



FOR IMMEDIATE RELEASE

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## Seattle Trails Alliance Launches New App for Trail Users

**SEATTLE, WA – October, 2016** - The Seattle Trails Alliance announces the release of **The Seattle Trails App** that allows users to report hazardous trail conditions or other issues in real time from any trail location, post photos, share to social media sites, or sign up to become a park trail volunteer on the spot from their phone. The official launch event will be on October 11th from 2:30-4:30 p.m. at St. Marks Greenbelt park, followed up by a happy hour nearby. The event at the park will include a live demonstration of the app's main features and a chance to talk with app developers. The app is free and available now in the Apple App Store.

The app comes as a result of the AT&T and Seattle IT Department Hackathon coding contest earlier this year that encouraged the mobile app community to make use of newly compiled and released Seattle Parks and Recreation data now required to be online, as a part of Mayor Ed Murray's Open Data Executive Order signed February 1, 2016. The downtown Seattle event attracted over 150 coders, graphic designers and data management professionals. "It was the first time the event resulted in an app being shipped to the app store that addresses a real-time need of the business department," Seattle Parks Trails Coordinator, Chikundy Salisbury notes.

The app's central feature allows reported data from users to be sent directly to the Seattle Parks and Recreation Trails program where a work order is then generated. The department can also contact the user directly to follow up with them in more detail and give updates. Other forthcoming features in development include: Route Tracking with Fitness Elements and Wiki-style links to Historical Points, Neighborhood Services, Transportation options and Community Programs.

The app is a great opportunity to increase parks access. "Now, for the first time people can look up a trail route and condition on their phone. We hope this makes the trails system more accessible and inviting," says Weston Brinkley, Director of the Seattle Trails Alliance.

Salisbury created the app's design concept, and helped guide its development over a four-month period, determining how it could be most useful for Seattle residents who frequent park trails. The lead members of the app's iOS development team include Eric Mentele, Theodore Abshire, and David Walgemuth. An Android version is also being developed.

Seattleites are quick to roll up their sleeves to support Seattle Parks and Recreation, we have seen this time and time again when working in the field, says Salisbury, "It is only natural that the Tech community is stepping up to support technology that seeks to solve challenges on the ground."

There are close to 100 miles of soft-surface hiking trails in the city of Seattle. In 2014, traversing trails and walking were rated as the #1 local activity residents enjoyed in the park, according to the Seattle Parks and Recreation Parks Legacy Plan.

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For more info about **Seattle Trails Alliance and Seattle Parks and Recreation and Seattle IT:**

<http://www.seattletrails.org/>

<http://www.seattle.gov/parks/>

<http://www.seattle.gov/tech/>

**About Seattle Parks and Recreation:** Seattle Parks and Recreation (also known as the [Seattle] Department of Parks and Recreation or DPR) is the department of government of the city of Seattle, Washington responsible for maintaining the city's parks, open space, and community centers. The total area of the properties maintained by the department is over 6,200 acres; approximately 11% of the total area of Seattle.