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

NATIONAL
PARK
SERVICE

Hike East

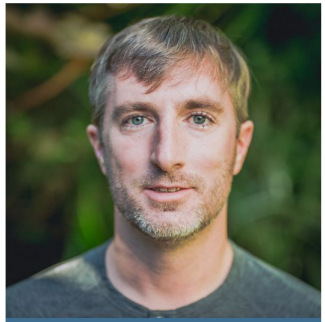
The OuterSpatial Team

RYAN BRANCIFORTE

Chief Executive Officer

JEREME MONTEAU

Chief Technology Officer



NATE IRWIN

Chief Product Officer

MARCEA ENNAMORATO

Product Designer

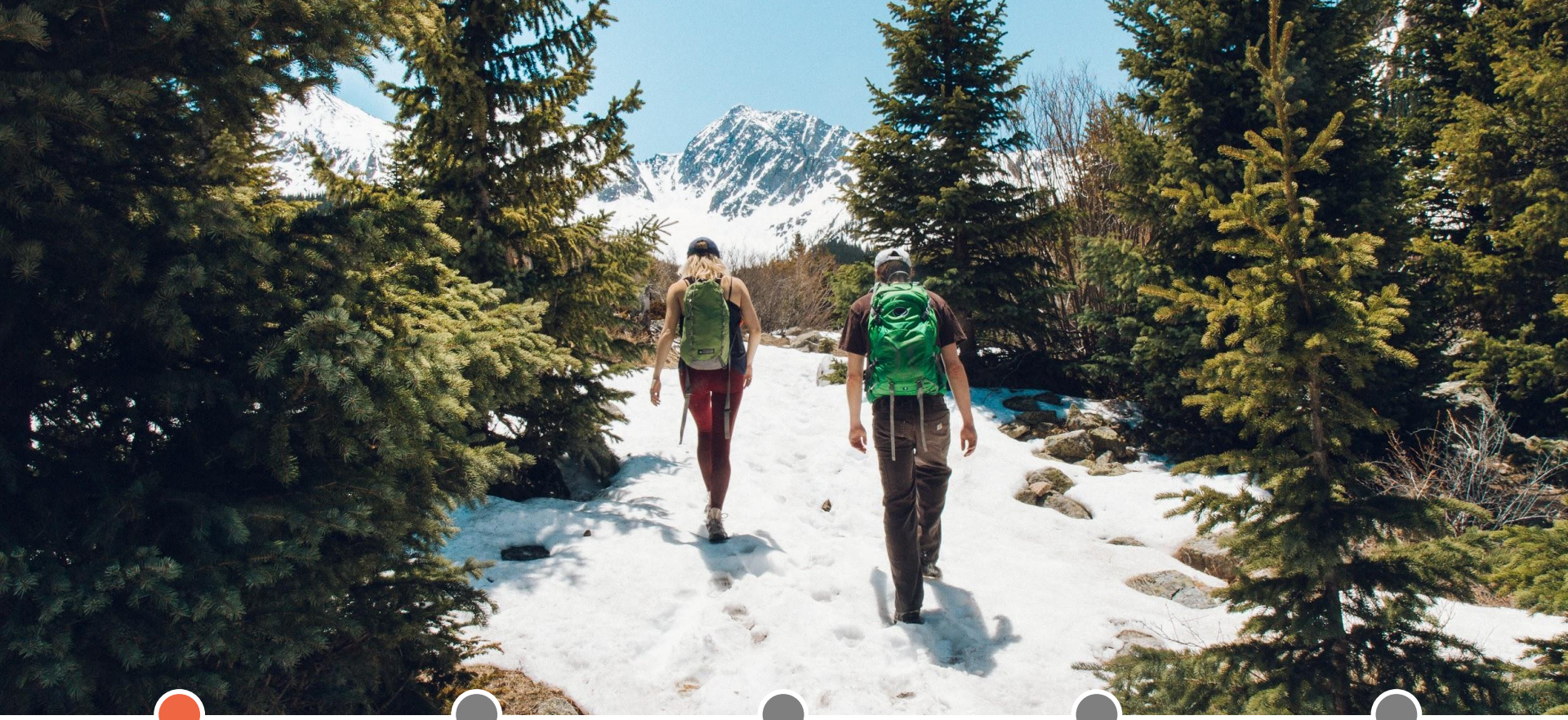
JASON FERRIER

Software Engineer

Over 80 years of combined experience across a wide range of spatial industries, Trailhead Labs is built to make the complexity of trail networks look easy.

We are well positioned to quickly grow our team as we doubled in the last 6 months. Our philosophy is that technology can help elevate and empower our natural resources. The products we build are defined by quality and our passion to provide the best user experience and data to the outdoor community.

We are always looking for a way to change the trails game by providing just the right amount of disruption at the right time.



Why is recreation data important?

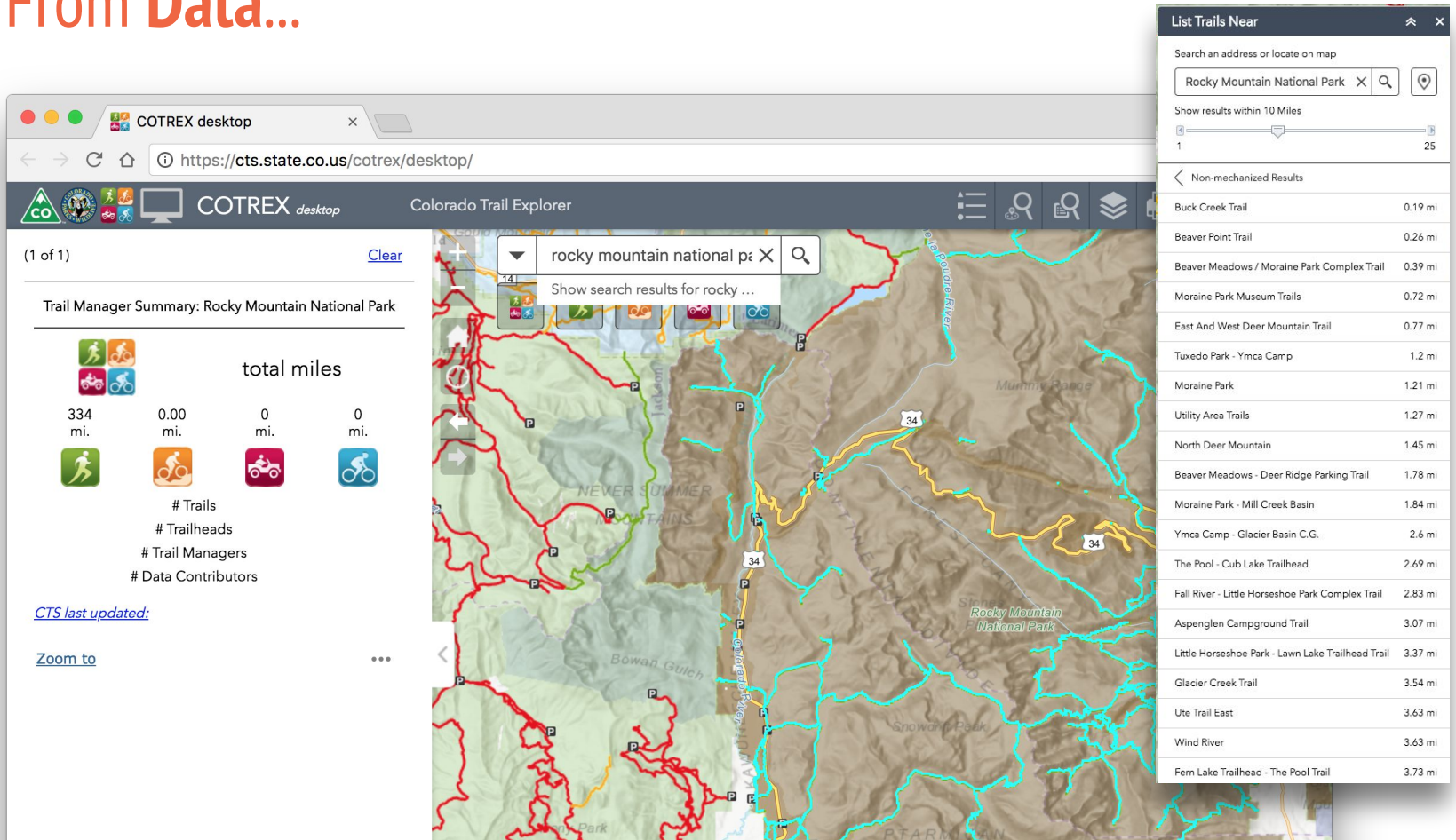
Approaches to Data

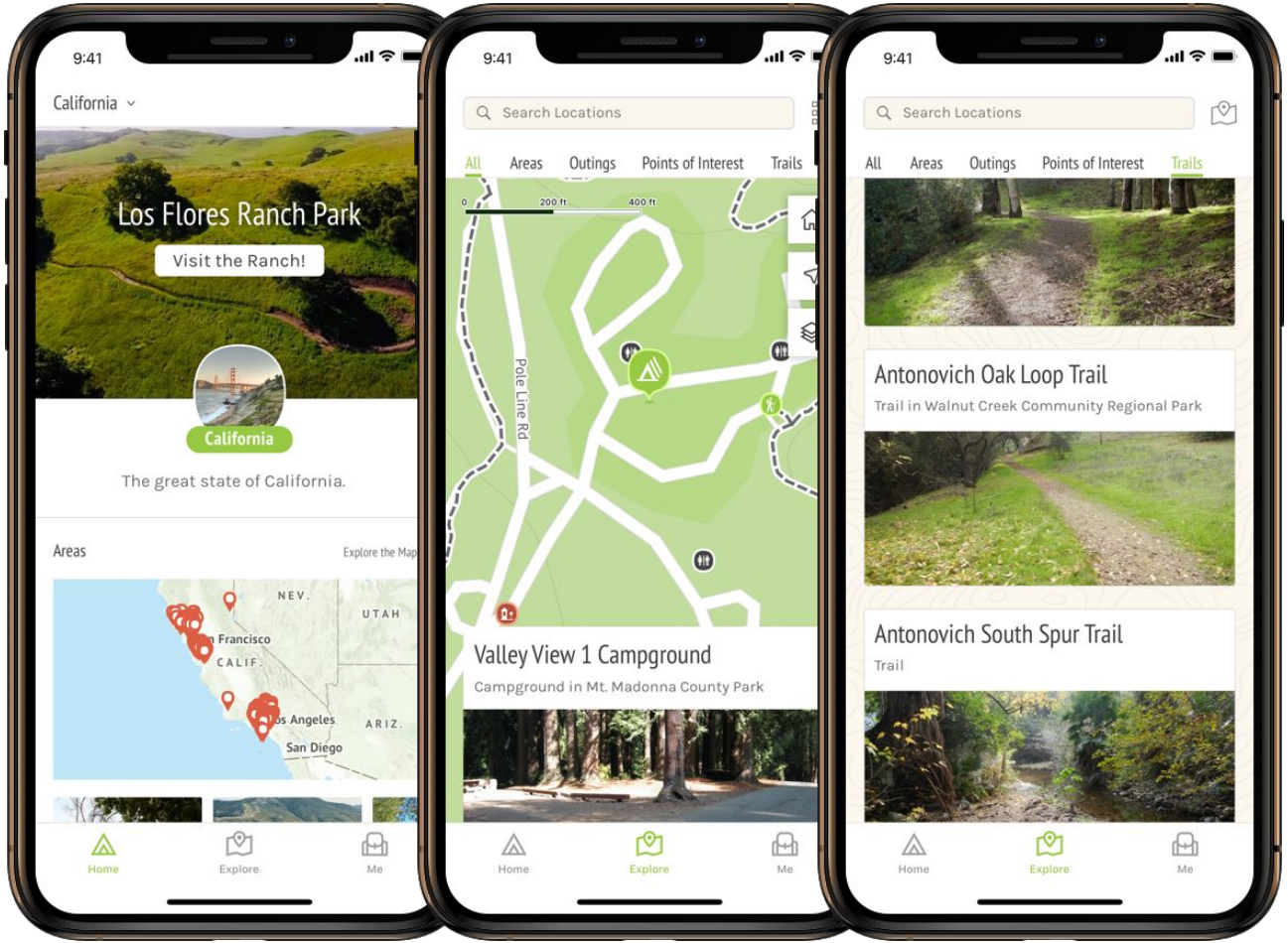
OuterSpatial

Recreation.gov

Wrap Up

From **Data**...


COTREX desktop
https://cts.state.co.us/cotrex/desktop/
COTREX desktop
Colorado Trail Explorer
(1 of 1)
Clear
Trail Manager Summary: Rocky Mountain National Park
total miles
334 mi.
0.00 mi.
0 mi.
0 mi.
Trails
Trailheads
Trail Managers
Data Contributors
CTS last updated:
Zoom to
rocky mountain national pa
Show search results for rocky ...
List Trails Near
Search an address or locate on map
Rocky Mountain National Park
Show results within 10 Miles
1
25
Non-mechanized Results
Buck Creek Trail 0.19 mi
Beaver Point Trail 0.26 mi
Beaver Meadows / Moraine Park Complex Trail 0.39 mi
Moraine Park Museum Trails 0.72 mi
East And West Deer Mountain Trail 0.77 mi
Tuxedo Park - Ymca Camp 1.2 mi
Moraine Park 1.21 mi
Utility Area Trails 1.27 mi
North Deer Mountain 1.45 mi
Beaver Meadows - Deer Ridge Parking Trail 1.78 mi
Moraine Park - Mill Creek Basin 1.84 mi
Ymca Camp - Glacier Basin C.G. 2.6 mi
The Pool - Cub Lake Trailhead 2.69 mi
Fall River - Little Horseshoe Park Complex Trail 2.83 mi
Aspenglen Campground Trail 3.07 mi
Little Horseshoe Park - Lawn Lake Trailhead Trail 3.37 mi
Glacier Creek Trail 3.54 mi
Ute Trail East 3.63 mi
Wind River 3.63 mi
Fern Lake Trailhead - The Pool Trail 3.73 mi
Rocky Mountain National Park
Bowan Gulch
Snowan Park


9:41
California
Los Flores Ranch Park
Visit the Ranch!
California
The great state of California.
Areas
Explore the Map
NEV.
UTAH
CALIF.
ARIZ.
San Diego
Home
Explore
Me
9:41
Search Locations
All
Areas
Outings
Points of Interest
Trails
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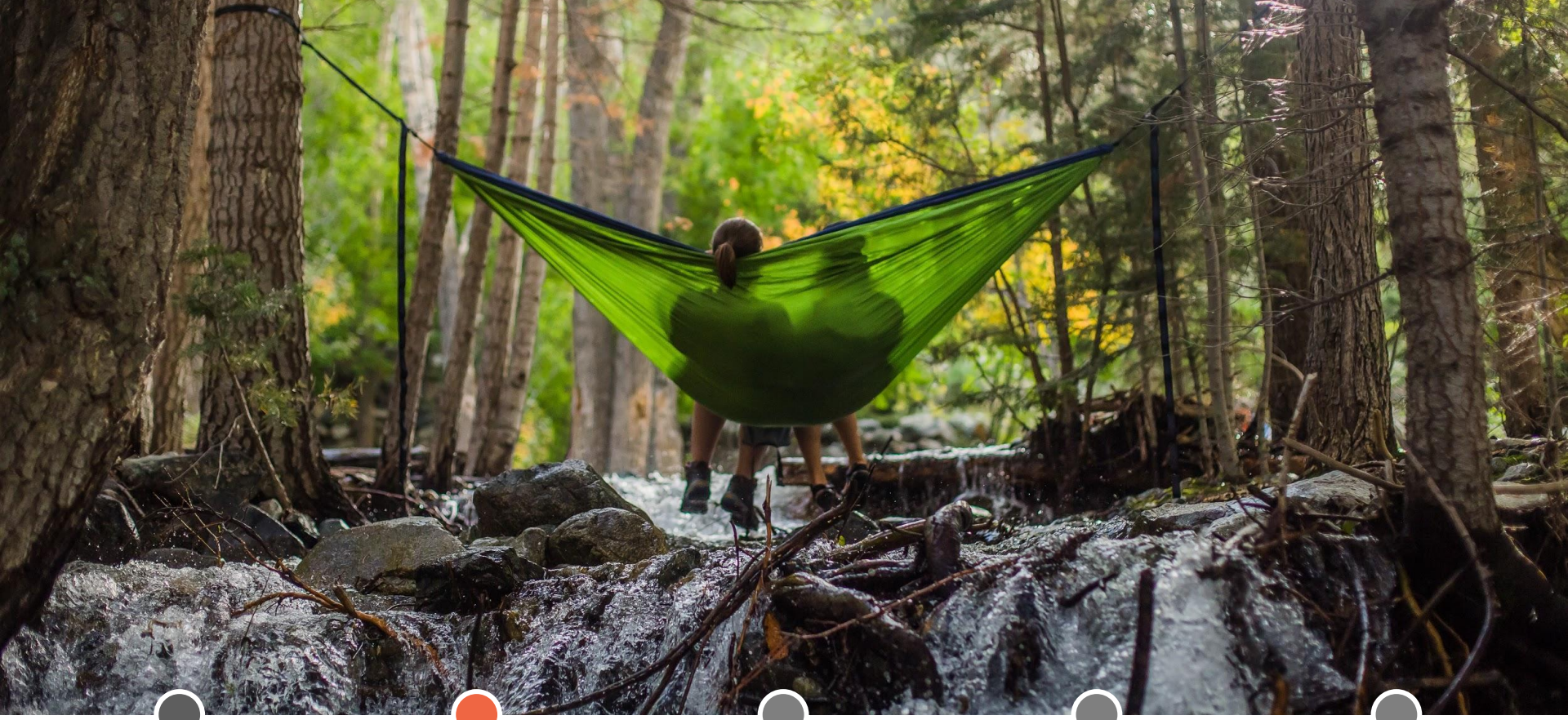
200 ft
400 ft
Pole Line Rd
Valley View 1 Campground
Campground in Mt. Madonna County Park
Home
Explore
Me
9:41
Search Locations
All
Areas
Outings
Points of Interest
Trails
Antonovich Oak Loop Trail
Trail in Walnut Creek Community Regional Park
Antonovich South Spur Trail
Trail
Home
Explore
Me

...to **Content**



Why is recreation data important? | **Approaches to Data** | OuterSpatial | Recreation.gov | Wrap Up

Government-Driven

To ensure accuracy, **data** should come directly from stewards of our open spaces and trails

On their own, these stewards often struggle to create and maintain quality data

Data is just the beginning; stewards also need a way to publish alerts, status updates, etc. in a timely fashion

Stewards cannot work inside a vacuum.
They must also be active participants!

Industry-Driven

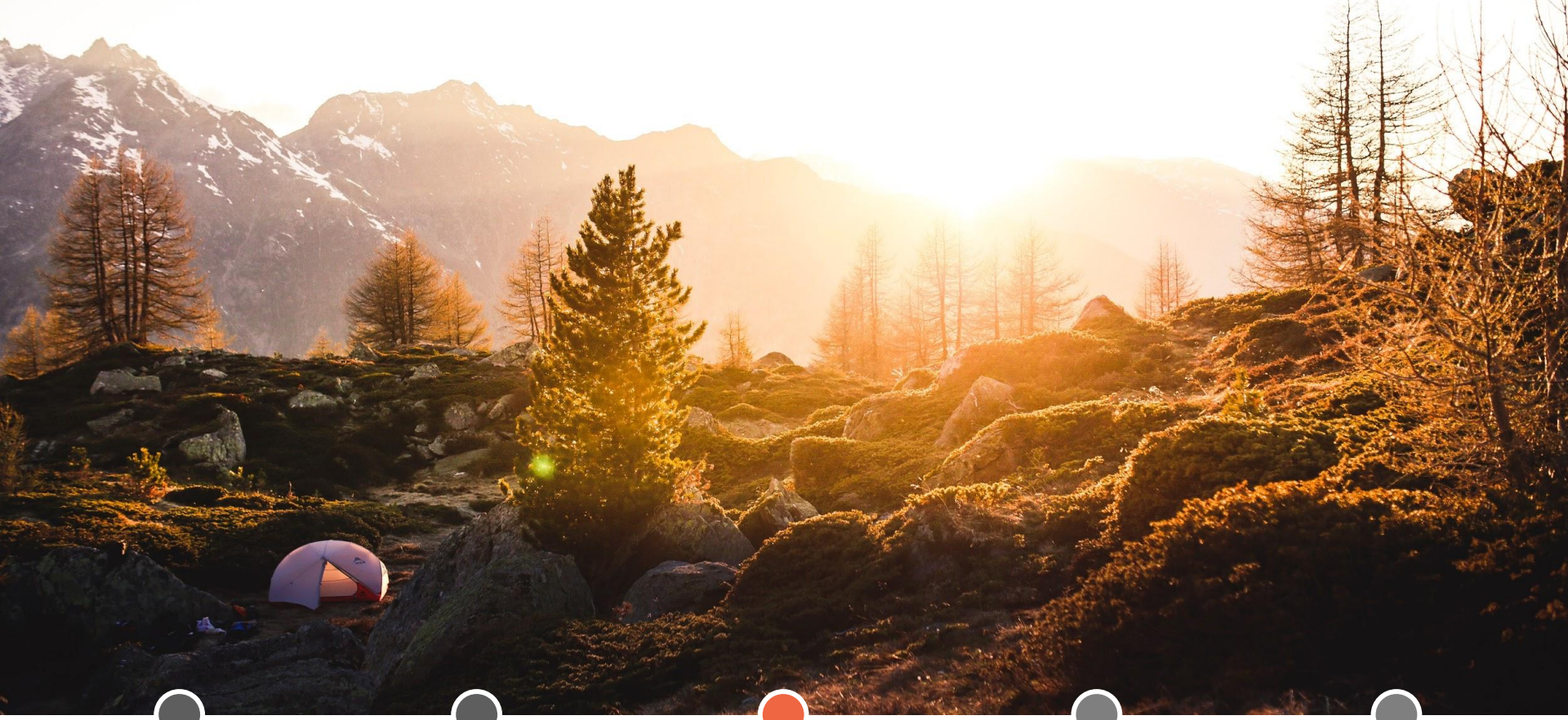
Stewards often see the big picture when others don't.
But they often get left out of the process.

Collaborative

We're working on an approach that sits somewhere in the middle:

- ✓ Make it easy for stewards to create, manage, and disseminate data and content.
- ✓ Establish channels of communication to foster passionate communities
- ✓ Get public agencies, nonprofit partners, recreationalists, and industry working together

Circles of Trust



Why is recreation data important? | Approaches to Data | **OuterSpatial** | Recreation.gov | Wrap Up

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

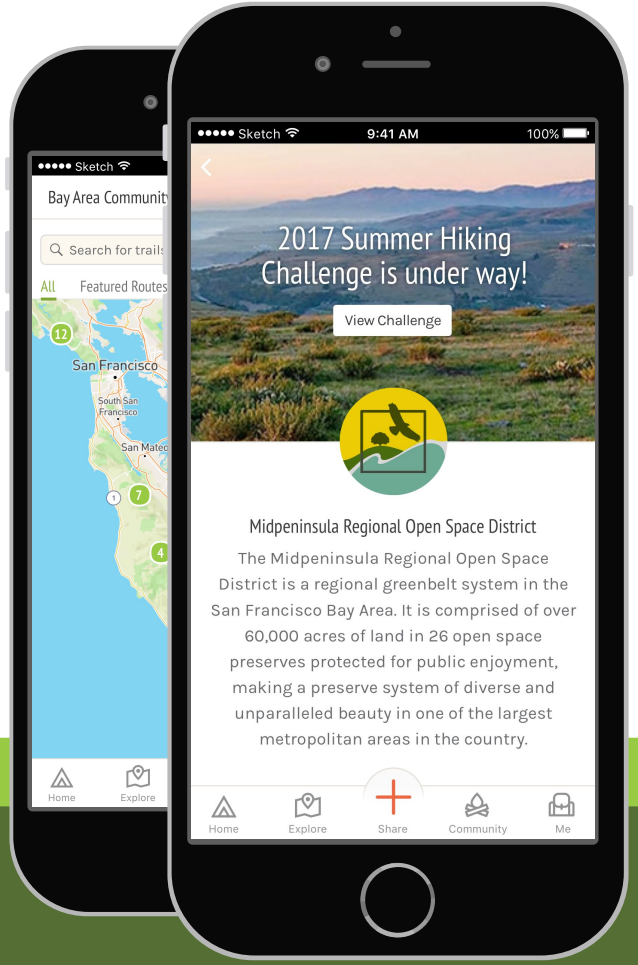
*One place to **manage** your outdoor park and recreation data and content, **build** and **publish maps**, and **deepen your understanding** of your visitors*

Mobile

Publish your data into native iOS and Android apps

Web

Turn your data into beautiful interactive maps



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!

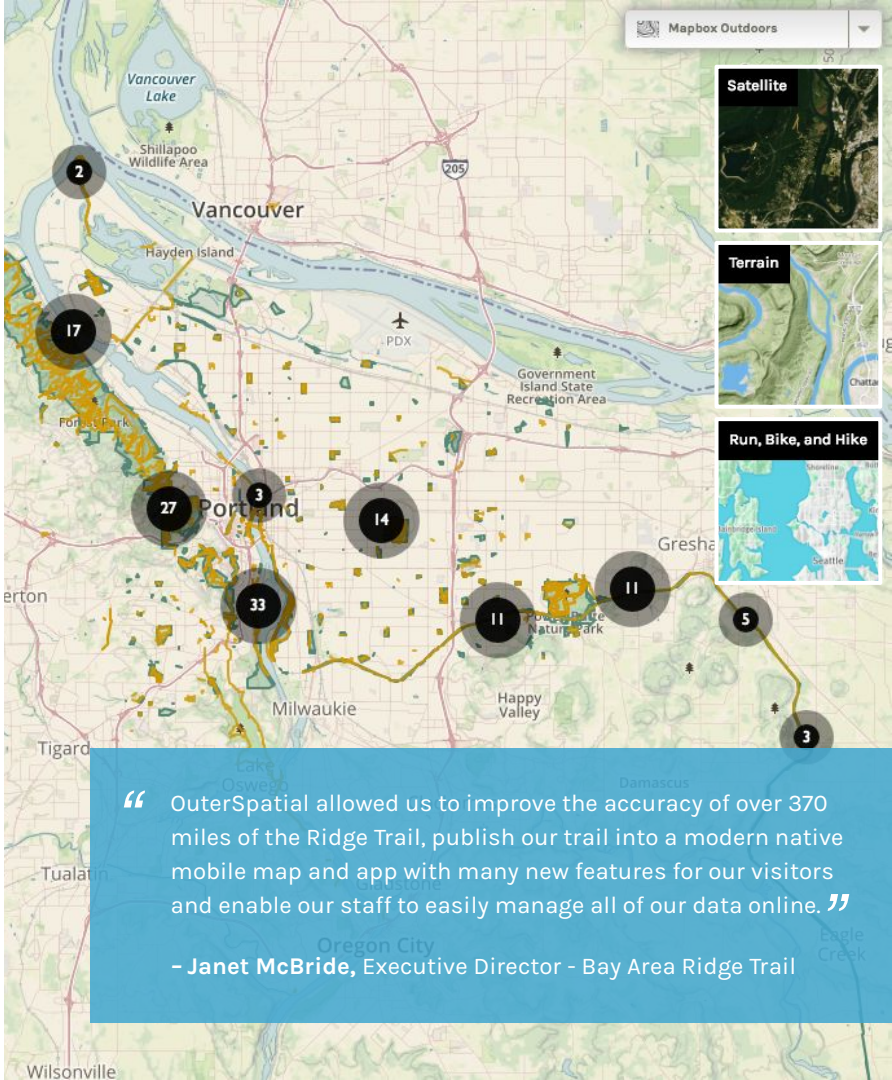
Need More Customization?

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.

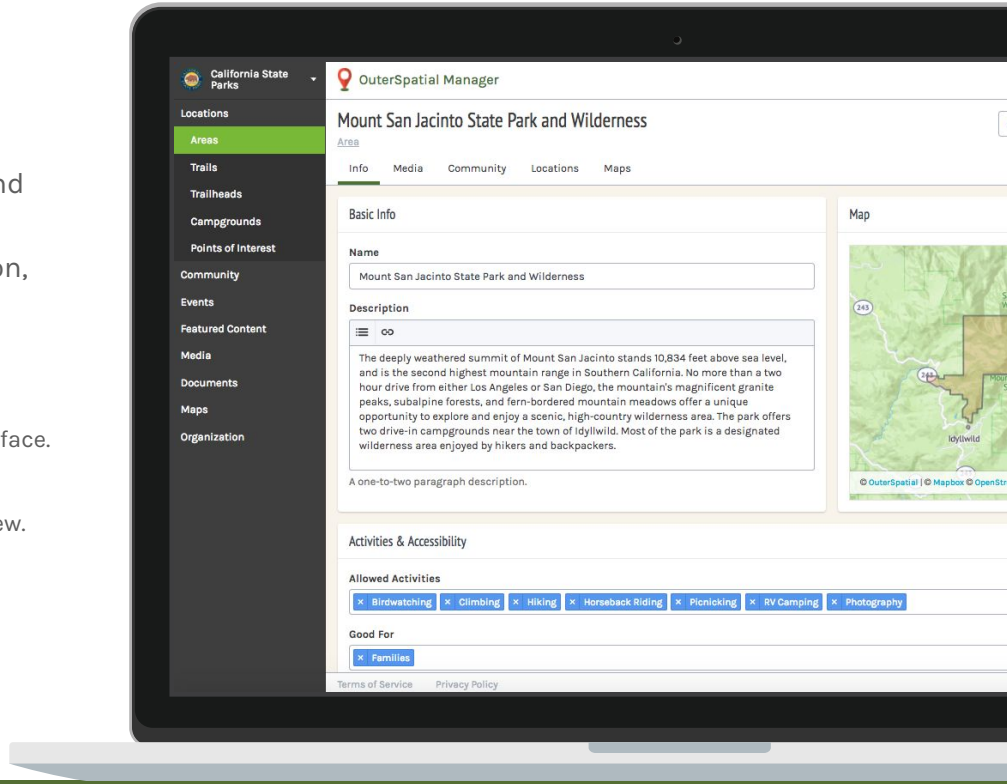


> "OuterSpatial allowed us to improve the accuracy of over 370 miles of the Ridge Trail, publish our trail into a modern native mobile map and app with many new features for our visitors and enable our staff to easily manage all of our data online."
>
> **– Janet McBride,** Executive Director - Bay Area Ridge Trail

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,

Locations
Areas
Trails
Trailheads
Campgrounds
Points of Interest
Outings
Community
Events
Featured Content
Media
Documents
Maps
Organization

Caballero Canyon Trail

Trail in Topanga State Park

Open | Delete | Save

Info | Community | Featured Content | Media | Documents | Maps

Basic Info

Name

Caballero Canyon Trail

Description

Caballero Canyon Trail is one of many trails providing connection to "Dirt" Mulholland (Mullholland Drive Trail).

Access from the south end of Reseda Boulevard. From the 101, exit at Reseda Boulevard and head south. Look for the trailhead on the right before you reach the end of the road.

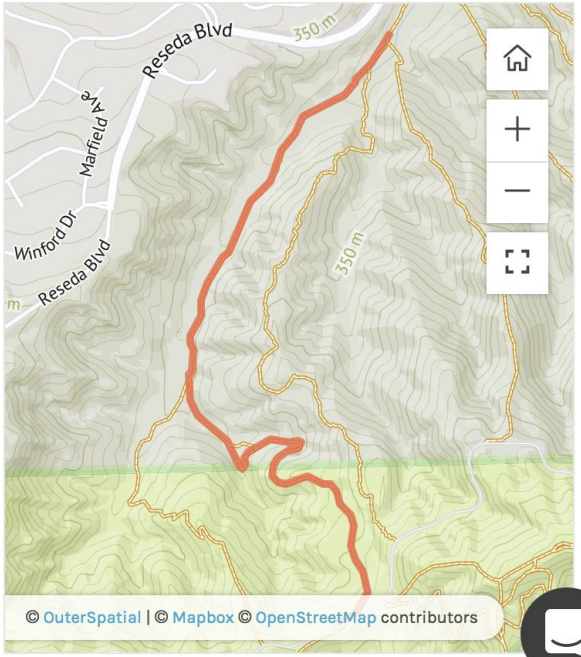
A one-to-two paragraph description.

Parent Area

Topanga State Park : California State Parks

The primary area this location is part of.

Map



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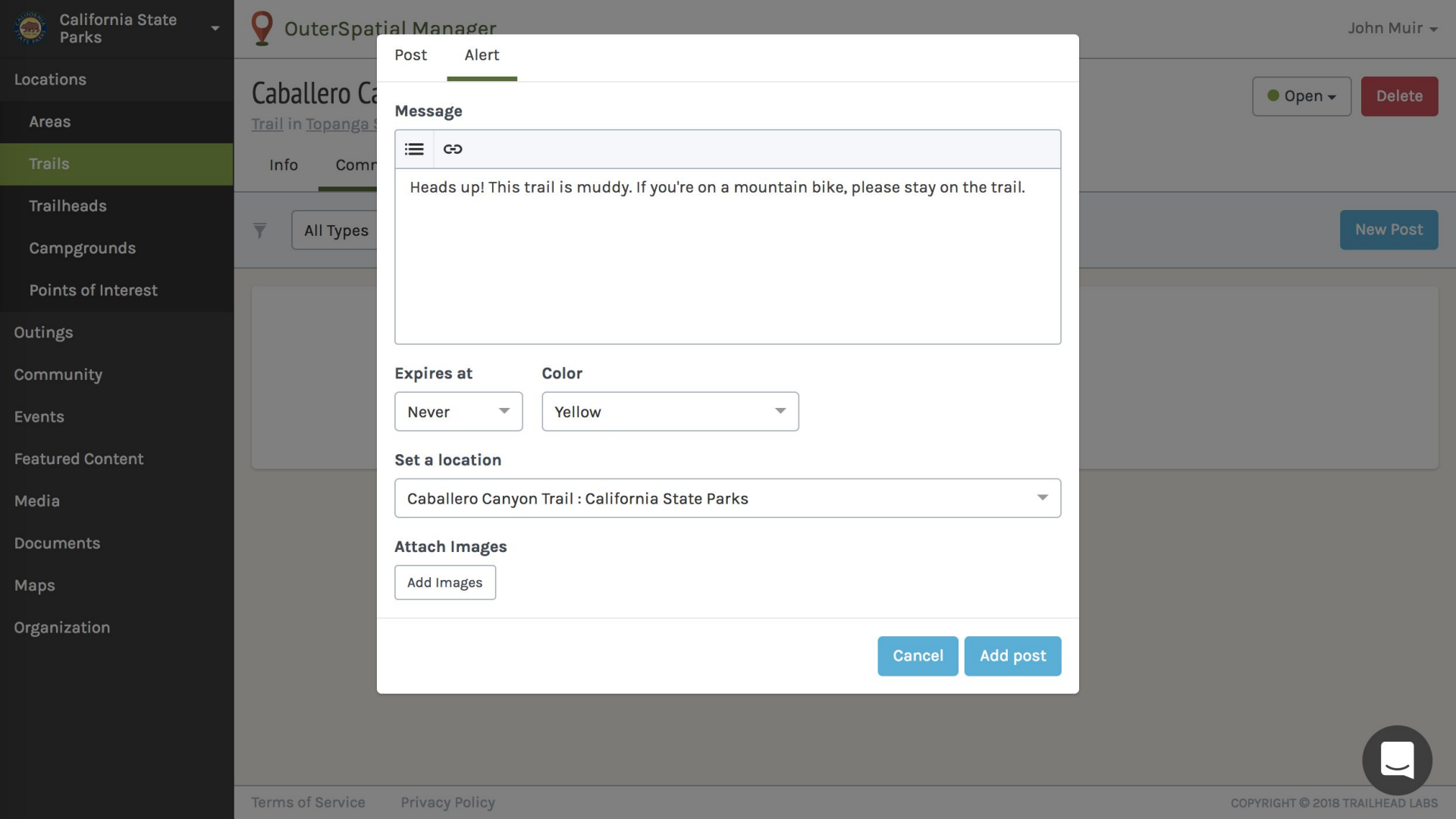
California State Parks
OuterSpatial Manager
John Muir
Locations
Areas
Trails
Trailheads
Campgrounds
Points of Interest
Outings
Community
Events
Featured Content
Media
Documents
Maps
Organization
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Trail in Topanga S
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New Post
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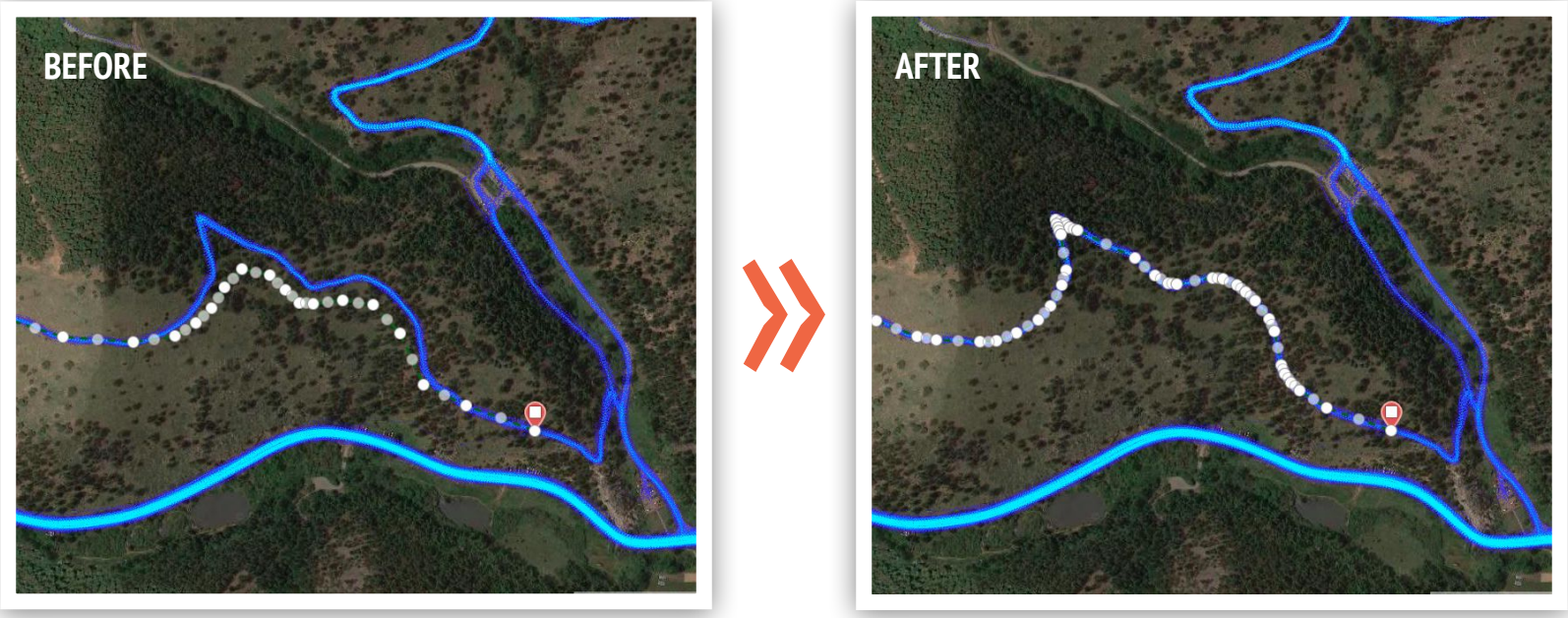
Message
Heads up! This trail is muddy. If you're on a mountain bike, please stay on the trail.
Expires at
Never
Color
Yellow
Set a location
Caballero Canyon Trail : California State Parks
Attach Images
Add Images
Cancel
Add post
Terms of Service
Privacy Policy
COPYRIGHT © 2018 TRAILHEAD LABS

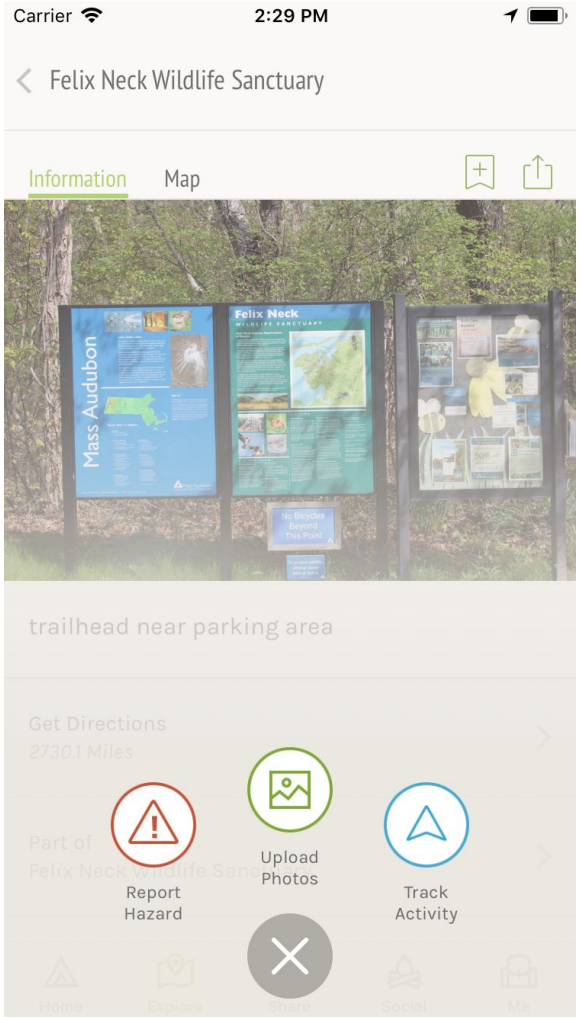
Passive Crowdsourcing

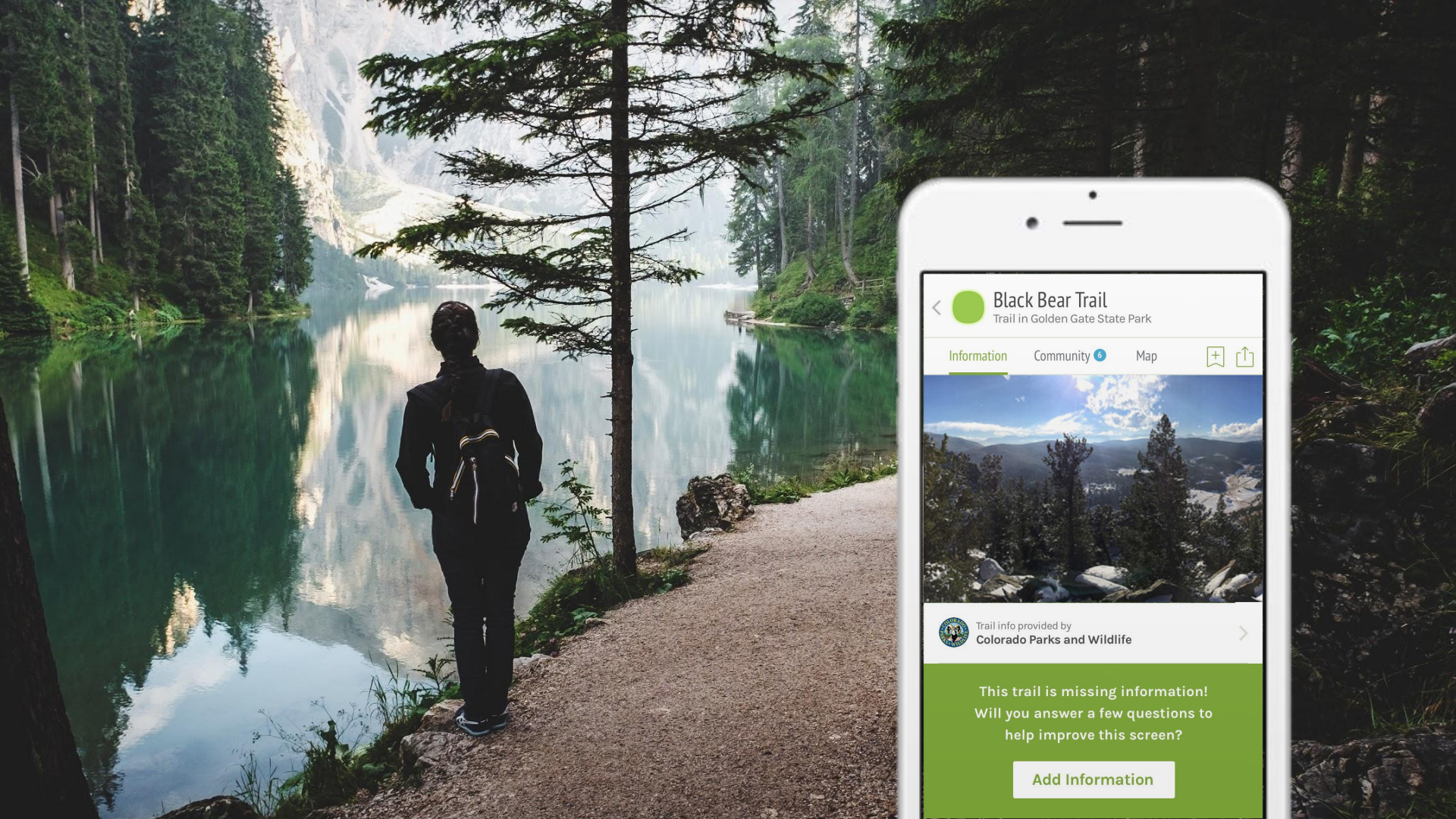
Improve trail alignments using millions
of GPS points from recreationalists.

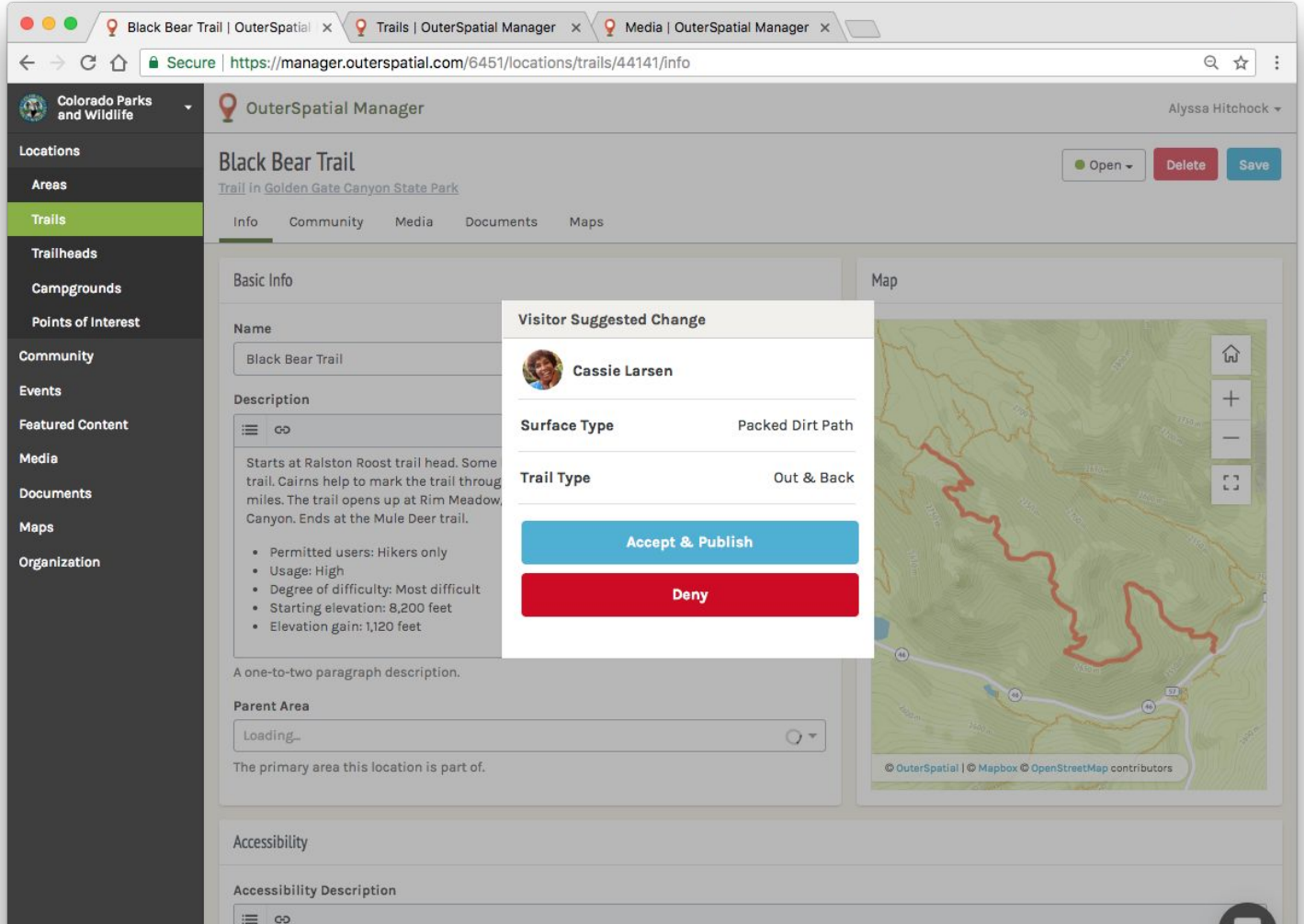


Active Crowdsourcing

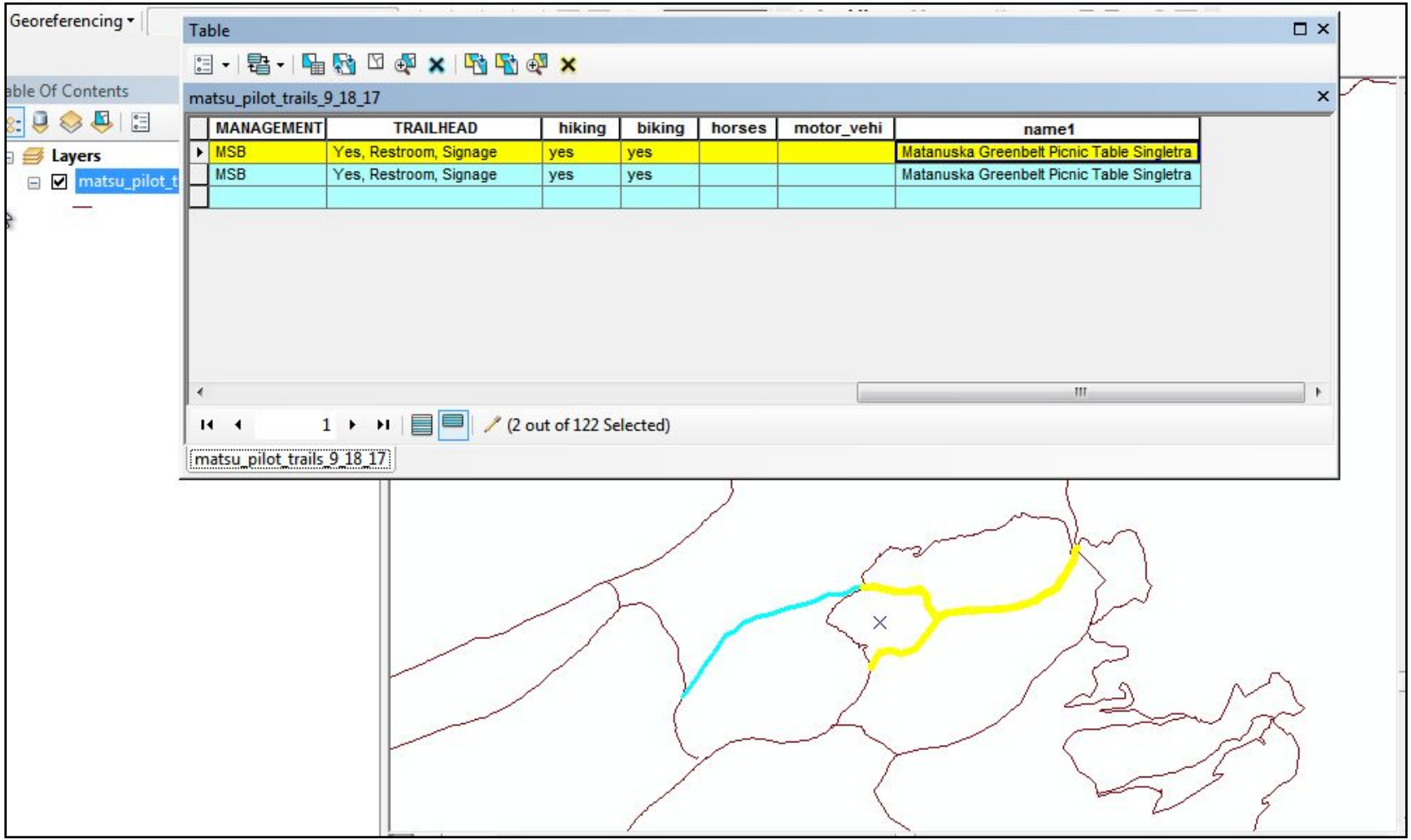
Allow passionate recreationalists to contribute their knowledge and stories.




Black Bear Trail
Trail in Golden Gate State Park
Information
Community 6
Map
Trail info provided by
Colorado Parks and Wildlife
This trail is missing information!
Will you answer a few questions to
help improve this screen?
Add Information


Black Bear Trail | OuterSpatial
Trails | OuterSpatial Manager
Media | OuterSpatial Manager
Secure | https://manager.outerspatial.com/6451/locations/trails/44141/info
Colorado Parks and Wildlife
OuterSpatial Manager
Alyssa Hitchock
Locations
Areas
Trails
Trailheads
Campgrounds
Points of Interest
Community
Events
Featured Content
Media
Documents
Maps
Organization
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 throug
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.
Visitor Suggested Change
Cassie Larsen
Surface Type
Packed Dirt Path
Trail Type
Out & Back
Accept & Publish
Deny
Map
© OuterSpatial | © Mapbox © OpenStreetMap contributors
Accessibility
Accessibility Description

MATSU TRAILS & PARKS FOUNDATION


Georeferencing
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matsu_pilot_t
Table
matsu_pilot_trails_9_18_17
MANAGEMENT
TRAILHEAD
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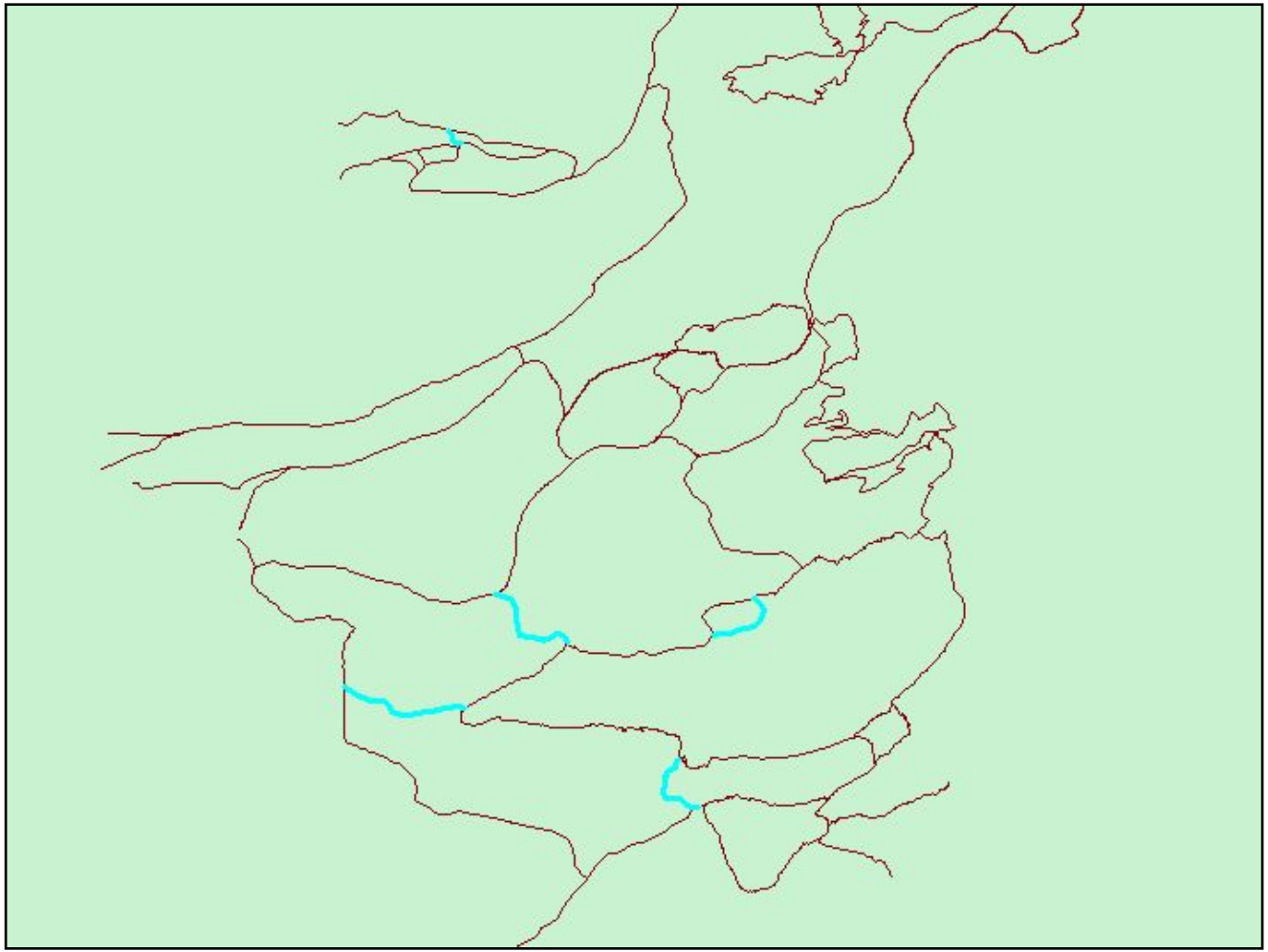
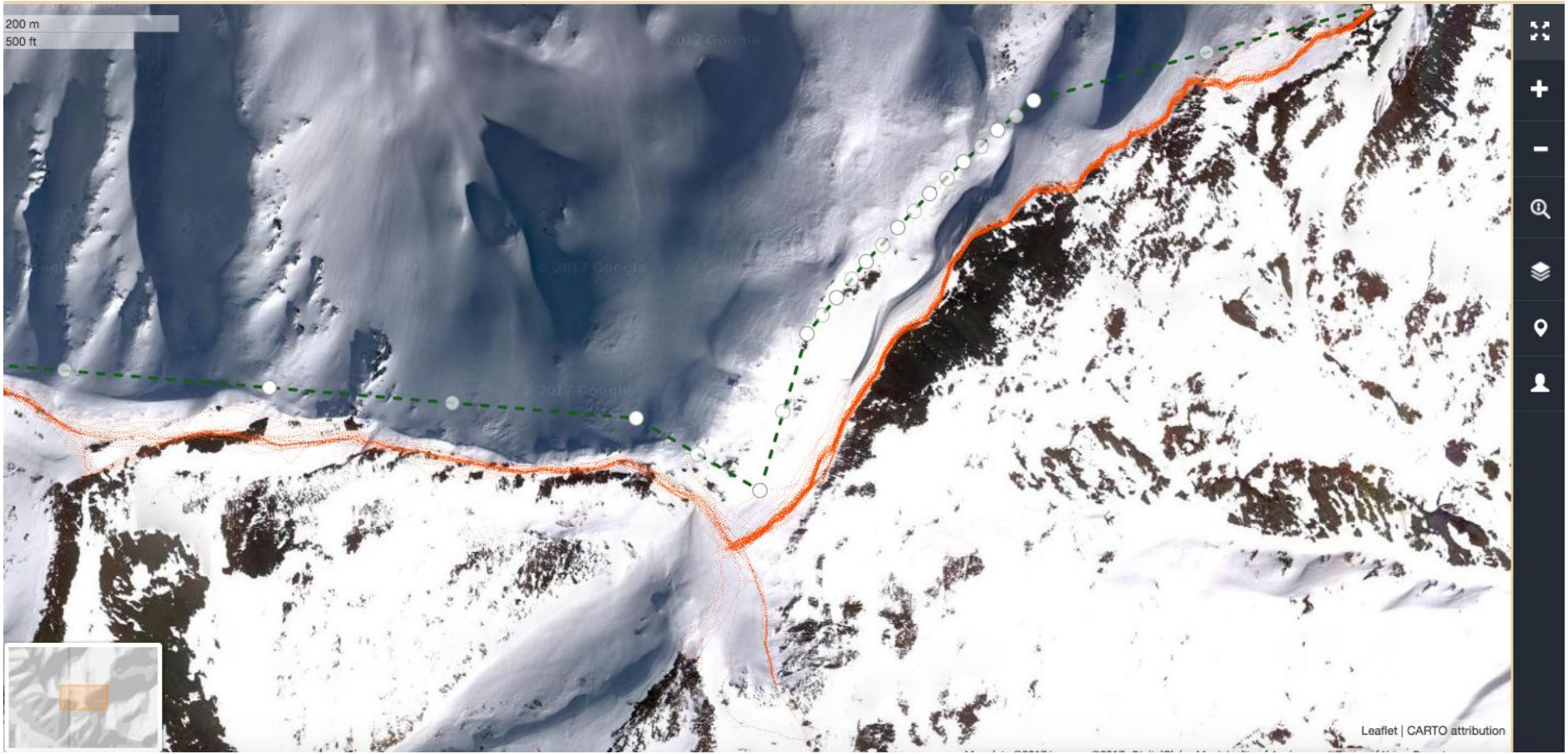
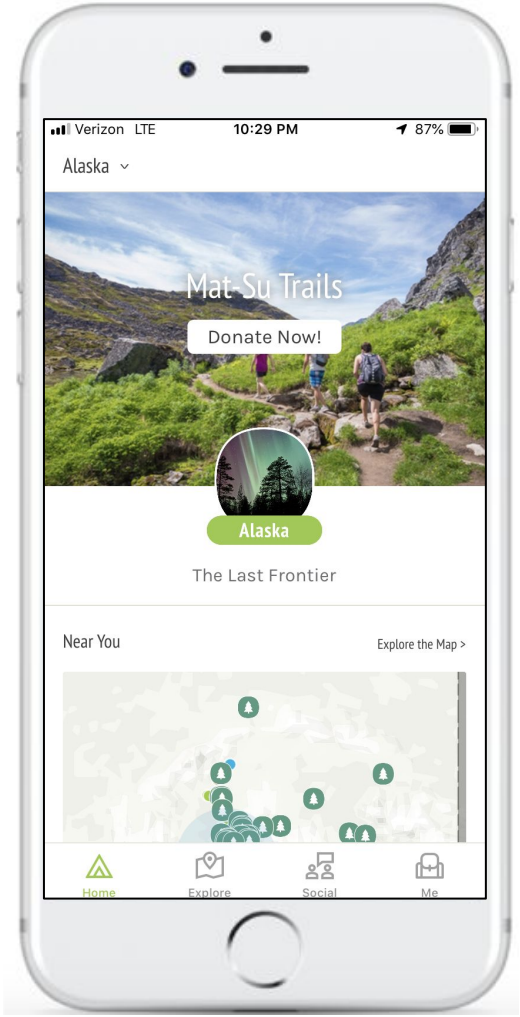
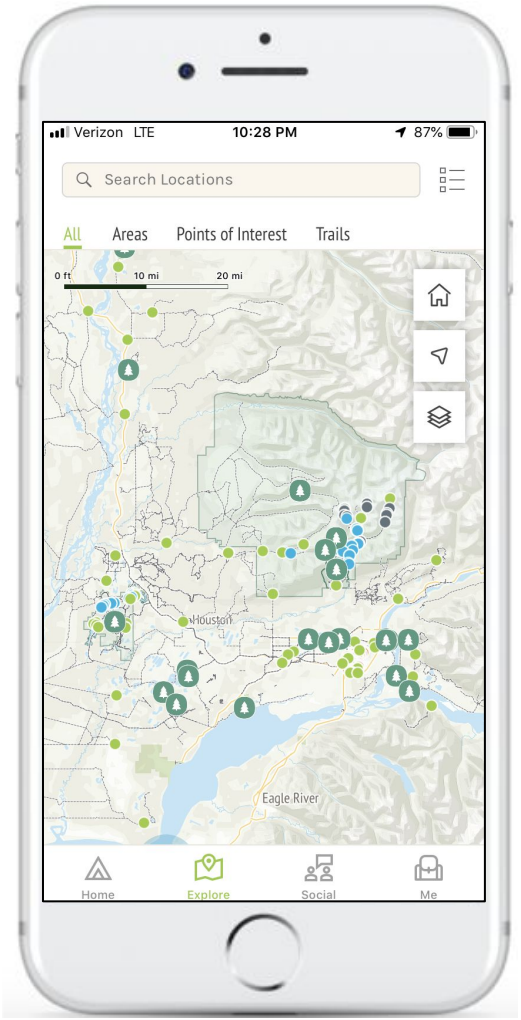
biking
horses
motor_vehi
name1
MSB
Yes, Restroom, Signage
yes
yes
Matanuska Greenbelt Picnic Table Singletra
MSB
Yes, Restroom, Signage
yes
yes
Matanuska Greenbelt Picnic Table Singletra
1
(2 out of 122 Selected)
matsu_pilot_trails_9_18_17



300 m
1000 ft


200 m
500 ft
Leaflet | CARTO attribution


Verizon LTE 10:29 PM 87%
Alaska
Mat-Su Trails
Donate Now!
Alaska
The Last Frontier
Near You
Explore the Map >
Home
Explore
Social
Me


Verizon LTE 10:28 PM 87%
Search Locations
All
Areas
Points of Interest
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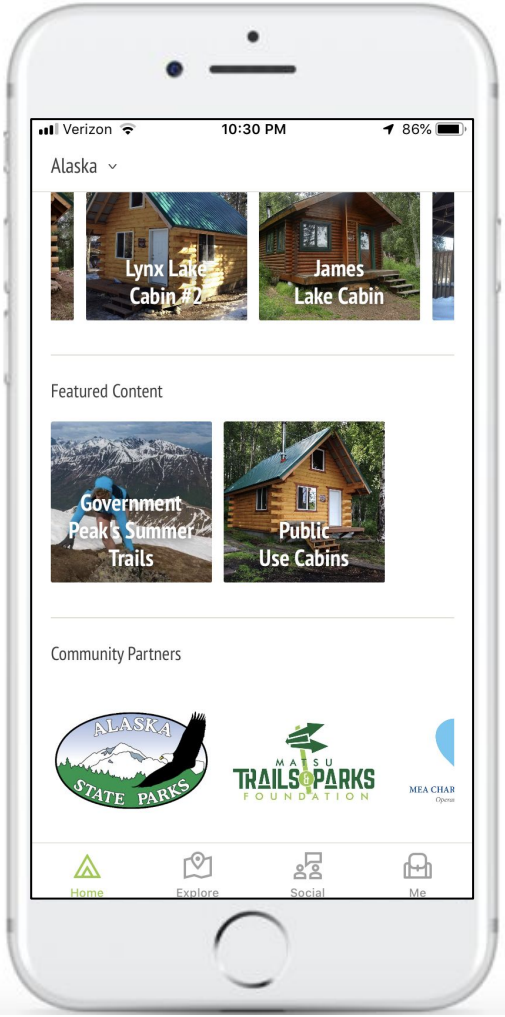
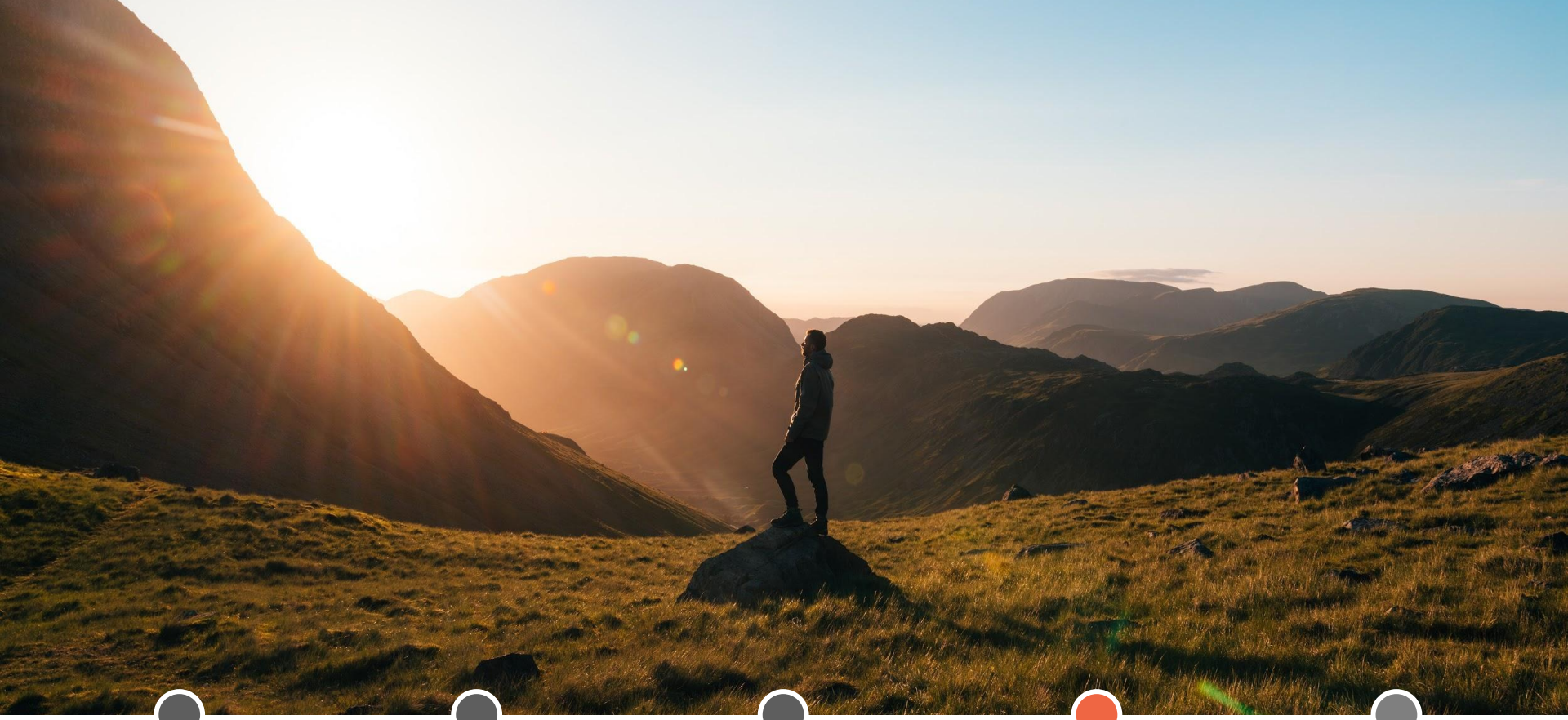
20 mi
Houston
Eagle River
Home
Explore
Social
Me


Verizon 10:30 PM 86%
Alaska
Lynx Lake Cabin #2
James Lake Cabin
Featured Content
Government Peak's Summer Trails
Public Use Cabins
Community Partners
ALASKA STATE PARKS
MAT-SU TRAILS & PARKS FOUNDATION
Home
Explore
Social
Me



Why is recreation data important?

Approaches to Data

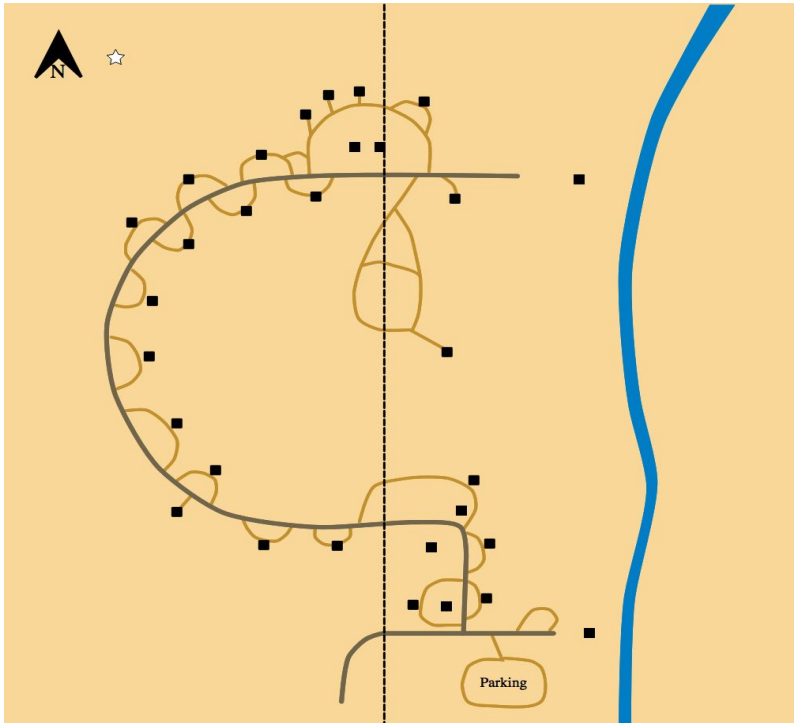
OuterSpatial

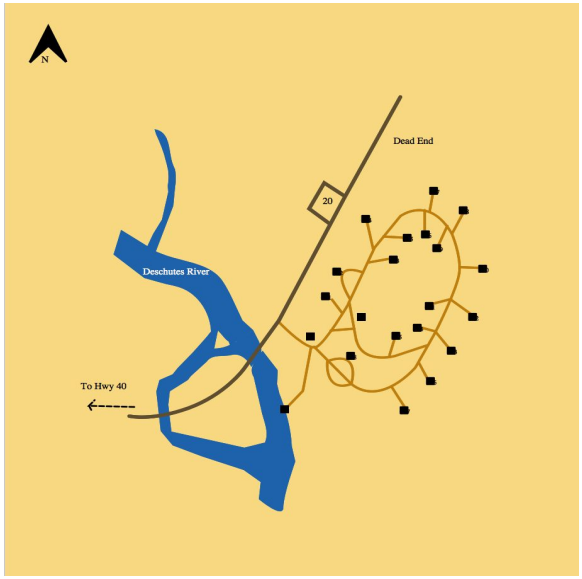
Recreation.gov

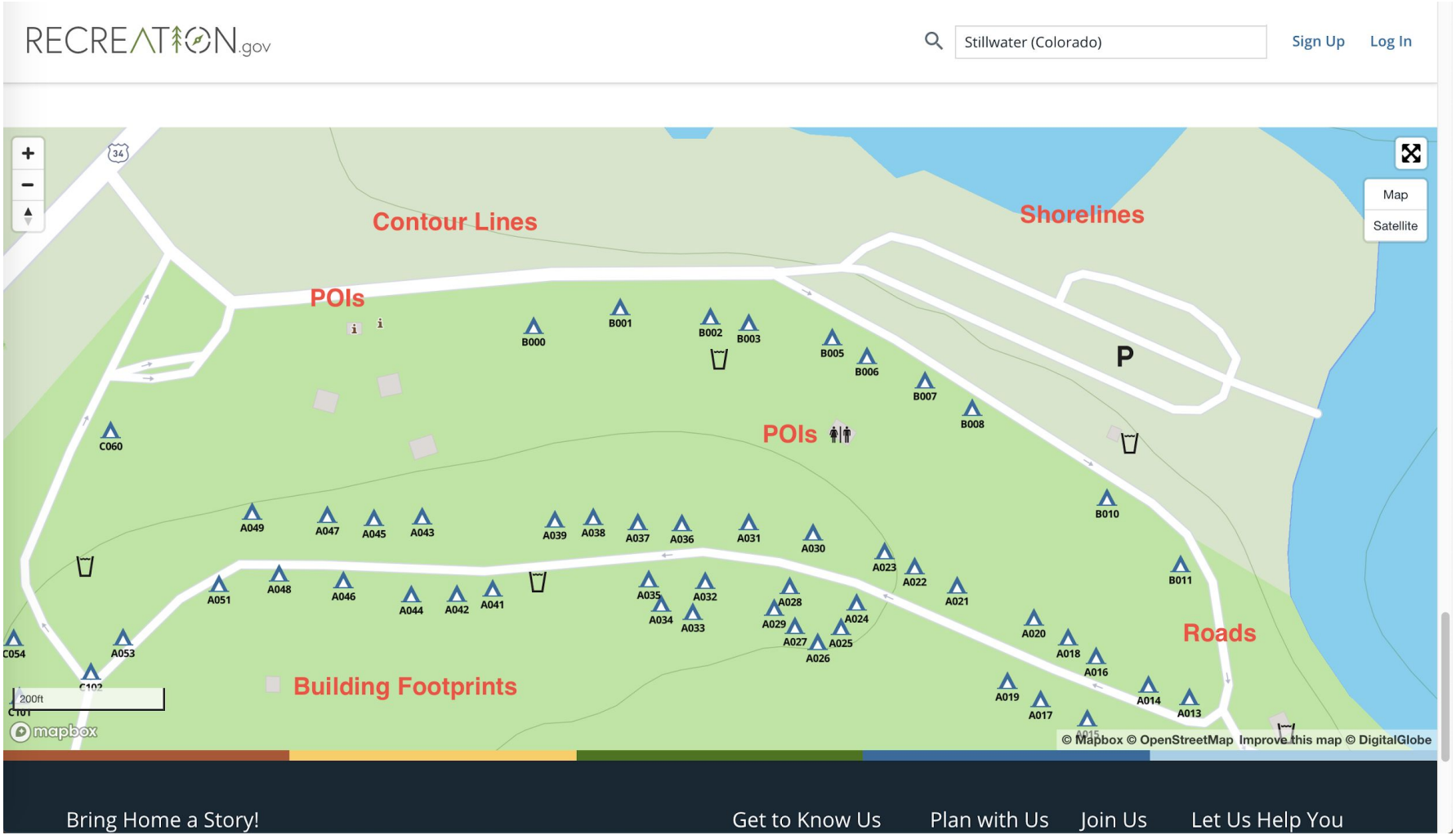
Wrap Up

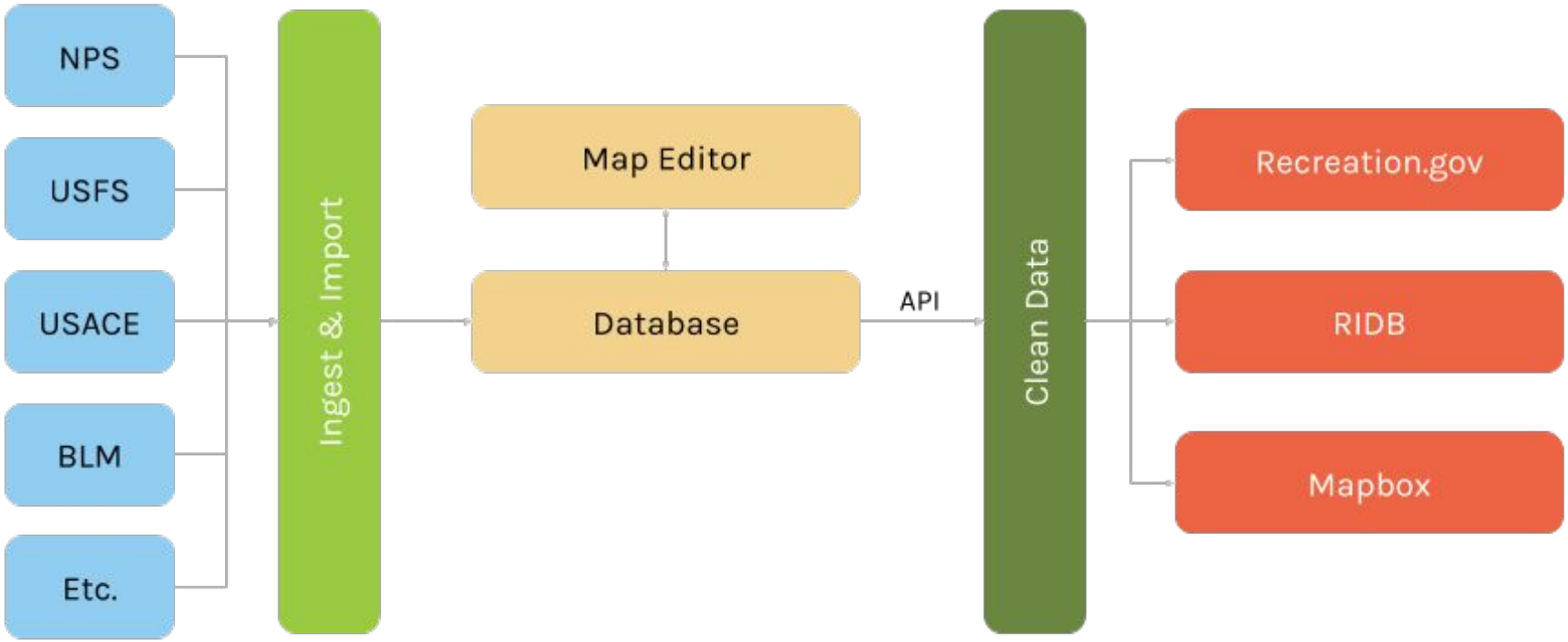
“Build an accurate, useful, and engaging recreation-oriented map that utilizes a combination of authoritative government and other (open source, crowd sourced, etc.) data to support the agency and visitor mapping needs to improve the overall experience on Recreation.gov.”

Creating 100,000+ Points in 6 Months






RECREATION.gov
Stillwater (Colorado)
Sign Up
Log In
Contour Lines
Shorelines
POIs
POIs
P
Roads
Building Footprints
Map
Satellite
200ft
mapbox
© Mapbox © OpenStreetMap Improve this map © DigitalGlobe
Bring Home a Story!
Get to Know Us
Plan with Us
Join Us
Let Us Help You


NPS
USFS
USACE
BLM
Etc.
Ingest & Import
Map Editor
Database
API
Clean Data
Recreation.gov
RIDB
Mapbox

Why is recreation data important? | Approaches to Data | OuterSpatial | Recreation.gov | **Wrap Up**

Collaboration is Key

Everyone benefits from a collaborative approach

Engagement increases awareness and fosters a sense of ownership

Better data improves the recreation experience

Building strong communities is the best way to ensure the long-term viability of our open spaces

Partners

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

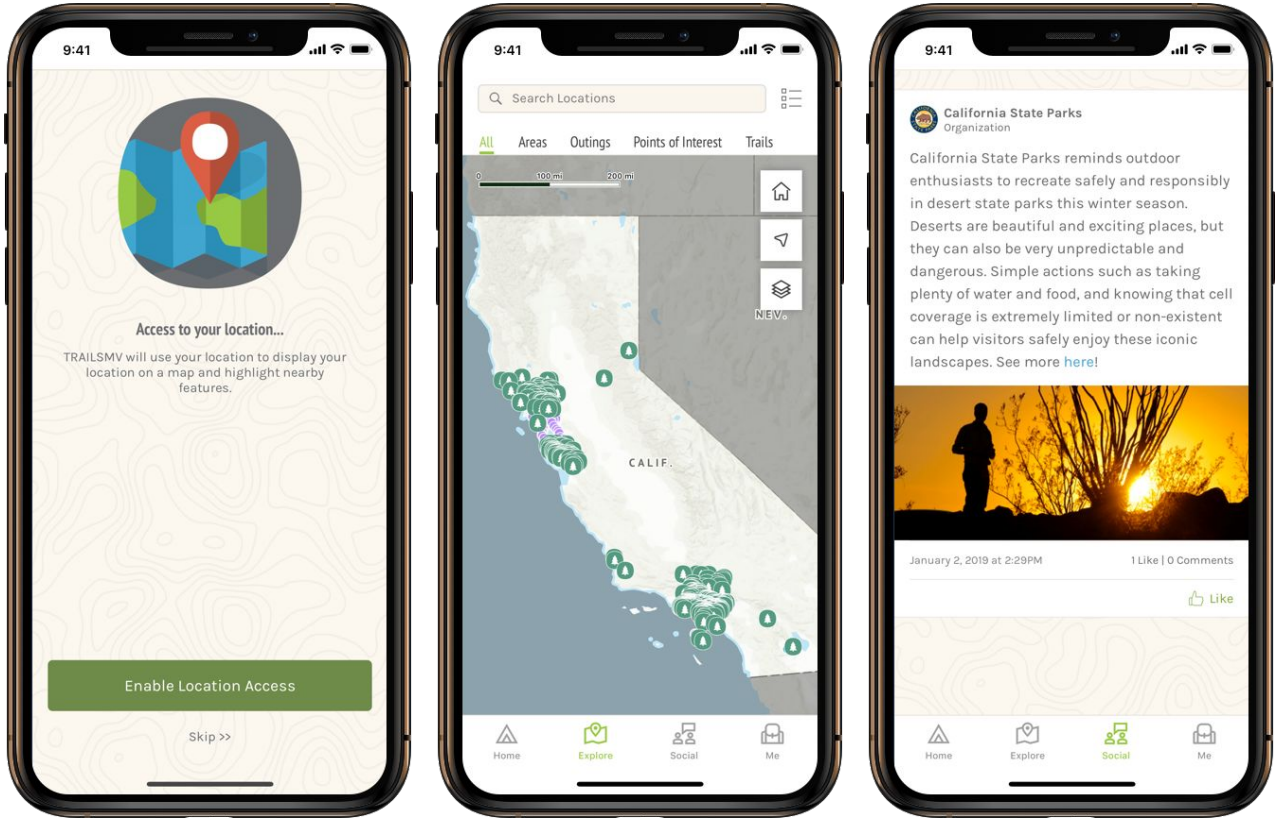
OuterSpatial

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

hi@outerspatial.com
(415) 890 - 5575

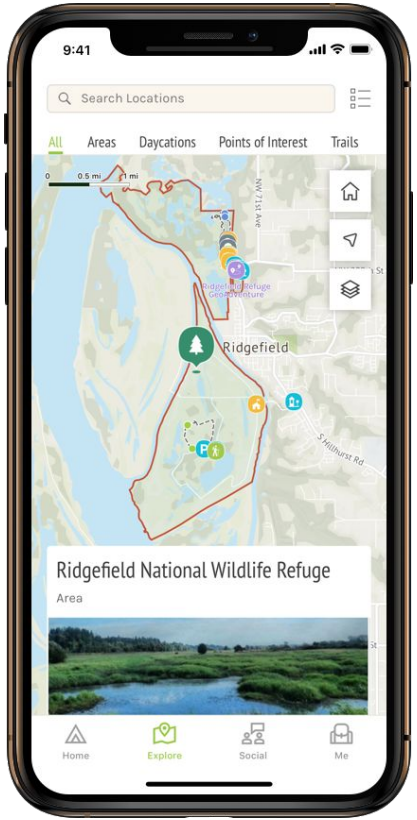
Grown with ♥ by
Trailhead Labs

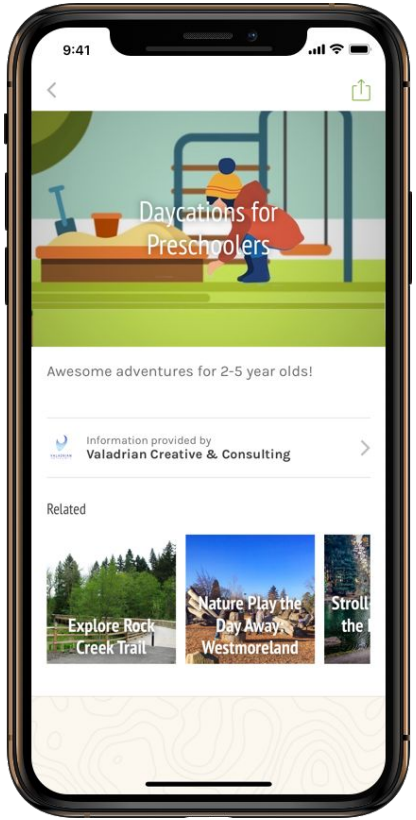
OuterSpatial



Daycation

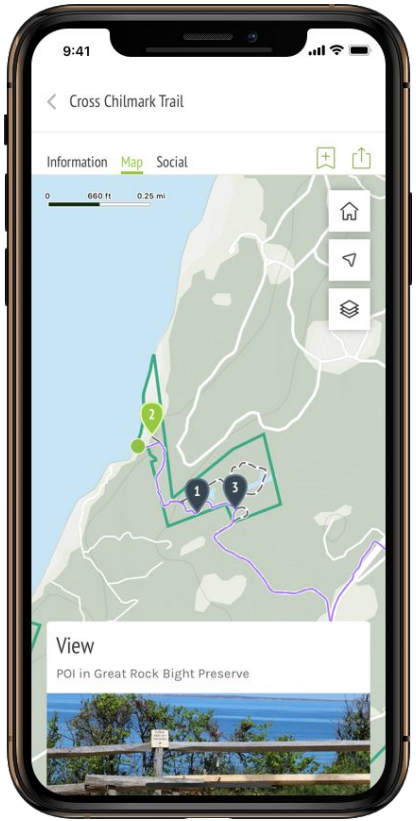
9:41
Northwest Family
DAYCATION
FAMILY ADVENTURES WHERE NATURE MEETS THE CITY
Get Started


9:41
Search Locations
All
Areas
Daycations
Points of Interest
Trails
Ridgefield
Ridgefield National Wildlife Refuge
Area
Home
Explore
Social
Me


9:41
Daycations for Preschoolers
Awesome adventures for 2-5 year olds!
Information provided by
Valadrian Creative & Consulting
Related
Explore Rock Creek Trail
Nature Play the Day Away: Westmoreland

TrailsMV

9:41
TRAILS MV
Get Started


9:41
Cross Chilmark Trail
Information
Map
Social
0
660 ft
0.25 mi
1
2
3
View
POI in Great Rock Bight Preserve

9:41
Great Horned Owl
SHERIFF'S MEADOW FOUNDATION
Sheriff's Meadow Foundation
The mission of Sheriff's Meadow Foundation is to conserve the natural, beautiful, rural landscape and character of Martha's Vineyard for present and future generations.
Sheriff's Meadow Foundation is the local land trust for the island of Martha's Vineyard. We protect 2,900 acres of land across the island. We own 72 distinct preserves comprising 2,075 acres, and hold 42 conservation restrictions over an additional 825 acres. We own land in each of the six towns on Martha's Vineyard.
Organization Information