

# 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  
<hiker> Trailhead Labs





In 2013, we decided to leverage all of our experience with technology and the outdoors to start Trailhead Labs. We've spent our time since continuing to learn, partner, and collaborate with outdoor groups all over to build innovative technology that engages people with the outdoors.

### Our Work

We're somewhat unique in that we not only build a product, but we also provide outdoor technology-related services to government agencies, nonprofits, and companies.



### OuterSpatial

OuterSpatial is our outdoor technology platform. It's designed specifically for organizations that steward open spaces and want to better engage with their visitors.



### Professional Services

We also offer professional services, making over eighty years of domain experience and a rich history supporting the parks and recreation sector available to government agencies, nonprofits, and companies.



“ Trailhead Labs is a critical part of the core team rebuilding the federal government's Recreation.gov website. Their leadership in innovative outdoor mapping and technology has been invaluable in aggregating, cleaning, and publishing recreation geospatial data and rebuilding the mapping platform for the new system. Their extensive experience with the open source community, the outdoor industry, and the public sector has been a tremendous asset for this project. We are excited to partner with them for many years to come. ”

– Will Healy, Principal at Booz Allen Hamilton Rec.Gov

# Trailhead Labs Team



RYAN BRANCIFORTE

Chief Executive Officer



JEREME MONTEAU

Chief Technology Officer



NATE IRWIN

Chief Product Officer



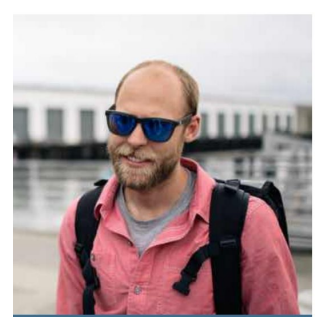
MARCEA ENNAMORATO

Product Designer



BRIAN RIORDAN

Chief Customer Officer



JASON FERRIER

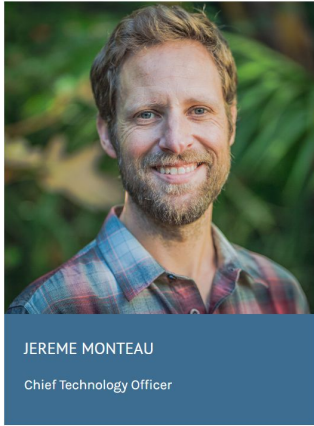
Software Engineer

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.

# Jereme Monteau



JEREME MONTEAU

Chief Technology Officer

- Pathological Runner
- Beer and Coffee Nerd
- Not A GIS Pro
- 4 Years in Bend





“ 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



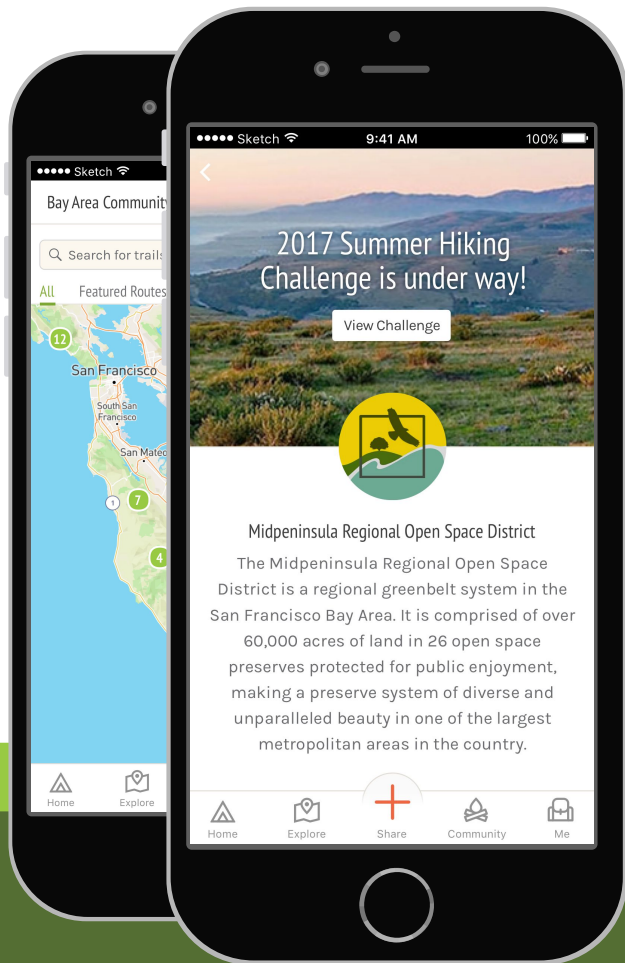
### Mobile

Publish your data into native iOS and Android apps



### Web

Turn your data into beautiful interactive maps



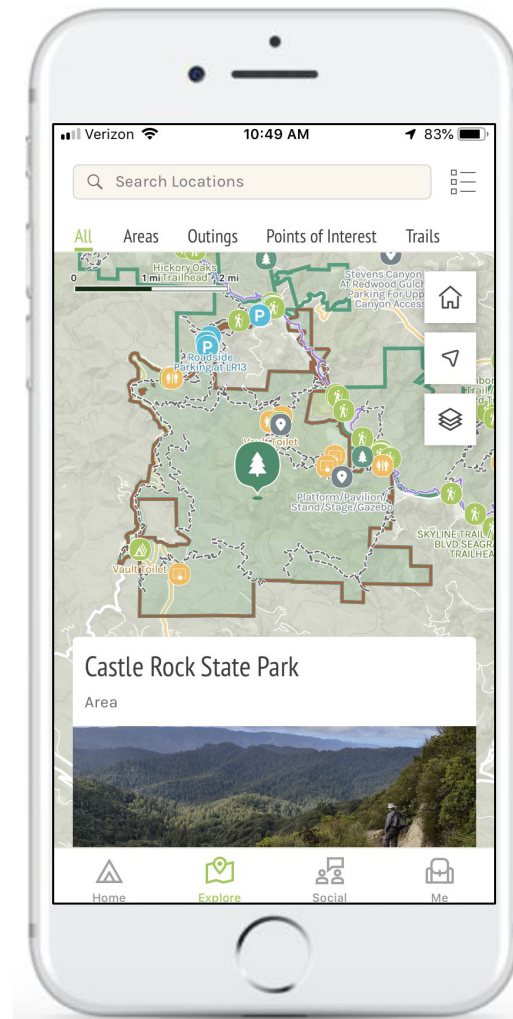
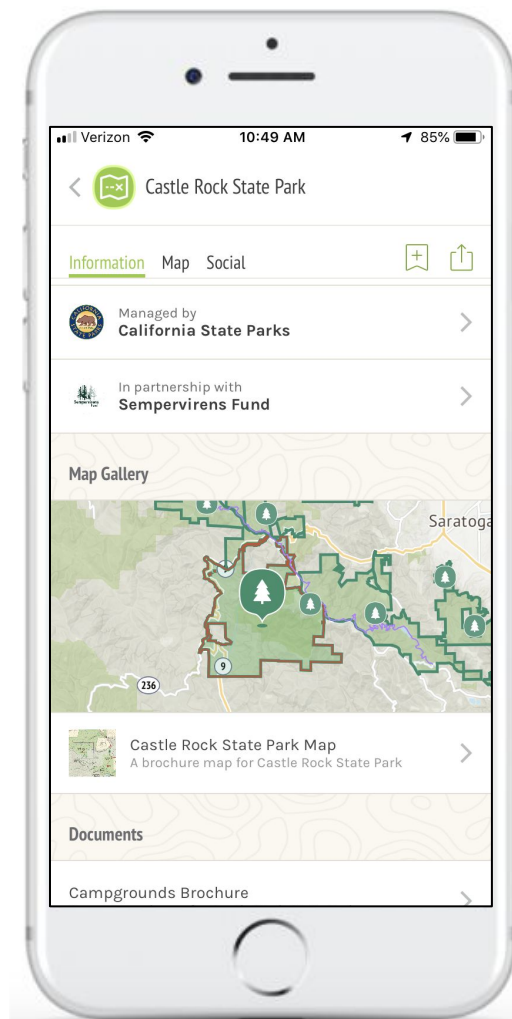
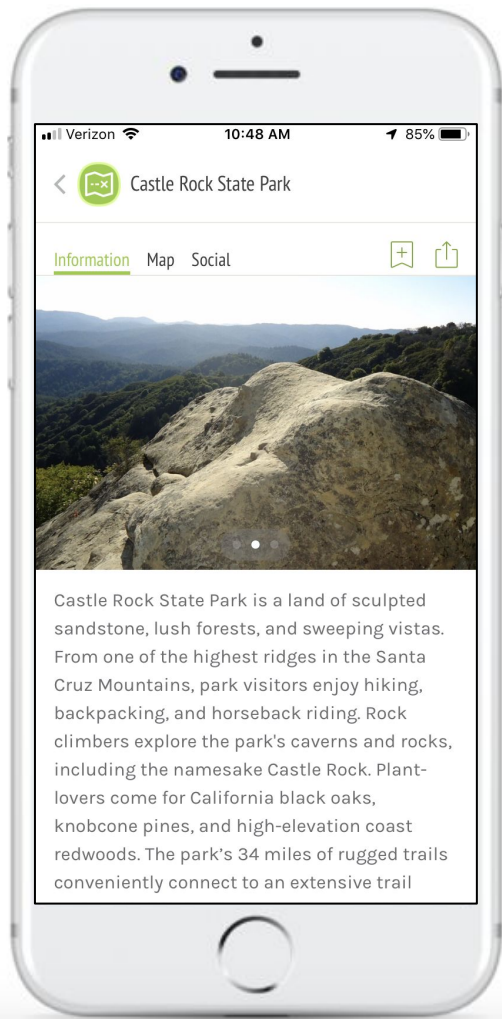
# OuterSpatial Mobile

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.

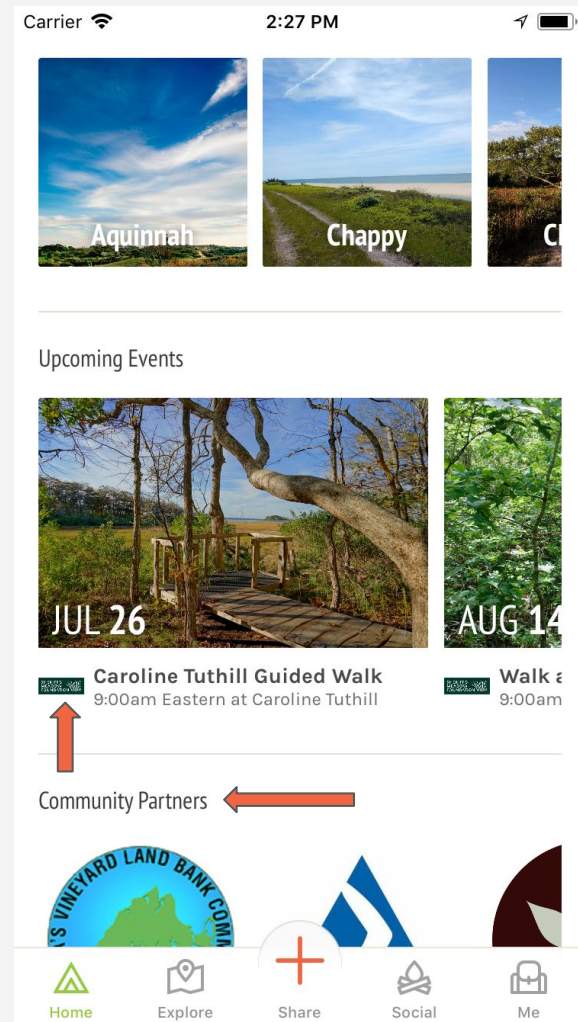
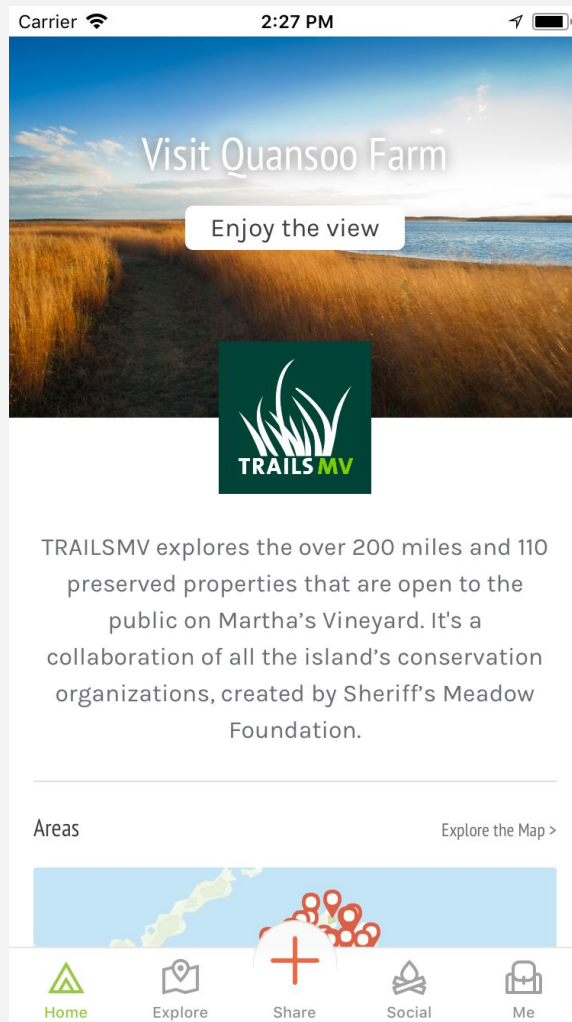
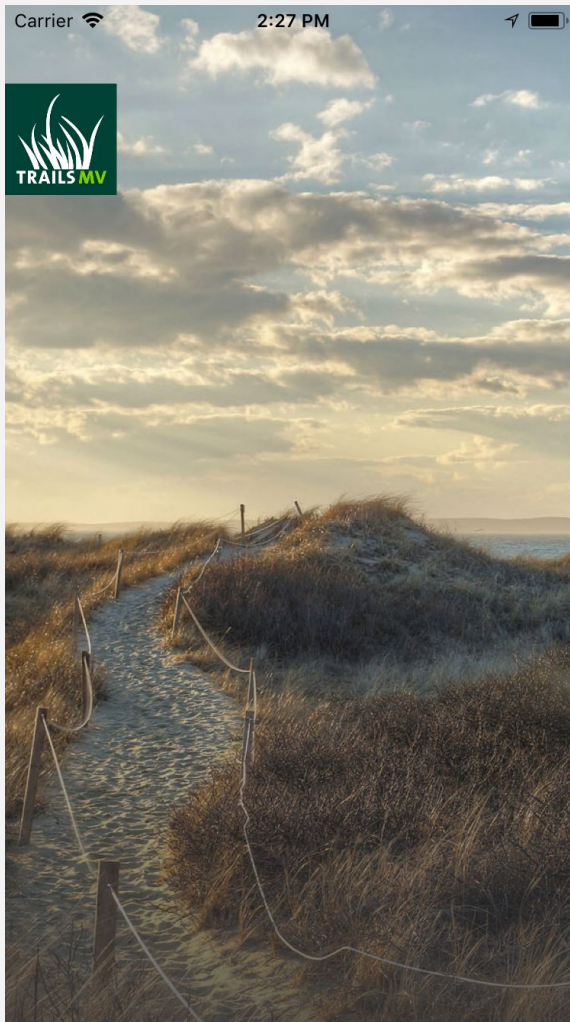
- ✓ Content customized for your community.
- ✓ Fully featured, modern native app with offline capabilities, gps tracking, geoPDF maps, and community posts.
- ✓ Promote custom challenges and incentive programs to bring more visitors to your park.
- ✓ Allow your visitors to check in, report issues, contribute 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!

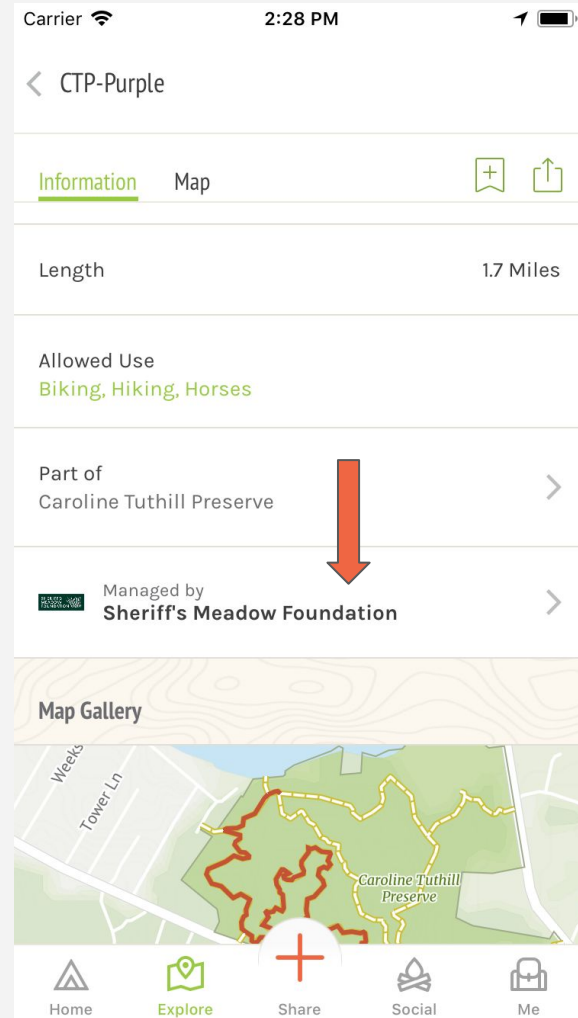
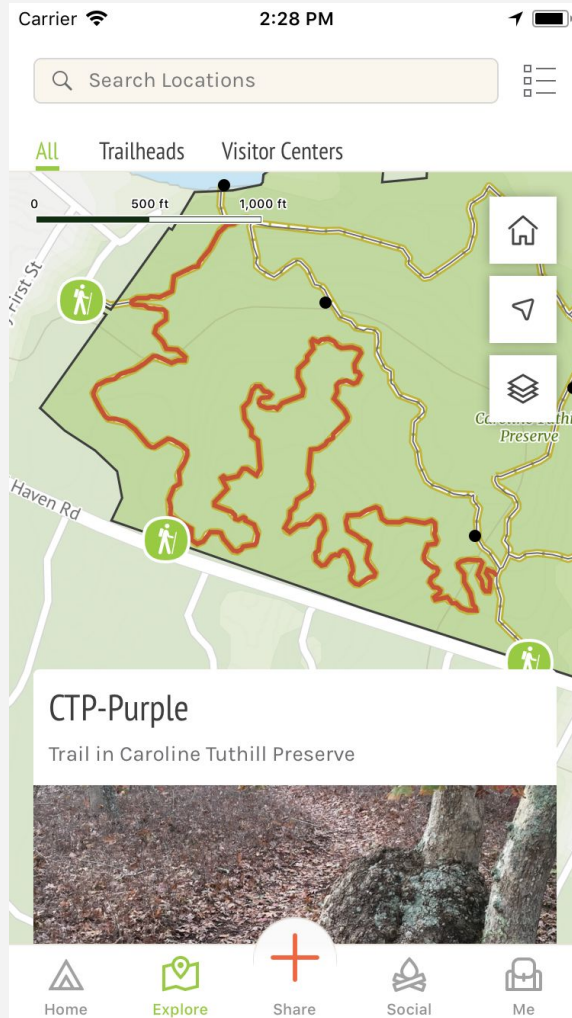
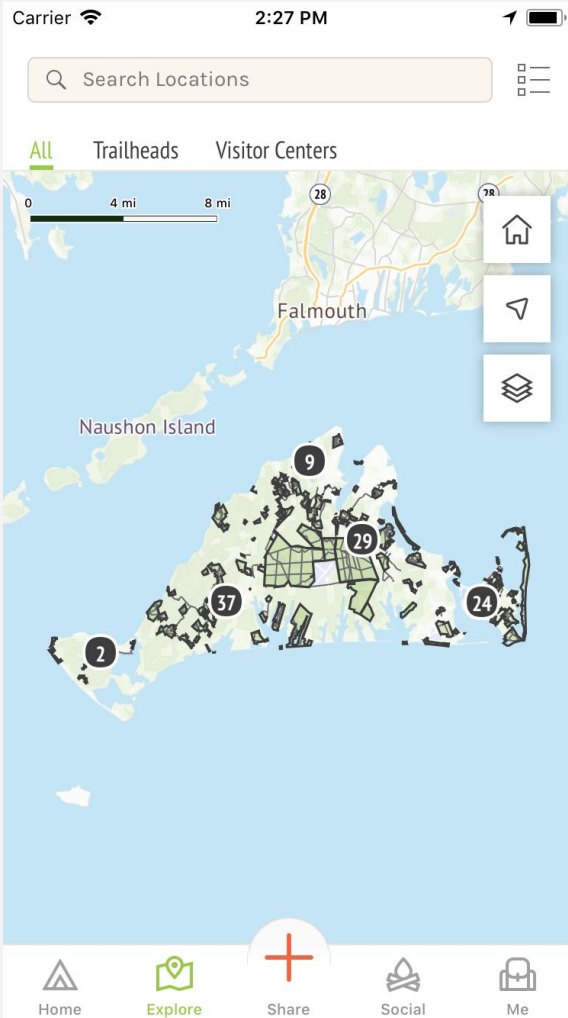
## Need More Customization?

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.











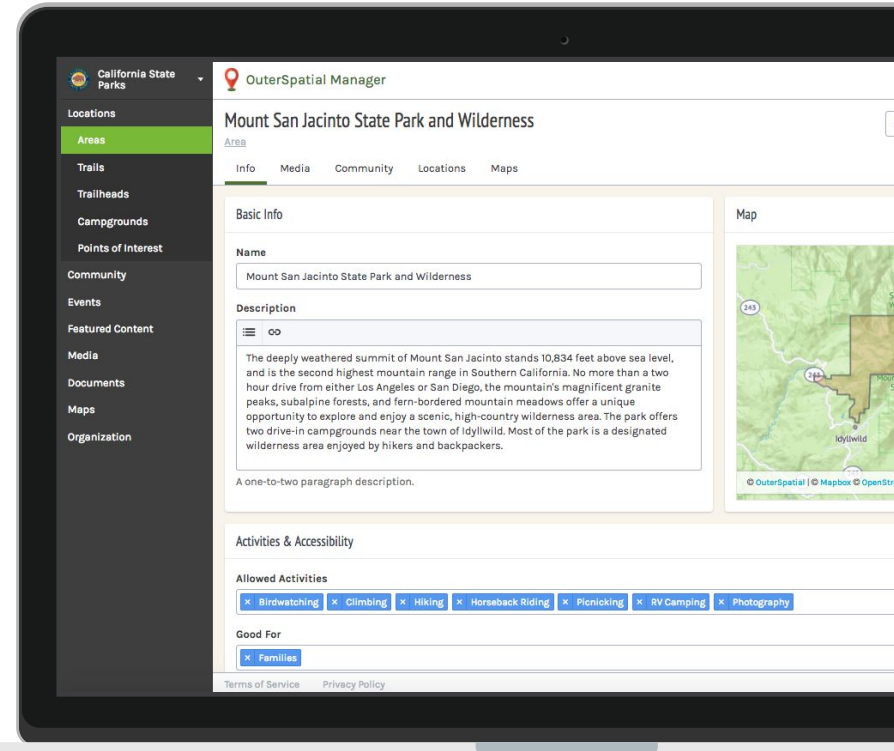




# Manager

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,

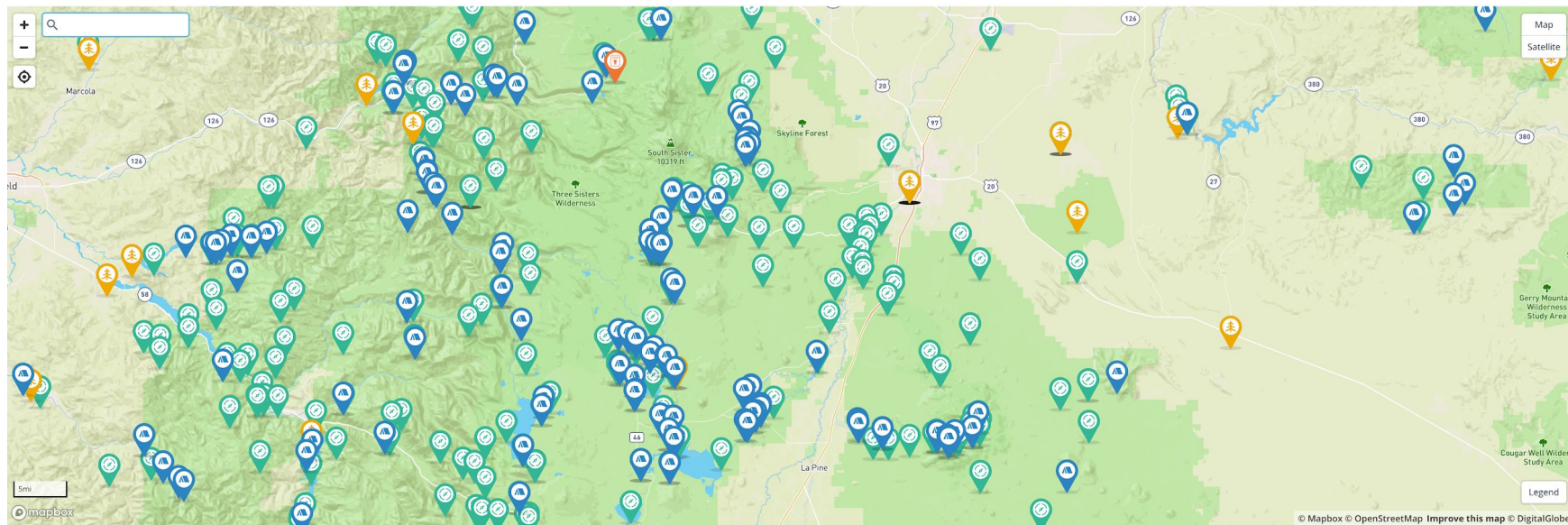


## Customers

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

## Explore Destinations & Activities

Discover new experiences, historic landmarks, and outdoor escapes right down the road or across the country. From camping, hiking, and horseback riding to wildlife viewing, monument tours, and ranger-led activities – you can find it on Recreation.gov!



## Find Inspiration & Information

Our library of travel guides, tips and recommendations, insider insights and visitor stories provides inspiration and information to help you plan your next adventure.





# Government-Driven



To ensure accuracy, certain data should come directly from our recreational resources



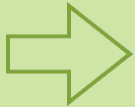
Government often struggles to create and maintain quality data and given the trends in government, it's unlikely to change soon



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



As well as the “content” that sits on top of “data”, which is also a critical part of the story



Government agencies can't simply work inside a vacuum

# Industry-Driven

As a business, it's tempting to see recreation data as a problem that can be solved by simply throwing resources at it

When this happens, businesses start to see the data as a strategic asset

And bypassing stewards eliminates a critical piece of the feedback loop

Stewards are tasked with protecting and managing our open spaces and often see the big picture (e.g. balancing natural resources and recreation) when others may not



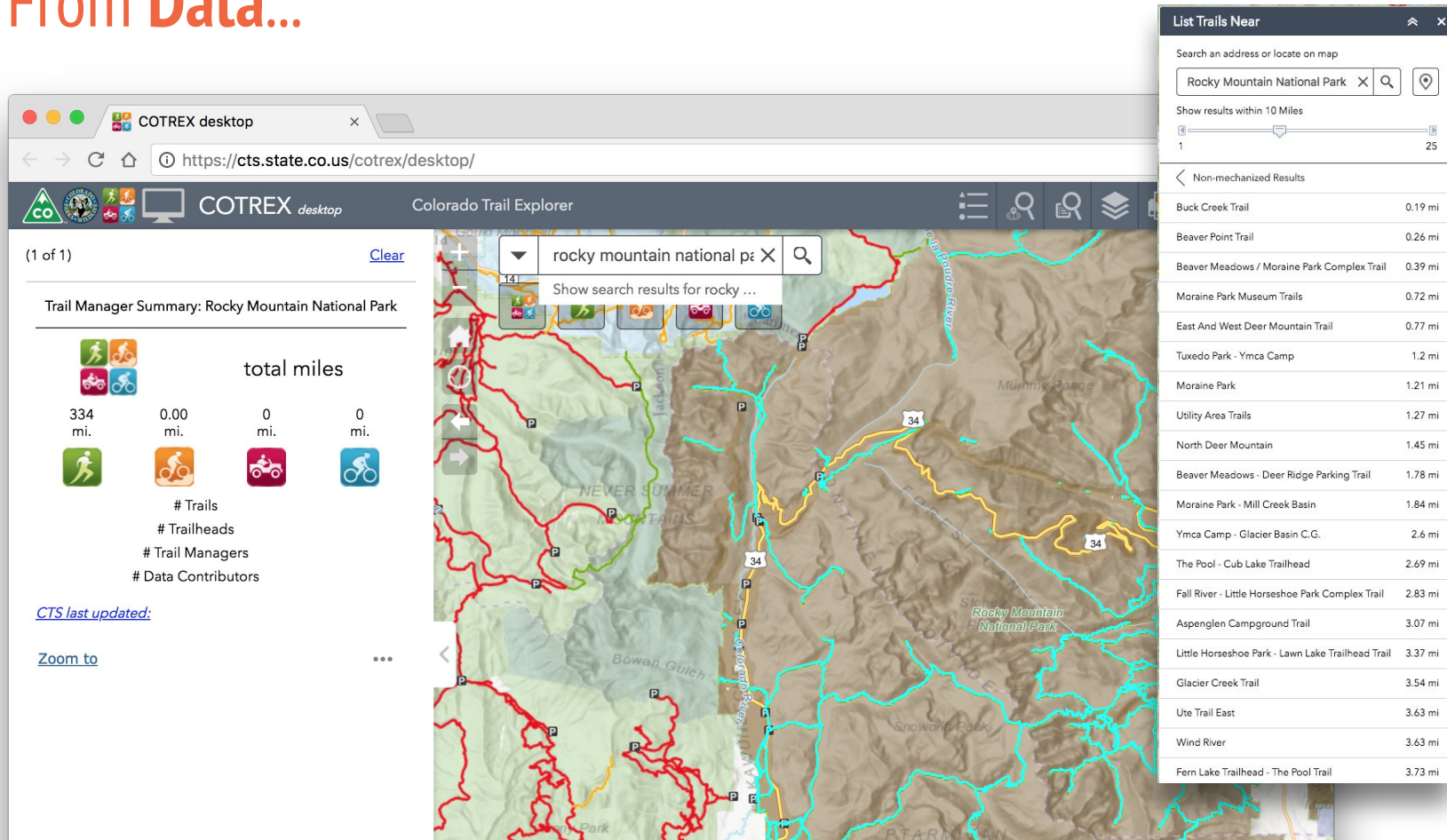
# Collaborative

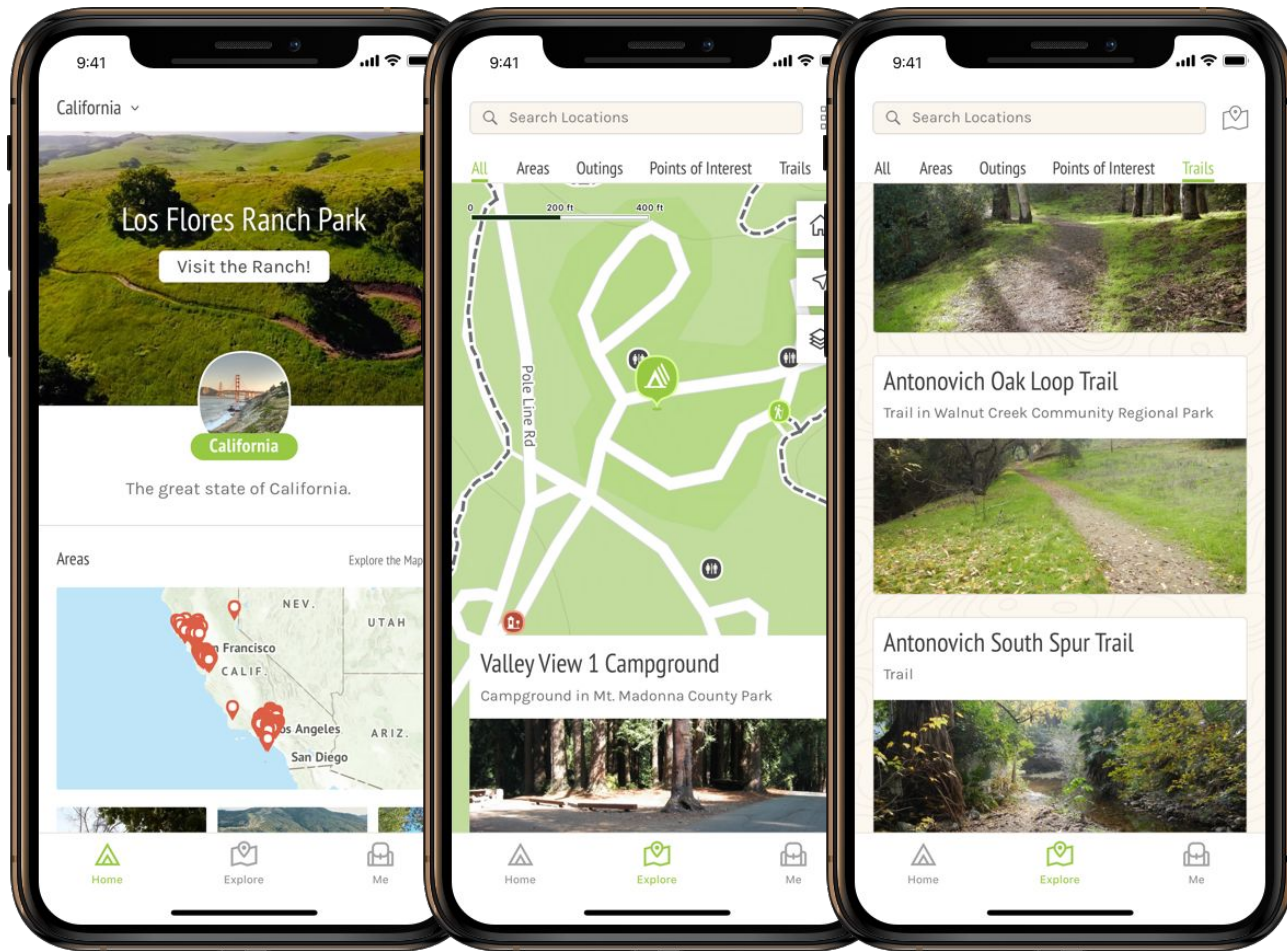
We've adopted an approach that sits somewhere in the middle

- ✓ We see an opportunity to establish channels of communication that build and foster passionate communities
- ✓ We want to see public agencies, nonprofit partners, recreationists, and industry working together
- ✓ Data can still flow up and through official pipelines, but contributions from others can help ensure data is accurate and up-to-date

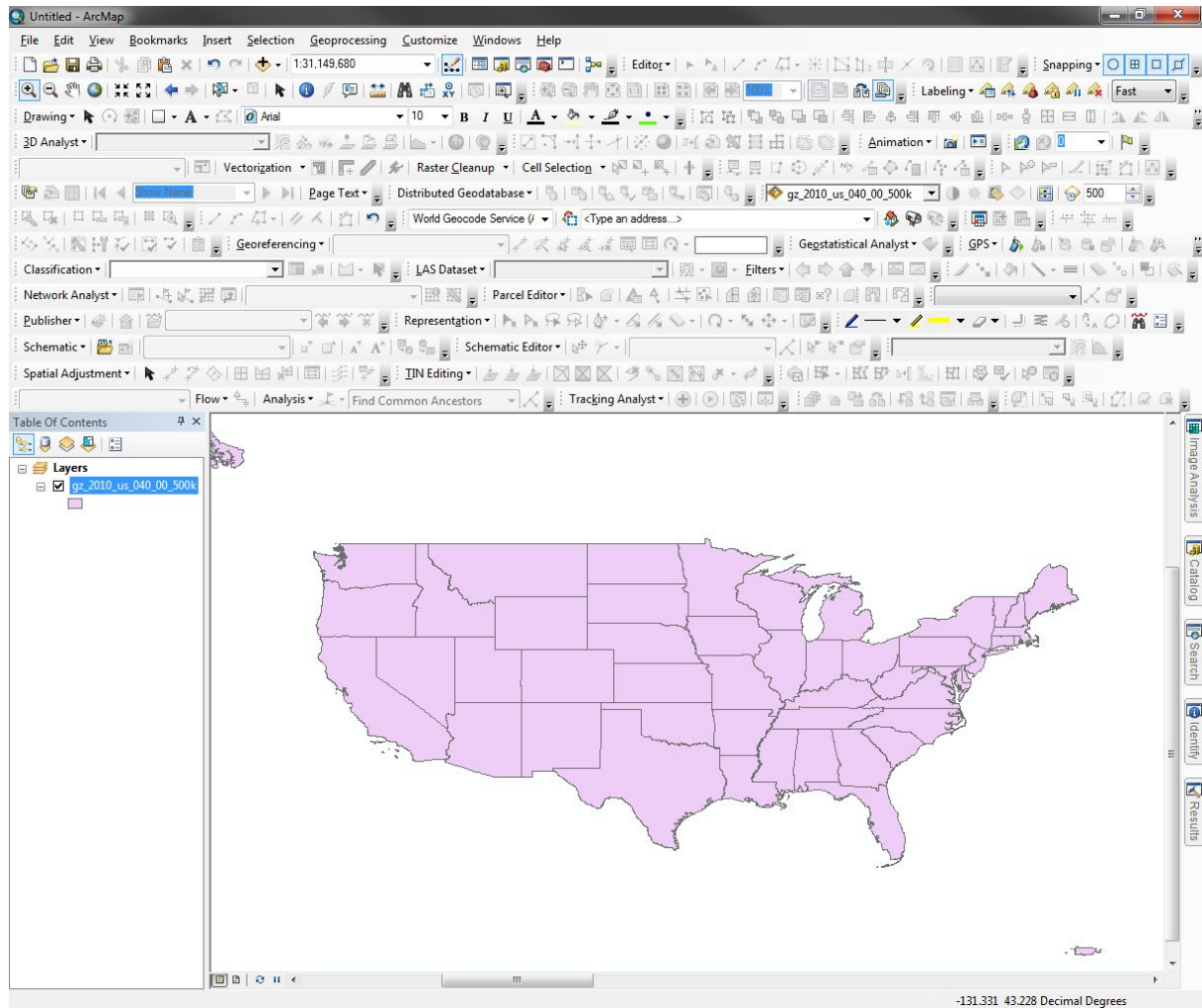


# From Data...





...to Content





- 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](#)

InfoCommunityFeatured ContentMediaDocumentsMaps

Open ▾

Delete

Save

## 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.

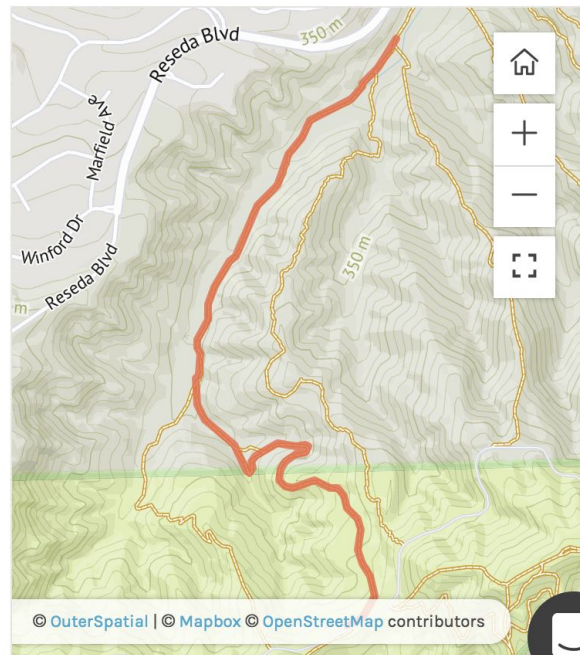
A one-to-two paragraph description.

### Parent Area

Topanga State Park : California State Parks ▾

The primary area this location is part of.

## Map



© OuterSpatial | © Mapbox © OpenStreetMap contributors



**Jason Ferrier** 3:30 PM



Friends don't let friends paste "Smart Quotes" from Microsoft Word into Agency datasets... 🤔🤔🤔🤔🤔🤔🤔🤔🤔

Screen Shot 2018-12-19 at 16.28.59.png ▼

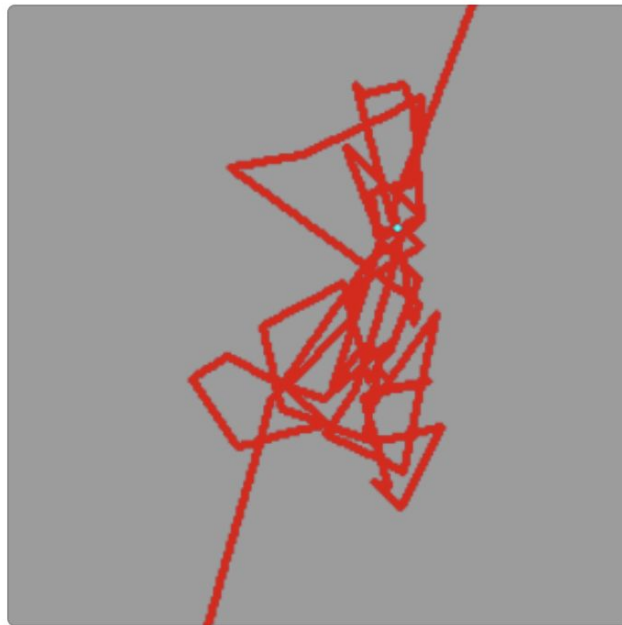
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psa_id	29404
PSAName	🔹Kidds Mill Bridge
fac_id	
fac_name	
fac_state	
loc_id	
name	Kidd🔹s Mill Covered Bridge
name_bk	
type	Amenity
subtype	Kidd🔹s Mill Covered Bridge
lat	41.296239999999997
lng	-80.293600999999995



**Brian Riordan** 2:47 PM

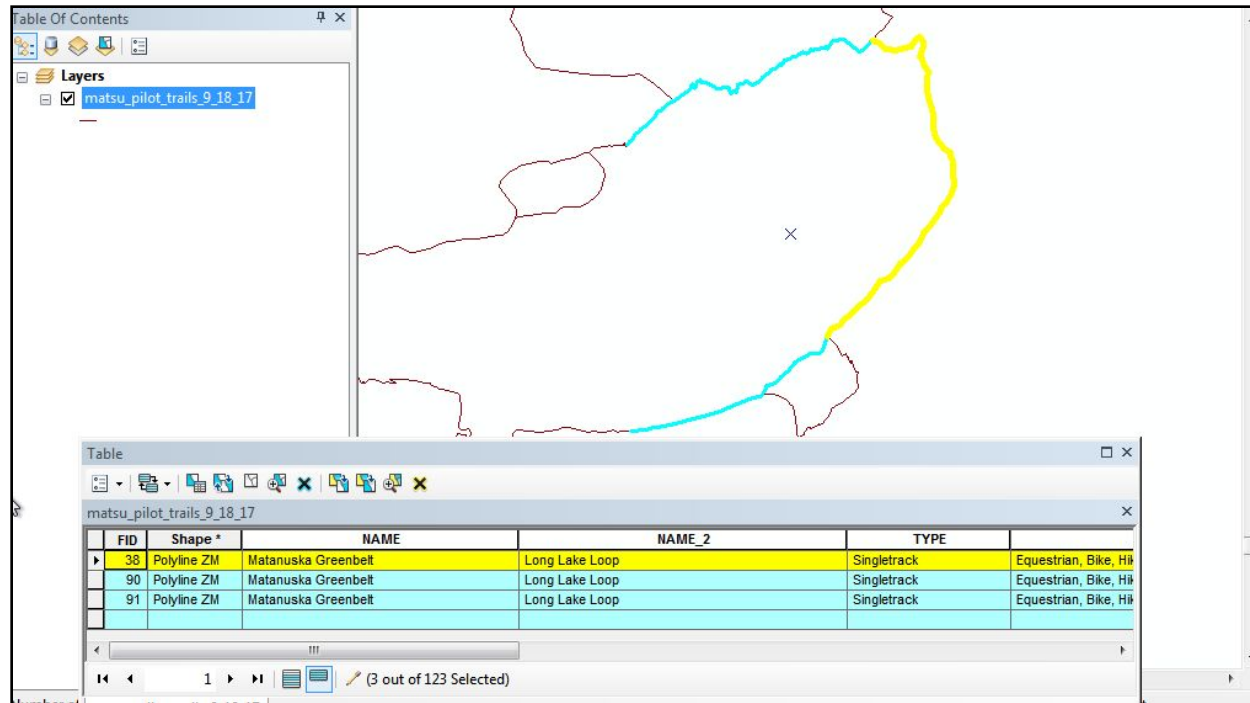
bad data killing me...

Pasted image at 2019-01-17, 5:47 PM ▼

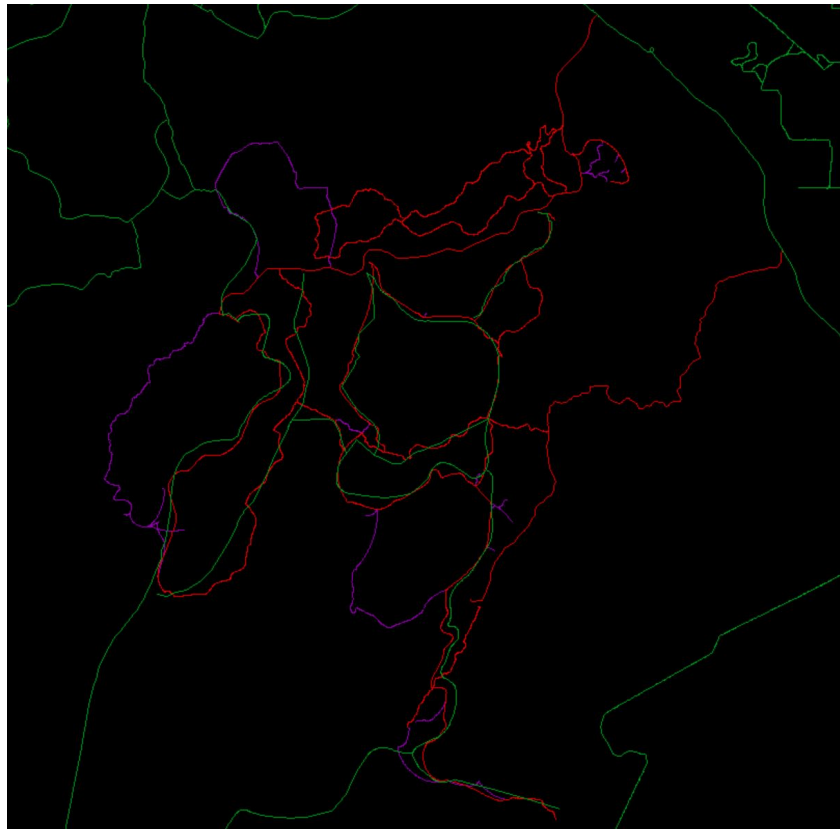


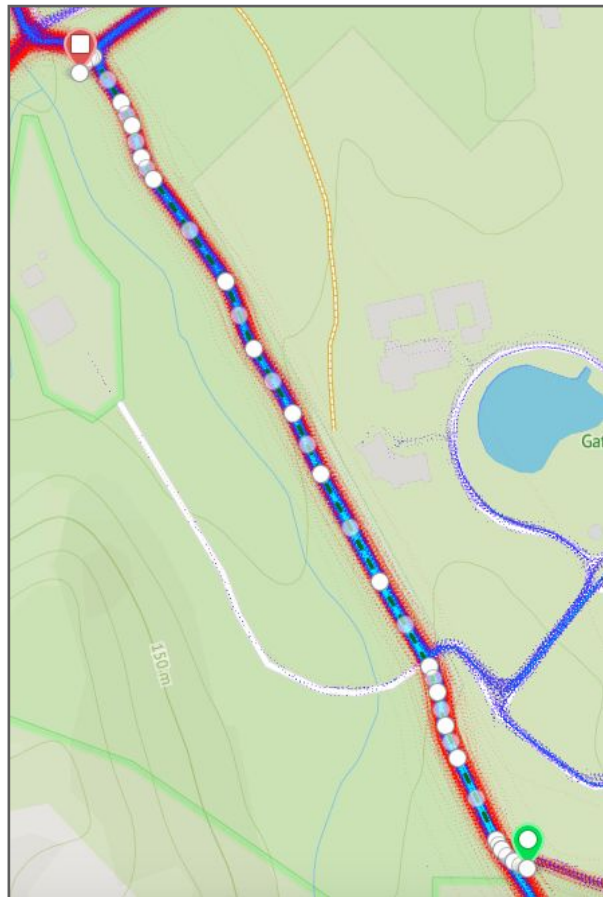
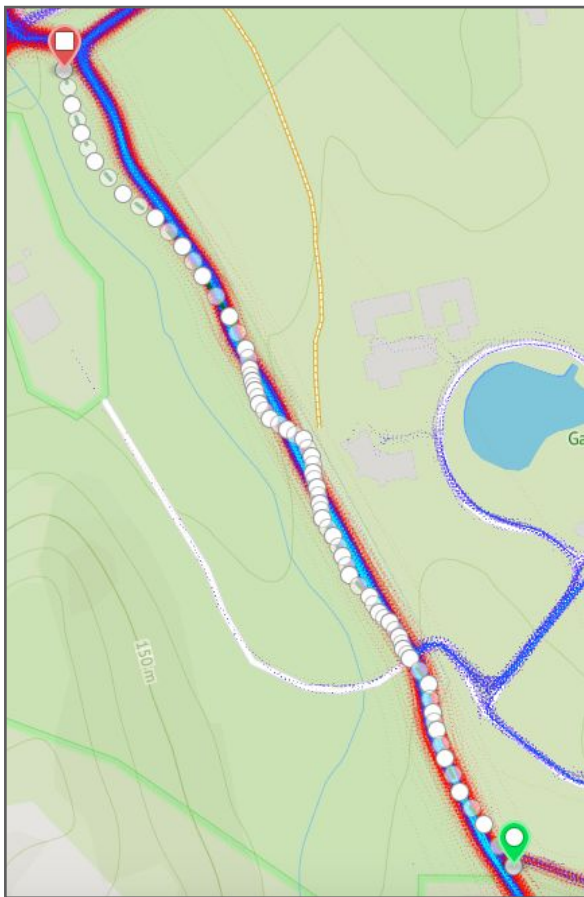


Overlapping trail segmented. Deleted the overlapping segment.



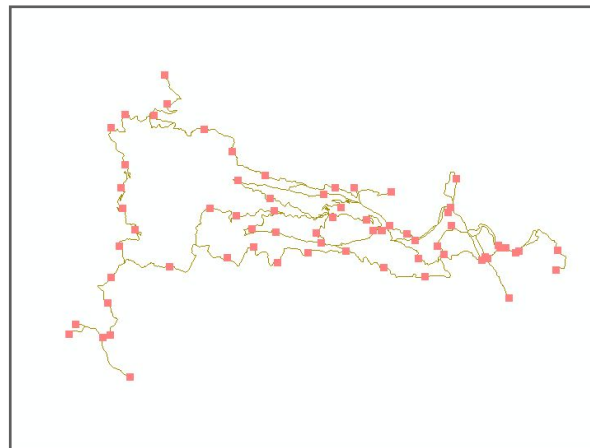
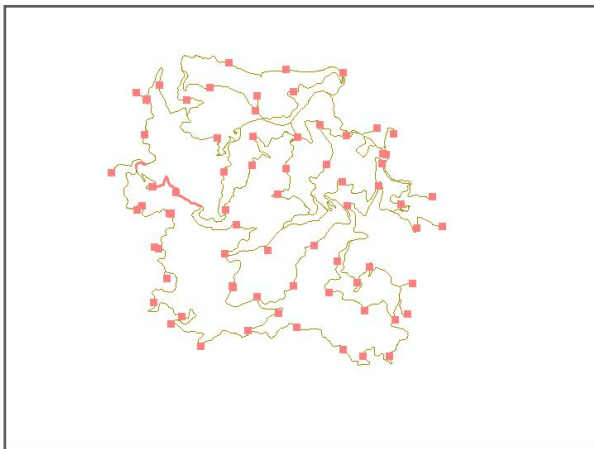
3 Agencies + 1 Network = Conflation











New Topology

Specify the rules for the topology:

Feature Class	Rule	Feat
Final_Trails	Must Not Overlap	
Final_Trails	Must Not Intersect	
Final_Trails	Must Not Have Dangles	
Final_Trails	Must Not Have Pseudo Nodes	
Final_Trails	Must Not Self-Overlap	
Final_Trails	Must Not Self-Intersect	
Final_Trails	Must Be Single Part	

Add Rule...

Remove

Remove All

Load Rules...

Save Rules...

< Back

Next >

Cancel



Identify

Identify from: <Top-most layer>

pilot\_trails

Black Mountain Trail

Location: 6,084,323.162 1,947,302.657 Feet

Field	Value
ACCSBLTY	None
ALTNAME	
BICYCLING	No
DISTMILES	1.650414
DOG	No
EQUESTRIAN	Yes
GlobalID	{9451E43B-CF03-41B6-97C1-0D535}

Identified 1 feature

Table Of Contents

Identify

Error Inspector

Show: pilot\_trails - Must Not Have Dangles 20 errors

Search Now

☒ Errors

☐ Exceptions

☒ Visible Extent only

Rule Type	Class 1	Class 2	Shape	Feature 1	Feature 2	Exception
Must Not Have Dangles	pilot_trails		Point	166	0	False
Must Not Have Dangles	pilot_trails		Point	70	0	False
Must Not Have Dangles	pilot_trails		Point	70	0	False
Must Not Have Dangles	pilot_trails		Point	118	0	False
Must Not Have Dangles	pilot_trails		Point	118	0	False
Must Not Have Dangles	pilot_trails		Point	72	0	False

Identify

Identify from: <Top-most layer>

pilot\_trails

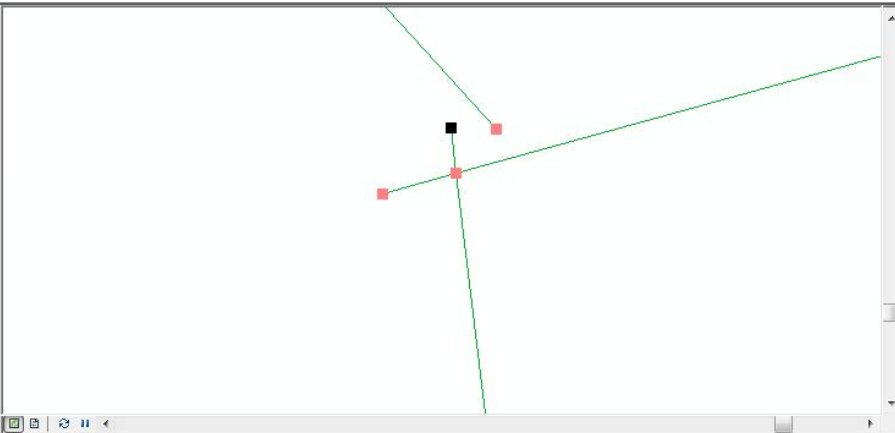
Black Mountain Trail

Location: 6,084,323.162 1,947,302.657 Feet

Field	Value
ACCSSBLTY	None
ALTNAME	
BICYCLING	No
DISTMILES	1.650414
DOG	No
EQUESTRIAN	Yes
GlobalID	{9451E438-CF03-41B6-97C1-0D535}

Identified 1 feature

Table Of Contents Identify

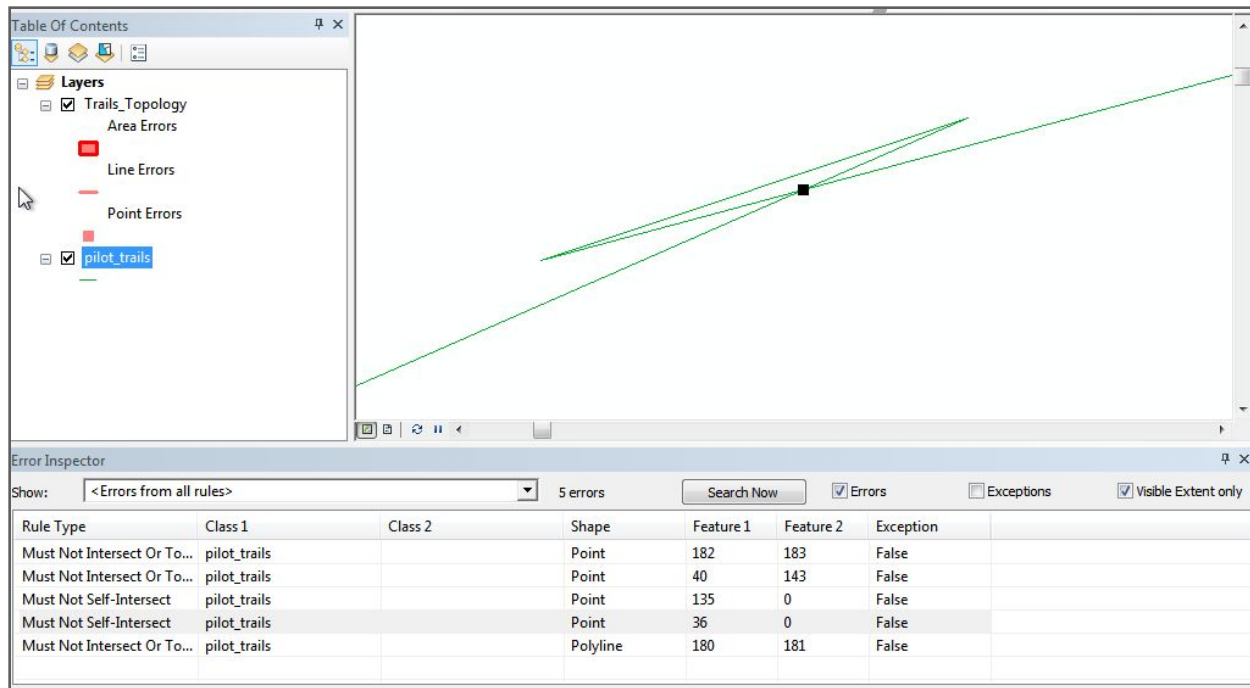


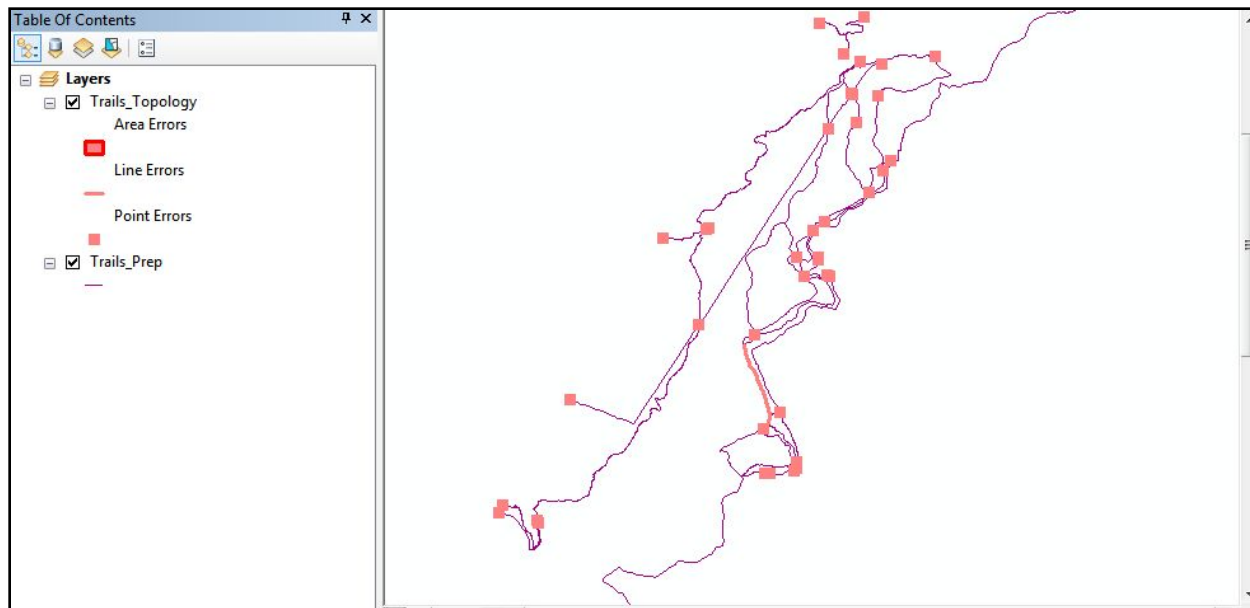
Error Inspector

Show: pilot\_trails - Must Not Have Dangles 24 errors Search Now ☒ Errors ☐ Exceptions ☒ Visible Extent only

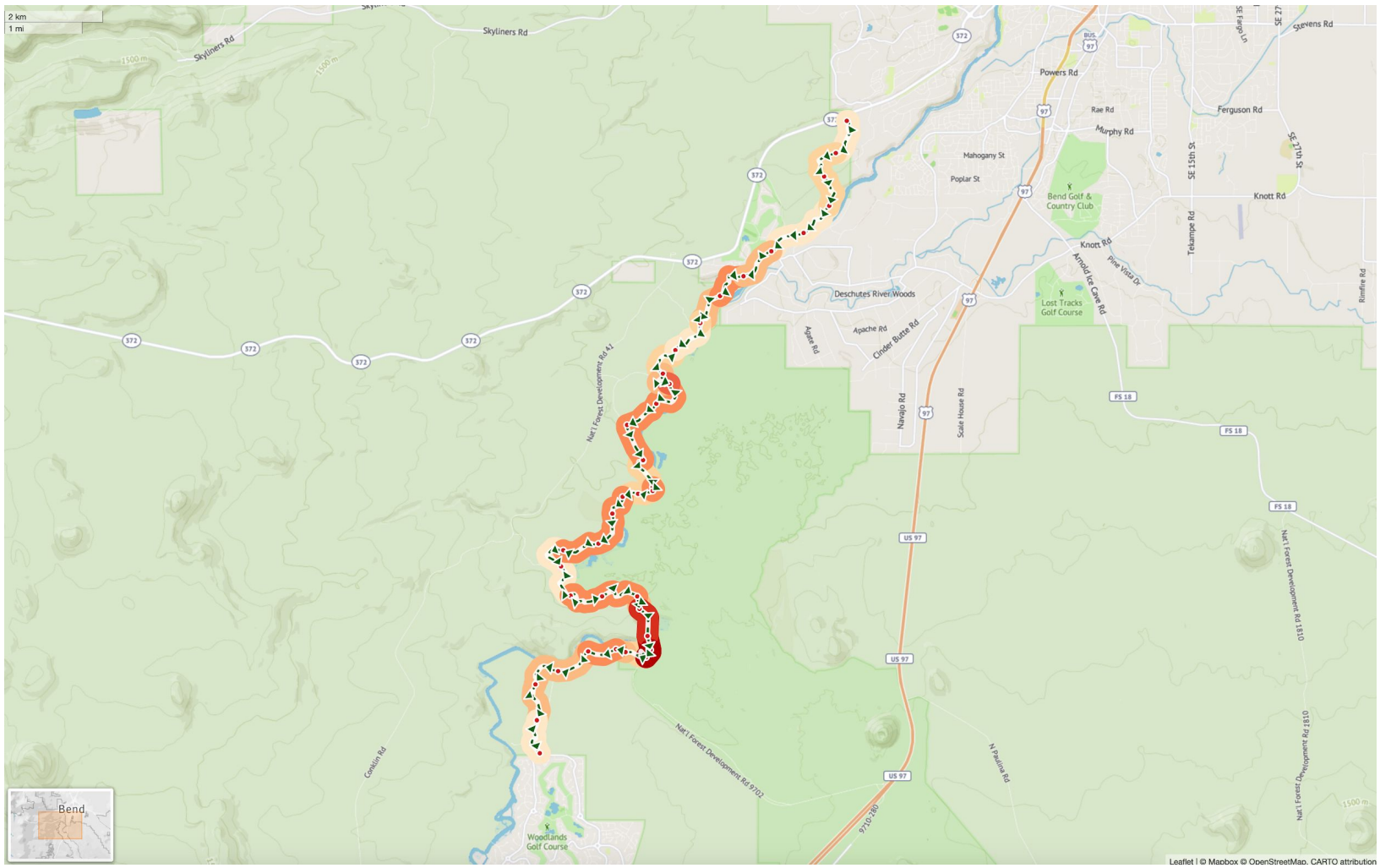
Rule Type	Class 1	Class 2	Shape	Feature 1	Feature 2	Exception
Must Not Have Dangles	pilot_trails		Point	101	0	False
Must Not Have Dangles	pilot_trails		Point	167	0	False
Must Not Have Dangles	pilot_trails		Point	106	0	False
Must Not Have Dangles	pilot_trails		Point	161	0	False
Must Not Have Dangles	pilot_trails		Point	166	0	False
Must Not Have Dangles	pilot_trails		Point	70	0	False

Rule Type	Class 1	Class 2	Shape	Feature 1	Feature 2	Exception
Must Not Have Dangles	pilot_trails		Point	101	0	False
Must Not Have Dangles	pilot_trails		Point	167	0	False
Must Not Have Dangles	pilot_trails		Point	106	0	False
Must Not Have Dangles	pilot_trails		Point	161	0	False
Must Not Have Dangles	pilot_trails		Point	166	0	False
Must Not Have Dangles	pilot_trails		Point	70	0	False



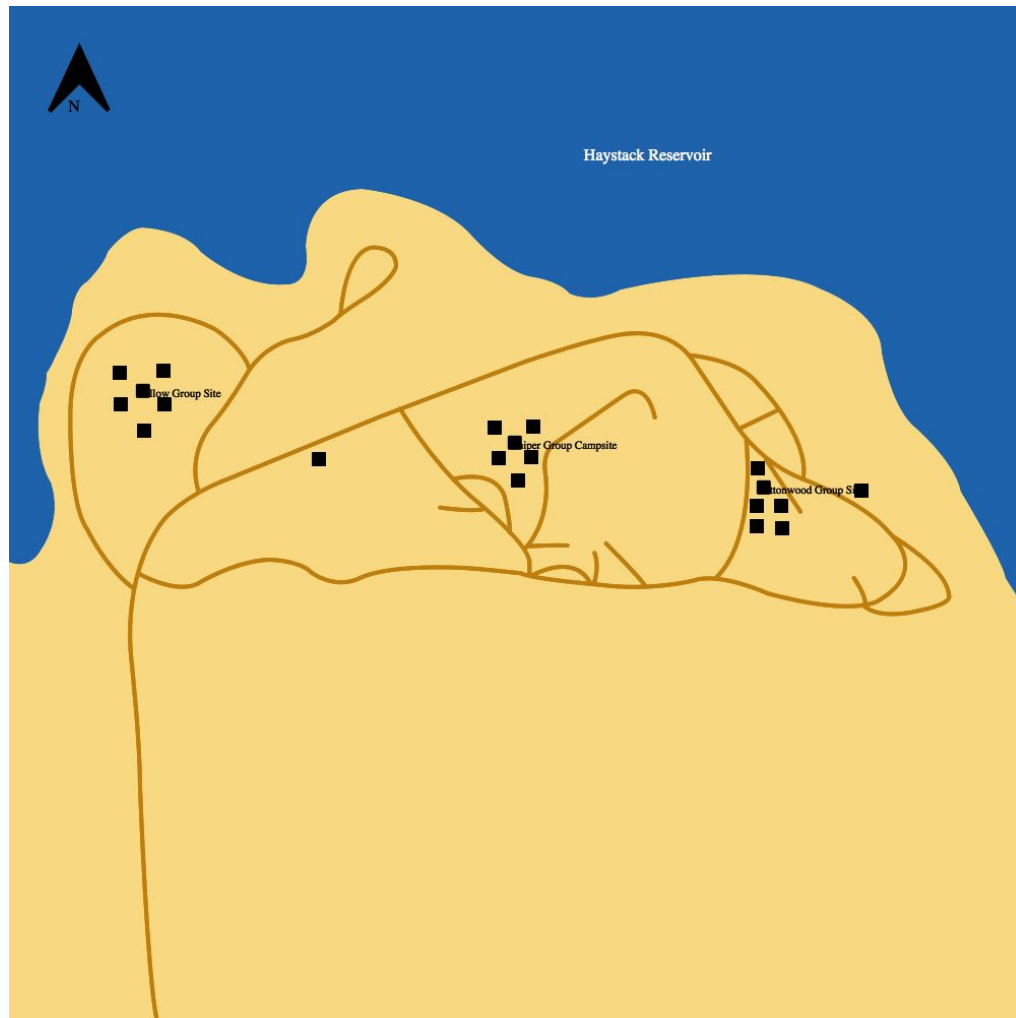




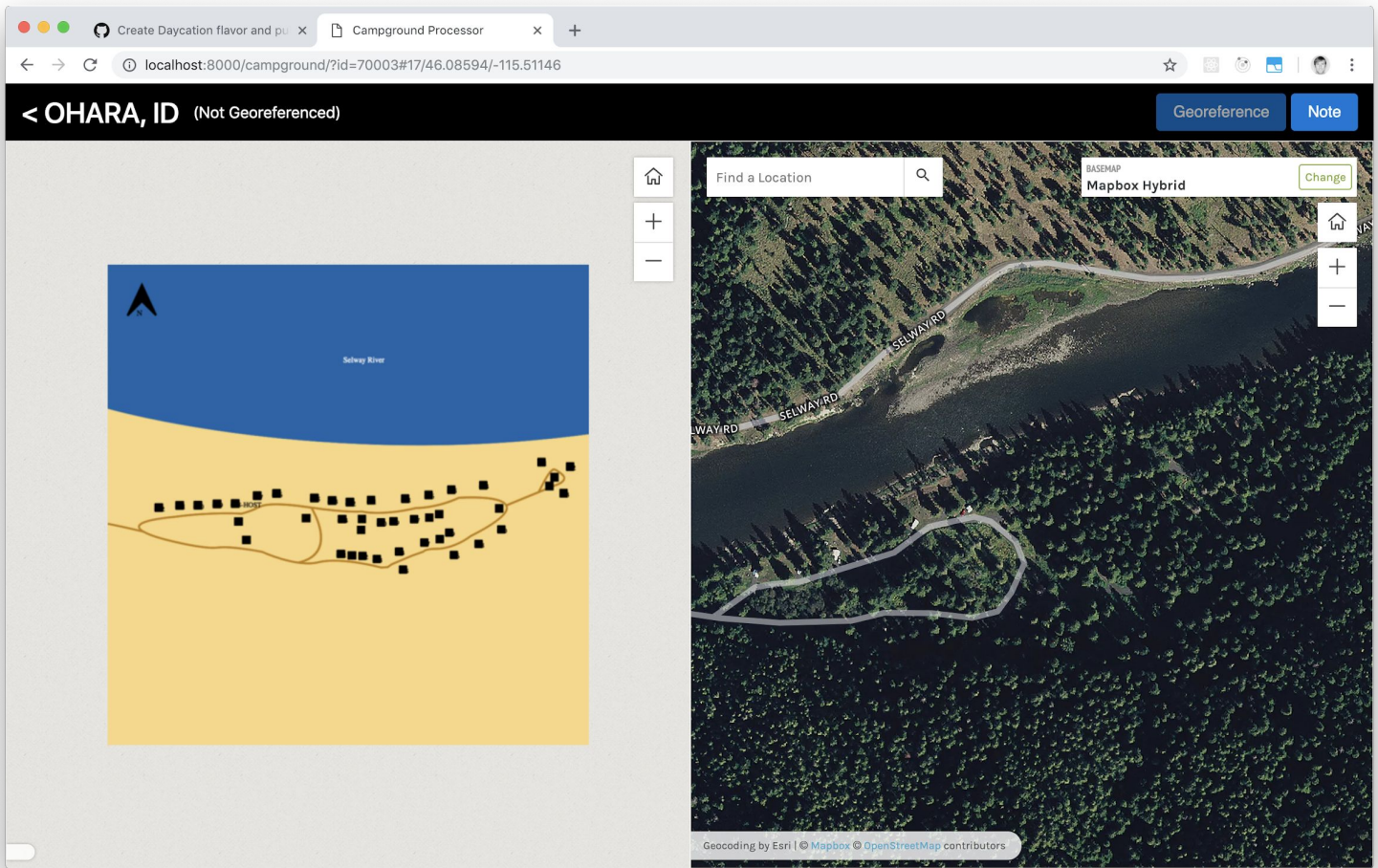








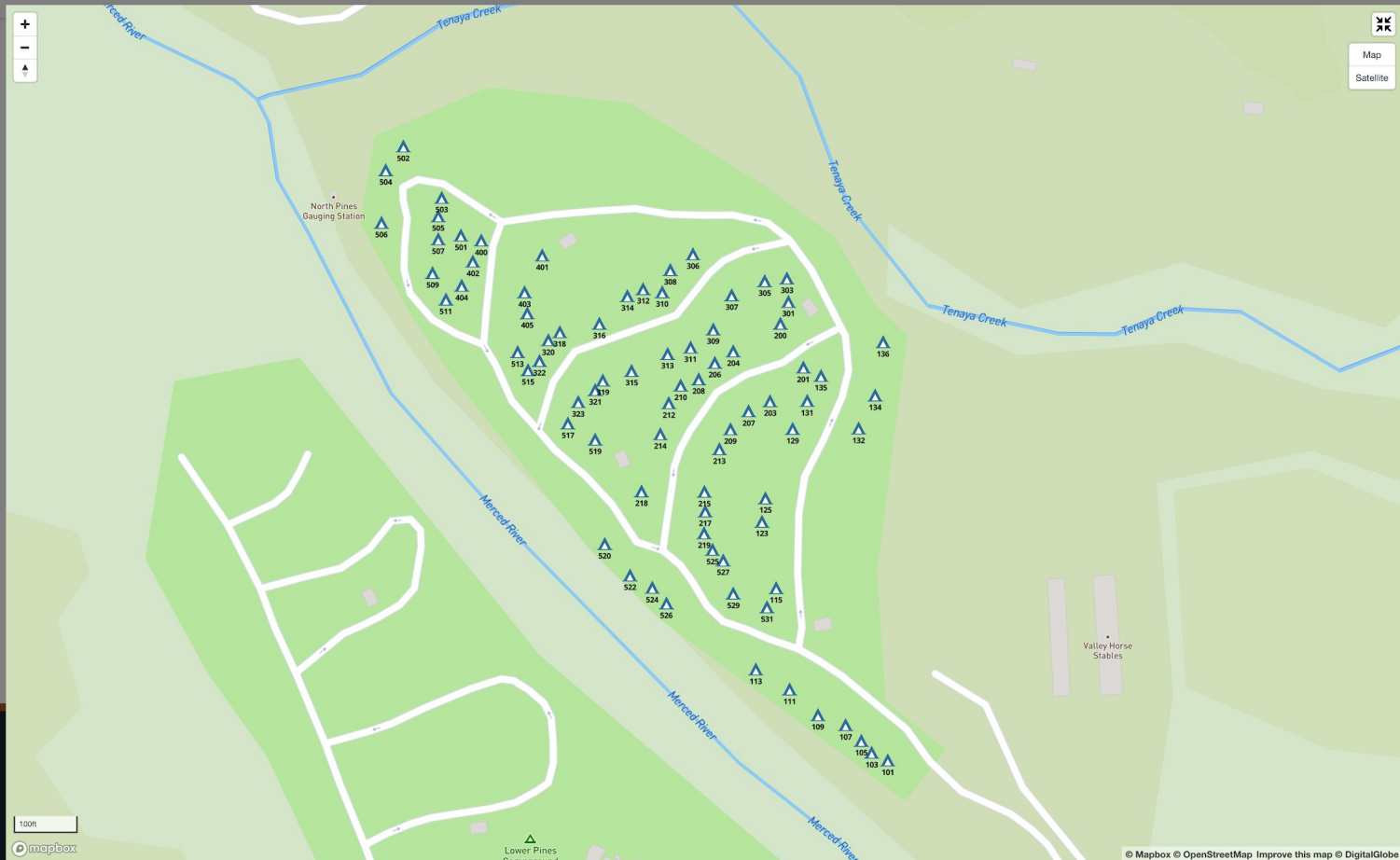






Map

Satellite



Lower Pines Campground

Submit Feedback

© Mapbox © OpenStreetMap Improve this map © DigitalGlobe





A hiker with a dog on a trail at sunset. The hiker is wearing a blue long-sleeved shirt, black shorts, and a red backpack. The dog is a large, short-haired breed, possibly a Weimaraner, wearing a yellow and white harness. They are walking on a dirt trail that winds through a landscape of tall, dry grass and shrubs. In the background, there is a dense forest of evergreen trees on a hillside. The sun is low on the horizon, creating a warm, golden glow across the scene.

# OuterSpatial

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

[hi@trailheadlabs.com](mailto:hi@trailheadlabs.com)

(415) 890 - 5575

Grown with ❤️ by

<img alt="Trailhead Labs logo" data-bbox="750 915 805 960"/> Trailhead Labs