

Chaffee County Interactive Recreation Map

Great Outdoors Consultants

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Outline

- Audience Introductions & Question #1
- Chaffee County project overview
- Audience Question #2
- Chaffee County project overview
- Story map concept
- Chaffee County OHV story map with demos
- Partners, conclusions, Q&A

Introductions and Question #1

- Who you are and a little about your OHV work.
- Once you have a Great Trail, how do you advertise and market to potential users? In other words, how do people find out about it?



Chaffee County project overview

- We were commissioned to make on-line recreation map(s) by the Chaffee County Visitors' Bureau
 - OHV, 4x4, Snowmobile, Mountain Bike, Hike, Fishing, Camping
 - Create a “one stop” website for Chaffee county outdoor recreation
- The purpose was to increase recreation tourism in the county
 - In addition to maps, we wanted to include thematic recreation experience content to help market the opportunities in the county
 - We also wanted the ability to add crowd sourced content



Question(s) #2

In your experience, who has the incentive for marketing OHV trails?
What interest in trail marketing do the following have?

- Government agencies (USFS, BLM, State)?
- OHV manufacturers, dealers & rental companies?
- Recreation advocacy groups?
- City/County/State economic development organizations? (chambers of commerce)
- Others?



Starting point for the Chaffee project

- MVUM – printed and pdf
- USFS, BLM web pages with written specs about recreation areas
- Private vendor printed OHV maps
- Some online content for some themes
 - Usually individual trail focused
 - Some theme focused with maps and experience content (mtbproject.com, 14ers.com, alltrails.com)
- Overall, a lot of content was publically available, but it wasn't a high level overview that brought all of the recreation together.



Story map concept

From the ESRI website

“ESRI Story Maps let you combine authoritative maps with narrative text, images, and multimedia content. They make it easy to harness the power of maps and geography to tell your story.”

We decided to build highly accurate recreation specific maps and combine them with convenient references to agency, advocacy group, and crowd sourced multimedia content.



Chaffee County OHV story map

- The entry point for Chaffee County recreation is
 - <http://arcg.is/2bmE4cK>
- The OHV theme story maps start at
 - <http://tinyurl.com/jglsawt>
- Some example of detailed trail content
 - User configurable OHV map - <http://tinyurl.com/z6n9e3z>
 - Mtn Bike theme - <http://tinyurl.com/zx03muq>
 - Poplar Gulch video - https://youtu.be/C-r4SJ7_nhE

Partners, consultants

- Scott Peterson – Chaffee County Visitors' Bureau
- Ben Lara, Brett Beasley, Allison Stewart, Steve Sunday – USFS Recreation & Lands
- Molly Purnell, Phil Chapman, Linda Skinner, Kalem Lenard - BLM
- Glenn Cottone, Katy Bradford, Seth McClean – Colorado Parks & Wildlife
- Alison Ramsey – Arkansas River Nature Association
- Drew Stoll, Mark Newby – Great Outdoors Consultants

Conclusion / Q&A

- Each theme was reviewed by USFS, BLM, and state agencies for accuracy & completeness.
- We delivered the series of recreation maps to the CC Visitors' Bureau on Sept 26th
- Next steps include integration with the county web & server
- Questions?

Backup



Outline

- Purpose of the Chaffee County project – blending of multiple recreation activities
- Creation of the GIS from government & private data sources
 - Unique challenge of Chaffee County – USFS, BLM, CPW, with some multiply managed areas (AHRA)
- Processes used in resolving data conflicts and deficiencies
 - Simultaneously working with multiple government agencies and recreation interest groups
- Building recreation user focused metadata
 - Unique symbology that works with on-line mapping
 - Hyperlinks to current recreation feature information and social media
 - Inclusion of multimedia for rich on-line exploration experiences
 - Live demo of ArcGIS map features and attributes for OHV & Snowmobile
- Structure of the Chaffee Story & User configurable recreation maps
 - Live demo building of a Story Map
 - Live demo of Chaffee County story and user maps

Project Goals

- Improve Chaffee County recreation information availability by creating a series of interactive, highly accurate web maps.
 - Contains several selectable recreation themes with detailed story maps.
 - It will help visitors as well as residents find detailed information about a wide range of recreation opportunities.
- Joint effort between Great Outdoors Consultants and the Chaffee County Visitor Bureau.
- The map was released on Sept 26 to Chaffee County.



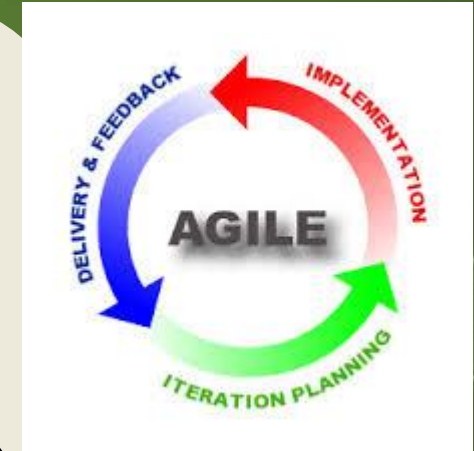
Team members & roles

- Scott Peterson – CCVB director
- Drew Stoll – GOC executive director
- Jim Brewer – GOC project manager, OHV/GIS specialist
- Mark Newby - OHV/GIS specialist



Project management methodology

- We'll use an [Agile process](#) for program management
 - Frequent incremental deliveries enables customer feedback during the development cycle
 - Will require some review cycles with stakeholders
- Tactically, we'll use Pivotal Tracker for project tracking & communication
 - Implements agile PM processes, facilitates communication
 - Tracks priorities, deliveries, acceptance testing



Interactive map themes & features

(modify in *PivotalTracker/spreadsheet*)

- 14ers
- Rapids
- Hiking Trails
- OHV Trails
- Mt. Biking Trails
- Scenic Byway & Driving Tours
- Historical Landmarks
- Snowmobiling
- Camping
- Others?



Recreation data sources

- GOC route inventories
- USFS GIS
 - MVUM (<http://www.fs.usda.gov/detail/psicc>)
 - ArcGIS rest services (<http://apps.fs.fed.us/arcx/rest/services>)
- Colorado Parks & Wildlife GIS
 - <http://cpw.state.co.us/aboutus/Pages/ResourceStewardshipGIS.aspx>
 - <http://www.arcgis.com/home/search.html?q=colorado%20parks%20and%20wildlife&t=groups&focus=groups>
- Colorado BLM GIS
 - http://www.blm.gov/co/st/en/BLM_Programs/geographical_sciences/gis/GeospatialData.html
- Others? (Friends of Fourmile/GARNA)
- Discussion – how do we correlate these data sources with our thematic map needs?

Interactive map functionality

- Embedded Google Map
 - <http://mntrails.gov>
 - <http://www.jeeptheusa.com/buena-vista-jeep-trails.html>
- ArcGIS app
 - www.trails.idaho.gov
- Avenza (a different map for each theme?)
 - http://www.emerycounty.com/travel/Maps/emery_co_ohv.pdf
- 3D map options?
- Research other examples of similar trail maps



Printed Maps

- How to tile the valley?
- Retail locations?



Schedule & checkpoints

- (enter into Pivotal Tracker)

