Ledge**PETS**

Leashed dogs allowed

**FEES**

Yes



[i DETAILS](#)[Trail Map](#)[Directions](#)[Comments \(3\)](#)[Services](#)[Trail Alerts](#)

## TRAIL ALERTS

### Facilities

#### 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.

[i DETAILS](#)[Trail Map](#)[Directions](#)[Comments \(0\)](#)[Services](#)[Trail Alerts](#)

## TRAIL ALERTS

### Trails

#### 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.

### Roads

#### 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.



# WELCOME BACK STEVE

MEMBER SINCE APRIL 2014



Thank you for being a valued member of the Maine Trail Finder community! Below is your account information.


NAME	Steve Engle
EMAIL	sengle@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

 FAVORITES

 WISH LIST

 MY BADGES

 MY PROFILE

 ADD NEW TRAIL LOG

 MAP VIEW

 7/6/2019

## MARS HILL MOUNTAIN

MILES LOGGED: 2.0 miles

ACTIVITY: 

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: 

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





## Maine Trail Finder by the Numbers



# 82

TRAIL POSTINGS ADDED  
IN THE LAST 12 MONTHS



TYPES OF PEOPLE-POWERED  
TRAILS THAT CAN BE SEARCHED

# 2010

YEAR MTF WAS  
LAUNCHED

## 4,388

 miles of trail

# 2

 MILES  
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

# TRAIL FINDER

## ANNUAL USAGE

# +35%





# PRIMARY IMPACT

- 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*





DETAILS

TRAIL MAP

DIRECTIONS

COMMENTS (10)


SERVICES

All Categories

MAP VIEW

ADD A SERVICE


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...

(6.7 mi from trail location)



### 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...

(6.9 mi from trail location)

“ON YOUR WAY!”

BADGE



A cause to celebrate!


You've logged your very first trail.

EVENTS

SUBMIT EVENT

FILTER EVENTS


FEB 17



#### Amundsen Fat Bike Dash

Roberts Farm Preserve, Norway  
 11:00 AM to 12:00 PM  
 \$25.00  
 Moderate  
 Mountain / Fat Biking, Race


FEB 17



#### Guided Full Moon Snowshoe Walk

Mansfield Pond, Hope  
 6:00 PM to 7:30 PM  
 Free  
 Easy  
 Snowshoeing


FEB 19




#### Fun Facts for Kids: Animals' Amazing Adaptations

Searsmont Town Library, Searsmont  
 10:00 AM to 11:30 AM  
 Free  
 Presentation / Talk / Film


FEB 19



FEB 20




FEB 21





# OTHER BENEFITS

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



Interactive Map | Order a Free Guidebook | Sign up for Emails | Blog

ABOUT THE REGION | THINGS TO DO | PLACES TO GO | WHERE TO STAY

## Hiking & Climbing

Aroostook County is a great place to hike for all skill levels. From [Aroostook State Park](#) to portions of the Appalachian Trail, you can enjoy many different terrains and trails.


Looking for a fun family day trip? Bring the kids on a hike! Smaller mountains are abundant in Aroostook, but don't be fooled by the short trails; the mountains are rugged, and the views from the peaks are spectacular. Along Route 11 between Portage and Eagle Lake, look for the [Hedgehog Mountain](#) trailhead and rest area; you'll hike three quarters of a mile to the summit. In Castle Hill (between Ashland and Presque Isle on Route 163), take the kids up our short and steep [Haystack Mountain](#) for 360-degree views of our mountains, woods, and fields.

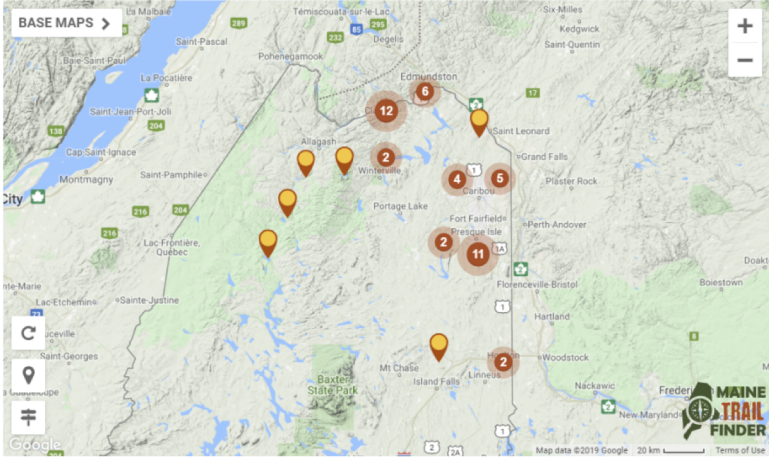
For mid-level hikes, take a look at some of our trails between 2 and 5 miles. [Mount Chase](#), just off Route 11 north of Patten in southern Aroostook, will take you just about 2 miles to spectacular views of Mount Katahdin. [Scapan](#) public reserve land, just outside of Mapleton and Chapman, features a 3.5-mile loop suitable for families and hikers of most abilities.

Further off the beaten path, [Debouille Mountain](#) in Debouille public reserve land (26 miles in the woods west of Portage) can be done in either 4 miles or as a 7-mile loop; it's a challenging but rewarding hike suitable for adventurous families. As an added bonus, Debouille hikers are treated to views from a historic fire tower; it's no longer manned, but brave souls can climb its 48-foot ladder into the cab on top.

Not quite up for a mountain climb? We have plenty of walking trails that will keep you closer to sea level. In Limestone, enjoy five miles of trails at the [Aroostook National Wildlife Refuge](#). In Perham, visit the [Salmon Brook Lake Bog](#) public reserve land for an easy series of loops up to five miles.

For more ideas on where to hike in Aroostook, check out our trails map below from [Maine Trail Finder](#).





October 28, 2019

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# 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**