Reaching Your Public Through the Internet

www.CaliforniaCoastalTrail.Info

• Hikers Guide
• Podcasting & streaming audio
  • Like having a virtual docent
• Google Earth maps
  • Zoom to where you want to go

The hiker’s guide directs the viewer to a range of resources including:

• Maps
• Trail notes
• Photographs
• Links
• Books
• And Podcasts

Improving the site with new features

Zooming in on where we will be hiking.
Podcasting & streaming audio

- Designed to be site specific – supplying a virtual docent.
- Can be heard from the comfort of your armchair too
- Long enough to have educational value - 10-15 minutes.
- Highly educational - not just an infomercial. John Lagiere is an internationally known PhD Oceanographer from the Bodega Marine lab. Some amount of pre-scripting is essential.
- Not just about science - history and beauty too.
- Star power – Mickey Hart did the music
- Future plans include:
  - A slide show to accompany the audio
  - Dial in technology
  - Ongoing series that can be subscribed to via iTunes etc.

The benefits of audio

- Recording is cheap – Zoom recording device is approximately $300. The equipment is much less expensive that video.
- Production is cheap – the ‘show’ can be engineered with low cost software and a PC or Mac. It is easier to record guests for an audio program than video
- Partner with your local Public Radio station or a University
- It is portable and youth oriented.

This is an example of one of our ABC maps - it is "fixed" so you cannot "zoom in."

Zooming in using Google Earth

Zoom right down to the parking lot & use to find access points.

Which is more useful to a hiker?
Engaging Volunteers

- Our online hiker’s guide is dependent on volunteers to gather content.
- Behind all of the section map web pages we saw a few minutes ago there is a database and content management system.

Volunteers love specific tasks and collecting trail information is a great volunteer oriented endeavor, as long as they get adequate training and management.

- We can provide them with data collection forms that make capturing information relatively easy.

This volunteer program was neglected by us for a while but we are busy rebuilding this program

- If you know of any volunteers who would be interested in submitting trail user notes with GPS coordinates and photographs please have them contact Coastwalk.

Even if you have a great web-site with lots of useful information it is critical to find ways to drive people to your site.

- Facebook, Twitter etc.
- Blogging
- Linking to other sites – this is where we all help each other.
  - We recently included an active link in our e-news to the Catalina Island Conservancy. People who received our e-news could simply click once on our email and be sent to a video of the new Trans Catalina Trail on the Catalina Conservancy’s web site. Reciprocating relationships like this promote trails to the larger trails community.