Forest Service/OnCell Partnership: An Overview

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Imagine…

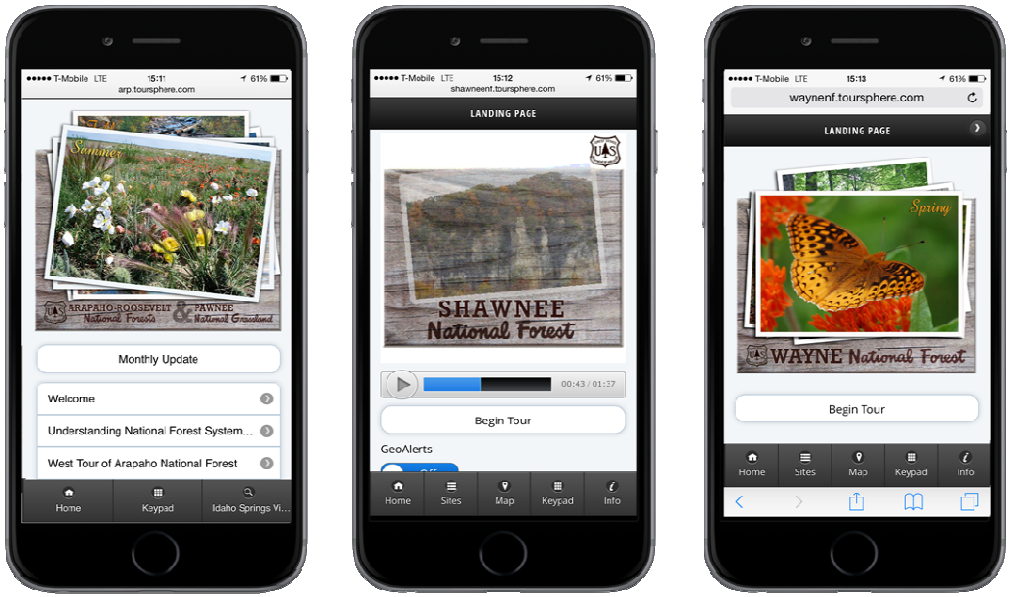
Today's Reality… and Opportunity

REALITY

- Reduced budgets
- Reduced staff
- Higher visitation
- Everyone wants to do something different!

OPPORTUNITY

- More and more people turn to smartphones for information
- 86% of Americans have a smartphone
- ANYONE can build the tour!
- Data analytics
- 2-way information sharing
  - Receive feedback from visitors
  - Provide current information about events, alerts, closures, etc…



Costs

How much will this cost your forest?

Year 1: FREE!
Year 2: 0-$1,000
Years 3-5: $2,000/yr
Years 6 and beyond: ???
*The more tours we have going into year 6, the better the rate we will be able to negotiate

Extras ARE NOT INCLUDED!

- Signage

Think of the ROI, the big picture on how to use the tool

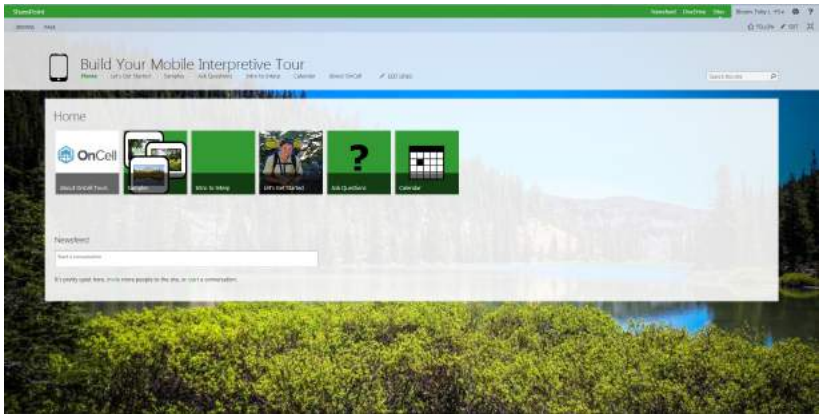
- Once content is developed, you own it to use in any way
- Multiple uses outside of interpretation
  - Safety alerts
  - Special events
  - When and how to get a permit
  - Link to partners and other resources
- Two-way communication
  - 1 tap to reach important hotlines and other phone numbers
  - Data analytics
  - Receive feedback from the public

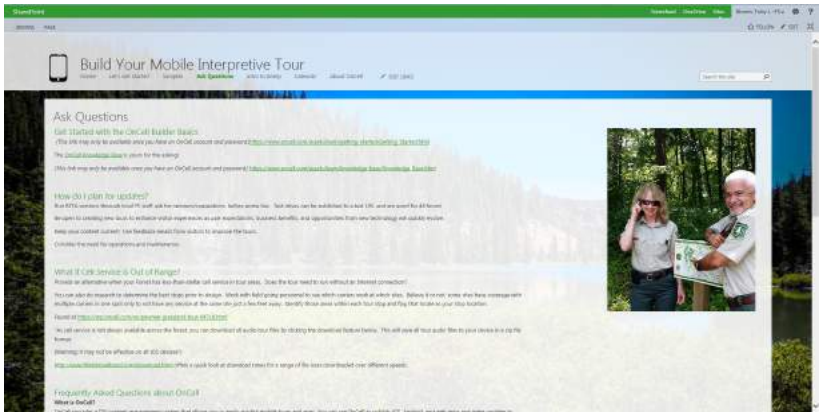
What tools are available to the FS team building the app?

- Dedicated rep from oncell
  - 5 stop pre-built tour
- USFS internal Sharepoint site

https://ems-team.usda.gov/sites/fs-rhvr-mit

  - Step by step instructions
  - Sample tours
  - FAQs
  - Intro to Interp
  - Calendar and Newsfeed
- Steering committee
  - Quarterly Calls
- We're working on…
  - Improved data flow between the app and RIDB, Rec Portal
  - Populate "Publicize Your Tours" Tab
  - Central database for general department info (volunteering, ecosystem services, RBF)
  - Linking e-permits and other digital functionality to increase visitor access and convenience

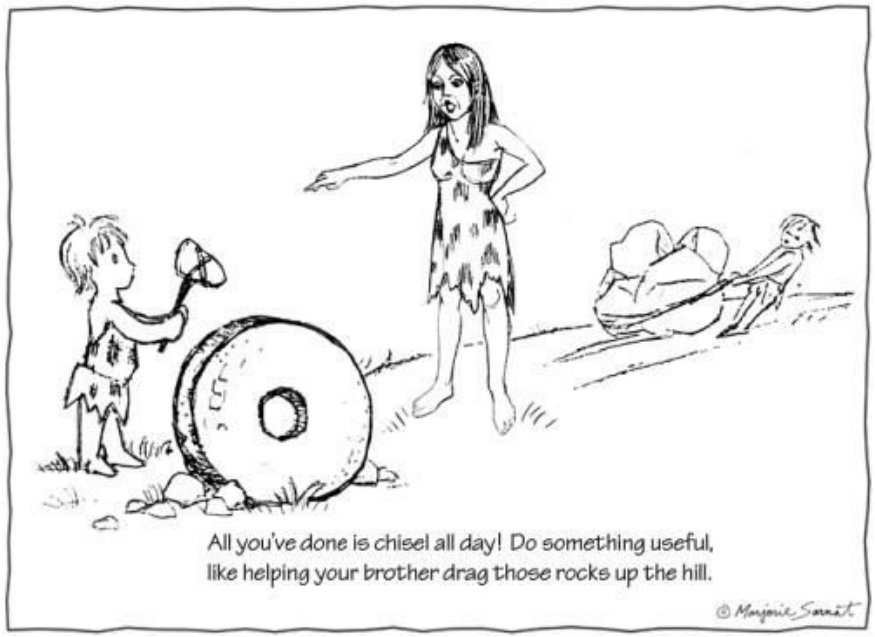




Responses You May Hear…

We can't/won't, because…

- We have limited funding
- We have limited staff
- We have limited time



THE ANSWER: There is ALWAYS funding/staff/time for PRIORITIES

- PUSH BACK
- This shouldn't be one person's "baby"
- Many hands make light work (and sustainability!)
- Let your forest unit's leadership hear about this from several sources
- Be persistent but polite, get your talking points in order and say them to everyone OVER AND OVER

Thank you!

Digital Strategy

The Digital Services Playbook

https://playbook.cio.gov

Digital Services Playbook

"The American people expect to interact with government through digital channels such as websites, email, and mobile applications."

"By building digital services that meet their needs, we can make the delivery of our policy and programs more effective."

Digital Strategy - Digital Services Playbook

Digital Services Playbook

“Today, too many of our digital services projects do not work well, are delivered late, or are over budget. To increase the success rate of these projects, the U.S. Government needs a new approach.”

“We created a playbook of 13 key ‘plays’ drawn from successful practices from the private sector and government that, if followed together, will help government build effective digital services.”

Overview

Digital Services Playbook

Digital Service Playbook Background

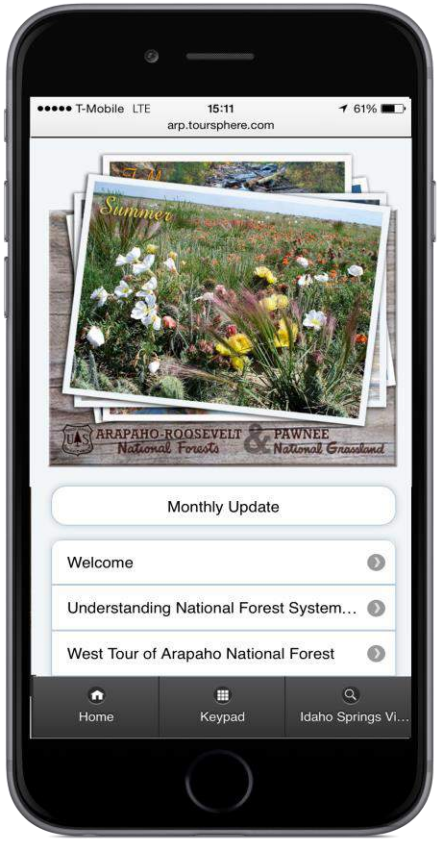
1. Understand what people need
2. Address the whole experience, from start to finish
3. Make it simple and intuitive
4. Build the service using agile and iterative practices
5. Structure budgets and contracts to support delivery
6. Assign one leader and hold that person accountable

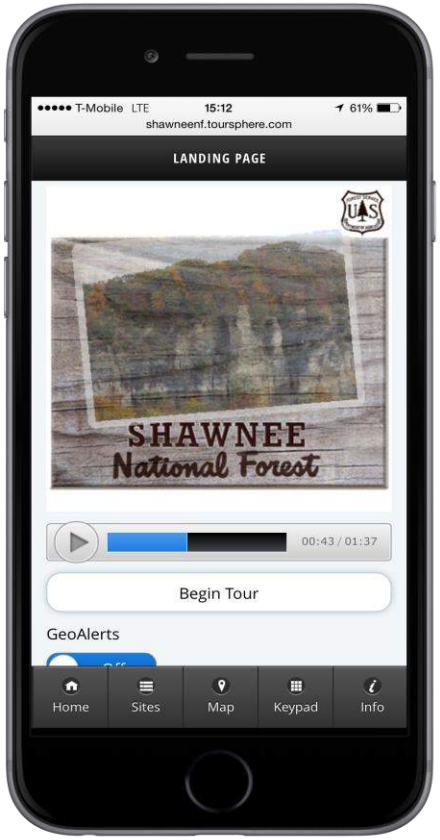
Overview

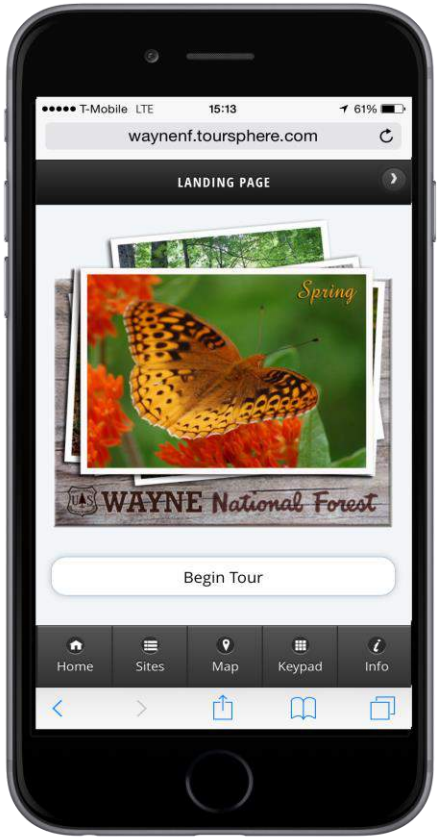
Digital Services Playbook

7. Bring in experienced teams
8. Choose a modern technology stack
9. Deploy in a flexible hosting environment
10. Automate testing and deployments
11. Manage security and privacy through reusable processes
12. Use data to drive decisions
13. Default to open

Forest Service OnCell Pilot Tours





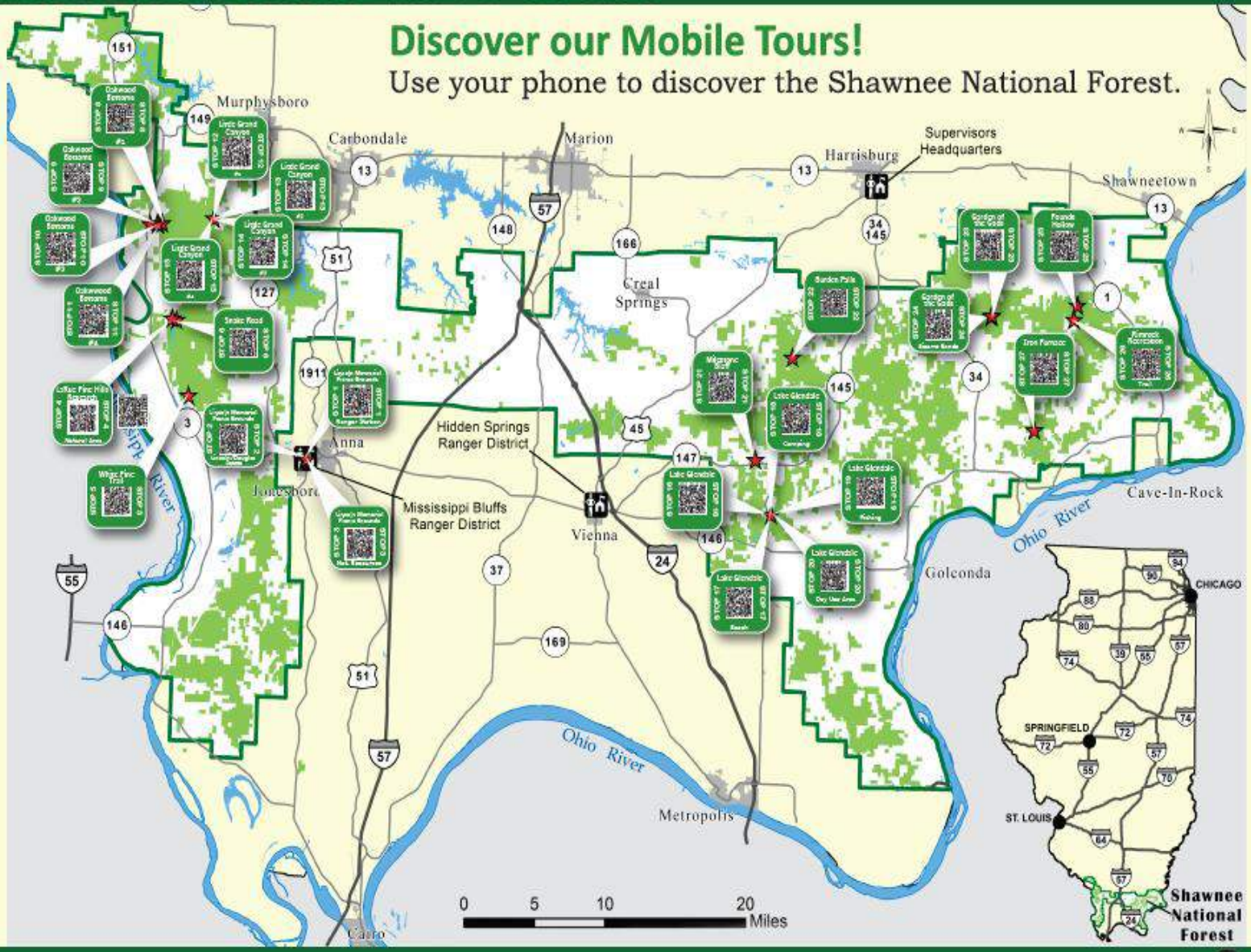


Shawnee National Forest Pilot Tour

Amanda Patrick,
Service Line Manager – Communications
USDA Forest Service
Enterprise Program
apatrick@fs.fed.us

Shawnee National Forest OnCell Tour

Shawnee National Forest



You Are Here

Lincoln Memorial Picnic Grounds Ranger Station

DIAL: (618) 219-7032; Enter Stop #

1

OR

Scan the QR code

Call is free, normal usage charges apply.

www.myoncell.mobi/shawneenf

Shawnee National Forest
23

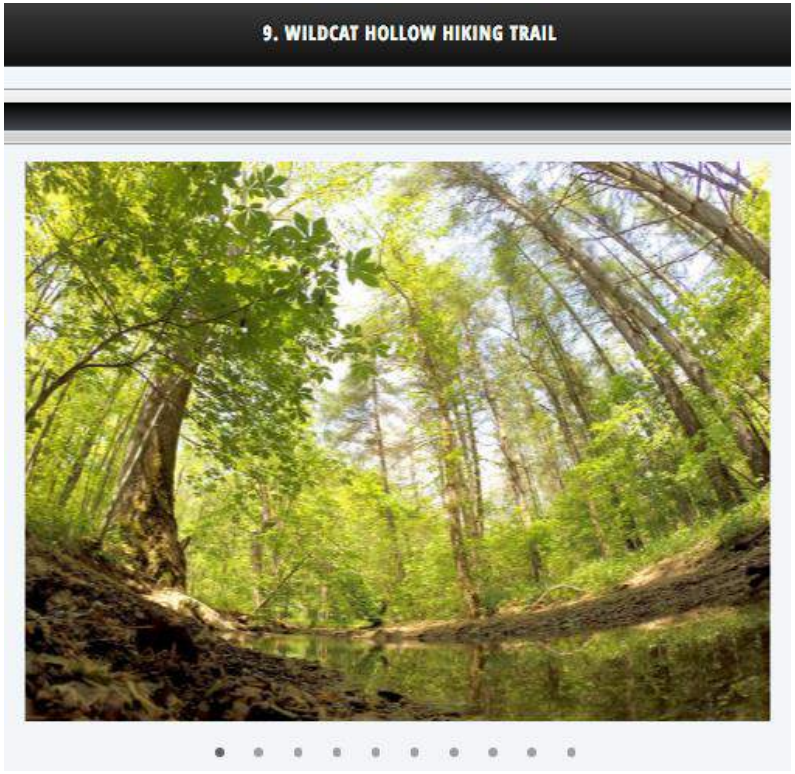
Rim Rock
National Recreation Trail
Things You Should Know
NO GARBAGE
PICKUP
PACK
IT IN
PACK
IT OUT
No
Overnight
Camping

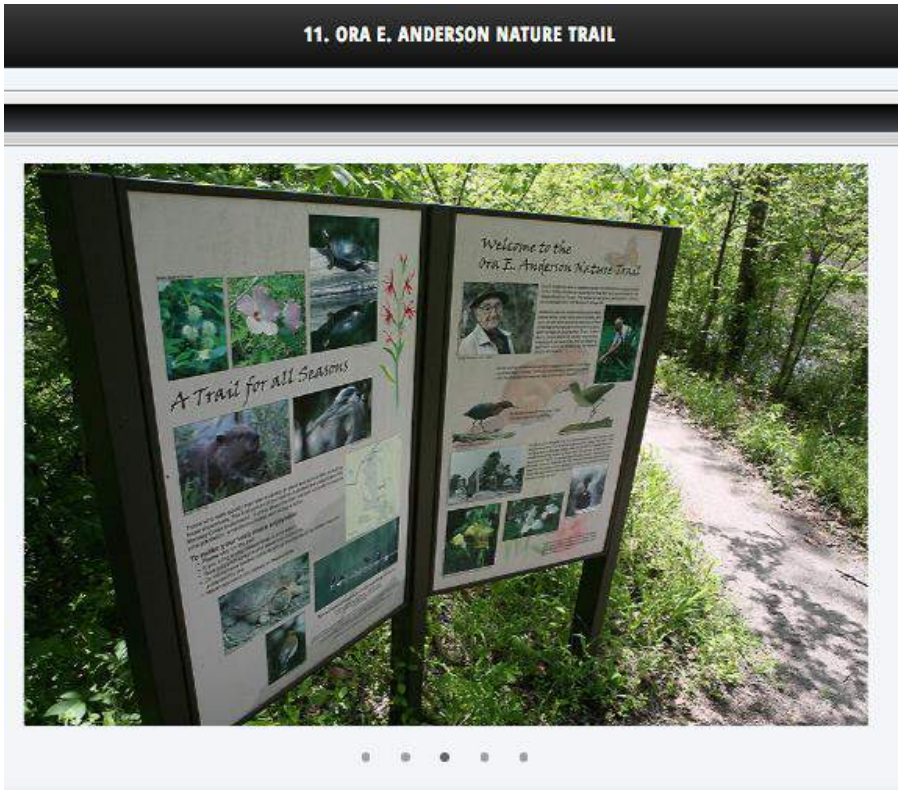
Wayne National Forest Tour

Gary C. Chancey
Public Affairs Officer
Wayne National Forest
gchancey@fs.fed.us or (740) 753-0862

Wayne National Forest OnCell Tour

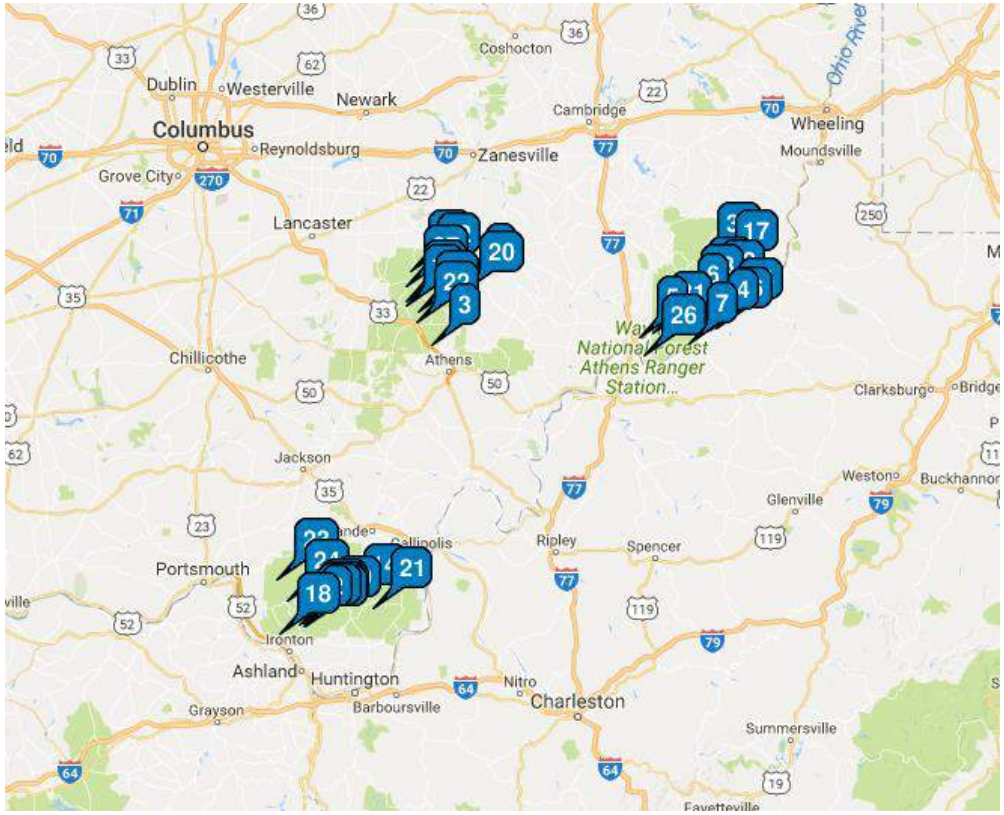
Wayne National Forest Tour





Mobile tour includes 39 locations that are focused on increasing awareness of recreation sites.

Wayne National Forest Tour



Wayne National Forest is divided into three different areas of southeast Ohio. The mobile tour allows visitors to have a birds eye view of where key sites are located.

Wayne National Forest Tour

3. WAYNE NATIONAL FOREST HEADQUARTERS AND ATHENS RANGER DISTRICT OFFICE

00:00 / 00:34

Need information about the Wayne National Forest?

Drive traffic to your Forest website.

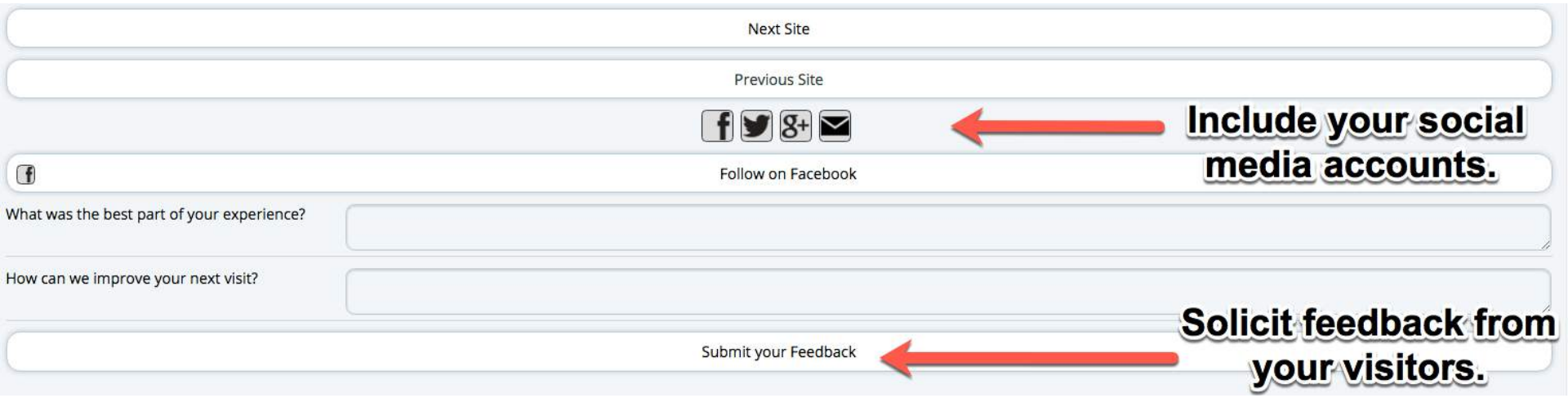
A great place to start is our Headquarters and Welcome Center located between Nelsonville and Athens, Ohio. In the area, take a break and learn more about our history, purchase maps or get a trail permit, and get information about local attractions.

This site is also the administrative offices for the Forest Supervisor and the Athens District Ranger along with their employees.

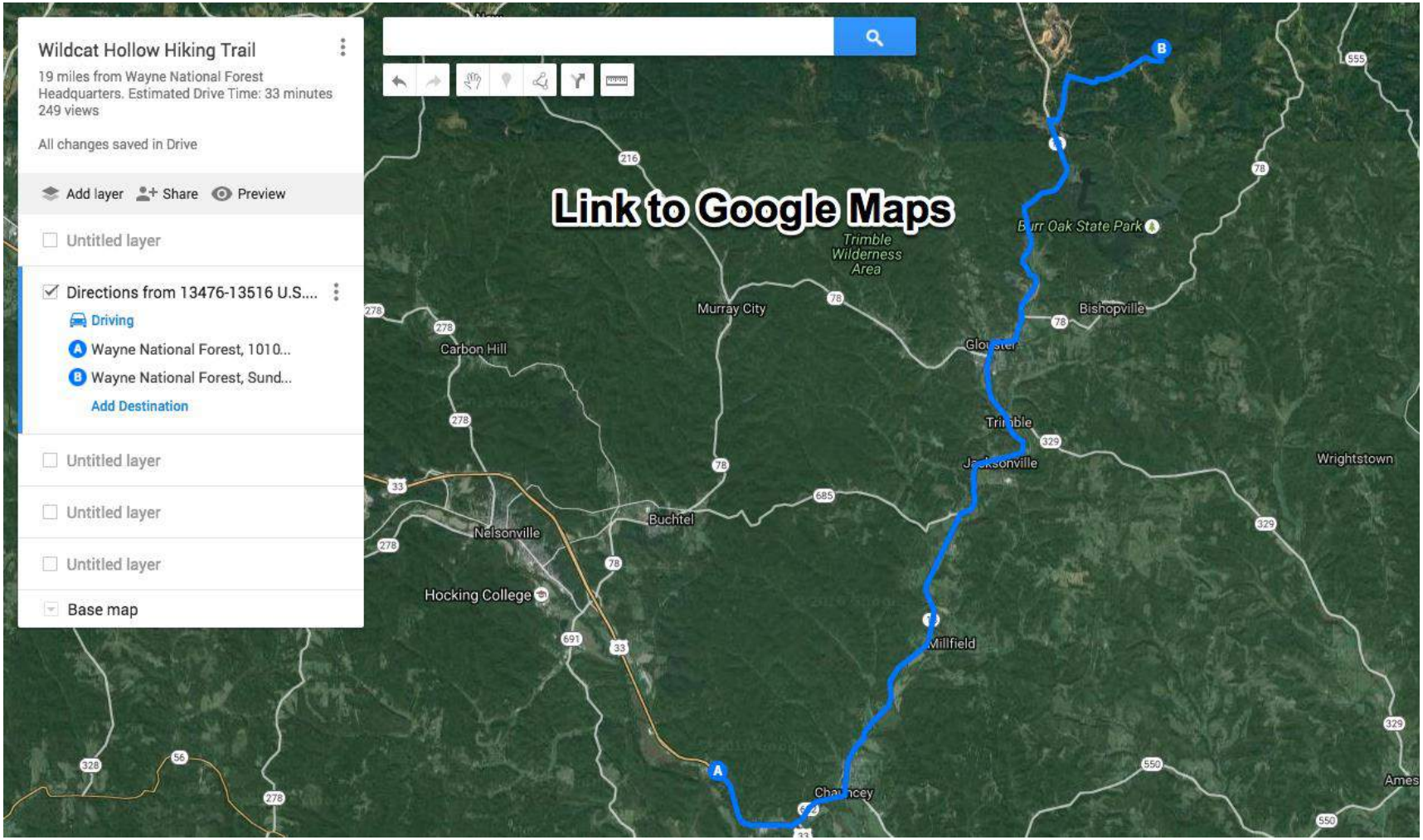
We are open Monday through Friday from 8 to 4:30. Call 740.753.0101 to talk with one of our staff.

Wayne National Forest Tour

Wayne National Forest Tour



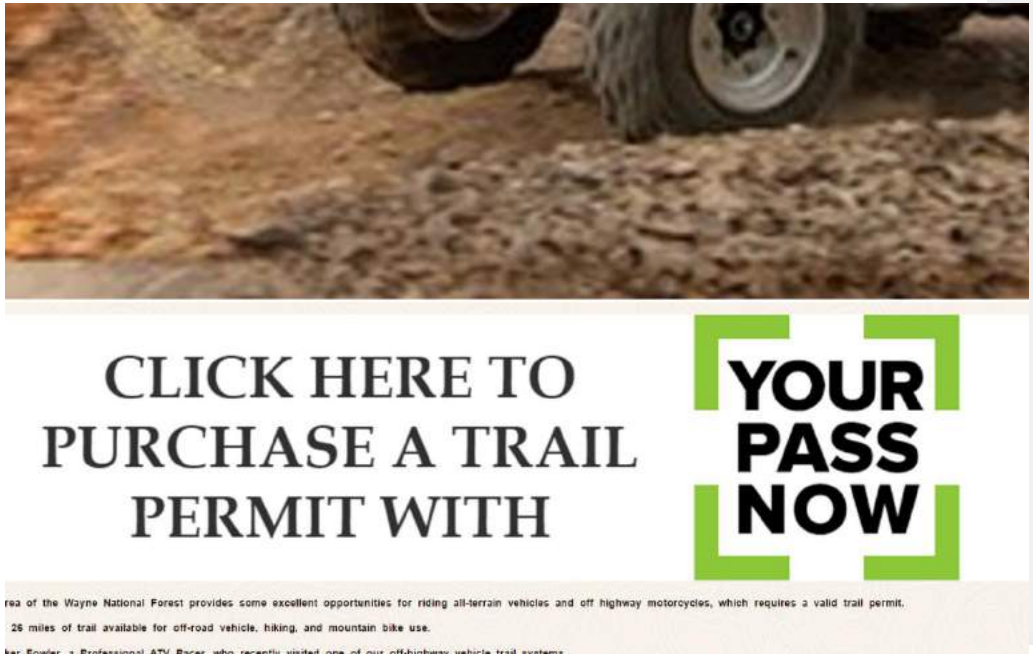
Wayne National Forest Tour



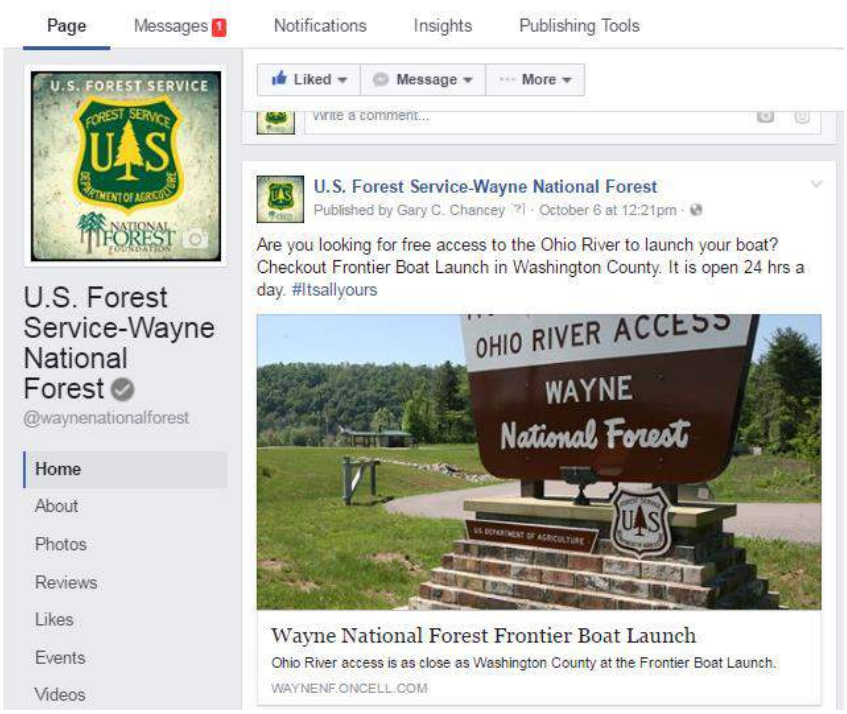
Wayne National Forest Tour

Purchase A Trail Permit

YouTube Video



Wayne National Forest Tour



Facebook

Twitter

Increase awareness of your mobile tour by sharing sites on your social media accounts.

Wayne National Forest Tour

Overview | Pages | Visitors | Trends | Surveys | QR Codes | Calls

Pageviews	5909	**Avg. Time On**	00:02:54
Visits	1239	**Site**	
Unique Visitors	1059	**Avg. Pages/Visit**	4.77
		% New Visitors	82%

Top 10 Referrers	
fs.usda.gov/detail/wayne/home/	412
google	293
(direct)	266
google	235
(direct)	172
fs.usda.gov/detail/wayne/home/	110
keywords-monitoring-your-success.com/try.php	75
fix-website-errors.com/try.php	58
m.facebook.com/	49
free-video-tool.com/	26

Top 10 States	
Ohio	597
Ohio	334
Pennsylvania	102
Pennsylvania	62
Michigan	59
State of Sao Paulo	34
New York	33
Illinois	30
West Virginia	30
New York	29

Top 10 Cities	
Columbus	88
(not set)	56
Columbus	45
Nelsonville	40
Athens	36
Nelsonville	27
Fishers	24
Detroit	23
Cincinnati	22
Marietta	21

- **In the last two years, 5909 Pageviews, 82% New Visitors**
- **1059 Unique Visitors**
- **Avg. Pages/Visit 4.77**
- **Top 3 Referrers:**
  - **Website**
  - **Google**
  - **Facebook**
- **Top 3 States:**
  - **Ohio**
  - **Pennsylvania**
  - **New York**

Jen Kawaratani

VISITOR INFORMATION ASSISTANT

LAKE TAHOE BASIN MANAGEMENT UNIT

JENNIFERLKAWARATANI@FS.FED.US

Great Basin Institute

Research Associate Program

Great Basin Institute

Research Associate Program

[the app

Where

- Sites?
- Activities?
- Specific hikes?

Great Basin Institute

Research Associate Program

Developing the app

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Research Associate Program

Gathering Information

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Help from the Forest Service Staff

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- Discussion with front desk staff and conservation education staff
- Pictures
- Proof reading/editing

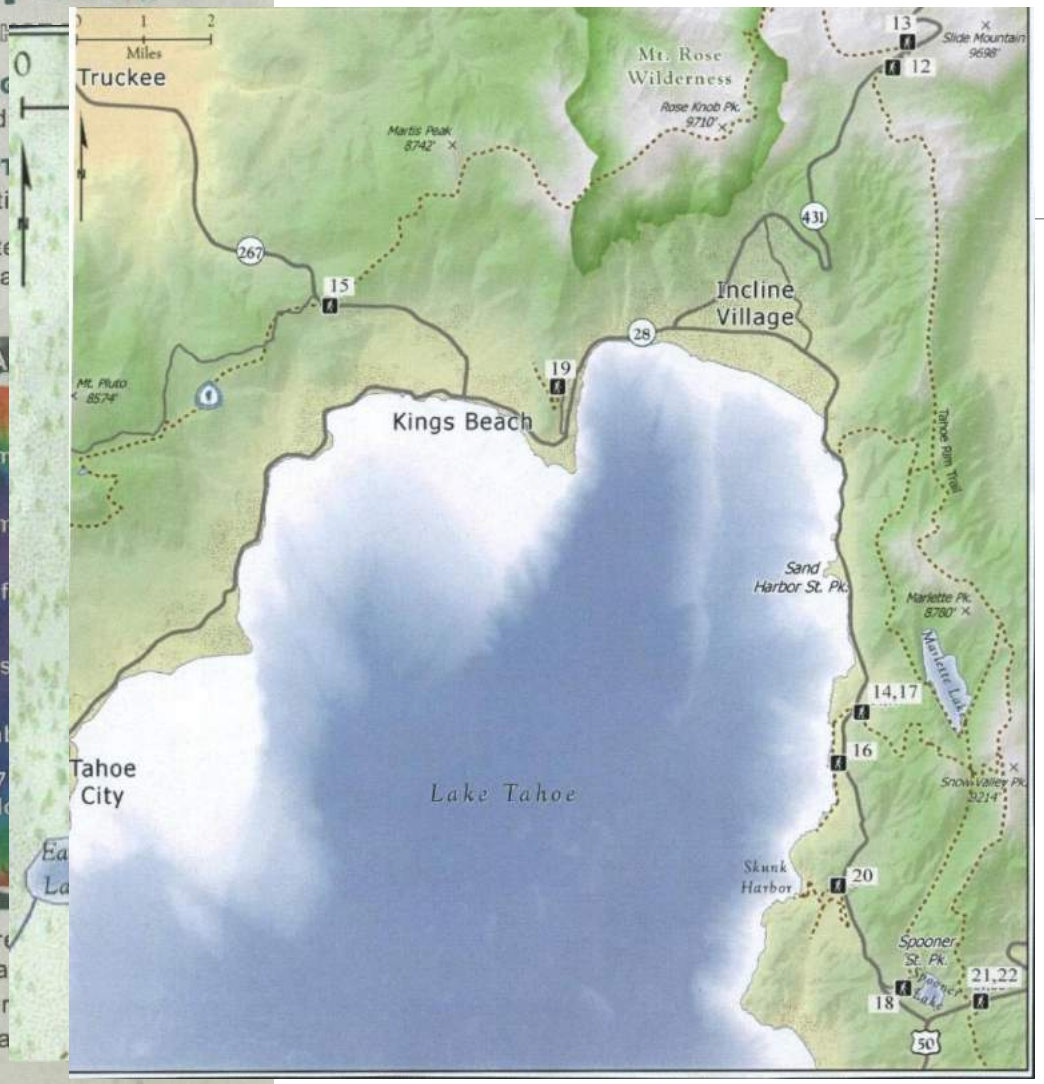
Great Basin Institute

Research Associate Program

ltbmu.oncell.com

Great Basin Institute

Research Associate Program



Great Basin Institute

Research Associate Program

1. Taylor Creek Visitor Center

The Taylor Creek Visitor Center is located on the south shore of beautiful Lake Tahoe. The visitor center is also the hub where four fascinating self-guided trails start and the home of the Stream Profile Chamber, a primary attraction at the visitor center complex.

For more information - click **HERE**

Many of the programs, activities, and festivals would not be possible without our partner the Tahoe Heritage Foundation. The Tahoe Heritage Foundation was founded in 1996 to enable a public/private partnership with the US Forest Service Lake Tahoe Basin Management Unit to provide restoration projects and interpretive activities at the Tallac Historic Site and the Taylor Creek Visitor Center.

The partnership benefits the public by helping visitors to these sites better understand the area's natural history, historical significance and available recreational opportunities. It empowers visitors by ensuring they have the information and other necessities needed for their enjoyment and appreciation of public lands. For more information about the Tallac Heritage Foundation please call (530)541-5227 or visit www.tahoeheritage.org.

HOME SITES MAP INFO

Great Basin Institute

Research Associate Program

Tallac Historic Site - More Info

Yank Clement's Tallac Point House, a rustic though comfortable hostelry, once stood west of today's Kiva Picnic area. Guests enjoyed chartered boat rides, card-playing rooms, saloons, and a sensational dance floor mounted on springs. In 1880, Elias J. "Lucky" Baldwin, a California entrepreneur, assumed ownership of the Point House and expanded it into a luxurious resort. An additional lavish hotel, a casino, and numerous outbuildings accommodated over 250 wealthy guests who enjoyed the opulent ballroom, string orchestra, croquet, tennis, steamer rides, and promenade strolls. "Lucky" Baldwin died in 1909 and his daughter Anita inherited the property. By 1916 the "Era of Opulence" was drawing to an end, and the automobile was in mass production. The basin was more accessible and hundreds of elaborate estates were being built around the lake. Anita decided to tear down the resort due to environmental and economic concerns. Examples of the luxurious estates that remain today are Baldwin, Pope, and Heller Estates.

The Baldwin Estate, now a house museum, was built in 1921 by Dextra Baldwin, a granddaughter of "Lucky" Baldwin. The building currently houses Baldwin and Washoe exhibits. The nearby guest cabins offer art exhibits and workshops during the summer.

The Pope House was built in 1894 by George Tallant. In 1899 it was sold to Lloyd Tevis. His son, Will, expanded a remolded it into the largest and most luxurious of the area. It was purchased by George Pope in 1923. The estate is the interpretive center for the site and offers historic tours, art exhibits and demonstrations, and a living history program during the summer.

The Baldwin and Pope Estates are run in partnership with Tallac Heritage Foundation. The Tahoe Heritage Foundation was founded in 1996 to enable a public/private partnership with the US Forest Service Lake Tahoe Basin Management Unit to provide restoration projects and interpretive activities at the Tallac Historic Site and the Taylor Creek Visitor Center.

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Walter Heller built Valhalla in 1924 and entertained guests during the summer months for about twenty years. Valhalla is managed as the Community Events Center for the site and is operated under a Special Use Permit by Valhalla Tahoe. The main building is available for meetings, weddings and other event rentals and presents art exhibits. The Estate also prides itself on a beautifully renovated boathouse, now a community theatre, and twin guest cabins that offer fine arts and crafts for sale. All three structures support the Valhalla Art, Music and Theatre Festival. For a schedule of events or information on rentals call (530) 541-4975 or visit www.valhallatahoe.com.

Great Basin Institute

Research Associate Program

Future Additions to the App

- FAQs about Bears and Mountain Lions
- Calendar of Events for Taylor Creek Visitor Center and Tallac Historic Site

OnCell

Overview, Program Features & Benefits

Mobile Apps for the

INTROS

Thomas Dunne
President & CEO

Alaura Jacobs
Client Account Manager

Monica Barndt
Director of Marketing

Joe Lozzi
Territory Manager

WHAT IS ONCELL?

(PLAY VIDEO)

OnCell History

- Founded in 2006
- Specializing in educational and mobile tour apps for museums, historical sites, and cultural destinations
- 2,200 app projects, both here in the U.S and internationally
- Acquired TourSphere in December 2013
- Headquarters in Rochester NY, and offices in LA, Chicago, and Boston

WHO WE WORK WITH

canadian museum of nature
nature
musée canadien de la nature

NEWPORT HISTORICAL SOCIETY
INC. 1854

BOSTONIA. CONDITA A.D. 1630

CALIFORNIA STATE PARKS
SINCE 1864

TEXAS HISTORICAL COMMISSION
real places telling real stories

METRO ARTS

FLORIDA STATE FAIR
DISCOVER THE FUN

Cultural Tourism DC

NATIONAL PARK SERVICE

FOREST SERVICE
US
DEPARTMENT OF AGRICULTURE

PORTLAND MUSEUM of ART

UNITED STATES BOTANIC GARDEN

ANNENBERG SPACE FOR PHOTOGRAPHY

Yale

thestrong
NATIONAL MUSEUM OF PLAY

EDSEL & ELEANOR FORD HOUSE

TUFTS UNIVERSITY ART GALLERY

Niagara Falls
Underground Railroad Heritage Area

GEORGE EASTMAN HOUSE

Nevada State Museum

CURRIER MUSEUM of ART

JAMES A. MICHENER art MUSEUM

SANTA BARBARA MUSEUM OF ART

DENVER BOTANIC GARDENS

FIGGE ART MUSEUM

THE FRIST
CENTER FOR THE VISUAL ARTS

LOUISIANA STATE MUSEUM

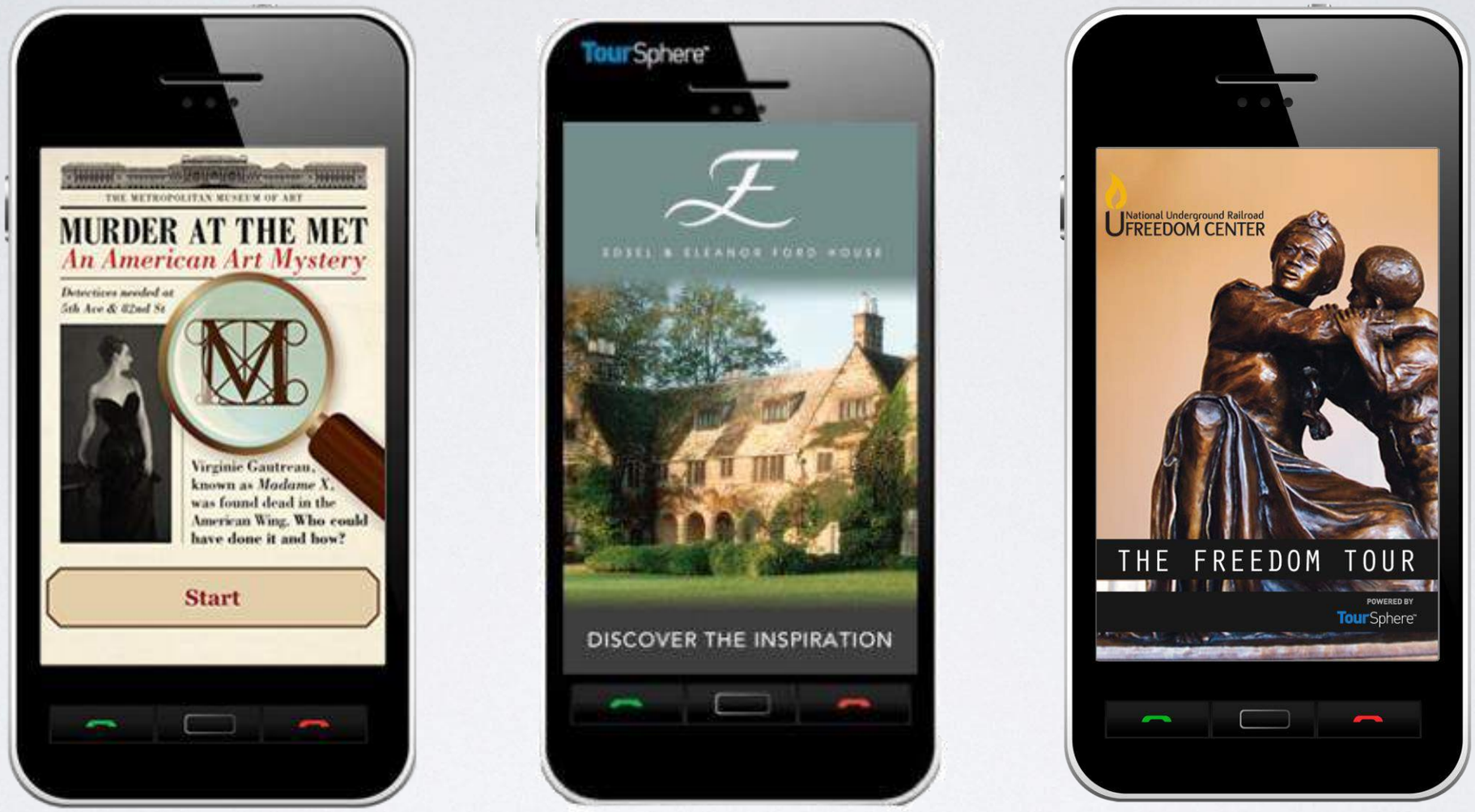
CUMMER MUSEUM
ART | GARDENS | EDUCATION

MIT List Visual Arts Center

Products & Services

- DIY App Builder / CMS
  - Web and Native iOS & Android Apps
  - Audio Guides
  - Location Aware Beacon Tour Apps
  - Scavenger Hunts & Games
- Onsite Devices
- Custom Apps
- Project Management
- Content Production
- Sign Production

Award-Winning Apps

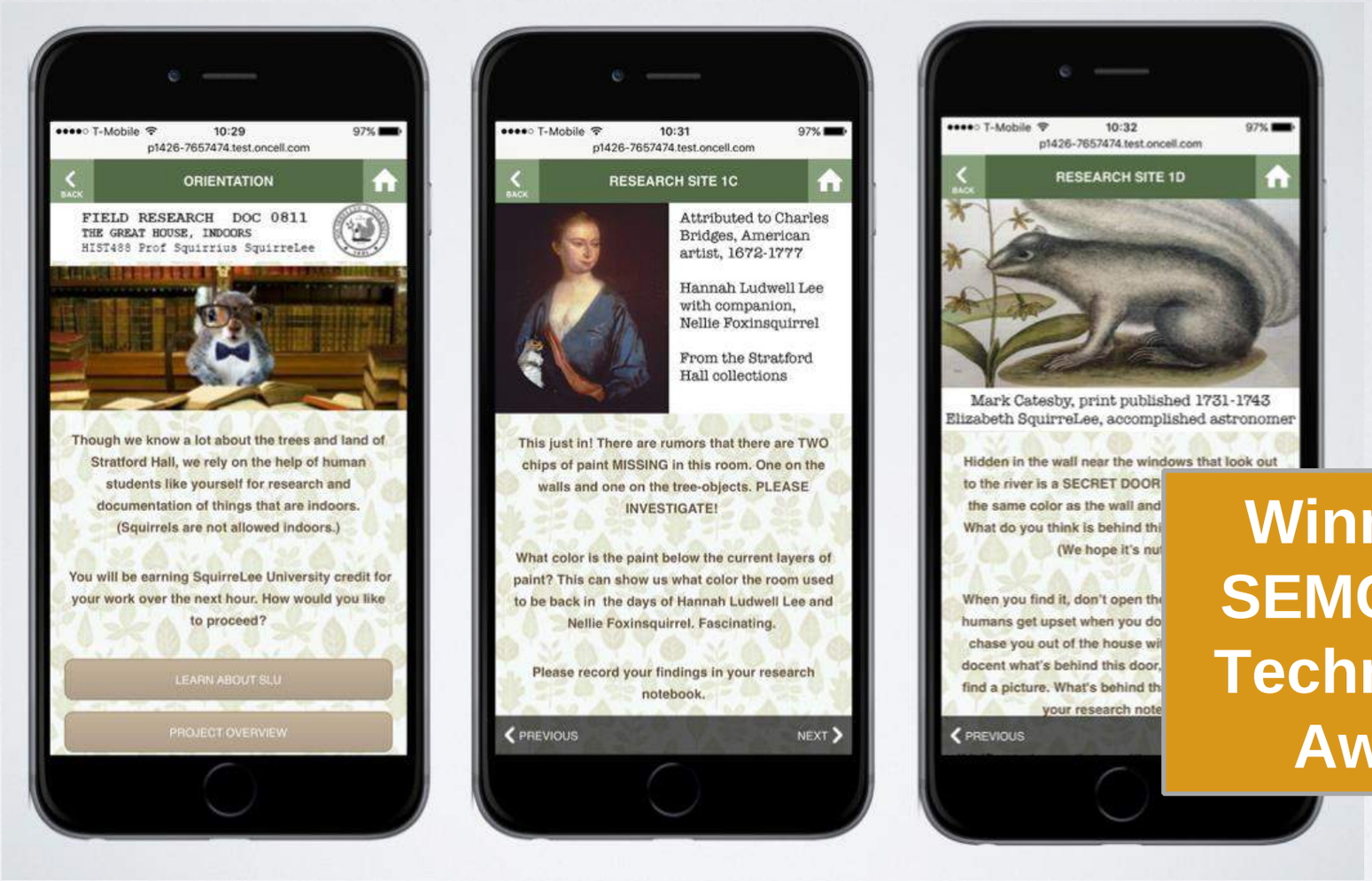


Metropolitan Museum of Art - AAM MUSE Award
Games and Augmented Reality - Murder mystery game for teens

Ford House - Leadership and History Award - AASLH - archival imagery weaved into poig

Freedom Center - iTunes App of the Week - multiple perspectives on slavery from slaves, traders, and modern educators.

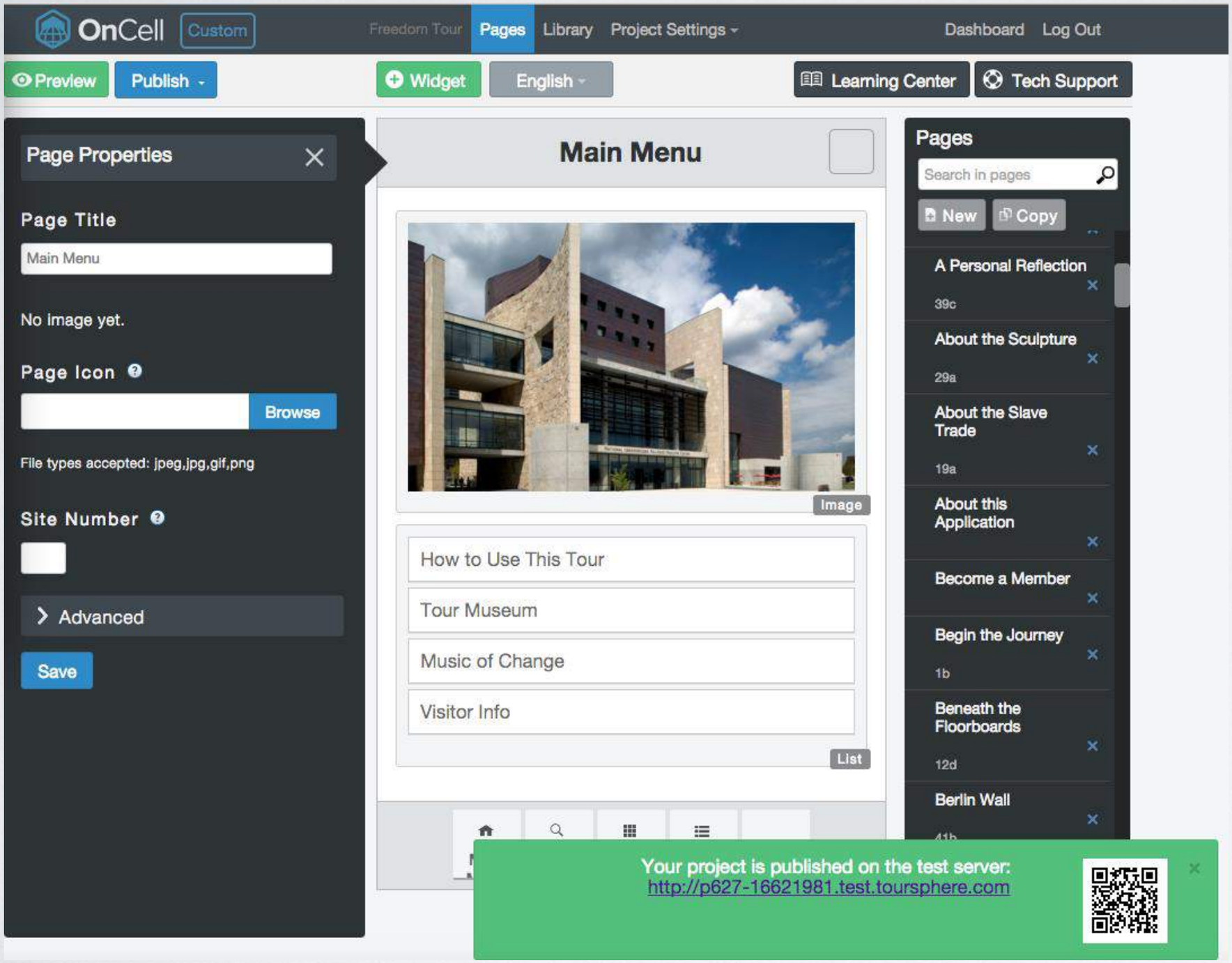
Educational Games



Winner of SEMC 2016 Technology Award

- Stratford Hall, Birthplace of Robert E. Lee: SquirreLee University
- Task-based game: Exploration of historic home via participations in a “Research Project” for children 6-12
- Prompt kids to ask questions, encourage critical thinking, make observations

App Builder / CMS

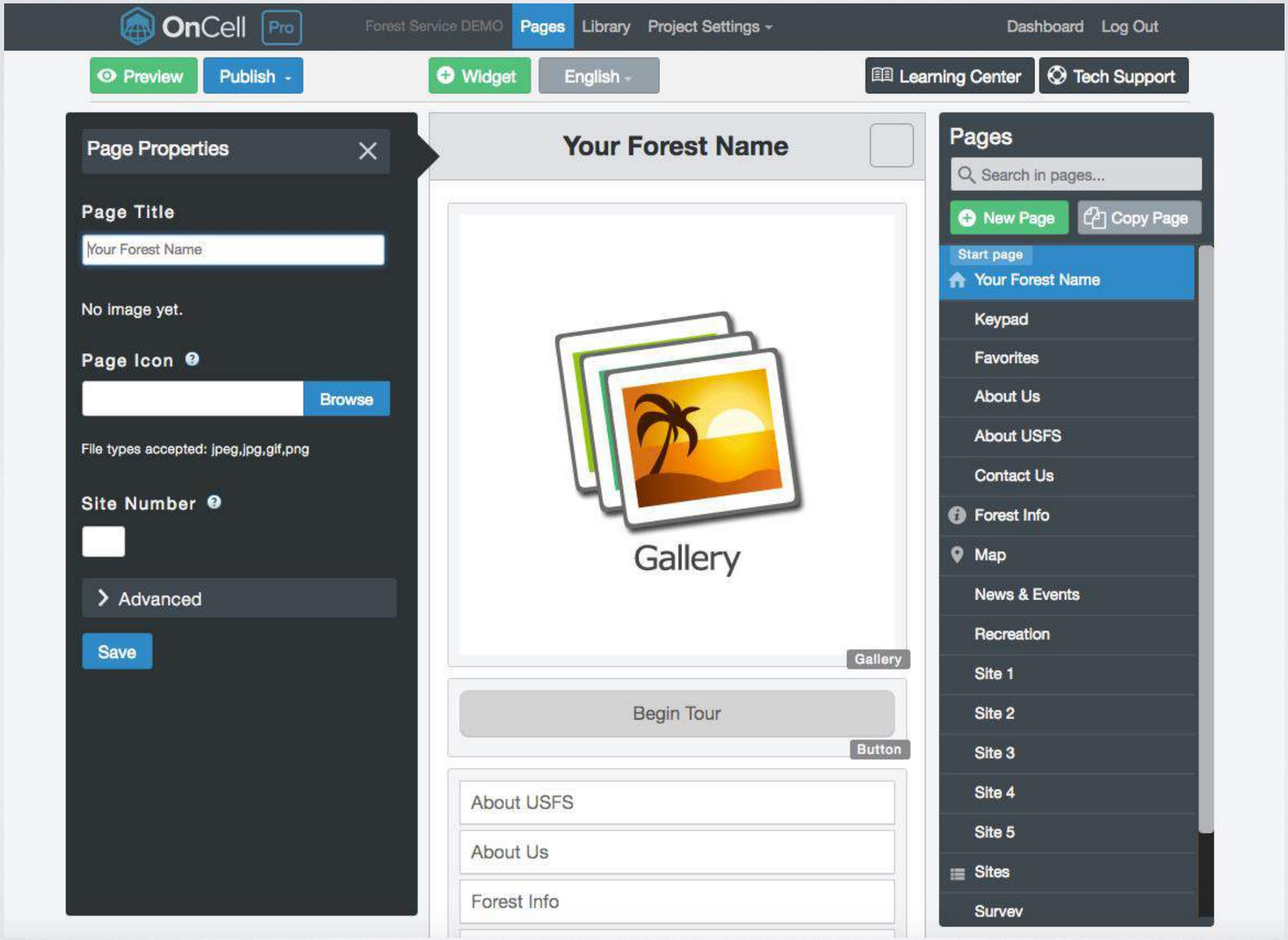


- Drag & drop interface
- Easily upload content
- Test & deploy apps
- Unlimited content & updates

App Builder / CMS

- One interface publishes to web apps, native apps, audio guides
- Seamless content updates - no new app versions available
- Unlimited content and updates – grow your app over time, deliver the latest info
- Fully supported - dedicated client account manager, no cost for support
- Future-proof - your app will run smoothly as new devices, operating systems, technologies become available

App Builder Demo



Benefits of Mobile Apps

- Enhance visitor experience by offering educational and wayfinding content
- Allow visitors to explore your forest at own pace
- Visitors can easily discover points of interest they may not know about
- Interpretation available 24/7
- Deliver consistent interpretive messages
- Educate visitors on how to be a good steward

Benefits of Mobile Apps

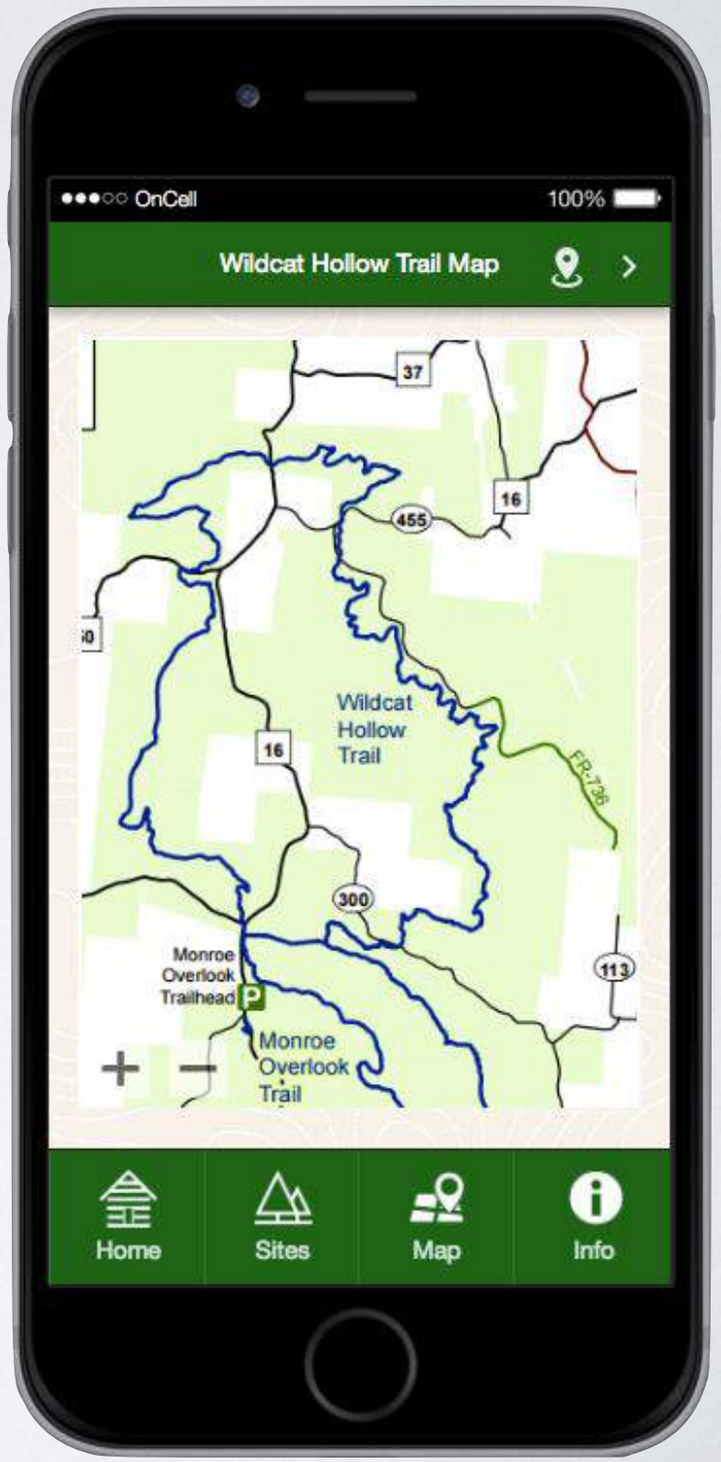
- Meet the needs of multiple demographics by developing paths (e.g. standard, kids, accessible, scavenger game)
- Visitor has instant access to the latest info, such as seasonal changes or closures
- Decrease burden on staff by providing a self-guided tour option and answering common questions
- Meet accessibility goals with 508 compliant apps and ASL, closed caption, or audio described tours
- Stay in touch with visitors:
  - Collect email addresses for marketing outreach
  - Promote new programs, content, or events with push notifications

ADA Features

- History of working closely with the Forest Service & NPS to be 508 complaint
- Apps work with accessibility features on most devices (e.g. voiceover, magnify, invert colors)
- Play accessible content such as closed-captioned videos, ASL video, or audio described content
- Place transcriptions for audio and video for each stop
- Ability to include dial in phone number for audio content
- Apps can be built to have multiple tours in one, allowing for different tour paths. User can select tour path they need.

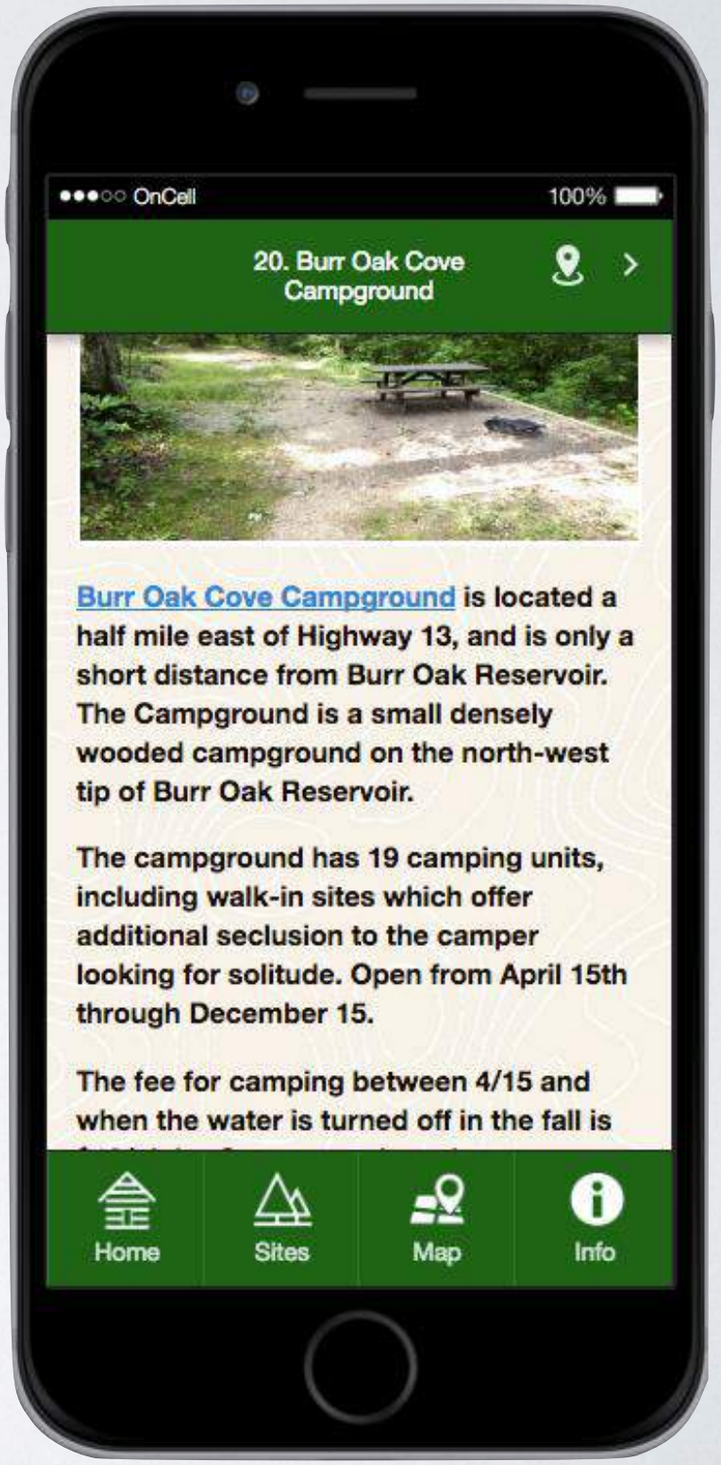
Offline Capabilities

- Native apps do not require connectivity - content is downloaded onto the device
- What information do your visitors need when they are not able to connect?
- Maps
  - General orientation
  - Trails & trailheads
  - Visitor Center & Ranger Station locations
  - Locations of scenic & cultural POIs
  - Pan & zoom for easy exploration



Offline Capabilities

- Recreational opportunities
- Trail info - description, length, duration, parking & access
- Campground info - # of sites, location, fees, facilities, open dates
- How to stay safe
- Tips on how to be a good steward
- How to enjoy their visit!
  - Suggested itineraries
  - Trip planning

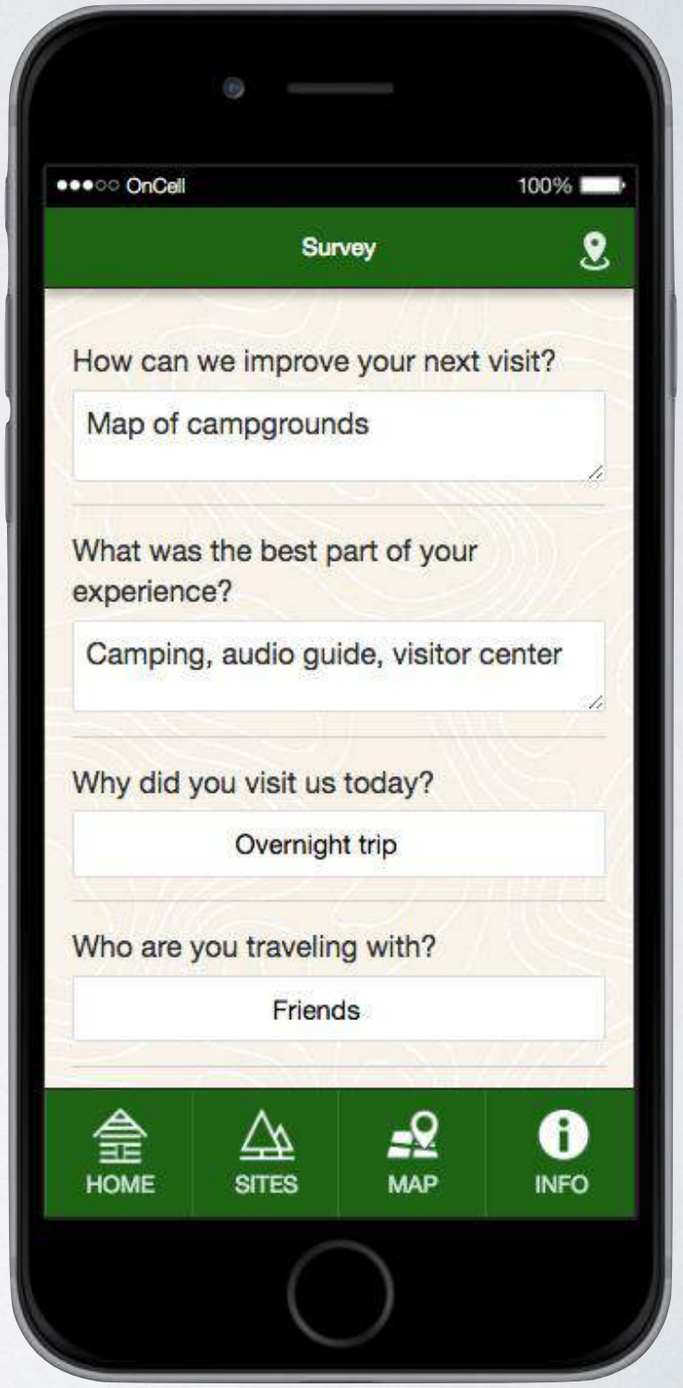


Get To Know Your Forest

- Offer mobile friendly access to the most relevant information about your forest
- Use the app to answer FAQs your staff encounters
- Passes & permits
- Include “Your Pass Now”
- Campground rental
- Accessibility info
- Meet the rangers and team!
- Link to additional information on website - accessible when user has connectivity

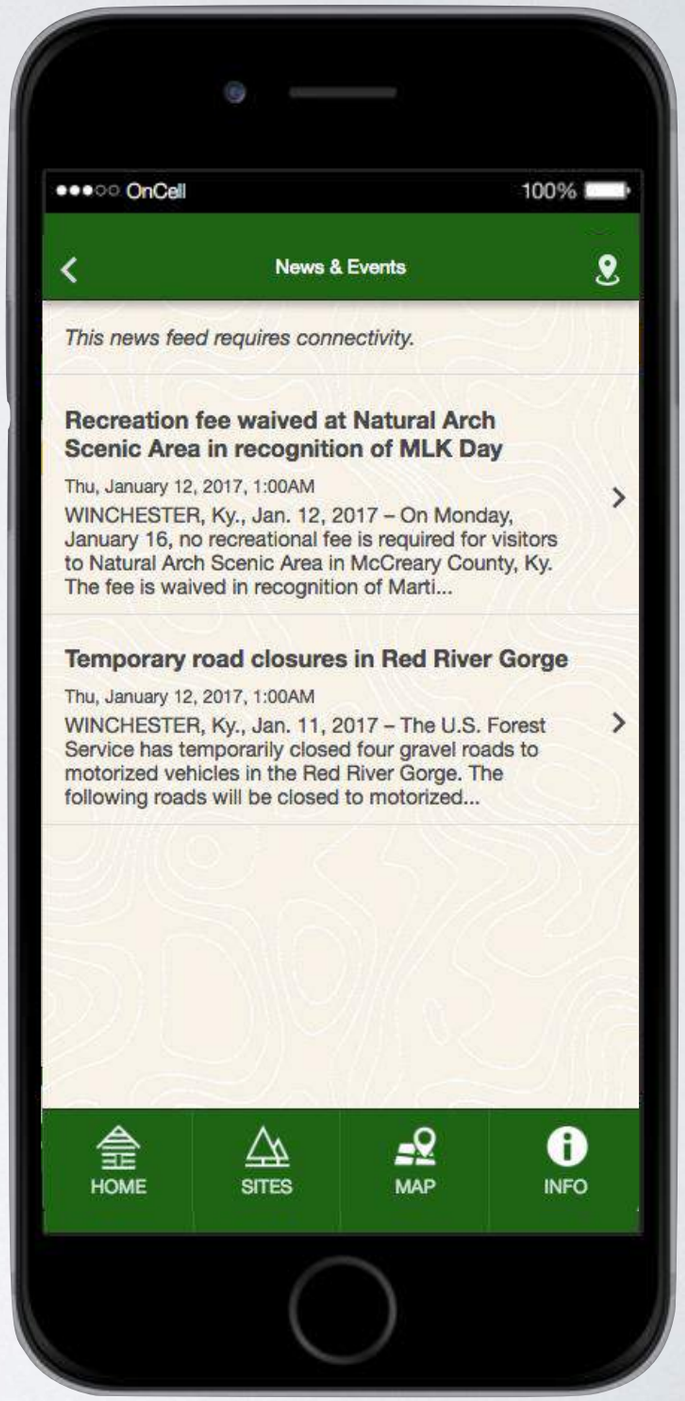
Survey & Data Collection

- Create surveys and craft your own multiple choice or fill in the blank questions
- Gather visitor demographics
- Request feedback about visitor experience or improvements
- Report issues, hazards, or violations encountered
- Gather email addresses for your quarterly or annual newsletter
- Citizen Science - let visitors make connections & send reports on your forest. (e.g., show images of wildlife, have them report areas where they were spotted)



COMMUNICATE w/ VISITORS

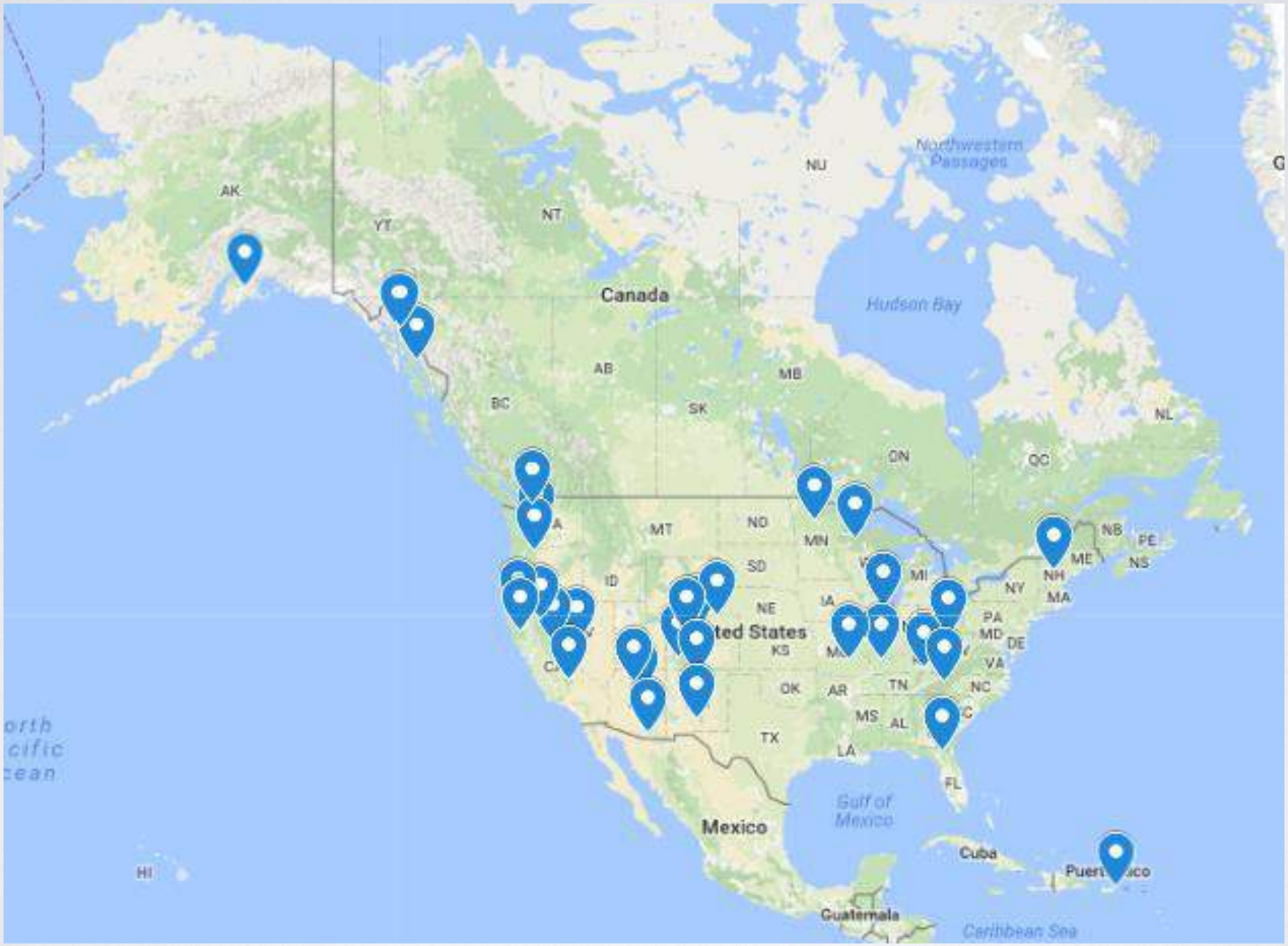
- OnCell is populating app with your current event & news RSS feeds
- Prominently post your most urgent alerts in case of inability to access feeds or website
- Send out push notifications - closures, weather, fires
- Use the app to extend social media themes by adding related content (e.g., conservation or prescribed fires in the spring)
- Direct link to telephone automated messages (water quality, weather conditions)
- Embed Twitter feeds or hashtag streams



Let Visitors Reach You

- Provide contact info for each ranger stations or visitor centers:
  - Phone number
  - Contact email
  - Address
  - Map of station or center locations
- One-touch calling to:
  - Emergency hotlines (e.g. fire)
  - Law enforcement tip line
  - General information
  - Conditions & weather - know before you go
  - Any automated recordings

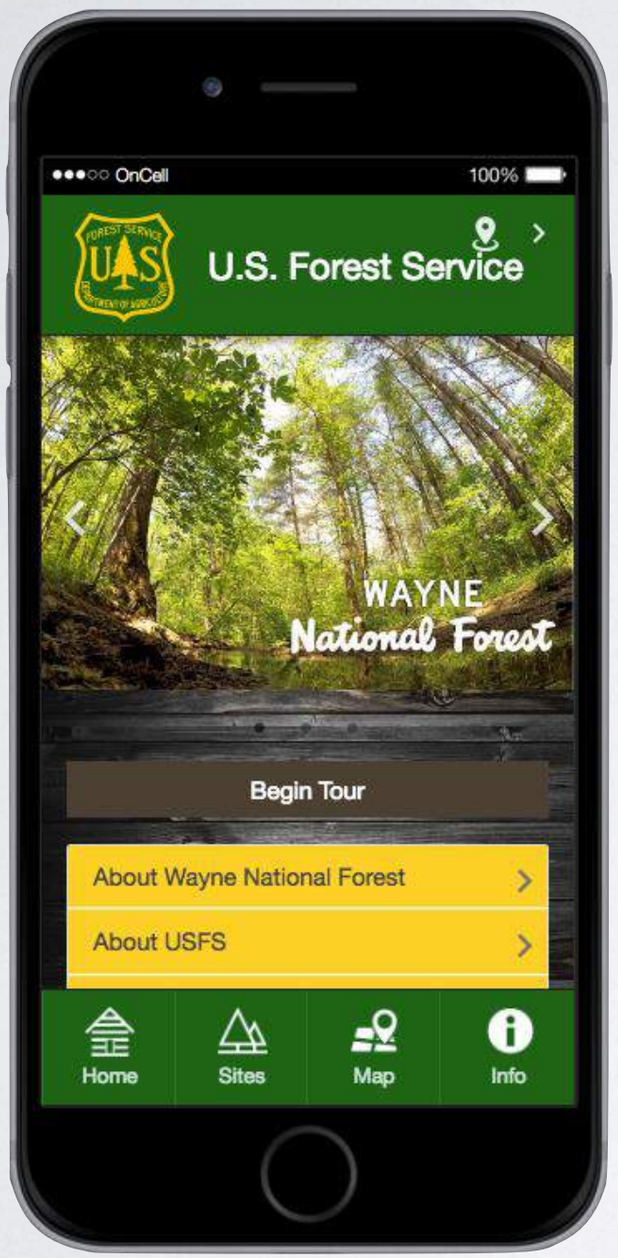
Forests in the Program



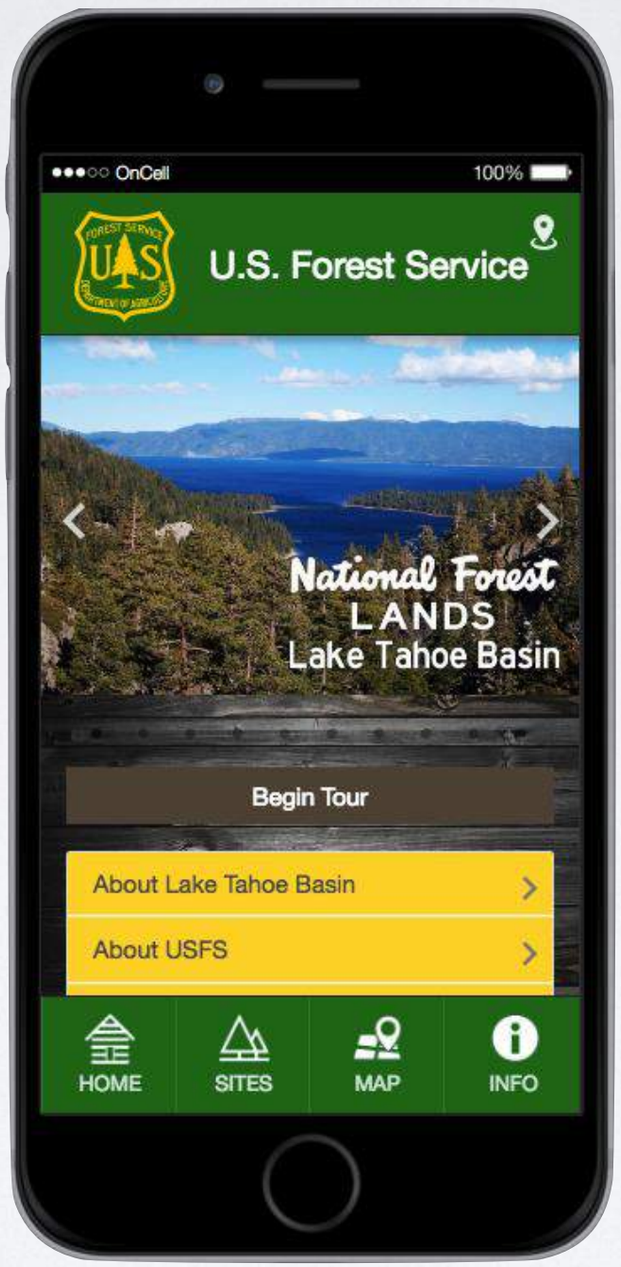
Forests in the Program

Arapaho and Roosevelt National Forests and Pawnee National Grassland	San Juan National Forest
White River National Forest	Columbia River Gorge NSA
Humboldt-Toiyabe National Forest	Lake Tahoe Basin Management Unit
Lassen National Forest	Sequoia National Forest
Shasta-Trinity National Forest	Gifford Pinchot National Forest
Daniel Boone National Forest	Chequamegon-Nicolet National Forest
Chippewa National Forest	Midewin National Tallgrass Prairie
Wayne National Forest	Chugach National Forest
Tongass National Forest	Coconino National Forest
Coronado National Forest	El Yunque National Forest
Mt Hood National Forest	Osceola National Forest
Shawnee National Forest	Mendenhall Glacier, Tongass
Mendocino National Forest	Hubbard Brook Experimental Forest
Mt. Baker-Snoqualmie National Forest	Carson National Forest
Lincoln National Forest	Mark Twain National Forest
Kaibab National Forest	Pisgah National Forest

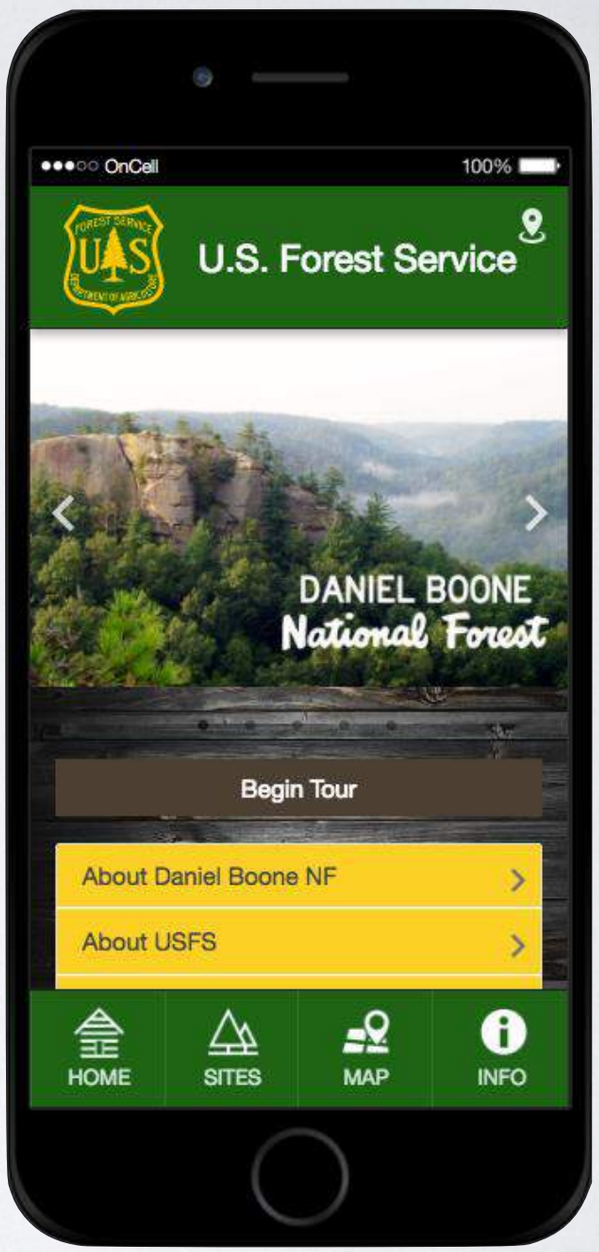
Launched Forest Apps



Wayne NF

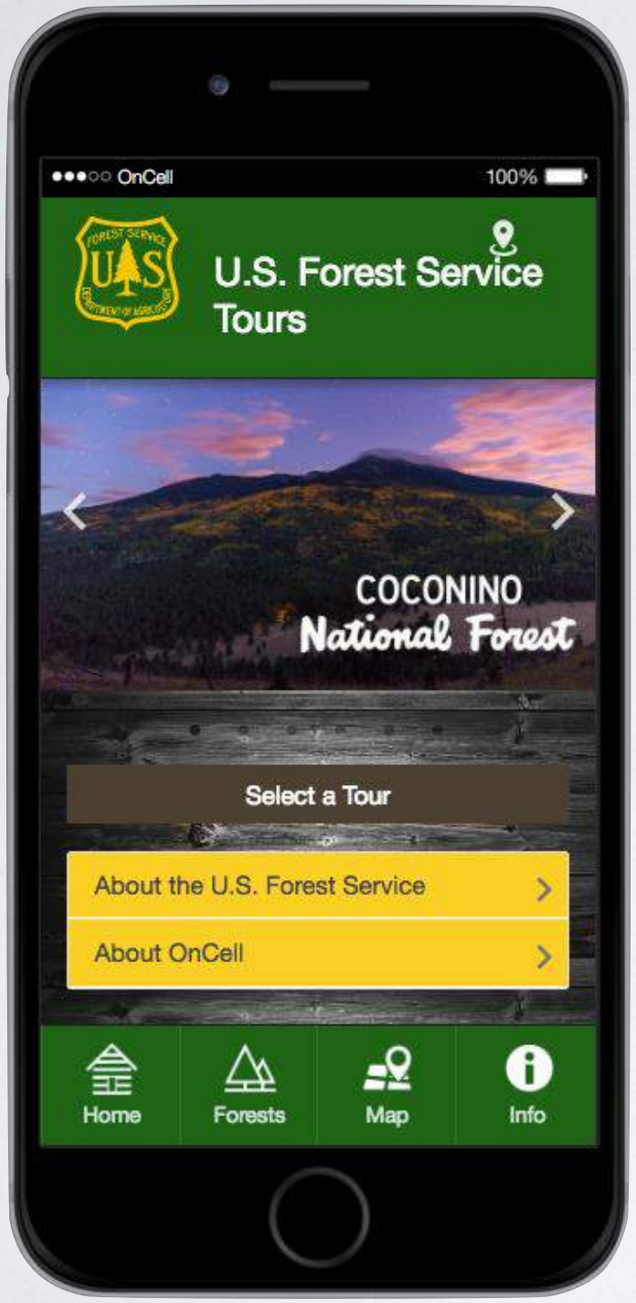


Lake Tahoe Basin

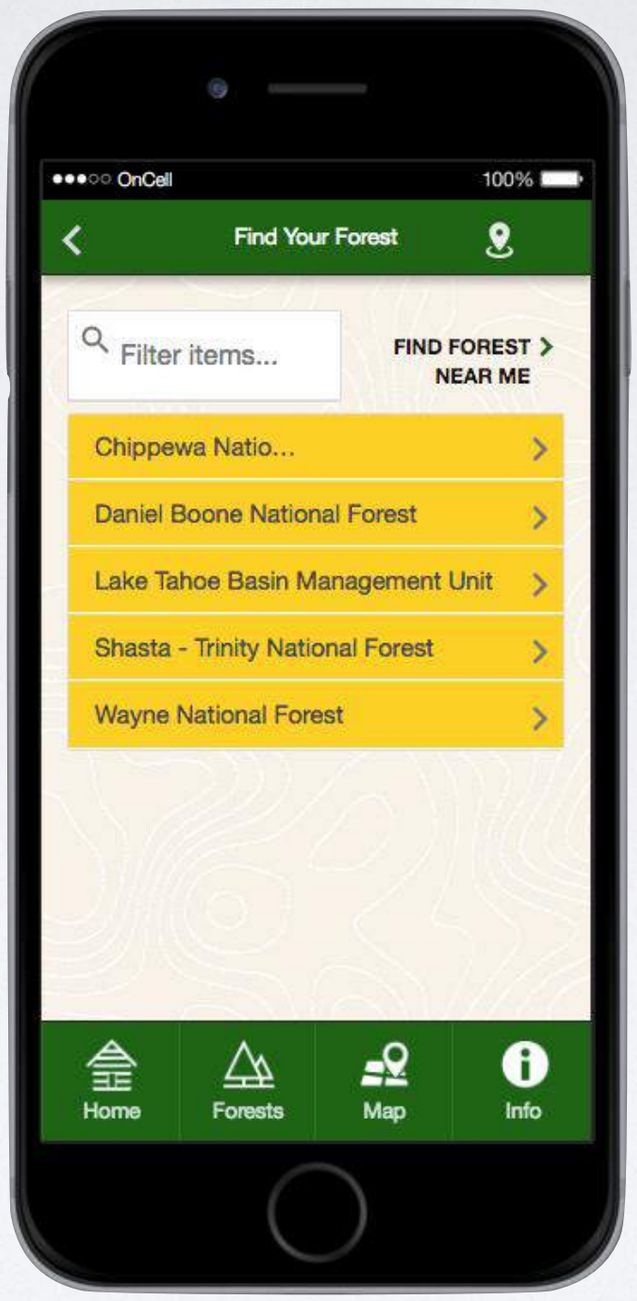


Daniel Boone NF

Forest Portal App



All Forests in One App



Search by Name

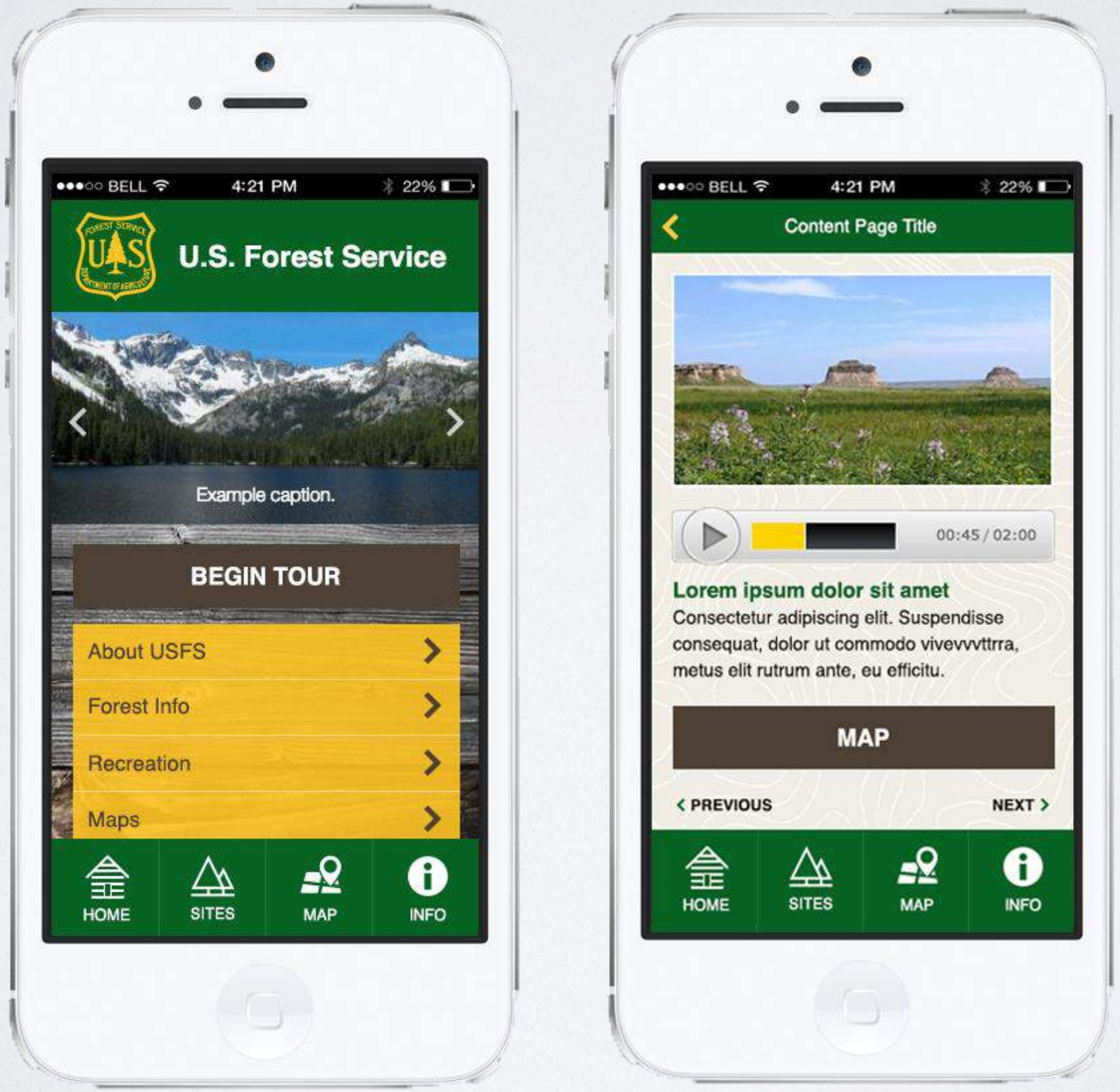
Locate Forests Near You

What You Get

- OnCell Pro Account - all the latest features
- Web app or native app
- Pre-populated 5 stop branded tour app
- Unlimited content & updates
- Dedicated client account manager
- Inclusion in Forest Service portal app which will provide easy access to all forest apps
- Full tech and product support at no additional cost

Custom Theme Design

Unique design for all Forest Service Tours



5 Stop Starter Tour App

- Web & Native app
- Determine 5 stop you would like to include in your forest's interpretive tour
- 4-6 sentences of interpretive text for each tour stop
- Images - 1 for each stop, 3-4 for "Home" and "About Us" (Or send link to find the above items.)
- For best impact, provide striking photos along with historic imagery.
- Audio files or short videos can be added to each site page if available. (1-2 minutes each)
- OnCell assembles your tour and launches

What Can You Include?

- Images & photo galleries
- Audio & video
- GPS maps
- Static image map
- News & events via RSS feed

And So Much More!

Unlimited Content	Google Maps
Instant Updates	Push Notifications
Audio Auto Play	Beacon Integration
Text	Custom Image Maps
Images	Lists
Video	Buttons
Rotating Photo Gallery	RSS
Social Media	Survey and Feedback
QR Code Generator	Analytics
Tour Phone Number	External Links
Custom URL	Multilingual
Keypad	ADA Compliance
Games & Scavenger Hunts	Google Field Trip Integration
GeoAlerts	Event Integration
Sponsor & Partner Integration	Favorite Pages

Easy Content Creation

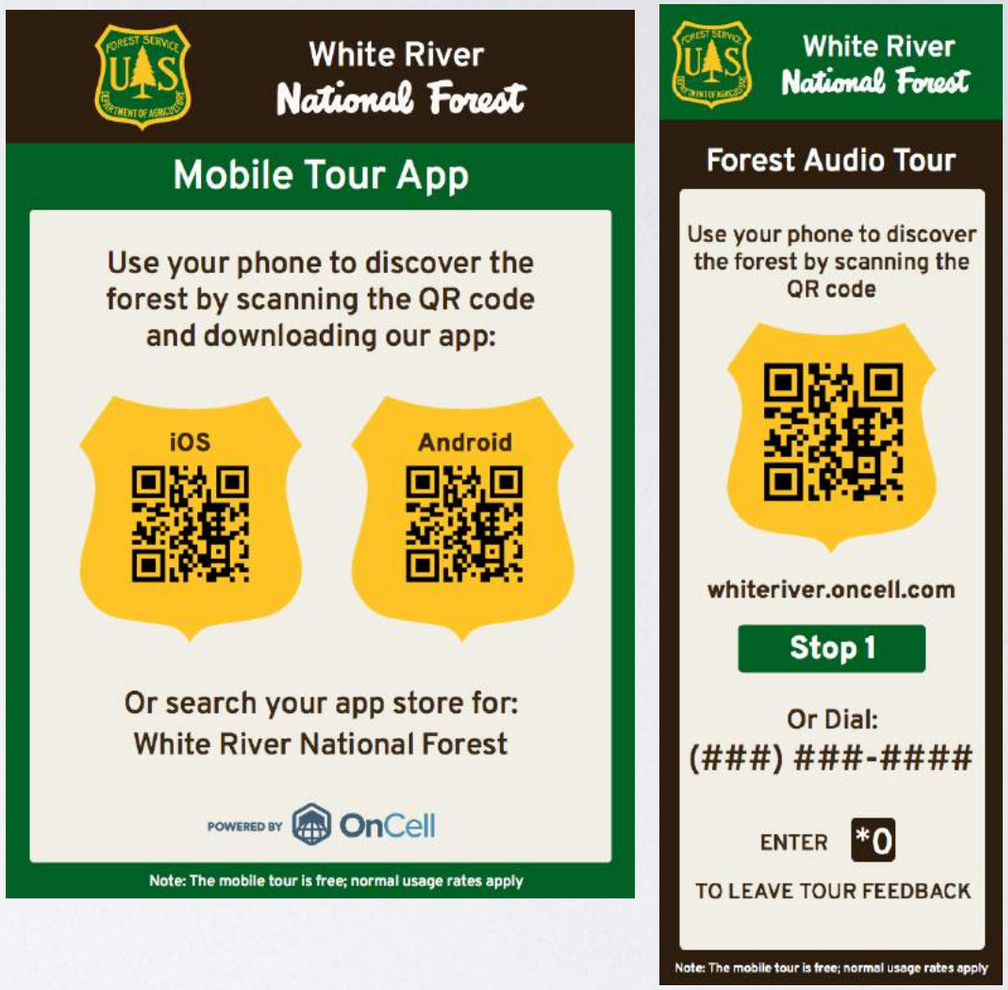
- OnCell recording line - get voices from anywhere!
- Use your smartphone to capture images & video
- Pull images from your social media pages
- Old audio guides
- Archival images (you can use your smartphone to snap an instant digital copy under natural lighting)
- Get text copy from brochures and other signs
- Pull content verbatim from recreation opportunity guides
- Reuse, Repurpose! No need to start from scratch

Post App Launch

- OnCell will give your team a training session on how to make changes to your app
- Grow your app by adding:
  - more points of interest
  - multiple tour paths (driving, walking, themes, kids, etc)
  - forest information (activities, trails, tips, closures)
  - additional languages
  - accessible content such as CC video, audio, transcriptions
  - choose your own adventure or quiz game

Post App Launch

- Think about marketing your tour
  - signs in visitor centers
  - brochures
  - app promo business cards
  - signs around the forest promoting app and specific tour site numbers



5-Year Weatherproof signs from OnCell

- Consider location-aware Bluetooth beacons to trigger tour content

How To Get Started

- Schedule a kickoff call with Alaura at OnCell: (585) 419-9844 x110 or say hello at https://www.oncell.com/contact/
- Choose between web or native app
- Work with OnCell to launch a 5-site starter tour
- Grow your app over time with more content

QUESTIONS?