A platform designed to help park agencies and nonprofit organizations take advantage of the most innovative web and mobile technology.
Who are we?

Dan Rademacher

Ryan Branciforte

Alex Stehl

GreenInfo Network

OuterSpatial

California State Parks
Who are you?

- From government, nonprofit, or private organization?
- Already working on a mobile recreation app?
- Interested in building or publishing to a mobile recreation app?
- Do you USE a mobile trails app in your personal life?
OuterSpatial

#InventYourAdventure

2017 California State Parks Pilot Program

Matt Davis Trail

4.5 mi | 700 ft

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
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.

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

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
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,
Map Builder

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 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!

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's fully functional, industry-standard API (application programming interface), means that it’s easy to republish content from OuterSpatial on other websites. We proved that in the pilot with CaliParks.org.

- Instant updates from Manager to all content publishers
- Easy and industry-standard structure means solutions are quick to build and infinitely flexible.
- Make best use of limited staff time by making sure content is created once, even if it appears in many places.

Publish everywhere
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 Demo
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Overall Process

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2. Trained staff on how to manage different types of content.
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3. Focused on **outreach and marketing** at key times - Events, Thanksgiving
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2. Trained staff on how to manage different types of **content**.
3. Focused on **outreach** and **marketing** at key times - Events, Thanksgiving
4. Publish to 3rd party CSP affiliated site.
Overall Process

1. We pulled enterprise GIS data and field staff knowledge into the app.
2. Engaged staff on how to manage different types of content.
3. Focused on outreach and marketing at key times - Events, Thanksgiving
4. Publish to 3rd party CSP affiliated site.
5. Final report and recommendations.
What went well

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2. The **platform was ready to go**, at pilot level, very early in the project.
3. Marketing through **existing park channels** (especially Facebook).
4. Tying marketing to **major park events**.

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Plan to share this on our official Facebook page. Let's keep this one as a marketing pitch. We're looking to get buzz around our pilot app this Halloween and encourage visitors to try it out. The event occurs on October 31st. We're already seeing a lot of interest on social media. Let's continue to drive traffic to this page and engage more followers.
What was challenging

1. Managing **staff capacity** across parks.
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What was challenging

1. Managing **staff capacity** across parks.
2. Navigating **multiple existing systems** for data and content.
3. Developing **uniform messaging despite limited reach** of pilot.
4. Lack of **Android** app.
Key Learnings

1. Technology is not the barrier.
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<table>
<thead>
<tr>
<th>Year</th>
<th>Parks</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>8</td>
<td>11%</td>
</tr>
<tr>
<td>2018</td>
<td>58</td>
<td>77%</td>
</tr>
<tr>
<td>2019</td>
<td>100</td>
<td>92%</td>
</tr>
</tbody>
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1. Technology is **not the barrier**.
2. **Staff capacity** is hard.
3. Start small, then **build in phases**.
4. Think about content **strategically**.
5. Ask for — and plan for — **feedback**.
Next Steps
1. Determine go/no-go on expansion.
2. Work through internal support, capacity, resources.
Existing App Features

✓ Present authoritative content directly from CSP.
✓ Infinitely customizable with Hero Items, Featured Content, links to external sites.
✓ Dynamic content such as events, trail closures, and status.
✓ Transit, biking, walking, ridesharing, and driving directions to recreation destinations.
✓ All content available offline (no wifi or cellular connection)
✓ Multiple basemaps, gps tracking and geoPDF maps.
✓ Map and list view with basic search and filter options to find recreation assets quickly
✓ Option to register or use app without logging in.
✓ Users can post to their social media channel of choice.
✓ Bookmarking to save locations for future reference and trip planning.
✓ Section 508 compliant accessibility features.
App Features on the Road Map

✓ Full offline including basemap, media files and all functionality in the app.
✓ Advanced search and filters within map and list view.
✓ More curated content for transit focused outdoor excursions.
✓ Curated ‘Outings’ with points of interest along the way that agencies can promote to their visitors.
✓ Community stream to allow their visitors to check-in, report issues, contribute back, and share with their friends while out on the trail.
✓ Agency notifications to the community stream to alert visitors.
✓ Ability for users to create custom categorized lists for saving different themed content for later reference.
✓ Promote custom challenges and incentive programs to bring more visitors to your park.
✓ Many more....