



Iowa Mississippi River Parkway Commission
**The 2013 IOWA GREAT RIVER ROAD
RESIDENT SURVEY**

Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

January 2014, updated March 2014

Prepared by:



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The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.

Document files can be downloaded at www.iowadot.gov/iowasbyways/IAGRR-CMP.html and www.ddaforum.com/DocumentLibrary.aspx.



Iowa Great River Road Designated Route Update

Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.



Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets

Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.



Condition of the Road Report

A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.



Iowa Great River Road Route Traffic Data and Safety Report

A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.



Iowa Great River Road Document Library

An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.



Report of Spring 2012 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.



The 2013 Iowa Great River Road Visitor Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.



The 2013 Iowa Great River Road Resident Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.



Report of Spring 2014 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.



Iowa Mississippi River Parkway Commission Stakeholder List

A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)



Core Management Directions, Actions, and Financial Considerations

Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.



Great River Road Interpretive Plan and Tool Kit

A comprehensive guide for themes and stories for interpreting the entire Great River Road.



Survey Objectives:

The primary goal of the survey was to gather and report indicators of the needs, desires and perceptions of Iowa Great River Road National Scenic Byway travelers and area residents. The survey's findings can assist the Iowa Mississippi River Parkway Commission (IA MRPC) and its stakeholder organizations in providing information, services and facilities that is more effective for people to experience the Iowa Great River Road National Scenic Byway. The 2013 Iowa Great River Road Survey is part of the overall updating of the Corridor Management Plan for the National Scenic Byway.

Survey Objectives:

1. Determine the current level of awareness of the Iowa Great River Road.
2. Determine whether the overall perceptions of the Byway are positive, neutral, or negative.
3. Recognize the degree to which visitors' trip expectations were or were not fulfilled.
4. Determine what qualities and/or amenities bring visitors to Iowa Great River Road counties.
5. Determine what community qualities or amenities residents value and how they feel the Iowa Great River Road impacts those qualities and amenities.
6. Collect information about the types of traveler/visitor service improvements that could be implemented along the Iowa Great River Road.
7. Collect demographic information about travelers to and residents of the region.
8. Identify the frequency of travel to the area, what else visitors do with their leisure time.
9. Collect information about spending patterns.
10. Develop a survey instrument and methodology that can be replicated in the future to measure changes in a variety of key indicators including visitor/resident needs, values, and perceptions of the Iowa Great River Road National Scenic Byway.
11. Provide visitor and user satisfaction indicators which may be useful to other state segments of the Great River Road National Scenic Byway.

Methodology:

The 2013 Iowa Great River Road Survey involved surveying two self-identified groups: visitors and residents. Visitors generally identified themselves as being on a trip more than 30 miles from home. Residents generally identified themselves as a resident of the county from the where the survey request was made. Visitor and resident survey forms are included at the end of this report.

From June to October 2013, a survey representative approached individuals who were visiting selected locations or participating in selected events in the 10 counties of the Iowa Great River Road. The representative identified herself, her role with the survey project and asked if the individuals would answer a few questions. If the party agreed to complete a self-administered questionnaire, she provided three options for completing the appropriate visitor or resident survey:

- completion on the spot;
- completion later with a mail-in return; or
- on-line completion using SurveyMonkey.com.

All prospective survey respondents were offered the opportunity to enter a sweepstakes drawing for a \$100 Visa gift card--an expression of appreciation. The sweepstakes drawing



was conducted independent of the survey process. The identity of all survey and sweepstakes respondents is confidential and not reported.

Overall, approximately 817 visitor surveys were distributed and 430 returned. 834 resident surveys were distributed and 428 returned.

Survey Data Reports:

This document presents the survey response data for a particular portion of the entire 2013 Iowa Great River Road Survey.

Supplement 3A.1 | Visitor Response Data (377 visitor respondents)

Supplement 3A.2 | Great River Road Ramble Visitor Response Data (53 visitor respondents for a special auto tour conducted on October 4, 2013)

Supplement 3A.3 | Vettes on the River Visitor Response Data (46 visitor respondents for a special auto show held in Dubuque, Iowa on September 7, 2013)

Supplement 3B.1 | Resident Response Data (428 resident respondents)

Supplement 3B.2 | Vettes on the River Resident Response Data (27 resident respondents for a special auto show held in Dubuque, Iowa on September 7, 2013)

The Iowa Great River Road National Scenic Byway

The 326-mile-long Iowa Great River National Scenic Byway connects the 10 counties of the western bank of the Mississippi River in eastern Iowa.

The Iowa Mississippi River Parkway Commission:

The Iowa Mississippi River Parkway Commission is the managing organization for the Iowa Great River Road National Scenic Byway. The Iowa Legislature established the Commission in 1959 to steward and promote the nationally recognized route paralleling the Mississippi River. The Commission's 10 members reside in each of the Iowa Mississippi River counties and are appointed by the Governor.

The Iowa Mississippi River Parkway Commission, 2014

Allamakee County | Jane Regan, Treasurer

Clayton County | Lori Wallace

Clinton County | Edith Pfeffer, Vice-Chair

Des Moines County | Debra Jochims, Secretary

Dubuque County | John Goodmann, Chair

Jackson County | Lori Roling

Lee County | Larry Kruse

Louisa County | Jay Schweitzer

Muscatine County | Daniel Petersen

Scott County | Glenn Pelecky

Iowa Department of Transportation | Mary Stahlhut, Iowa Byways Program Manager



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The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation or of the Federal Highway Administration.

The document was prepared with financial support provided by the Federal Highway Administration with a National Scenic Byways Program Grant as well as financial and in-kind assistance provided by the Iowa Mississippi River Parkway Commission.





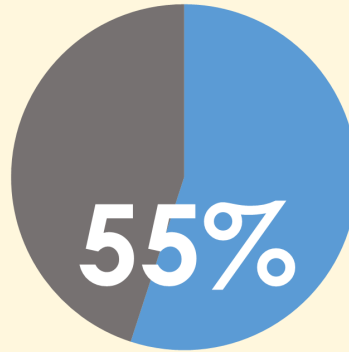
Iowa Great River Road 2013 RESIDENT SURVEY



Here's information about Iowa Great River Road **RESIDENTS**...



73% of residents feel the area has **changed for the better**. 4.3% feel it has changed for the worse.



55% of **Residents** say **additional** tourism services or visitor amenities are needed in the area

78% of residents feel tourism is either **Very Important** or **Extremely Important** to the local area economy



57% of residents feel the Iowa Great River Road **Contributes to a Great Extent** or **Contributes Significantly** to local area tourism



...of **Residents** are either **"Somewhat"** or **"Very Much Aware"** of the Iowa Great River Road. 10% of Residents report they are **"Not Aware"** of the Iowa Great River Road

"Completion of the Great River Road has increased the number of people coming into our community. More tourists mean more money being spent in our communities." - resident from Guttenberg

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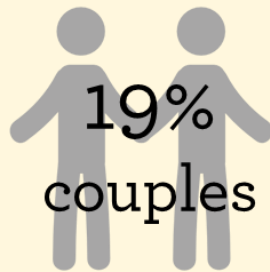


Iowa Great River Road 2013 RESIDENT SURVEY



Information about Residents...

81.4% have been a resident of the area for **11+** years



Visitor Income Levels



21.4% \$100,000 +
39% \$50,000 - \$99,999
40% \$0 - \$49,999

62% of Residents are either **Retired** or work in **Management/Professional** fields



39%

62%

61%



of Residents have at least an Associate's Degree

56.9

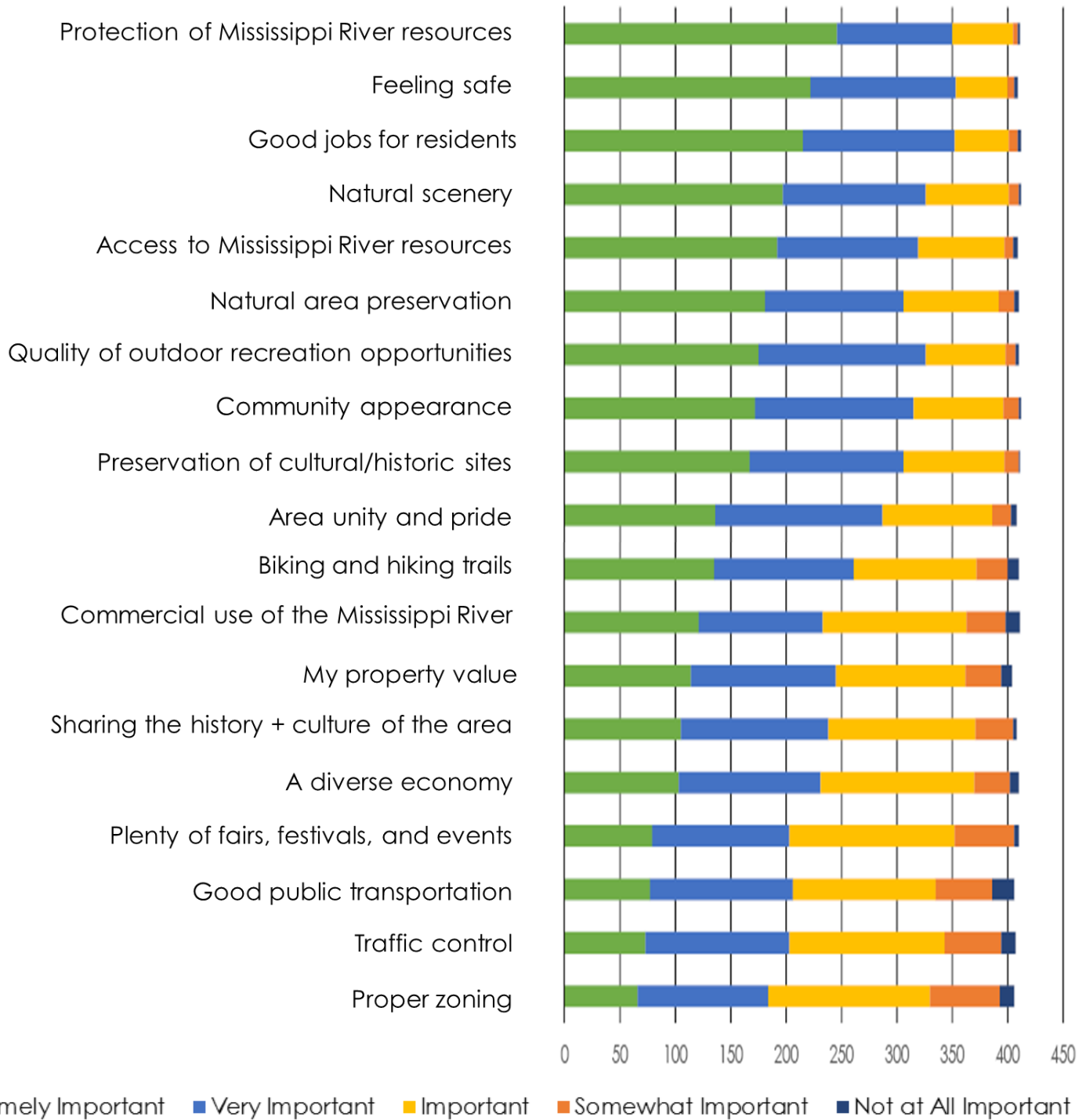
Average Age of Resident Respondents



Iowa Great River Road 2013 RESIDENT SURVEY



Residents rated the importance of a variety of local and regional characteristics

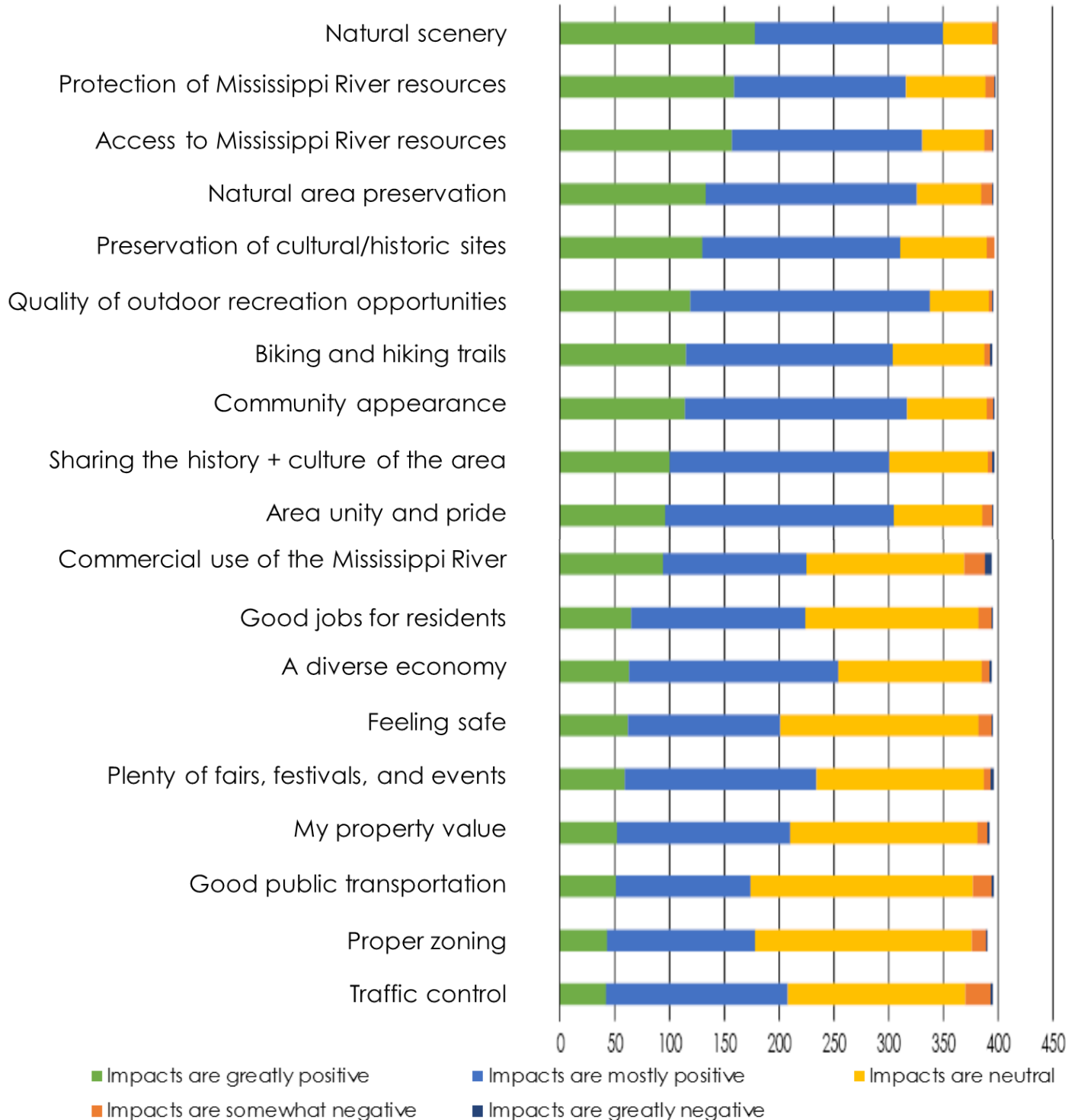




Iowa Great River Road 2013 RESIDENT SURVEY



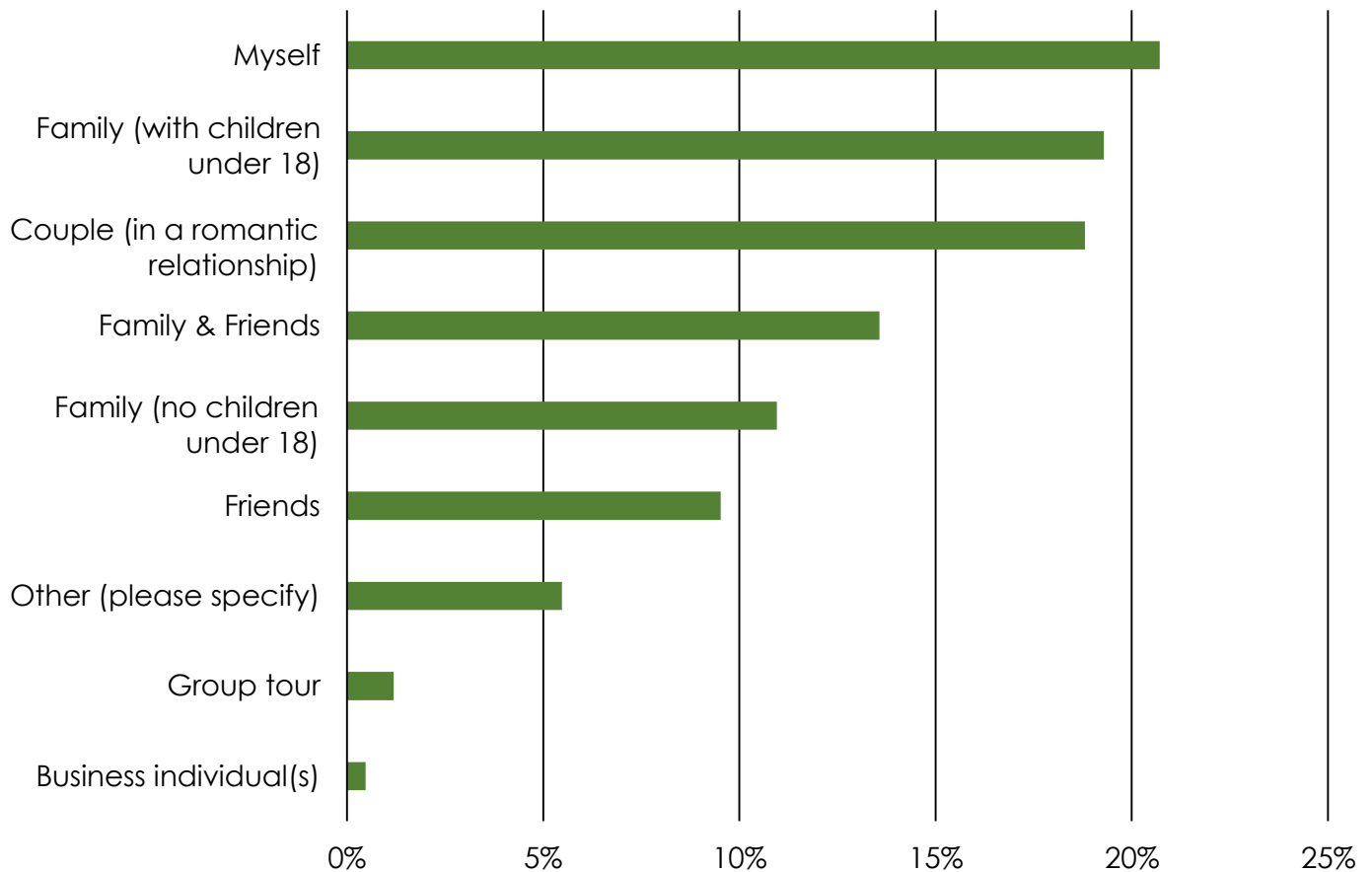
Residents rated the impacts the Iowa Great River Road has on local and regional characteristics



1. What best describes your travel party?

Myself	20.7%
Family (with children under 18)	19.3%
Couple (in a romantic relationship)	18.8%
Family & Friends	13.6%
Family (no children under 18)	11.0%
Friends	9.5%
Other (please specify)	5.5%
Group tour	1.2%
Business Individual(s)	0.5%
Grand Total	100.0%

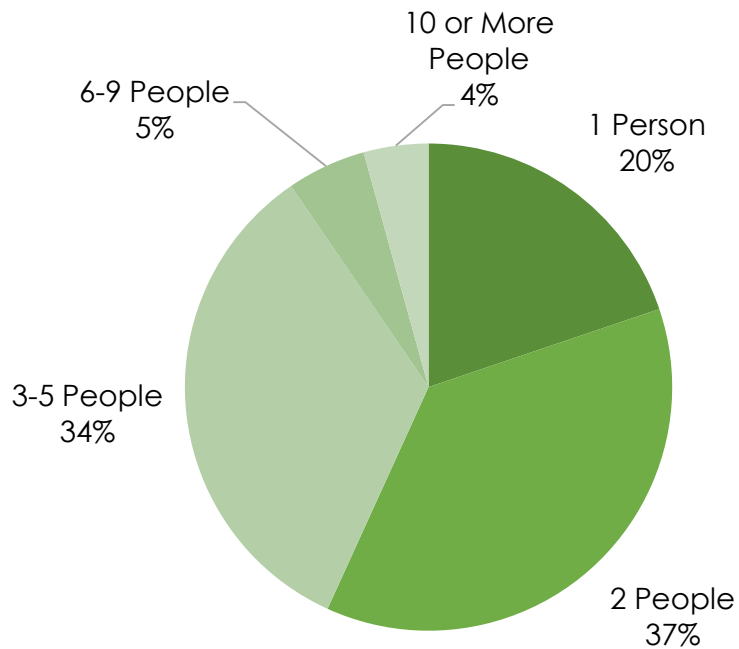
Total Question Response: 420



2. How many people are in your travel party?

1 Person	19.8%
2 People	37.0%
3-5 People	33.7%
6-9 People	5.3%
10 or More People	4.3%
Grand Total	100.0%

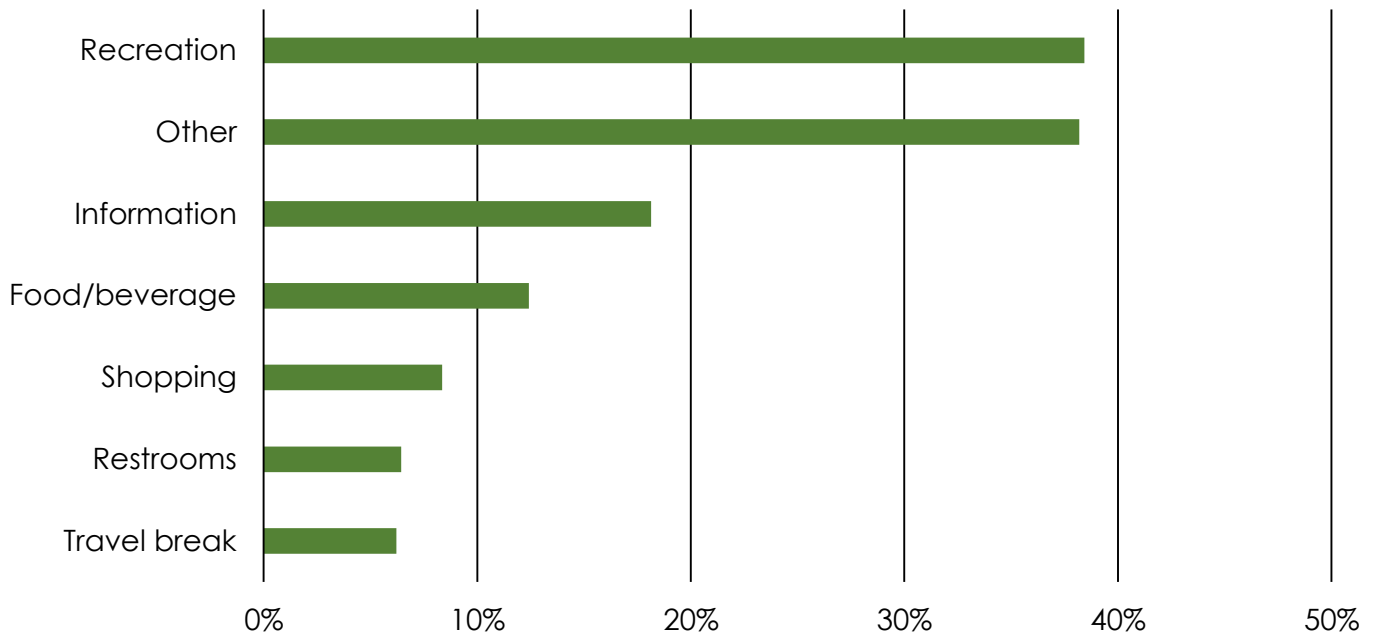
Total Question Response: 419



3. What was the purpose of your stop?

Recreation	38.4%
Other (please specify)	38.2%
Information	18.1%
Travel Break	12.4%
Restrooms	8.4%
Shopping	6.4%
Food/beverage	6.2%
Grand Total	100.0%

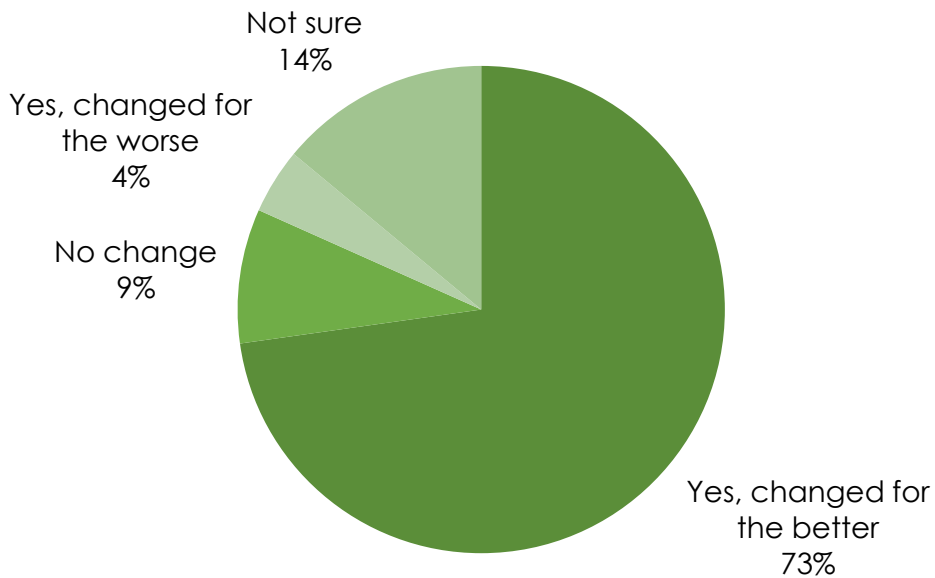
Total Question Response: 420



4. Do you feel the area (this portion of the Mississippi River region in Iowa) has changed in the years you've been a resident?

Yes, changed for the better	72.8%
No change	8.9%
Yes, changed for the worse	4.3%
Not sure	14.0%
Grand Total	100.0%

Total Question Response: 415



5. If you feel the area has changed, what has changed and what do you think has caused this change?

INDIVIDUAL RESPONDENT COMMENTS

More boat ramps have been added and fixed up

Sediment now fills in much of the Mississippi backwaters a change for the worse, however, I have read the Mississippi is clearing up from pollution problems.

Increase in population thus more usage of resources

very busy tourist area....less people seem to frequent town but look for places to "stay"....river is busy and lots of biking but the "trail" along the highway isn't what most consider adequate bike trail. Traffic and wide loads can make some areas dangerous

Buildings in disrepair, swimming pool outdated

Many homes and buildings have been neglected or updated in a haphazard manor. I suspect lack of interest or \$\$ or both.

Enhanced downtown area to include upgraded buildings, additional and broadened dining and shopping options and improved beaches on river sand bars. The complexion of the local population has grown to individuals with varied and interesting backgrounds and life experiences.

We are seeing the positive effect being a "Main Street Iowa" is having on the community and the face of Lansing's downtown.

The school is getting better. Town in developing more.

More activity & vitality in town; more recreational opportunities.

It has changed, but the changes have been both for the better and worse. Example: more people, both travelers and residents--good for economy, not always good for the environment.

Better stores to shop in. Better docking for boats. Parks updated. Roads updated. Scenic viewing spots of the river. Better care of the river. Residents taking better care of their property.

The area has simply become more beautiful as a result of increased community involvement and projects.

I think there have been some good improvements made, but while thinking back I'm not sure those changes were for the better or for the worse. I think it was more to "maintain"

Would like to see more scenic overlooks, brush and trees removed from the line of scenery while driving along the GRR especially going North from Marquette, IA and from Lansing to New Albin. Needs an information and tourist center somewhere. Needs a newly paved road between Hwy 76 and Harpers Ferry. Appears to be coming with the new bike path on the GRR. Local business needs to promote the GRR more and that they are part of a National Scenic By-Way. Harpers Ferry needs a visitor's center with information available. The street coming into Lansing between the Lansing Harpers Road and the road to get onto the Black Hawk Bridge is very rough and needs widening and resurfacing. DNR parks and waysides are poorly maintained but County Conservation parks and way sides look very nice. Thank you County Conservation. More history needs to be revealed in Allamakee County.



5. If you feel the area has changed, what has changed and what do you think has caused this change?

I think the quality of the road has improved, but I feel that it would bring more people through the Iowa side of the river if the river road was a state road. If you look at most road atlas', you'll see on the Wisconsin side that river road goes the length. In Iowa, it seems like part of the road are missing, such as the stretch from Lansing to Harper's Ferry. The reason is that is a county blacktop so it doesn't show on many of the atlases. People not knowing that the road continues from New Albin to Marquette would choose the Wisconsin side because the road is continuous over that same area. The idea that the state has turned over the stretch from Harper's Ferry to Hwy 76 and wants to do the same with the piece of Hwy 26 between New Albin and Lansing, will only make that look less attractive to people traveling through the area. I also think some promotion of areas like Blackhawk next to the Upper Iowa River and its historic significance as they do on the Wisconsin side would be a good idea as well. As far as adding the bike lanes on Hwy 26, I don't see any return on that investment. The bicyclers don't pay any licenses on bicycles, they don't spend money in the area, and they just want water and a restroom to use and are seldom in the bike lanes anyway. I don't really understand how they are catered to so much and contribute so little in terms of the economy. Every other vehicle has to be licensed and in the case of snowmobiles and 4-wheelers, they can't even go into parks or on the road, yet we add lanes at great expense for bicycles that are primarily not paying any fees that contribute to the resources they are taking nor do they tend to spend money locally. I'm confused by this. Overall the state seems to let things be, which I think really is the best policy. I have had heard some complain that Des Moines forgets about Allamakee County. I say that might be the best thing. I don't mean that in a negative way, just that a lot of us like being in an out of the way, non-commercialized place.

The river has gotten very dirty, this is by pollution and garbage left by people "enjoying" the river. Also, most towns have become run-down in appearance and vacant.

There is noticeable improvement on homes, cabins, and general upkeep along the river areas.

Still a beautiful area to road trip on. Very scenic.

I've only lived in Allamakee County for 3 years.

Home development and improvements. Some road improvements, some local industry. Better city and rural planners.

New So. marina

Formerly lived here 25 years - lots have been done but more updating needed - changes in climate, changes in residents all contribute to changes. This survey - good idea.

Plus: Development of communities and historical sites Minus: Mines, Pattison Sand

Welcome signs, baskets of flowers in downtown area, boat ramp, continued celebrations, additional campgrounds

Completion of the Great River Road has increased the number of people coming into our community. More tourists means more money being spent in our community. A new marina in the community.

New marina, Band Shell in park, New Hospital, Public Library Enhancements

Cleaner

More travelers through our community

Local businesses are realizing that the natural beauty in the area is a tourist attraction and they are working harder to capitalize on that.

More preservation of the area and more recreational use of the river from right here in town.

Our big (unreadable) hiking area was much improved.

More attention paid to hospitality: sources for visitors, including Guttenberg new marina center.



5. If you feel the area has changed, what has changed and what do you think has caused this change?

Better access for boaters

Actual Great River Road improved the route to WI enormously cleaner highway due to groups that do yearly cleanup

Backwaters are silted-in, only the channel is maintained

Beautification of small towns and sites along highway

New people - leadership

Great lack of quality jobs, restaurants and residents. Lots of drugs and lazy people, low income. Seems to be a place for them to hide out here in the small towns. Fewer families - mostly retired people or age 60+.

River access, highway improvement

Tourism Development - Riverfront Improvements

Cleaned Up

Better roads and cleaner parks

More people have moved into the area.

They moved the casino boat

I think this is worse pollution from the factory

Condition of the road is better. The welcome center near LeClaire is/was great.

Only been here a few months

Great Roads past the Mississippi River. Bike trails with lights for easily riding and walking. Good signage and lights - easy access.

I feel that Clinton (my home) has been making many improvements to encourage more people to come here.

Investment in businesses on and by the Mississippi river.

Improved dike system. More access to river.

Better recognition of appropriate activities along the road. Not too much signage. Good highway quality.

Upgrade of HWY 67/30 has been continuous over last 8-10 years. Iowa DOT has helped immensely!

Community Pride

Better roads

Beautiful Lincoln Highway

Clinton River Front has many venues - lots of events and a great mix - better signage on the Great River Road to help visitors get around.

Better amenities, easier access to River Road. Commitment to keeping area well-maintained, tourism.

Various amenities are available that were not in previous years.

Riverfront marinas and tourist attractions have increased.

It's become beautiful with all the changes

Increased focus on cleaning up the river - people like Chad Piegracker (name spelling?).

Increase awareness and protection of the Miss River Front

Clinton levee built, Clinton waterfront improved, Clinton marina improved

Trying to turn around downtown and main. The Casino, The Sawmill Museum, Dike (riverfront) Ave Restaurant on Riverfront; updated, new marina; newer roads to access downtown, riverfront, + outskirts of town.

Clinton County Conservation Eco-tourism Center. Better access and info to locate attractions.



5. If you feel the area has changed, what has changed and what do you think has caused this change?

Camanche Avenue rebuild, repaved 2nd St., storm and sanitation rebuild, marina, ball park overhaul, grant money, 5th Ave parking

Increased interest by others!

More recreation along the river. More attention being paid to the beauty.

Extremely better water quality and recreational facilities

Erosion control

water looks better

Rock Creek Marina Campground

New center at Rock Creek Marina Movies in summer (maybe got some money [to fund])

Move access to river boat docks Public access

The river clean-ups are great.

I like the Upper Mississippi River Wildlife Preserve.

Better management

The government took over for the better. We enjoy coming down here to camp. More friendly than other campgrounds! Especially towards the kids.

Been to lots of parks. Rock Creek one of the best.

Cleaned up the park and built Eco building

Has new building and whole area has much newer, cleaner look.

Area cleaned up - more campers, nice visitors' center with clean restrooms, camp store, picnic area.

Appreciation for N.R.

Yes - education and news media

Leclaire development downtown. Ecotourism Center at Rock Creek.

New businesses. New events in the area.

New parks

More and better recreation opportunities. People are traveling more and are looking for recreational opportunities.

Increased housing along river

Water is cleaner due to stricter enviro laws, better awareness of eco impact of our habits practices, daily lives. Efforts by many organizations to educate and clean environment.

Better care of the area

Different activities along the river. People's interest in experiencing the Mississippi.

*From gravel road entrance to RR signals and blacktop and outhouses to shower/restroom buildings

*From Shack to Eco Center

The building of the Eco Center

Improvements at Rock Creek Marina and Campground - Excellent Clinton County Conservation Staff. Addition of Blue Heron Cruises.

Has really been built up nice and kept up so really is nice

Increased usage by more people. Greater appreciate of importance of river.

The tourism center and marina open up opportunities to experience the water safely.

I lived in Davenport - City water began tasting different. News media stated the algae was cleaning the river water, therefore they cut back on chlorine - good news to me. :)

People getting involved Adding parks Cleaning rivers

The Sawmill Museum is a great addition



5. If you feel the area has changed, what has changed and what do you think has caused this change?

We have a flood levy and nice bike paths

More shopping/ more things for tourist attraction. But need more stuff for the children

Development of the riverfront area has taken place - good thing. Back waters of the river are filling in causing loss of good fishing. Need to promote "green" methods to cities along the river - permeable concrete, more green space, less run-off, etc., etc.

Better focus towards family and tourism. Cleaner riverfront

No more beaches and too many birds killing the fish by the dam

[A lot of things are] getting more family friendly

Recognition of the river as a draw for the area

Flood control for a safer and more beautiful riverfront

Riverfront food carts

Improved shopping opportunities

Better roads

More parks along the river. Fountain at the Auditorium has been rebuilt

Road better. Riverside cleaned up.

Water quality better, better treatment

New library, repurposed old hospital into offices + restaurant, Farmers market at port, working to fix depot, new railroad bridge; new motel/waterpark/gambling area. New art center downtown and few more stores/restaurants, restored Capitol Theatre. Residents of Burlington care about their town and rebuilt a church that burned and have made apartments and more offices in older buildings downtown.

Improved roads

Increased awareness - signs

There are more opportunities for children's activities due to the library, Farmers market, Art guide, camps at Starr's Cave and the YMCA. Also Fun City is a big plus.

Community (Burlington) is spiraling downward...poor leadership and an influx of welfare recipients mostly from Chicago county atty and local judges are too lax on criminal activity and drugs

Things have changed. I'm afraid to go downtown in this beautiful city at night anymore.

Dubuque's efforts to beautify the riverfront

It changes before I moved here 6 years ago. It's beautiful now.

Population - great #s of people moving here from out of state (Chicago, etc.) - Development of riverfront area

Upgrade of the river area around Dubuque for seeing and engaging the river

Big clean up along the downtown area in Dubuque

Everything changes - this is a broad question.

River access has gotten better. River has become cleaner. River wetlands are better protected. People have become aware of the importance of a healthy and clean river.

Riverfront is more accessible to the public. It has been cleaned up and is more appealing to visitors. I believe the city and community members, along with residents have all been a major factor in the changes.

Good - Iowa tourist and local businesses. Bad - ease of free benefit which has caused detriment of nice older neighborhoods

More bike trails and recreation



5. If you feel the area has changed, what has changed and what do you think has caused this change?

We have only lived here a short time, but we're very happy with the emphasis on the arts and sustainability.

The side of the highway is kept up better

Development of Dubuque waterfront and Dubuque development in general

A better vision of what the Mississippi means to tourism

Better use of Mississippi as a tourism resource

Improvements to river area: Port of Dubuque bike + walking area, at McDonald park, National Mississippi River Museum. Economy has improved.

Riverfront restoration and focus on business revitalization

More opportunity for business development and cultural/recreational events resulting from private and public financial investment in the area.

Water is cleaner

River is silting in. Marinas are more challenging to navigate.

More awareness of ecology

Over my 60 years in Dubuque, the river quality has certainly improved, people are more aware of their impact

A very progressive has caused the change. Changes: flood wall, dog rack, museum, port of Dubuque, etc.

The area had been improved with the addition of the River Museum, Tony Roma's and Grand Harbor and surrounding river walk. We always enjoy going down during the summer and seeing the Art on the River.

Looks a lot better

The addition of the river walk and all the businesses along the walk. These were added to increase tourism.

The City of Dubuque has built the River walk

Much improvement to the river walk - it's beautiful.

Seems as though grants and development funds go to benefit those "in the know" - real estate and businesses but not middle class or lower classes. Mill District usually has served those who own the buildings, the reconstructors, and contractors - then take will go up. Tends to drive out small business jobs that are service jobs with fewer benefits.

River front so much better

Updates, and more things added to encourage people to get outdoors.

More improvements to parks, more attractions and events for families, better places to dine. It is clean and people take pride in the community.

Beautiful here.

People involved are very open to help extend what our students are learning.

I think a lot of effort has gone into showing off the mighty Mississippi. Dubuque has added trails and connected bike paths to come into the city. Scenic overlooks are dotted across the Great River Road. I can only hope as much, if not more, effort is going into cleaning up the river.

The riverfront area has been improved and looks great.

Economic changes and attractions in the city of Dubuque

Improved facility

Investment in area. Better attractions.



5. If you feel the area has changed, what has changed and what do you think has caused this change?

Better upkeep.

I started college here in 2010. Over the two years I have noticed a lot more activities in the town and fun things to do.

Dubuque riverfront much improved.

More wayfinding signage

Beautiful areas to walk and sit to enjoy the river.

Better roads

Healthier Nature

The trees and foliage along the river road is beautiful. It would make sense that those involved with this survey have a lot to do with making/keeping it beautiful.

More accessible to all. More scenic walk along flood wall.

More awareness of what is available. Seasonal opportunities.

More options and activities for tourists. More food choices.

Made areas more beautified

Not sure

Don't have anything to compare to. Have heard of the great changes!

The roads are a lot better than they used to be.

Greater appreciation for the river as a natural resource

Ecosystems have been disrupted by dams, river traffic, pollution

Attention to tourist element

The beautification of it - taking advantage of the natural beauty and preserving it.

There are more houses on the bluff tops.

There has been some road upkeep south of Bellevue.

The city of Bellevue has paid more attention to the riverfront. The river walk, festivals and promotion of businesses here all helped the area change for the better.

Better riding surfaces on my travel

Businesses have closed. Economy and Obama.

River has changed, too much silt. Land owners are clearing too many trees.

Guard rail

All the landscaping around the center is fantastic

Communities trying to revitalize.

The recreation areas are more accessible, numerous, and better equipped. Better advertised.

Unfortunately the landscape continues to be degraded by current farming practices. This leads to degradation of the Mississippi River itself and its value to fish, wildlife, and recreationalists.

Yes - better. More communities are celebrating the river Chad Pregracke's (spelling?) are inspiring others to care about the river. Cities are improving their riverfronts and providing better public access.

Yes - worse. More and more housing developments and rural acreages are encroaching on the river bluffs.

More walkways - bike travel

New facilities at Bellevue. Hurstville Interpretive Center - Maquoketa. Mag Art Experience - Art experiences going N, S, E, and W

Local tourism and recreation opportunities

Green Island doesn't appear have as much marsh as in the '70s



5. If you feel the area has changed, what has changed and what do you think has caused this change?

Green Island - not enough marsh for ducks...

All the attractions

Not a long time resident

People are more aware of opportunities along the river

Needs more to do. Need a walk path.

Fewer jobs but more recreation

Roadway is improved

Paving of the road- the Great River Road

There has been more emphasis on tourism and development of natural areas

Better roads (flood damage), bike signs.

I like the increased interpretation!

Road finished, more bikers

River front in Muscatine

More eagles, better riverfront. People are more aware.

More activities for families

Expanded the walking path!

Only lived here a few years

Overall improvement - general sense to be better

Investment in improving property and bringing in new businesses

The number of visitors who stop has grown. Many people now look for day trips as a long vacation due to rising gas prices. Because of this the park Wildcat Den at Mel Pine School as well as the Pine Creek Mill have expanded what is available for visitors to see and do.

Having lived in Connecticut, I was so encouraged about how they value history down to the lowly barn. Iowa has no incentive to maintain our heritage. The schools don't teach history, where we come from, who did we trade with, how was the River Road important in early times. All we do is tear down our historic homes, farms, factories and plant more corn. Do you know I had a child (10) tell me rats lay eggs?

They have added historic items to the park that makes it more interesting.

More attractions

Good riverfront in Muscatine for recreation.

Area has been cleaned up, revitalized downtown

The park is fixed up more, cleaner

The state of the roads and river access areas.

Too many old buildings torn down, people need to be given tax credits or something to restore old buildings.

More eagles, better river front. People are more aware.

More restaurants on river, garbage cans on trail

People caring

Floods, weather

better riverfront

Bike trails Museums Parks

More tourism friendly. Better streets. More information signage. Street signs. Change caused by more advertising. People love the river views.



5. If you feel the area has changed, what has changed and what do you think has caused this change?

Less crime, safer, cleaner, more attractive, restaurants, bike trail

Only lived here one year

Been cleaned up - better views and infrastructure

The local riverfront (Iowa) offers more - in number - and more varied activities to either just watch on to directly participate in. My opinion is that city leaders are beginning to think and plan outside of "the box" that selfishly serviced just its own community before and even then appealed to only a certain portion of the city.

A rise in tourism. Money spent to improve high traffic areas and infrastructure

concerts and festivals by the river

Freight house! :)

modernization

Movement of companies from the river and making of the many bike paths.

More opportunities to learn about the area, more means to do this - bike, segway. Better signage.

All the downtowns are so much improved and cleaned up.

Improvement of all downtown areas, beautification efforts, artwork.

Visitor Center. Cleaning up downtown.

Roads are nicer

The community as a whole feels safe More job opportunities More schools opening (Western)

Alliant Center, Casino + National Mississippi River Museum

River area around National River Museum has a lot to do.

Renovation of Dubuque - Riverfront - Downtown - entire community. Great leadership City Council and staff.

The food places cater to the tourist

Some good, some worthless

The riverfront (Ice Harbor area) is great

More tourist events, cleaner, prettier, more festivals

More tourist for family groups, people staying close to home

Mississippi at Dubuque, First the Good: River Museum, E.B. Lyons Interpretive Center, River walk and Bike trail. BAD: The river has become Barge traffic only, No thought about Rec, fishing

Improvement in tourism stops (River Museum, hotels, restaurants). City of Dubuque has partnered with businesses to consciously improve Dubuque.

City leaders

Development of the River Walk. Hotels, restaurants, museum

Some of the roads are better but others suffer from lack of attention.

Lookout at Balltown. Road from Sherrill to Balltown.

More people are aware of the environment and are not disposing anything into the river.

Riverfront continues to be cleaned up. More activities occur on the riverfront. Boat docking for private boats.

More tourists are coming to Dubuque. New building downtown.

More interest in tourism

The River is filling because of chemical runoff from the farm land, 70% and 30% from other sources

River walks - historic plaques - places to sit and view, relax. Museum. Art. City leaders, citizens' input and government.



5. If you feel the area has changed, what has changed and what do you think has caused this change?

Better economy. More industry. Riverfront development. Development of west end shopping and restaurants. Better signage.

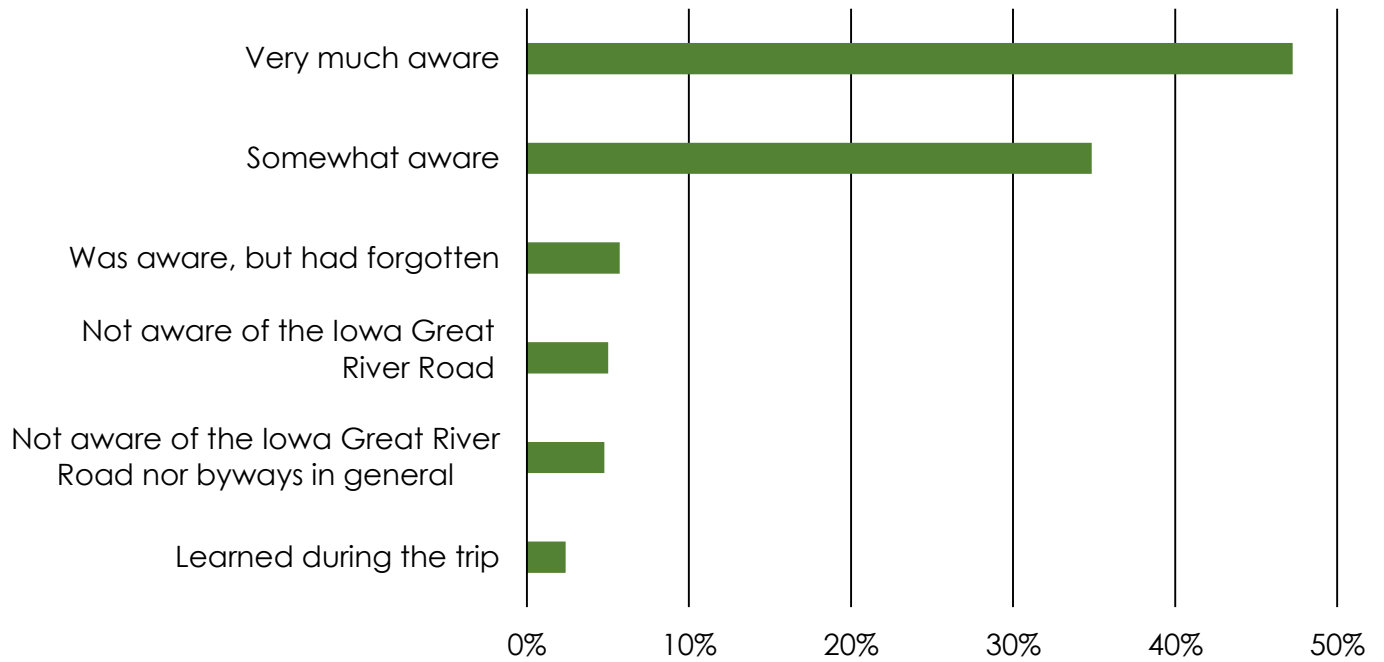
Roads better for corvette rides



6. Before this current trip, how aware were you of the existence of the Iowa Great River Road National Scenic Byway?

Very much aware	47.3%
Somewhat aware	34.8%
Was aware, but had forgotten	5.7%
Not aware of the Iowa Great River Road	5.0%
Not aware of the Iowa Great River Road nor byways in general	4.8%
Learned during the trip	2.4%
Grand Total	100.0%

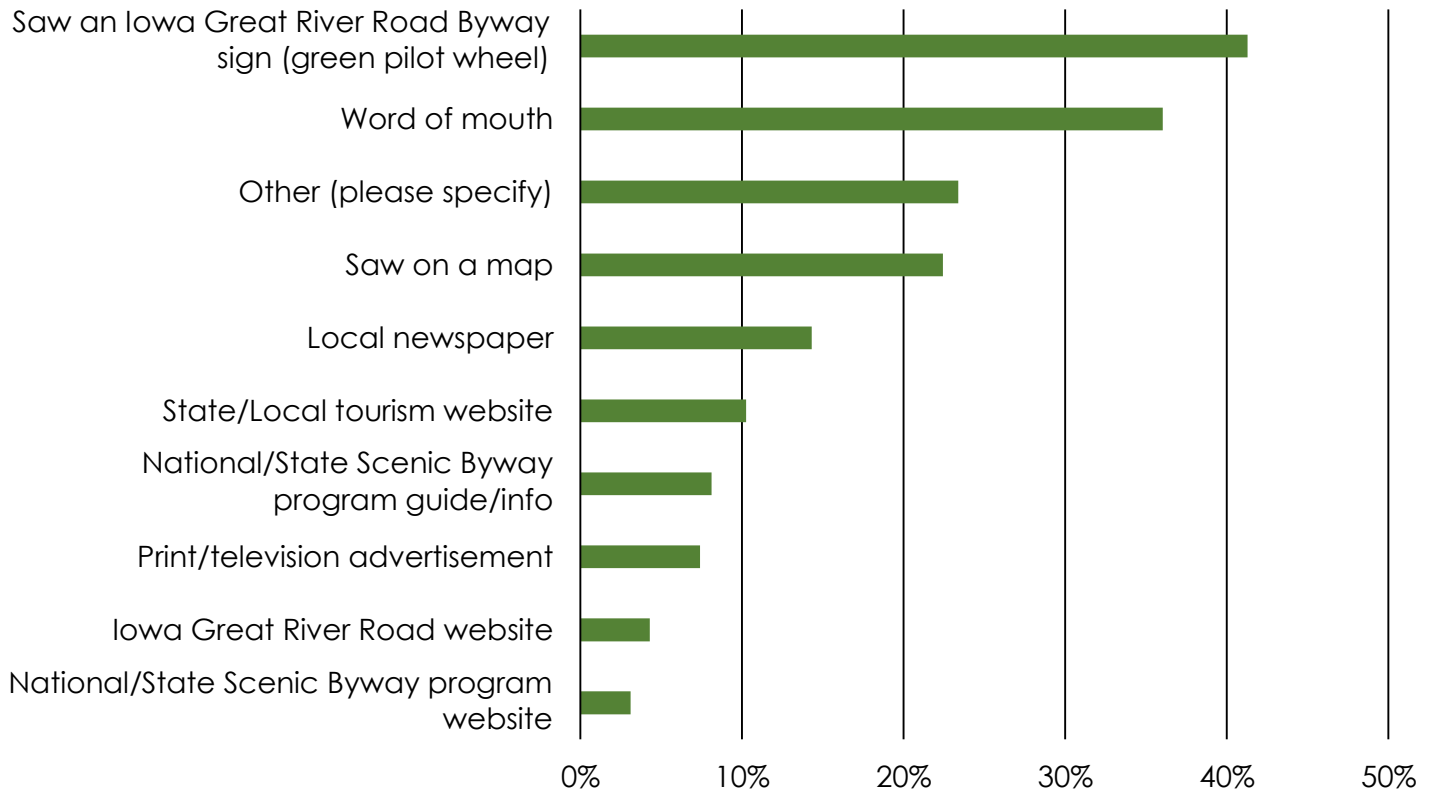
Total Question Response: 419



7. If you were aware of the Iowa Great River Road, how did you find out about it?

Saw an Iowa Great River Road Byway sign	41.3%
Word of mouth	36.0%
Other (please specify)	23.4%
Saw on a map	22.4%
Local newspaper	14.3%
State/Local tourism website	10.3%
National/State Scenic Byway program guide/info	8.1%
Print/television advertisement	7.4%
Iowa Great River Road website	4.3%
National/State Scenic Byway program website	3.1%

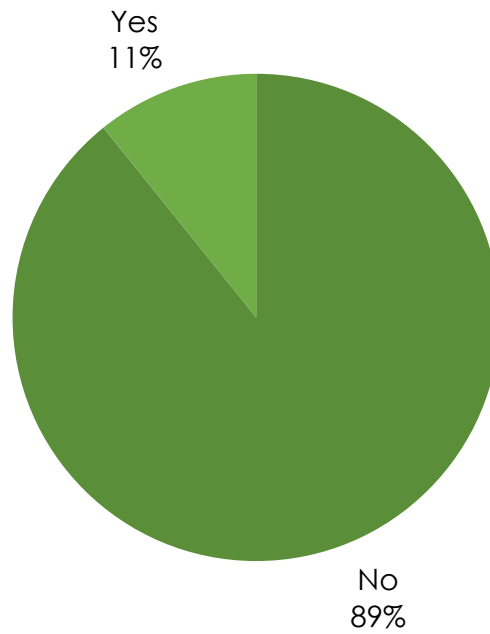
Total Question Response: 420



8. Are you employed in the tourism industry?

Yes	89.2%
No	10.8%
Grand Total	100.0%

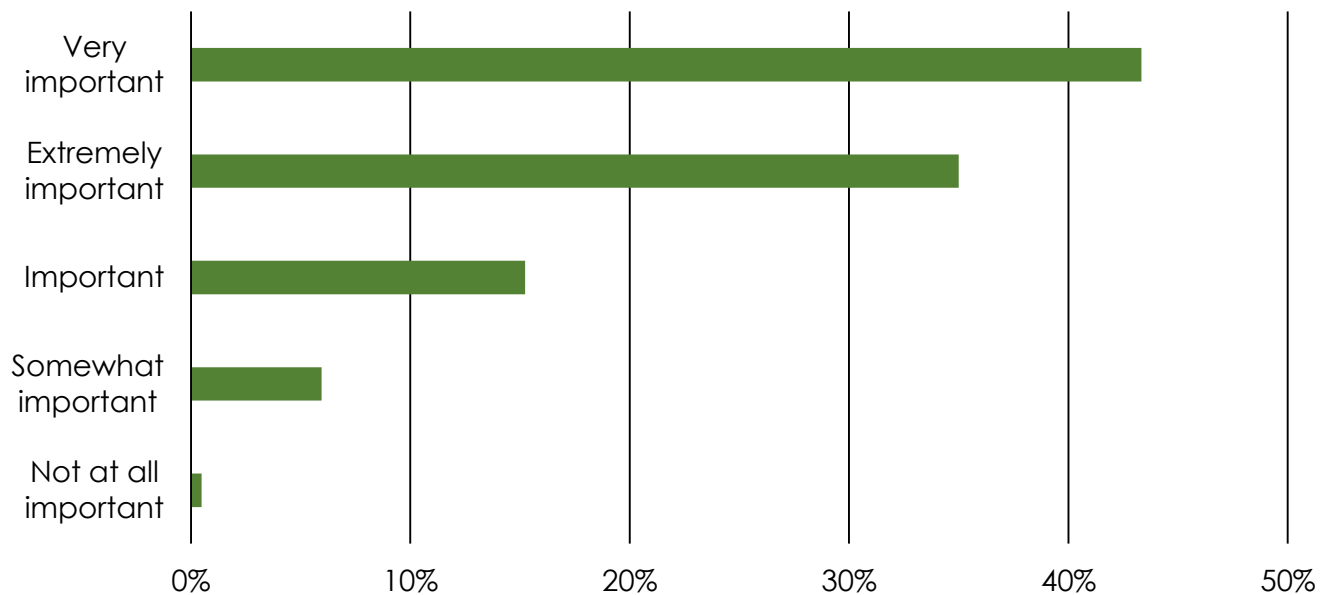
Total Question Response: 417



9. How important do you think tourism is to the local area economy?

Very Important	43.3%
Extremely Important	35.0%
Important	15.2%
Somewhat Important	6.0%
Not at all important	0.5%
Grand Total	100.0%

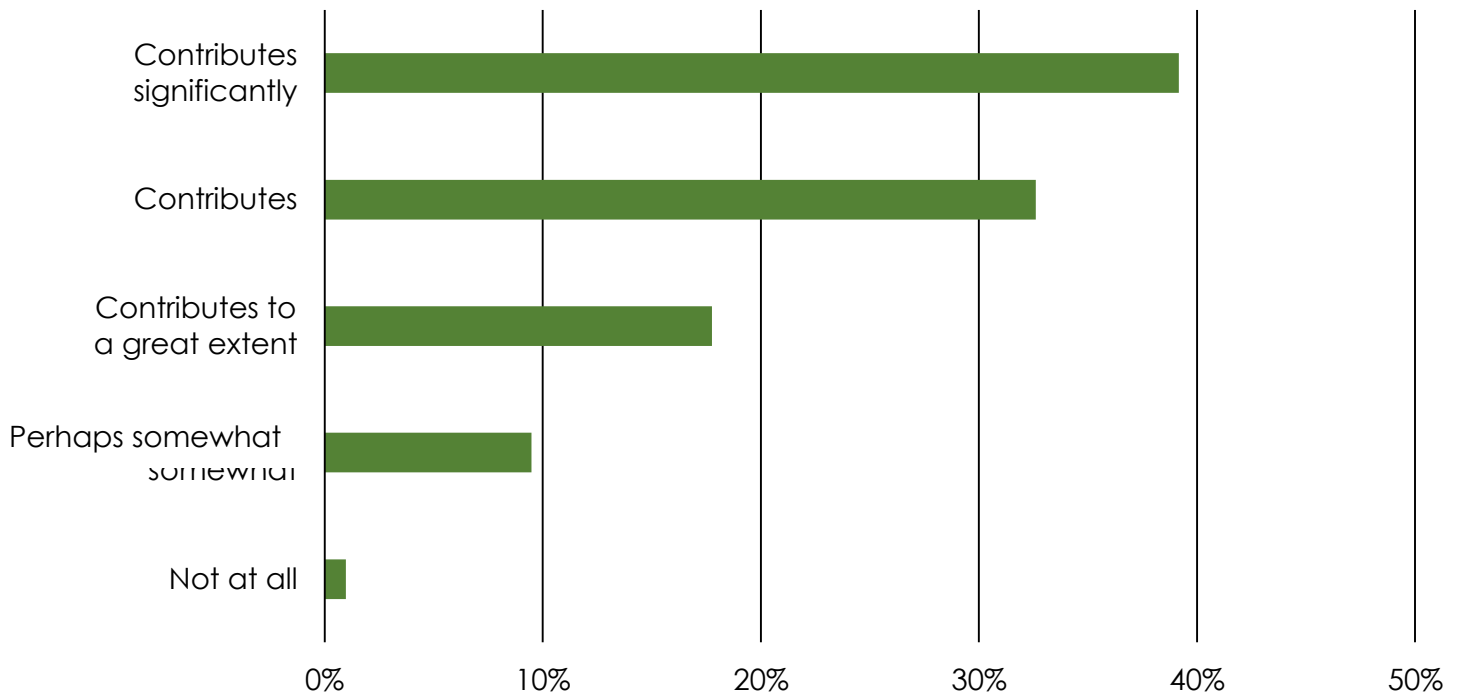
Total Question Response: 420



10. To what extent does the Iowa Great River Road contribute to local area tourism?

Contributes significantly	39.2%
Contributes	32.6%
Contributes to a great extent	17.8%
Perhaps somewhat	9.5%
Not at all	1.0%
Grand Total	100.0%

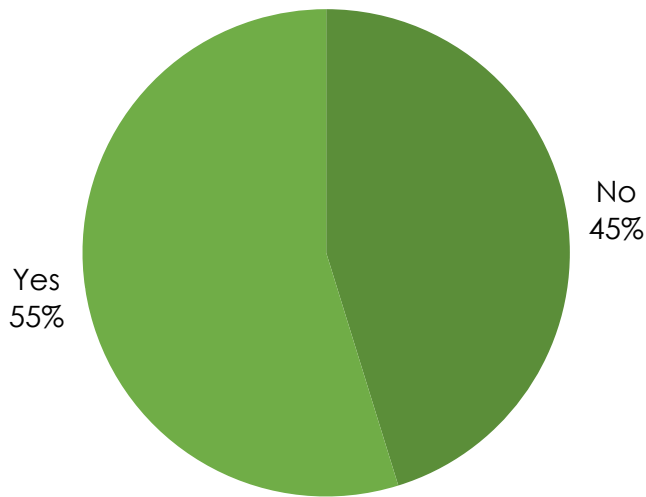
Total Question Response: 411



11. Are there any additional tourism services or visitor amenities that you feel are needed in this area?

No	45.2%
Yes	54.8%
Grand Total	100.0%

Total Question Response: 387



12. If you answered yes to the previous question, what additional tourism services or visitor amenities do you feel are needed in this area?

INDIVIDUAL RESPONDENT COMMENTS

Places to clean fish caught on the rivers and streams

Sufficient lodging, but only during peak tourism times such as fall during leaf changing period.

Better boat landings. Improved facilities at parks, Upper Miss Refuge, boat landings.

Actual booth, shop with a person there during tourist hours (Friday evening and over the wknds)...Dollars to promote our area, Dollars for cleanup of the messes left behind. better public bathroom facilities and park areas

Lansing should have a visitor center with restrooms and more hotel rooms.

We'd love to see a Visitor Center to represent the area with literature to include fun activities for all ages (i.e. scavenger hunts, historical building/ sites walking tours, etc.).

Restoring downtown, giving it a warm and inviting look would go a long way to encourage tourism.

Additional educational opportunities for visitors (interpretive centers, etc.)

Visitors Center to help visitors access the scenic and recreational resources in the area and help visitors get some initiation in activities the area offers that they would like to learn.

Lodging facilities in our town; more unique/unusual shops

Better motel accommodations. A visitor interpretive center is to be built here soon.

Destination Restaurants, something that people will travel miles for. Public restrooms. Destination retail, places that will bring people from miles around.

We need a visitor center welcoming tourists to Allamakee County/Iowa. There is nothing here in Northeast Iowa to welcome them. You have to go further south (Guttenberg? or Dubuque for sure) in order to see any sort of welcome sign/information. In addition, we need to update the roads and continue to keep them well-maintained...otherwise people will not want to come and stay.

Answered this in previous question above

The beauty of the area needs to be enhanced more and more businesses to attract the tourists to stay and shop and so forth

see answer in last section

A place to pick up maps, see restaurants available, more info on the area in the booklets out.

More awareness of what is really in this area. Bicycle trail along the river or very close and not adjacent to the highway. This should include a few benches to sit and rest, bathroom facilities, one or two bicycle repair stations (air) and (tools) (A nice example of this would be Two Rivers/Manitowoc,WI) Another nice thing would be an on-call van or shuttle service to take travelers on a guided tour along the river area to points of interest such as Mt.Housmer/Black Hawk Park/Effigy Mounds and others.

Scenic outlooks

We need more place to visit and shop at.

Road improvement between McGregor and Guttenberg, better sign at intersection of C17 and X56 by Clayton Hills campground. Also better sign at south end of Main Street in McGregor at intersection by church.

More hotel/motel facilities

More community awareness



Bike trail development

Guttenberg - houseboat/paddle wheel rides on Thurs. - Sunday. Rental of kayak, day fishing trips

Better signage along the road. Signs too small to really read.

Talk of new motel with year round swim pool

More advertising locally

Our tourism office is in the heart of Guttenberg but many people just travel the main highway through and miss the tourism centers.

In the fall months tourists need port-a-potty at south overlook Guttenberg, IA

Better signage and a way to put the GRR into the GPS systems, MapQuest, etc.

Signs showing where the Great River Road actually is.

It needs a bike trail next to the road. Guttenberg needs a chain motel.

It needs a bicycle trail. Guttenberg needs a chain motel.

Local businesses expanding hours to be more accommodating to those traveling, esp. on weekends during peak season.

Hotel or more lodging facilities. More shops for tourists to browse in and restaurants open on Mondays.

Full time tourism director

Provide more grants to small towns

More grants available to small towns

Public restrooms

Hotel in Guttenberg

More shops - Art galleries, be open to the entire community

More attractions, public boat rides, public docks, better hotels, better restaurants - all offer the same menu. Nothing to do once you get here.

Hotels

Bike path

Pump stations (?) for RV in Guttenberg Bike trails - connecting from destination to destination

Decent, clean restrooms that are open 24/7 (and NOT port-a-pottys). At least at the North and South Marina areas. Have lots of parks, playgrounds and touristy things in City of Guttenberg and signage for public restrooms. Probably more of a City issue but Great River Road brings them here.

A bridge between Guttenberg + Cassville

Clinton, IA is a significant tourist destination which continues to be overlooked by the people of Iowa. More millionaires from IA industry lived here than anywhere else in Iowa. There are still a lot of great mansions, old houses to see. If tourism to Clinton increased. We should have a tourist booth or office in Clinton.

And occasional program at a library or school to promote the Great River Road Byway.

more and better hotels

Better trail signage, better trail upkeep. Restaurants and tourist locations along the river. Increased opportunities for water travel such as kayaks, canoes, and other boats for rental.

The rest areas need a fresh look to them!!! All along HWY 30 we could have "recommended stops" as good food, clean restrooms, etc. to keep people interested in stopping on HWY 30.

Kiosks

Local Attractions

It is good but there is always room for improvement. The web is great but not all people (old like me) sit and look for events on the computer all day!

More restaurants, local historical interest attractions.

Restaurants



Riverfront development, ecologically conscious e.g. restaurants and hotels

More restaurants along the river with patios to eat on.

Wish Clinton Iowa had a hotel with large banquet facilities.

Clinton should have a Welcome Center.

More hotels/motels

Outreach/access to tourists not familiar with the midwest. Use hospitality.

Add first call restaurants (family style featuring Iowa beef), North end motel

Signage needs to be better along the highway. For example, Rock Creek Marina is confusing says 1 mile so people thinks it's 1 mile until turn, when actually it is the next turn and then a mile into their facility. So many people pass it by and never take advantage of all it has to offer.

mail some pamphlets maybe

Parks, vegetation, flowers

Bike Path

And wildlife "info" is great for all ages

More places to stay and eat on the river- not too many!

More primitive campsites All new stuff is for campers (motor homes)

A water park in the campground and basketball court for the kids.

Gas at Rock Creek camp - for boaters

Not sure exactly what would help.

Education for locals

Need a Welcome Center again

Signage for Rock Creek Campground!!! More shopping/restaurants similar to LeClaire!

Pull offs with interpretive info along the river

More trails

Iowa and Illinois could co-ordinate recreation activities, advertise and market a greater area. Each city currently does its own thing. The Mississippi River should be a destination. People travel to large area destinations - Alaska, Hawaii, Florida, The Mountains, The Smokies. Not specifics such as Fairbanks, Miami, Denver, Dubuque. Market "The Great Mississippi River".

Stronger restaurant base. More selections.

Don't know what is available.

Picnic Shelter at Rock Creek Campground. Bike trail along the road connecting Camanche to Quad Cities.

Rock Creek Miss. Eco Center is a great start!

More educational sites to teach children and adults concerning the Great Mississippi.

We need things to happen in Clinton Very little to do

Bike and walk lanes on roads vs. gravel shoulders. More trees on bike path - ones that grow quickly and require little maintenance. Poplars?

Shopping mall/outlet mall

We can always improve

Be nice to see a museum

Museums, things for kids

Expansion of the Sawmill Museum

The Sawmill Museum

Welcome Center at foot of bridge either on Illinois or Iowa side.

Mostly cosmetic improvements

Cabins, resorts, somewhere for people to stay besides hotels



A carnival

River excursions needs to be further developed: ecotourism

Farm knowledge of the small areas and how they helped for building the economy

River tours Dinner cruises (sponsored by restaurants)

Riverfront entertainment that focuses on interpreting the river in Clinton; riverfront hotels.

Bike trails

Always improve on Communication and Information. More Welcome Centers.

A lot could be done to build up the downtown area, promote history, etc. NO MORE CASINOS.

Tour Boat (i.e. Dubuque), Living History Street Actors (Downtown)

Bike trails

Natural history and science museum

Complete signs to entrance to Snake Alley. Current signs just directs to area - had to drive around twice just to figure it out.

The city government in each city should be more and better informed about the byways

Splash pads in parks, more restaurants that are diverse. Also stores like TJ Maxx, Marshalls would be nice.

I'd have to think about it

More knowledge of what goes on everywhere, not just downtown Dubuque.

Camping

Architectural self-guided tour

Between Guttenberg and Prairie Du Chien there is a limited bike trail and nothing else.

Human foosball courts - great fun.

Bike path, rest stops, overlooks

Wi-fi in more public places, especially along the riverfront

Better visibility for Welcome Center

Public Restrooms

A train system that goes between Dubuque and Chicago.

Perhaps restrooms. All roadways need to have a paved shoulder if designated as byway so bicycles and motorists are safer always.

More family oriented attractions or events are always needed but I don't know about what specifics would be best.

Signs and location could be larger on main highway.

Maybe you already have this, but have a walking/biking trail that connects to Dubuque or another trail

Traffic control

Splash pads

Keep it simple

Support to small businesses in marketing/reaching out to outlying communities. Pay some attention to the Cable Car Square area in particular. It's such a neat spot with the elevator and all, but the neighborhood lacks a cohesive look and the landscaping isn't tended to at some businesses.

I think Dubuque is doing a great job of utilizing the river by using river rides. However, many people would enjoy more places to eat along the river. There is not much to choose from.

Canoe + kayak rental

More shops and places to stay

Rest stop/bathrooms - Northeast Iowa



It has been years since we drove it. If they aren't there already, it would be very nice to have rest areas and a place for brochures to have information for tourists on the road.

Maybe more signage or interpretive areas

More maps located near the signage and towns along the way to help tourists navigate if they stumble upon the Great River Road.

Amtrak connection to our area

Bike routes with adequate safety components

Need a nice tea room and gift shop like Perry, Iowa

Tourist projects along the Great River Road

I would suggest the development of information on the lock and dam system. Many people ask questions and most would like to see a barge lock thru.

Connection of information about road to services/amenities of river

Not sure

Boutiques

Anything to educate the public is always a plus

Water park

More canoe/kayak overnight sites.

There may be some need for long-term camp/RV sites, or at least the private RV parks may want to let those of us in the public sector know who they are and where they are. We get requests - a few each year - and don't know where to send folks. We have 14 day stay limit at our public campgrounds.

MAQ Caves, City of Bellevue

More effort to tell the story!

Anything would be nice.

More promotion of regional tourism opportunities

A better much more from Rec Center. (swimming area needs better slide or I mean a slide in general - maybe a (unreadable) for travelers.)

Develop what you have around the riverboat.

Our local web sites need updating. Local tourism should work more with sites on bus tours, distribution of our information, etc.

More bike paths

Sites need to be maintained. A fold-out map that accurately depicts the Great River Road (Road atlas style).

Maps or guides

Bike routes.

Visitor Center

Places to spend \$ in order for it to really contribute.

Chamber of Commerce. Local place to direct people to for information.

Trails, outdoor restrooms, drinking fountains/water source, place to buy things (drink, snack, tubes...)

A place that really says "come here". There are several good places to see, but nothing truly amazing! We need more marketing on what we have as well.

Good food, shopping

A Welcome Area with info about area attractions.

A welcome area with info about area attractions

More outdoor activities and winter family activities that don't cost so much.

An info center



More focus on senior citizen friendly - easy to get around - offer an area that is climate controlled to rent.

I feel a visitor center at the location of Wildcat Den/Mill area would be a great asset to the area. It would help visitors traveling know what is available both in Davenport and Muscatine. This area is about 1/2 way between both.

We need to have real working farms like the ones they have in Ohio, Indiana, Illinois - example Kline Creek farm Oliour Kelly in Mino. The villages in Ohio - Sturbridge, Mass. All Iowa has is Living History Farms which is now built to look old. How sad.

Tourism center

Trash cans

Muscatine was a hub of industry of many types, this in early Iowa history. Needs to be used + expanded.

A Welcome Area with info about area attractions.

Garbage cans

Bike path

1. Large, indoor water park with the WOW factor - maybe connected to the new casino 2. Direct flight to Cancun, Puenta Cana (spelling?)

Visitor Center in LeClaire, IA. Too bad the best in the state closed?

Something besides tacky casinos

Vitalize the Mississippi River better. To have local government support the small local businesses better and not harass them as much. People like things that are different from their area.

I have some specifics in mind, but generally speaking I'd like for us to be able to see and share more of local history. I'd also love for Davenport to have a local Miss. River showboat. We have quite a solid base for the arts and drama. P.S. Contact Daniel Sherman, Davenport Parks + Rec to learn more re:the latter

Major railway service (Amtrak, passenger rail)

Better public transportation, buses stop at 5 pm Concerts start at 7 pm Sundays, need buses Also buses stop at 5 pm making it impossible to get home after work

Sheltered tables/benches, especially bus stops

better restaurants - more destinations to stop and visit

The lovely house in LeClaire that was right off I-80 reinstated

Better signage, more resources - tap into grants, etc.

The state needs a Welcome Center when entering the state.

More ag-related tourism.

More parks and information centers More wildlife preservation

Public camp sites

More retail and places that serve food and drink

More activities

Get the word out. More info stops like this one.

More taxis

More bridges to bring in tourists who won't drive 60 miles or even 30 miles to come to Iowa

Keep up-to-date material available to all media.

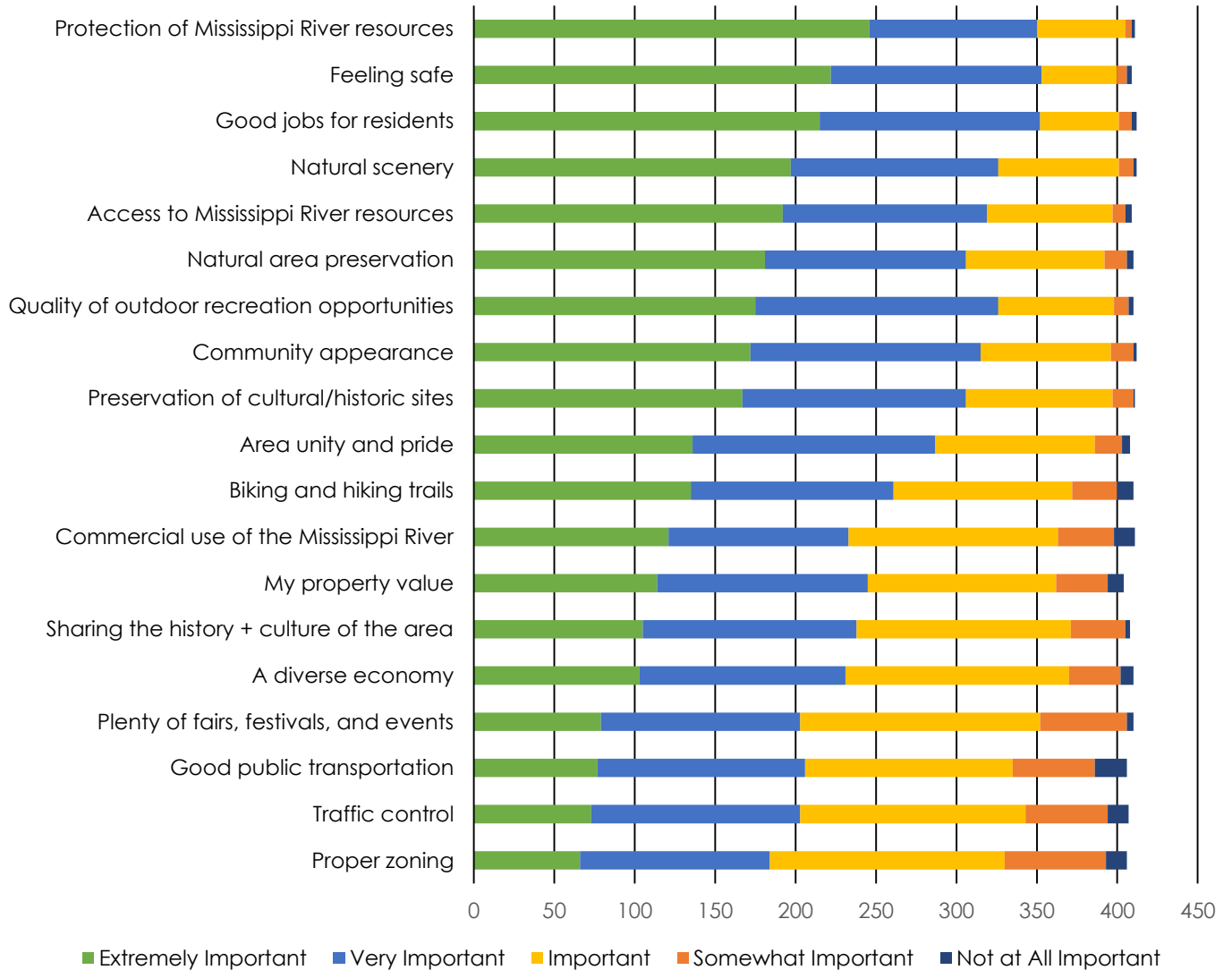
Local Mom and Pop diners and cabins or motels close to or along the river.

We need more public land. We are next to being last in the Nation.

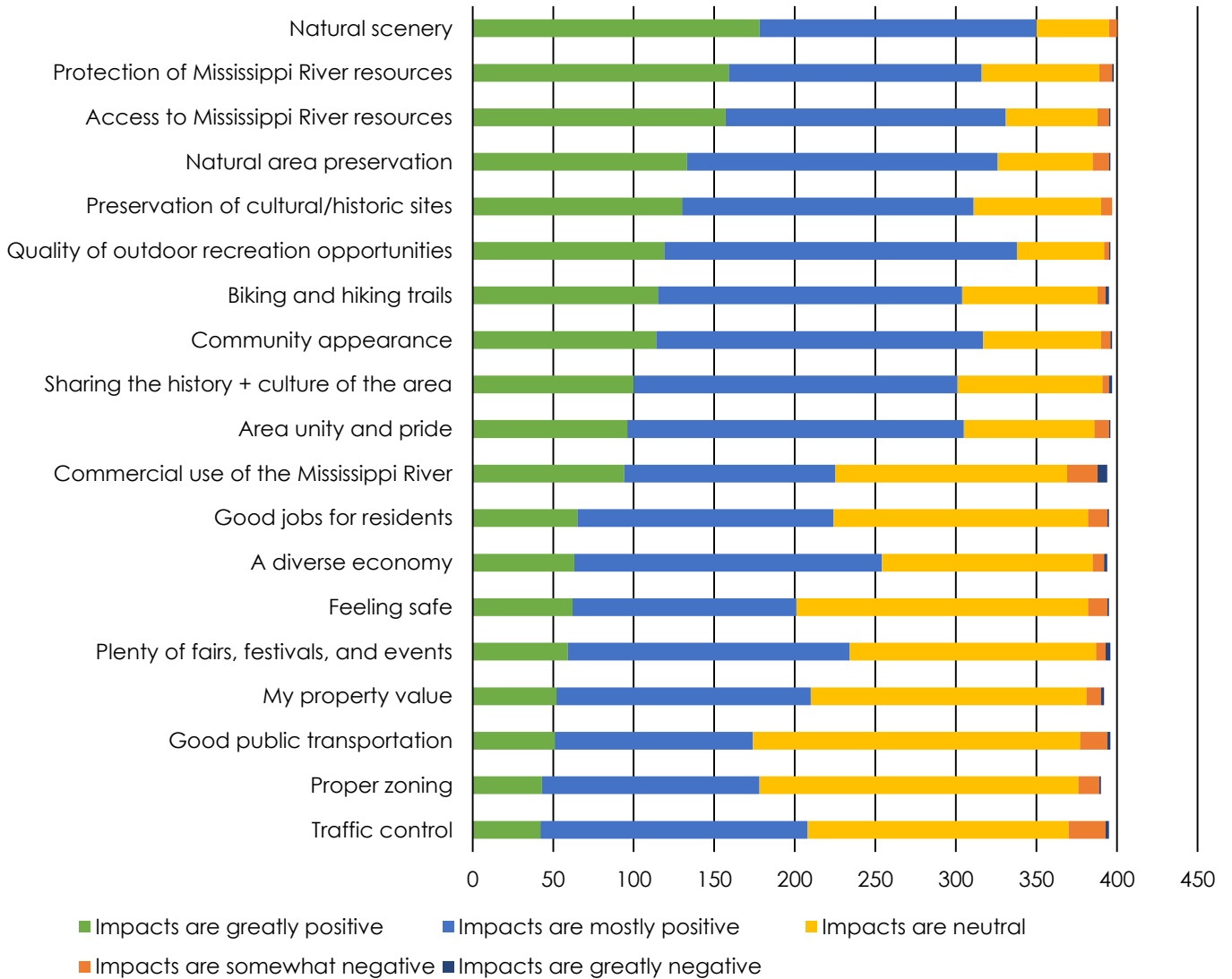
Continued river development and activities.



13. For each of the local and regional characteristics listed below, please indicate how important each is TO YOU.



14. For each of the local and regional characteristics listed below, please indicate how HOW THE IOWA GREAT RIVER ROAD IMPACTS that characteristic.



15. Do you have any comments or suggestions about the site at which you received this survey?

INDIVIDUAL RESPONDENT COMMENTS

Effigy Mounds is a great example of preserving our national heritage and provides the facilities for hiking to experience it.

Mow the mounds so people can see them.

this survey was emailed, I didn't have to visit a site

It's good to see Guttenberg promote its scenic beauty and friendly residents.

Lots of people that Sat.

I see Guttenberg in a rebirth over the past 20 years as in McGregor and Marquette

Promote daily travelers or visitors an opportunity to travel on the river - learn its history and its importance. Visitors do not have boats when here for a day. More package deals for a "2 day get away" with planned activities, meal discount and lodging.

I feel the Great River Road is a great asset to any community on its route. I feel though the signage for the route is very poor. Travelers by car or motorcycle have asked me many times how to find the road. I live in the community and find that the signs are hard to find and way too small to be effective and easy in being able to detect.

South scenic overlook very beautiful in all seasons

Received survey at River Park Place in Guttenberg. (Unreadable - starts with a P) does a great job at promoting the GR Road, the River, and other area attractions.

It was an appropriate place

Very friendly. Great host. Positive promotion of Mississippi River and Guttenberg.

Clinton public library

I received this survey at the Clinton Public Library. It is a great library - has historical information, internet access, book, maps and very useful to travelers and people in the City of Clinton. Very useful for information.

Love this library!

Our library is great, but needs some rehabbing. Fortunately this is in the works for the next couple years. :)

Rotary Meeting from Edith Pfeffer

The Mississippi is a great destination. It is a big deal to people who do not live in this part of the country. Our area - Dubuque to LeClaire - is the most beautiful section!

Took road from Clinton up to Bellevue and stopped in Sabula for pizza. Nice ride, clean area. Also enjoyed Bellevue State Park and Eagle Point Park in Clinton.

No - very informative.

Rastrelli's Restaurant. Great food (with Italian flavors). Great ambiance, friendly people.

I received this at Rock Creek campground and marina. I think this place is a hidden treasure. Many people do not even know it is here. I think that we need to get the word out about our local treasures. This place allows a family a safe place to get out and enjoy the natural beauty that Iowa has to offer. The staff want to share their love and knowledge of the world around us.

Maybe get more animals, pamphlets, i.e. handouts Maybe put a type of levy in to stop some of the flooding



No

Beautiful

Never been before to the center. It was wonderful!!

Nice place to camp. Need dust control.

Enjoyed it. Nice, clean, friendly. New (need more exhibits maybe more fish tanks, etc.)

Yes - we need more stuff for kids to do - we spend a lot of time camping in the summer.

Don't take public land away.

Very glad to see it updated and improved. I think it will become more popular after the nature exhibit is completed.

It is a very nice facility, something that can be enjoyed by local people and visitors for a long time to come.

It was most interesting - well organized and staff were very accommodating.

Staff is very, very accommodating! We are an older group and they went above and beyond to make the day great!

Very good

We attended the Grand Opening Celebration of the Mississippi River Eco Tourism Center September 29th. It has a lot to offer children and adults.

Rock Creek Camp Ground and EcoTourism Center are amazing but needs a good sign!!!!

Better sign on the road to get here

Rock Creek Park, aka Hensen's, has changed dramatically over the past 45 years. Very attractive educational, multi-use facility. Glad to see my financial contribution associated in such a fine facility. Glad to help out.

This is a beautiful, wonderful Eco Center for Clinton. Those who planned and carried out the job should be commended for such a facility for us and the children of this country who will learn much from it.

Very progressive, positive improvements. Funding used wisely.

It is a beautiful addition to our county.

Beautiful facilities and opportunities here for local residents and those traveling through. Great exhibition of local natural resources, ecology and outdoor recreation.

I commend the people from Clinton County who have developed the Eco Tourism Center and Rock Creek Marina and Campground. It is a great asset in providing access to the river.

It's great and getting greater. Little disappointed in Lincoln Highway. DeWitt where the crossroads of 61 and 30. Travelers way back stopped in DeWitt.

Sawmill was great. Too bad river is polluted. Focus needs to be on clean air, shade trees, bike paths, and don't know what to say about the river - mesmerizing but wouldn't want to go for a swim.

Volunteer at sawmill

The Sawmill Museum - Clinton, IA: a. Great Tourism Attractions b. Interpretation Exhibits

The Sawmill Museum: 1. Great Attraction for Families 2. Educational

Great museum! Wonderful festival!

I visited a year ago and am amazed what you have accomplished and the Sawmill Museum

Wonderful, set up was nice, beautiful museum

The Sawmill Museum is both attraction and information. Having the Lumberjack Festival was fun.

Wonderful info!

Wonderful learning experience. We will be back!

Quite an interesting place! I hope it's very successful.

Sunday School at newly restored 1st United Methodist Church (burned 2007)



Historical Museum - glad they repurposed the old library and are preserving historical items and showcasing area history.

Snake Alley in Burlington - site is well maintained and a real (unreadable) for tourists.

The base of Snake Alley should be properly maintained.

Very exciting farmers market

I've only heard of 1 or 2 people that have driven the River Road because it is labeled as such.

Love our Farmers' Market. I go almost every Saturday.

We received the survey at the Dubuque Farmers Market - a wonderful market. We appreciate the setting, the diversity of produce and the music.

The Mississippi River is a great natural resource here in Dubuque, Iowa.

Imposed on me at club dinner

Beautiful

As a resident of Dubuque County for over 20 years I have experienced many of the Interpretive Centers throughout the area. Each site in which I have experienced has been a great representation of Iowa. For example: I cycle at least 5 times a week (during nice weather) at 60 straight to the Mines of Spain in Dubuque, IA. It is truly a wonderful place with well-kept hiking and biking trails, also the natural scenery is fabulous!

Joan was a great representative. Wonderful personality.

Nice place to visit.

The site is improving in what it offers each time I visit.

Not sure if you'll get a lot of visitors on a weekday

Staff was very friendly and informative.

Hard to find

The Mines of Spain provides an excellent natural environment for outdoor activities. It also does a great job of providing free environmental education programs for children and adults. It is a great attraction for bringing people to this community, and provides a place for people to enjoy and interact with the natural world.

Nice folks. Nice site.

It's great Dubuque, Iowa!

Cable car square is always a great place to visit

Continue to develop, maintain and improve

Bellevue, Iowa is a beautiful little town.

The staff was very helpful. We enjoyed observing and learning about the swans.

We really enjoyed the visit. There was more interesting displays than we expected.

It is fantastic! What a great way to make a wetland accessible and preserve it! So fun to see the diversity of wildlife, the (indistinguishable) wildlife and all seasons.

I work and volunteer at this site so I will refrain from singing our praises! :)

The train was great. When people enter it would be nice to have it runs so everyone could see.

Great place to take children to learn. Also to see animals they may not usually see. Very much enjoyed the Bee station!

My grandchildren come from Scott County and they love this place.

Awesome! :) Would love more money to make outside area even more appealing and expand across the road and around the marsh.

Lady that greeted us was very friendly. Keep up the "great work"! Thank you. Being nice is Awesome!

Very nice interpretive center.

Very nice place - my 4 year olds loved it



The Geo. M. Verity is a wonderful historical museum. There is a need for more Commission members to make important decisions for the boat. More support is needed from the community for volunteers (Lack of news media)

It is a very good and informative site

1st time here - great spot

Love this place!

Very interesting and informative Clean + well organized.

Very interesting and informative. Clean and well organized.

My kids love the Nature Center. No matter how many times they have visited they still get so excited.

The Discovery Center is a nice addition to Muscatine. I like taking the kids for something to do. The walking trails are great!

Awesome site.

The site and surrounding sites have been very well maintained by the DNR staff, and the Friends Groups for the Mill, School, Old Stone Church and now log cabin. One suggestion would be a dumpster where travelers could place their garbage.

Site was well taken care of regarding cleanliness. Interpreters well informed but crew which is to maintain Mill not available to be there when Mill would not work. Mill from 1848 time period but much plastic over works instead of fence - No ranger on site, trails in park not marked. No signs protecting wildlife. Multiple snakes killed - ranger notified "Just get rid of them". Had people digging in park with metal detector. No signs.

Great historical site. Even interesting to children.

The Muscatine Art Center is a wonderful community resource. It's too bad more people don't take the time to experience it.

Muscatine has an excellent art museum.

The park (Wild Cat Den) was very well kept. The DNR and volunteers put a lot of time and effort into it.

It is wonderful that this old Mill has been restored to working order. More things of this type need to be done so our children can be shown where we have come from.

Very interesting and informative, clean and well organized.

Would like to see more garbage cans, and playground stop for kids.

Buffalo Bill Museum, it's a great asset to the community and the region.

Nice attraction.

Columbus boats: not much bang for the buck. The most excitement came when we pulled into the lot. It was downhill from there. Some active storytelling may have helped, maybe some demonstration of various activities. Kinda felt bored by the \$30 we spent.

The sale items in the old marina were very junky - not worth my time to look at.

I'm glad the city allowed the Nina and Pinta. It's very educational for children and adults.

The site was the Oneida Landing. The event was the exposition of the Nina and Pinta replicas. All staff and associates were friendly and knowledgeable. A very satisfactory experience. P.S. Right next door was a resale store/shop that I didn't even know was there, so today's experience introduced me to a new (to me) place to help boost the local economy.

Some advertising to let people know who you are and where you are. Also, advertise that this used to be the railroad station when Davenport had passenger trains to Chicago

Nice, clean

Excellent visitor center. Excellent staff.

I enjoyed the visit here. The bee hive was very fun for our 10 year old. Learned about the lime mines which we were unaware of.



Union Station attractive. Seemed busy with only one person able to help. I wasn't able to wait to ask a question and another person interrupted his phone call needing an answer to a question.

Are by Port of Dubuque has a lot to do.

The area by the Star Brewery, River Museum and Casino looks great with a lot to do and a great river walk.

Port of Dubuque - Outstanding facility

Received it at a car show, the reps were on the ball and most anxious to have people fill out the survey

Quit trying to make it seem like it is the only good thing about DBQ.

They do a good job

We received this survey at a car show at McGraw-Hill parking lot. The show would have been enhanced by having food/drinks available, however, the sponsors would have needed to pay significant increase in \$ as required by City of Dubuque for this. By Dubuque officials micro-managing this event, the crowd was definitely less satisfied. Maybe people would have stayed longer and enjoyed the area more if allowed food and drink. It was a very hot day.

Person distributing survey was friendly and informative.

Neat and pleasant.

The blacktop on the site creates more runoff into the River.

Love the Iowa Great River Road! Beautiful scenery!

16. Do you have any additional comments today?

INDIVIDUAL RESPONDENT COMMENTS

The river road is a lovely road to travel, but it needs to be redone constantly by too much heavy truck traffic.

The Great River Road is extremely important to Lansing and the surrounding area. National advertising would benefit the area and help promote needed tourism growth.

All my answers refer to a small town on the Mississippi.

I think it is important to listen to the residents of Allamakee County. Bring in new sites that promote tourism, such as a welcome center with history about Iowa, Mississippi River, Great River Road, etc. The opportunities and possibilities are endless!!

The area needs more hiking and biking trails along the Great River Road

I really hope you have some influence on fixing the Great River Road.

No. Swimming pool - upgrade on agenda. Buechel hike walking in need of repair since rain.

I am very happy to see progress in supporting and promoting the Great River Road!

Some of the businesses such as Bed and Breakfasts and organic farmers need to make signage and advertising to attract visitors along our scenic drive.

Change truck traffic on Great River Road from north 3rd street Guttenberg back to previous road, away from residential area and so many children playing and riding bikes, going to the swimming pool. Dangerous now. Truck traffic always went on North 5th Street before for years as part of the Great River Road. Don't know why it was changed over to north third street residential area.



Land acquisitions adjoining roadway not protected by Clayton County, IA

We really need a bridge connecting Guttenberg and Cassville, WI. A bridge would bring business to both Guttenberg and Cassville.

I think the Chamber and the library and the kiosk at Riverview Park provides a lot of needed information to travelers and new residents in our city. Great Job - providing programs and concerts and entertainment for visitors to town. I would like to see some kind of a boat on the Mississippi to give rides and music for a cost that is affordable.

Love the Great River Road!

Good road signage is a must!

The speed with which today's progress has been - slow because of some people saying "no" to everything or they can't see value in a suggestion. When I moved here to Clinton, IA 30 years ago, we organized a development group -- marina, restaurant, etc. and it's only been the last 5 years or so that these things are becoming -- many in that group have died or moved away. So I don't mean rush -- but the community leaders have to listen more to all ideas and stop dragging their feet sometimes. Too many naysayers.

There is a need for more resources to explore the Mississippi. On the water (kayak, canoe) and locally (by bike).

Improve the streets, sewers, schools, etc. The home owners will do their own improvements. Don't do penny wise/pound foolish improvements. They show up in a few years as pot-holed streets and shabby appearances. Eagle Point lodge needs especially redone!

It is a nice park

No

Put a sign out by the road to let people know that you are here

Nice

Person working the center story very friendly and knowledgeable. Survey lady nice too!

Maybe you could add hiking trails into the campground - or biking trails.

Don't take public land away. Don't take public land away.

Visit and tour (AM) at Rock Creek was wonderful - guide excellent and staff service was tops.

Excellent facility - Rock Creek

The survey was a little confusing, question #14...was hard to answer correctly because I don't know a lot about the Iowa Great River Road.

Love Rock Creek and this educational center. Can't wait to get my Utah families out here. Wishful thinking. :)

Thank you for surveying

More seating for adults while kids play.

I am a part of a biking group and we travel to St. Louis and Des Moines to ride the bike trails. Would love to have people come to SE Iowa to bike!

I love it when the American Queen comes here and love Steamboat Days and the Memorial Auditorium Shows and Oktoberfest. We moved back to town after a short time away. Kids received good education. Nice folks.

I've only lived in this area a few months, so got no opinion or idea how the River Road impacts anything. Looks like you're doing what you can.

The Commission should be more active with the local government and tourism. Awareness is lacking.



I received this at the DBQ summer outdoor Farmers Market. My sister and I drove the Iowa Great River Road from DBQ to Keokuk and back. There were no maps to be found but following the signs was easy. I had lots of memories of Keokuk; my younger sister had a few. We always went to the hotel in Nauvoo, IL for the chicken dinner. Keokuk is a treasure. It's too bad they have lost so much population. We enjoyed the trip and it's possible we'll do it again. Debbie (sister) lives in Boise, ID. Good luck with your project.

Let's keep up the good work, teaching many people the importance of the health of the river and wetlands.

Have enjoyed the Great River Road for many years.

Nice hiking trails.

People from outside Dubuque make comments that we have a lot going for us. They do not have all that we offer.

Keep up the good work!

I don't think we're making the most of having the Great River Road in our area.

Dubuque is "my colorful home". Wouldn't go anywhere else.

Please know that my responses are based on NOT having been on the Great River Road for years. I do remember it being very pretty. I hope I helped you somewhat.

I value living/traveling in the Mississippi River locale

Our "Young Museum" was of Joe Young one of the original developers of the Great River Road - goes unnoticed.

I would like wider roadways to give bicycles a lane.

Keep up the great effort and continue to educate

The Maquoketa Interpretive Center was historically interesting (the Hurstville Lime Kilns_, and scientifically informative (the bees, snakes, swans, etc...)

Keep up the good work. Jackson County Conservation and Friends of Jackson County Conservation

I think more residents and visitors need to be aware of the Iowa GRR for the concept to get people excited. I feel people know about the "Route 66" but don't "get" the Great River Road idea.

Green Island needs more marsh!

Wasn't aware it was so nice.

Please put back concession stand @ caves.

The Verity serves many purposes besides tourism. Served community service workers can work out their fines. Methodist (?) Academy (for troubled youth) help with Spring Cleaning. Scouts can earn their Eagle awards, etc. Education for school groups.

In our area you cannot see the Mississippi from the Great River Road. We would like to see more trails for bikes, walkers, and horse trails.

My 3 1/2 year old grandsons loved it.

Would love to see more walking paths and some shaded play areas for kids.



Why don't we have a state historical society similar to Minnesota? I see how much money they make from their sites - Indiana, Connor Prairie in Ohio. We are really missing the ball game here. I spent 22 years in Connecticut. They still give tax breaks to historic homes/businesses. We need to get with the program. When school kids in Iowa tell me milk comes from the store because with all the regulations we no longer have a family farm the kids can visit to see a cow milked I think we are going in the wrong direction. Iowa has a rich history. My family emigrated here from Cornwall, England, worked the mines in New Jersey - Came west and worked in Mineral Point, Wisconsin. Then settled west of Dubuque, Iowa on what was then the Delhi Trail (Old highway 20). There is a Cemetery behind an old school house/church (1st Methodist Episcopal in Dubuque County). Behind it are buried the DuBois family who broke the DuBois Trail West. When I die who will tell the children - How many children of people traveling west lie in that cemetery is not known. When I was little there were wooden grave markers with initials or baby carved on them. Now we can't even get it listed as a Pioneer Cemetery because the current trustees don't want to bother. 1-563-893-2332. Let ring. Elderly but still working.

My 3.5 year old grandsons loved it.

Would be nice to have a bike path connected to Bettendorf and on through LeClaire and Princeton. Possibly to Clinton

A detailed book of trail system is needed.

Every week people travel the roads up and down the Mississippi, there should be a little more history for them to see and know.

I very much want to learn more about (see too) and have a more intimate relationship with the Iowa Great River Road organization. Please use my mailing and email addresses to educate me. Thank you!

No - will visit website in future

The Great River Road is a great way to enjoy the scenery near the river.

Spread the word more

In traveling by car the 2 main things I watch for are readable, concise signs and restrooms along the way.

Good to have this survey - makes us more aware of River Road.

Just moved back to Dubuque after being gone since 1974 - safety is a huge concern - crime rate has escalated a lot.

Keep Iowa #1

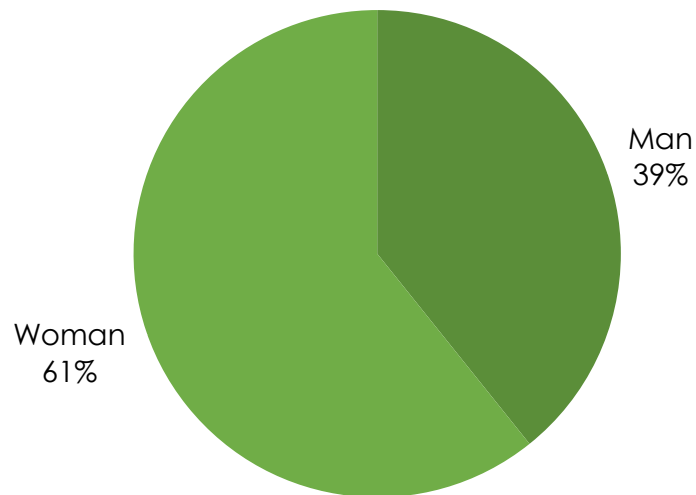
We need to change our farming methods. Corn and beans using chemicals is causing too much hard pan with the soil. We need to take care of the watershed by going organic. This will save our River, give us safe water to drink and safe food. The System of farming today will destroy the area of the Iowa Great River Road. You will find out that most farm water supplies are high in nitrates in the spring time.



17. I identify my gender as:

Woman	61.8%
Man	39.2%
Grand Total	100.0%

Total Question Response: 400



18. What is your age in years?

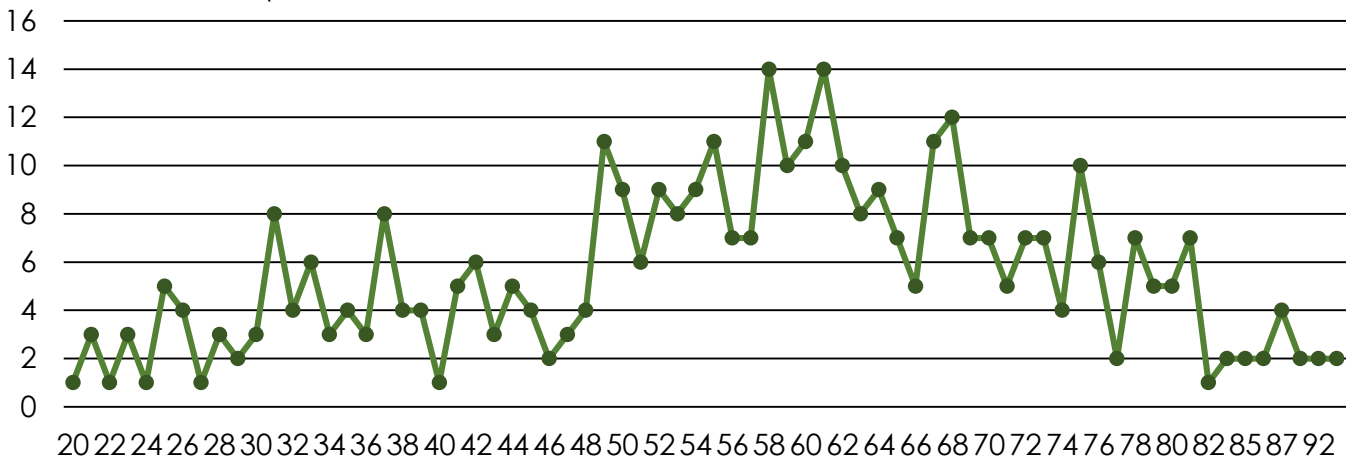
20	1
21	3
22	1
23	3
24	1
25	5
26	4
27	1
28	3
29	2
30	3
31	8
32	4
33	6
34	3
35	4
36	3
37	8
38	4
39	4
40	1
41	5
42	6
43	3
44	5
45	4
46	2
47	3
48	4
49	11
50	9
51	6
52	9
53	8
54	9
55	11
56	7
57	7
58	14
59	10



60	11
61	14
62	10
63	8
64	9
65	7
66	5
67	11
68	12
69	7
70	7
71	5
72	7
73	7
74	4
75	10
76	6
77	2
78	7
79	5
80	5
81	7
82	1
83	2
85	2
86	2
87	4
90	2
92	2
94	2
Grand Total	388

Average Age: 56.9

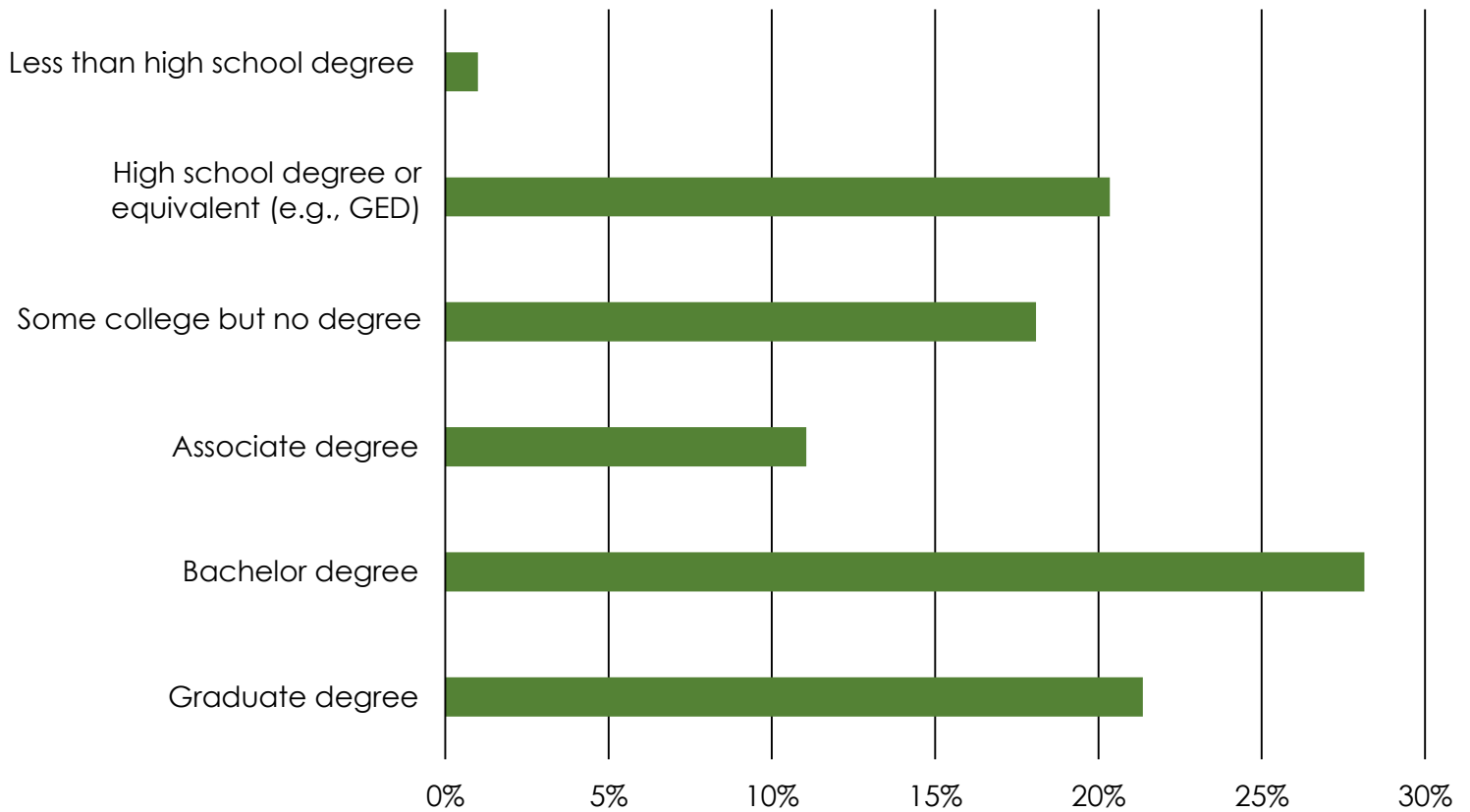
Total Question Response: 388



19. What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree	1.0%
High school degree or equivalent (e.g., GED)	20.4%
Some college but no degree	18.1%
Associate degree	11.1%
Bachelor degree	28.1%
Graduate degree	21.4%
Grand Total	100.0%

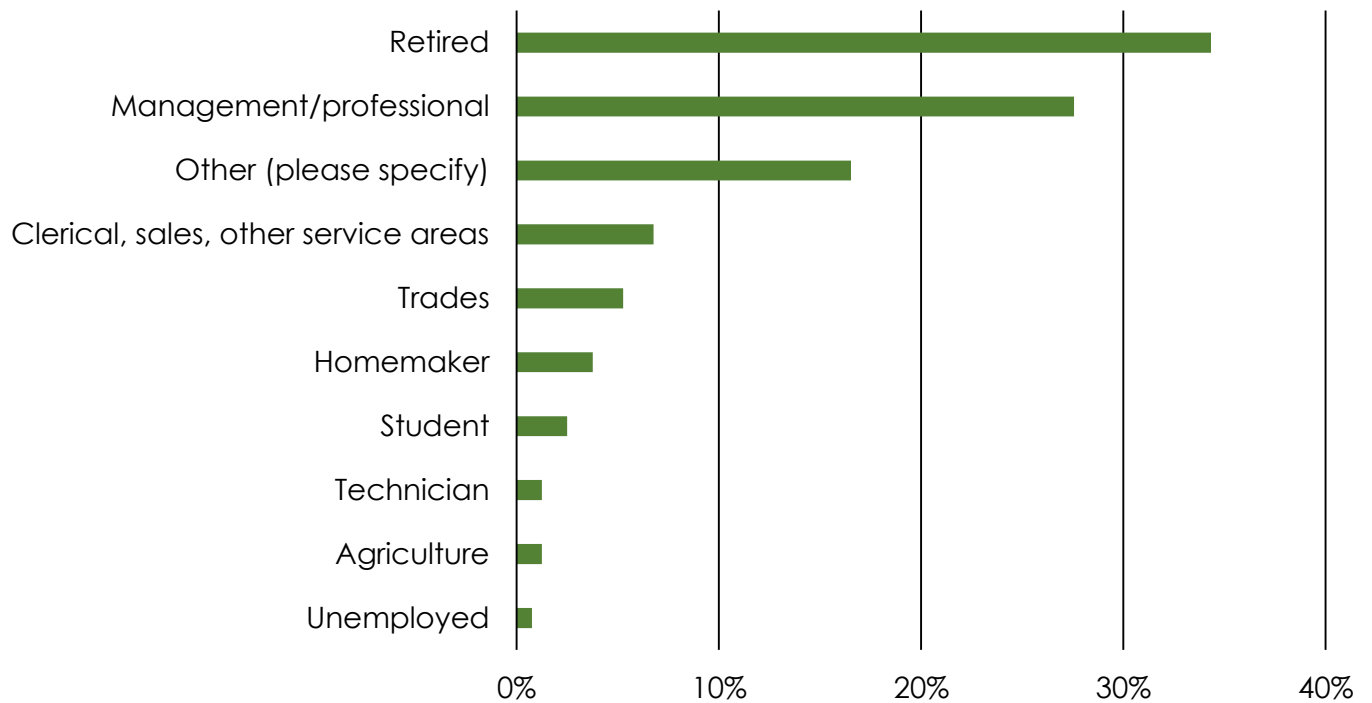
Total Question Response: 398



20. Which of the following best describes your current occupation?

Retired	34.3%
Management/professional	27.6%
Other (please specify)	16.5%
Clerical, sales, other service areas	6.8%
Homemaker	5.3%
Trades	3.8%
Technician	2.5%
Agriculture	1.3%
Student	1.3%
Unemployed	0.8%
Grand Total	100.0%

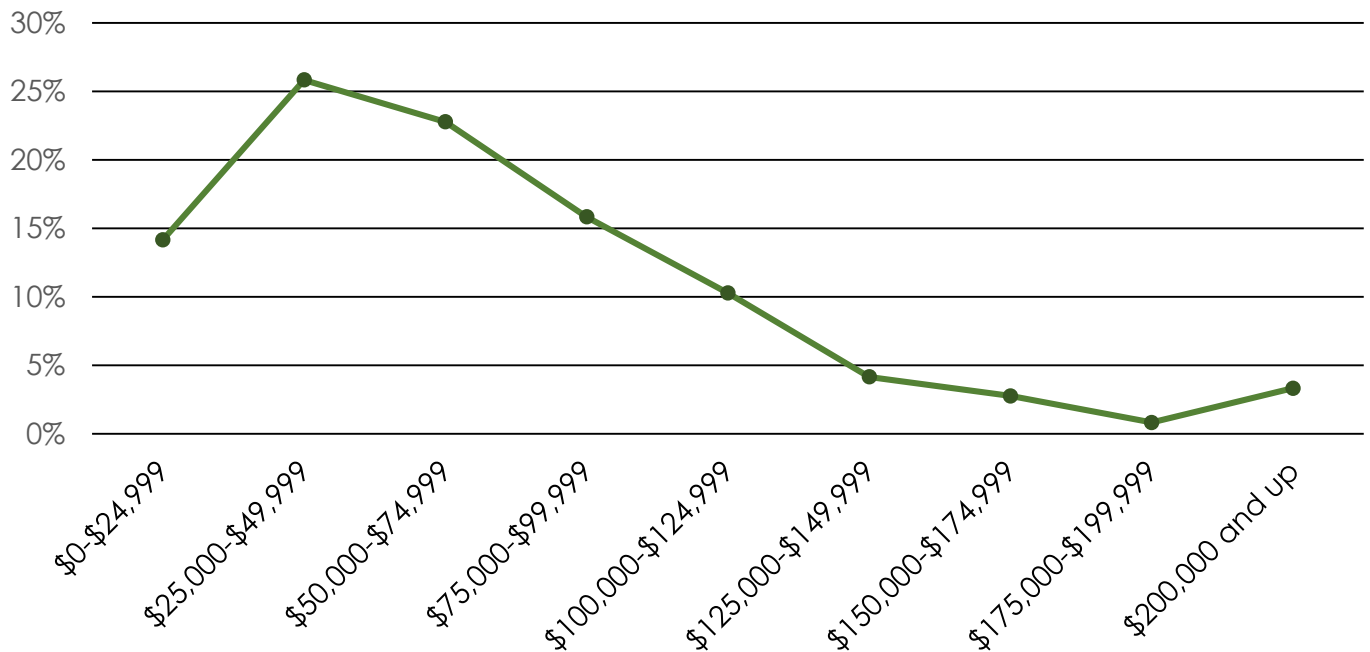
Total Question Response: 399



21. What is your approximate average household income?

\$0-\$24,999	14.2%
\$25,000-\$49,999	25.8%
\$50,000-\$74,999	22.8%
\$75,000-\$99,999	15.8%
\$100,000-\$124,999	10.3%
\$125,000-\$149,999	4.2%
\$150,000-\$174,999	2.8%
\$175,000-\$199,999	0.8%
\$200,000 and up	3.3%
Grand Total	100.0%

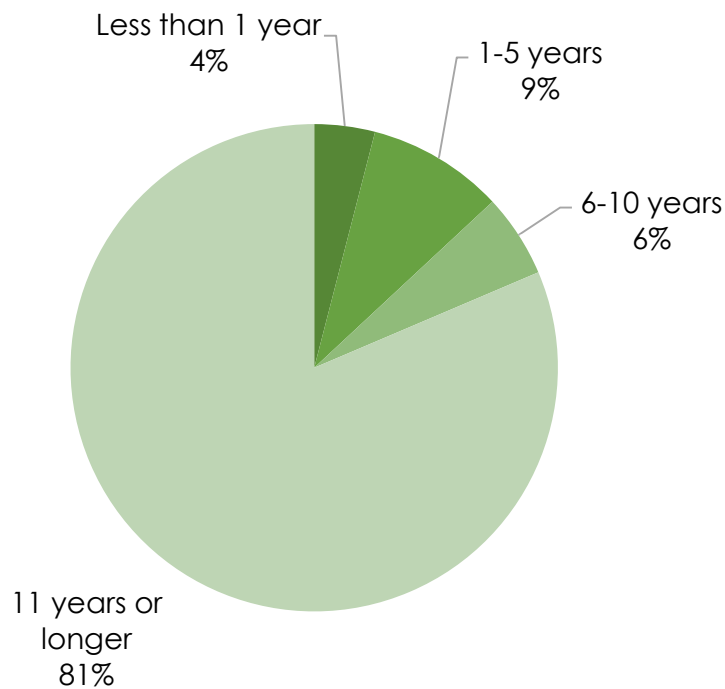
Total Question Response: 360



22. For how many years have you been a resident of the area?

Less than 1 year	4.0%
1 – 5 years	9.0%
6 – 10 years	5.6%
11 years or longer	81.4%
Grand Total	100.0%

Total Question Response: 398



23. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

50258	1
52001	54
52002	19
52003	31
52009	1
52028	1
52030	1
52031	10
52035	1
52040	1
52043	1
52049	4
52052	30
52053	1
52060	10
52064	3
52065	1
52068	2
52069	2
52073	2
52132	1
52146	2
52151	10
52157	1
52159	1
52160	1
52172	8
52235	1
52247	1
52253	1
52254	3
52255	1
52302	1
52310	1
52353	1



52403	1
52601	15
52632	4
52640	1
52653	4
52655	1
52721	1
52722	2
52729	1
52730	4
52732	66
52733	2
52738	1
52739	1
52741	1
52742	11
52745	1
52748	1
52751	5
52753	5
52754	1
52761	13
52768	1
52774	1
52778	1
52801	1
52802	2
52803	5
52804	9
52806	5
52807	2
53561	1
53821	2
61025	1
61071	1
61201	1
61252	2
61265	6
61270	1
61272	1



61273	1
61275	1
61284	1
61462	1
62354	1
Grand Total	400

Total Question Response: 400

