



Iowa Mississippi River Parkway Commission
SUMMARY OF JUNE 2015 CORRIDOR
MANAGEMENT PLAN ROLLOUT AND
ORIENTATION MEETINGS

Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 30, 2015

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Introduction and Credits

PUBLIC AND STAKEHOLDER INPUT IS A KEY FOR SUCCESS

The Iowa Mississippi River Parkway Commission (IA MRPC) undertakes a variety of means to assure that the Commission remains aware of and responsive to the needs and desires of residents, visitors and representatives of various organizations which benefit from the Iowa Great River Road. Additionally, providing the public with opportunities for input is a commitment that the Iowa Mississippi River Parkway Commission fulfills in its role as being the local management authority for the designation of the Iowa Great River Road as a National Scenic Byway by the Federal Highway Administration. Conducting "Stakeholder Meetings" is one of the effective means the Commission uses to fulfill these commitments.

Corridor Management Plan Update

In December 2011, the Iowa Mississippi River Parkway Commission initiated a multi-year planning project to update the Corridor Management Plan (CMP) for the Iowa Great River Road. The project intends to aid the Commission in developing short, medium and long term goals, objectives and strategies for assuring that the Iowa Great River Road and its corridor of intrinsic resources provide the environment and experience that citizens and byway visitors seek and expect. The Commission has long relied on collaborative partner organizations to assure the appropriate measures are taken to protect, enhance and promote the world-class resources of the Iowa Great River Road valley.

A significant portion of the Corridor Management Plan planning project involved providing input opportunities for the general public and representatives of stakeholder organizations such as municipal and county governments and elected officials; state and federal agencies; non-profit interest groups; private organizations; and individual citizens.

In the spring of 2012, with the assistance and guidance provided by the Commission's byway planning firm, David L. Dahlquist Associates, Ankeny, Iowa, eleven public stakeholder meetings were conducted in six



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communities along the Iowa Great River Road. Approximately 175 attendees participated in these 1 ½ hour meetings.

Two years later, in April of 2014, six stakeholder meetings were again conducted in the close vicinity (and in three cases, at the same facility) to the communities which hosted the 2012 meetings. Approximately 200 attendees participated in these 2 hour meetings.

This report presents the process and materials used in promoting and conducting the June 2015 Iowa Great River Road Corridor Management Plan Rollout and Orientation Meetings. Over 50 invited attendees participated in these 2 ½ hour meetings.

It should be noted that the reporting of attendee comments presented here does not necessarily represent policy or a commitment by the Iowa Mississippi River Parkway Commission to enact or fulfill the requests and suggestions.

Conducting the Corridor Management Plan Rollout and Orientation Meetings and preparing this report is funded in part by a National Scenic Byways Program Discretionary Grant provided by the Federal Highway Administration for the Iowa Great River Road Corridor Management Plan Update.

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.

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Iowa DOT project number: SB-IA-000S(497)—2T-00.



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2015 Corridor Management Plan Rollout and Orientation Meetings Purpose and Format

The Iowa Mississippi River Parkway Commission adopted the 2015 Corridor Management Plan for the Iowa Great River Road during its quarterly meeting in March of 2015. The document outlines ***Pathways to the Future*** – four elevated effectiveness levels for the Iowa Mississippi River Parkway Commission – and organizes 40+ implementation actions within four broad and interrelated **Core Management Directions** – Intrinsic Resource Conservation, Physical Improvements, Promotion and Interpretation, and Administrative Operations. With the adoption of the Plan, the Iowa Mississippi River Parkway Commission sought to engage with key organizations and stakeholders – fulfillment partners – within the Iowa Great River Road corridor. The primary purpose of the meetings was to discuss next steps and strategies for implementing the 2015 Corridor Management Plan for the Iowa Great River Road. As such, these meetings functioned as working sessions where invited attendees explored implementation options within the framework of five guiding questions.

Meetings were held at the following locations and dates:

1. Burlington – Des Moines County Heritage Center | June 9, 2015 | Representatives from Louisa, Des Moines, and Lee Counties
2. Bettendorf – Scott Community College | June 10, 2015 | Representatives from Clinton, Scott, and Muscatine Counties
3. Guttenberg – Guttenberg Municipal Building | June 11, 2015 | Representatives from Allamakee, Clayton, Dubuque, and Jackson Counties

The agenda on the following page structured each of the three meetings.



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Time	Item
2:45 (15 min)	Sign-in and Greetings
3:00 (5 min)	Convene and Welcome
3:05 (10 min)	Roundtable Attendee Introductions
3:15 (5 min)	Objectives for this Meeting
3:20 (30 min)	2015 Corridor Management Plan Presentation
3:50 (10 min)	Questions from attendees pertaining to Corridor Management Plan
4:00 (5 min)	Break / Refreshments
4:05 (5 min)	Introduction to Roundtable Discussion
4:10 (10-15 min)	Topic 1: How can more compelling cases be made for increasing investments of financial and human resources in the four Core Management Directions for the Iowa Great River Road?
4:25 (10-15 min)	Topic 2: How can collaboration among fulfillment partners increase all along the Iowa Great River Road?
4:40 (10-15 min)	Topic 3: How can a new companion Leadership Group be most effective in the future of the Iowa Great River Road?
4:55 (10-15 min)	Topic 4: What will it take to reach Level 2 support and performance by the Iowa Mississippi River Parkway Commission?
5:10 (10-15 min)	Topic 5: What should be a new investment project or program for the Iowa Great River Road?
5:25 (5-10 min)	Next Steps/Conclusions
5:30	Adjourn



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Attendees at each meeting were provided copies of the full 2015 Corridor Management Plan for the Iowa Great River Road, an Executive Summary of the Corridor Management Plan, and a one-page summary of Plan highlights. These documents are part of the 2015 Corridor Management Plan Library - a comprehensive collection of data, research findings, reports, maps, and presentations that provide additional detail and support for the Plan. The 2015 Corridor Management Plan Library can be accessed at www.iowadot.gov/iowabyways/IAGRR-CMP.html. The table presented on the following page provides an overview of the documents available for download.



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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.



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Key Findings

Detailed responses and discussion points may be found throughout this report beginning on page 11. In summary, here are key findings from the June 2015 Corridor Management Plan Rollout and Orientation Meetings.

- Attendees expressed, in varied and compelling ways, the importance and values which the Mississippi River and the Iowa Great River Road provide to their communities, the state of Iowa, and the United States.
- Collaboration among fulfillment partners is occurring largely between similar types of organizations such as among county conservation boards, convention and visitor bureaus, mayors, etc.

A need for more effective collaboration exists among dissimilar organizations such as between county conservation boards, state and federal lands management agencies; convention and visitor bureaus, local historical societies and resource protection groups; and other multi-directional relationships.

- Companion advocacy and leadership representing the entirety of the ten Iowa Mississippi River counties is needed to supplement the roles and efforts of the Iowa Mississippi River Parkway Commission.

A dilemma is evident—should a new group of leaders emerge and coalesce as recommended in the 2015 Corridor Management Plan or should an existing organization such as the Iowa League of Cities; Eastern Iowa Tourism; or a partnership of metropolitan and regional transportation agencies develop dedicated committees and provide the leadership needed to increase funding, mobilize human resources, and address issues which are beyond the scope and capabilities of the Iowa Mississippi River Parkway Commission?

- As presented in the 2015 Corridor Management Plan, there is general agreement that implementing the four Core Management Directions for the Iowa Great River Road will need to be accomplished in progressive stages of growth in funding and assigned human resources. There was a strong consensus that the Iowa Mississippi River Parkway Commission, as an all-volunteer organization, cannot effectively capitalize on the opportunities the



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Iowa Great River Road presents without administrative support in the form of a dedicated staff person or shared administrative responsibilities by partner organizations (regional planning agencies, etc.).

Diverse examples of potential funding were cited. New annual budget assignments by county and municipal governments for use by the Iowa Mississippi River Parkway Commission; dedication of a portion of revenue generated by eastern Iowa gaming establishments; new local option sales taxes, and private fundraising were among potential sources mentioned.

Given that 1) strong agreement was expressed for the importance and potential for the Iowa Great River Road; 2) the need for additional leadership was recognized; and 3) a mix of ideas for new funding sources was offered, the Commission's next step should be to professionally examine the feasibility of raising new and additional revenue for the conservation, development, promotion and interpretation, and management of the Iowa Great River Road by various means including, but not limited to, local option sales tax or property taxes, assignment of local gaming-generated revenue, selling the right to name or rename the Iowa Great River Road, selling of associated brand sponsorship(s), and selling of brand partnerships(s).





Discussion Responses

The following pages provide a summary of the responses received at the three Iowa Great River Road Corridor Management Plan Rollout and Orientation Meetings to each of the five discussion questions that framed the interactive half of each meeting.

Topic 1: How can more compelling cases be made for increasing investments of financial and human resources in the four Core Management Directions for the Iowa Great River Road?

Burlington

- A public service announcement, I don't know how many of you are aware of author Gayle Harper – she wrote a book about following a raindrop along the course of the Mississippi River. She'll be at the Farmer's Market (in Montrose) on July 6. So many people are traveling the length of the river. Being aware of these people.
- Iowa is an all-season place.
- By collecting stories of people who have done the whole route. How great it was, how much of an adventure it was. A lot of people do it but we don't hear about it.
- Social media is important but it needs someone who can actively commit the time.
- See if we can get an IPTV show about the Iowa Great River Road.
 - Pioneer Communications will be featuring a story about the Iowa Great River Road in their next publication.
- Every City has a comprehensive plan, take a look at those plans - look at the projects that relate to other projects along the Corridor.
- Increase financial investment. Iowa Lands and Water Fund – potential for \$180 million. Increase in sales tax, there is a mechanism for tackling a lot of this. The legislature is looking at hearing from other people – get momentum.

Bettendorf

- Locally Kathy Wine and River Action have been instrumental in turning people's minds around. She secured some money from the McKnight Foundation and had to get matching funds. She asked various organizations and appropriately portioned expected contributions. There's peer pressure there – people may pay their fair share. You're part of leveraging more money. Show the way that public contributions are leveraging private investments. Increasing tax base.



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- From a federal perspective, we're always looking at urban outreach. Come out and understand what we're all about. That urban outreach is where all of our focus is going. From a grants standpoint, with the NPS and other federal agencies, if you talk about that urban outreach that might help to get financial backing.
- Bringing in economic development
- What if we reach out to casinos and keep that money in eastern Iowa? The Mississippi River is an economic driver. We need to make the case that if the river generates those tax dollars, the lion's share of those tax dollars needs to be invested in this area.
- What we've underscored here has been a great example of regionalism. The 10 counties haven't always thought of themselves as been a part of the same thing. If we can somehow make a legislative pitch and utilize the folks at the state legislature to advocate for the entire 10 county area. This presentation showed what percentage of the population there is. You could probably develop some pretty significant partnerships.

Guttenberg

- Question...I understand the \$40,000 that the state commits. Are there any federal monies that's put into the Corridor? Why did the federal grants end?
 - That \$40 million was huge. When earmarks went away, it went away. We significantly benefited from it. Up and down the Great River Road. It was a real great loss.
- We need to quit being so apologetic about asking for money. We need to educate the populace about why we need them. Tell the story. Educate our kids. Work on Senator Grassley – he's a physical buff. We need to ask for more.
- I think that we've made a compelling case here. If you look at the impact of the tourism dollars. If we invest in attracting folks to come and spend their dollars, that return is huge.
- You're showing that the tourism generated is a huge asset. What we've found is that when you come together and ask for support for administrative work – that's needed to continue those efforts. There's a lot of emphasis on projects and less on programs.
- There's a transportation bill pending in Congress and there's a lot of push for them to increase funding for transportation infrastructure. Transportation has traditionally been non-partisan. This is what the Byway program is about - infrastructure. It can create jobs and be an economic engine for the state. The argument that these improvements from Keokuk all the way up – tell the story about the benefits of these projects.



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- Mississippi Mayor's group – next September they're meeting. Working on environmental, tourism, shipping, etc. Mayor Warden is working with the schools in Memphis. Tell the story. The Mississippi River is an important economic tool in this country. The increasing need to feed the world. Iowa and Illinois are competing with Brazil.
- Livability is economic development – quality of life issues. If you don't have employees, you don't have businesses. More and more we're seeing skilled workforce shortages. We're all competing for those workers. We have the natural beauty to attract those workers. In particular, younger people are choosing where they want to live and then finding a job. That whole concept of people wanting to live someplace where the quality of life is important. Another point I want to make...I'm a huge believer in public/private partnerships, but I really think it needs to start with a public investment to entice the private investment. At this point that's not really happening. \$40,000 from the state is a pretty miniscule investment from the state for this 10-county project. There needs to be some public commitment before you try to leverage some private investment. I didn't appreciate living near the river before I didn't live there.
- I want people to understand that the \$40,000 allocation is the amount requested through the IA DOT. We're tasked to attend national meetings, quarterly Iowa Mississippi River Parkway Commission meetings. It's not money for projects, it's just for the Commission's operations. A lot of us are eating our own expenses. A lot of us don't submit receipts to be reimbursed. We're looking at ways to have our state make a greater investment.
- All of us here are representing organizations. Knowing the budget process fairly well, there's an unreliability of people who understand how the budget process works. It comes down to who are your partners. A strong partner I see here...local businesses...the associated general contractors...the land improvement people. Bring in that larger partnership – I know they have paid lobbyists. We've got COGs wanting money. We're all being kind of starved to find. The unreliability of the budgeting process. Most government people can't lobby the legislature. You need to find that strong partnership. I've been doing this stuff for 16 years and this is the first time I've heard about this. Now I see that we all need to be in this together. Educate your leadership.



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Figure 1 | Iowa Mississippi River Parkway Commissioners Debra Jochims (Des Moines County) and Larry Kruse (Lee County) provide a background of the Iowa Great River Road at the Burlington meeting on June 9, 2015.

Topic 2: How can collaboration among fulfillment partners increase all along the Iowa Great River Road?

Burlington

- We can cooperate with each other a little more. I knew Montrose had a program, but I didn't know exactly what it is. We don't have communication between all the other groups. Maybe if we shared with others what we're doing, we won't feel like the "Lone Ranger". The Great River Road is a real key that we should use to tie ourselves together.
- Two comments – there needs to be an annual meeting, or something every three years, I don't normally communicate with different groups. I need to have reasons to do that. Other thing – there's an organization called the Mississippi River Connections Collaborative. It's a group all the way from the Louisiana to the north. The last couple years they had the summer of paddling. This year is the year of fishing. Started a GeoTourism initiative. Getting tied into that group. They're trying to do some of the same things.
- Along roadways, if you're going to see improvements related to trails you need to tie it to the condition of the roads as well. Tie it with a paving of the shoulder project. That's the way to sneak in



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and get an accommodation. Probably the cheapest manner rather than keeping it separate. In Des Moines County where you have Hwy 99 – you need to talk about the road not just a trail. Planning for the future, on one project we replaced a bridge and widened the piers on one side. It's easier to make those improvements when you're already doing work.

- We start all these little different groups – MRT, GRR, little individual groups that need to come together. All these different little pieces. There's only so many people that serve and come out and do this kind of stuff. Perhaps we need one bigger organization.
- It's important that the public see us as collaborating with each other. The local media is hungry for news. Especially if you take a picture and write a story and send it to them.

Bettendorf

- County Conservation Boards work together well. But we probably don't work as well with state agencies and federal agencies. We know what the counties next to us are doing but we probably need to reach out.
- Many of us are part of professional organizations and maybe going through some of those organizations and saying "Hey, can we bring these cities together that are connected to the Iowa Great River Road?" It could be a subset of our professional organization. We don't connect with counties that are outside our jurisdiction. Making those connections.
- "We" - (communities from Dubuque down to Galena) – we have an informal group called Travel Mississippi River. We basically say we're going to come together and promote each other. So if somebody comes to Dubuque, Iowa that's a win for all of us. If they come to a place in Illinois, that's a win. We're competing against much larger entities – the Twin Cities, New Orleans area. We come together – publish joint news releases, joint marketing themes, we have a booth. We're working together and for each other.
- Collaboration will naturally increase. I saw that in 2010. The Quad Cities had multiple chambers and an economic development organization, those entities came together to form a larger voice. You see a lot of organizations looking at more of a regional focus – capture more dollars, be more efficient, have a larger voice.
- When you have annual conference type meetings, it seems like they're pretty productive. Do it at different sites along the Great River Road every time. People from one area can see what's going on in another area.



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Guttenberg

- That's a really big list of activities (referencing the Core Management Directions and Actions). Have some priority asks that you're really trying to get done. Getting some administration money.
- I think the story is so compelling. I know the Corridor Management Plan is only done about every decade or so. You've done a great job with this. But I wonder if we could begin by agreeing to tell this story more frequently. The 10 Commissioners have a lot on their shoulders. A storytelling partnership, a communication partnership. Either go with a Commissioner or alone. The more people who know or who can talk to their legislators and say this is a priority for us. When it starts showing up as a priority things may change.
- You're brought up the story several times. Rework who you're telling it to, what your audience is. Mostly my audience is agriculturalists. A lot of our farmers don't take a vacation. When you're talking about trails or things, they don't need public trails. I know when we talk to our supervisors, they're all agriculturalists. Be careful how you tell that story.
- We have to sell this message to the people who say "What does this do for me?" And for the farther you get from the river, they don't think it's affecting them. Whenever something good happens in your county, it benefits everyone. That's my perspective.
- I would challenge your Supervisors, I would challenge them that they don't use the River. On any given weekend, look at the amount of cars on the Mississippi River.
- I don't think a farmer around would argue that we don't need the Lock and Dams.
- It's not just about the river, it's about the landscape. A lot of that tourism on the roads speaks to the preservation of the agricultural landscape.
- Farmers are getting hit all the time. Water issues, etc. You got to keep educating them. In our city we did a comprehensive plan 2 years ago. Even there you have to keep on it. There's 10,000 things that come up every day. Somebody has to keep focusing and trying to tell the story.
- You have these studies, you have the data. I appreciate the part where you talked about getting a committee underneath the Commission. That would be helpful. No one has talked about the business community. No one knows better what travel can do for us. Connecting with businesses and restaurants to educate them about the Corridor and all there is to do. It's about them selling it.
- Each county...Clayton County. We're trying to do trails. In order to do any matching we're out until 2020 to collaborate on any kind of trail. Has the Commission studied how all these financial partners



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gather their money? In the Upper Explorerland COG they have a committee that scores projects. That's taken to a trails committee and then they score it and then that's sent to the County Engineers. And then it goes to the County Supervisors. I think there needs to be an evaluation of how that process works and how the money is distributed. You've got a lot of partners here in place. That's how you start to change the legislative funding process.

- They're that National Scenic Byways Program representative (the Commissioners). You've got a lot of partners here. Somebody needs to be the advocate to help the people at the state level.
- I like your idea that you bring it down to the local level. Does the Commission have a foundation? When we've done it with our local foundation, you find them (funders) from all over.



Figure 1 | During the Bettendorf meeting on June 10, 2015, Edith Pfeffer, Iowa Mississippi River Parkway Commissioner from Clinton County, explains the core elements of Place, People, Principals and Pathways that structure the 2015 Corridor Management Plan for the Iowa Great River Road.



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Topic 3: How can a new companion Leadership Group be most effective in the future of the Iowa Great River Road?

Burlington

- How many other groups should we be talking with? Mayors group, all these Conservation people have a state group, there's a whole lot here. That Mississippi – I don't know why we don't use that river more for promotion.
- The Commission presently has technical advisors who don't always show up.
- As a CVB, we belong to Travel Mississippi – we meet in the Quad Cities about five times a year. We pay dues. We could build off of that a little bit more rather than starting something new.
- Along with the idea of having the meetings, invite everyone here and form a group of interested individuals out of that group who will come to all these meetings and go back to their area.
- I'm familiar with another group that has brought a lot of different people together. Hold breakfast meetings. Only for an hour. Meetings need to be productive and produce something out of them. As long as the meetings were concise and to the point and something was accomplished at the meeting. That takes a lot of staff time preparing for that meeting.
- The idea of creating another group might be redundant. If all these other groups exist and they're not fulfilling this niche, maybe there is a need. What are all the groups and what are they doing? Maybe one of them can take on the need.
- Maybe there could be an umbrella group.
- Comment looking from the outside in. There are a lot of groups, but there's also...it's a very long piece of road/river. It takes each community pooling things together, if you get the 20 people that are motivated in each community, each section, you're getting the best out of those communities.
- Can social media bring some of those groups together?
- If we're going to put out our new signs next year, maybe that's an opportunity to work on our brand.

Bettendorf

- I think something like that would be effective and needed. It would have to have some bleed over into the administrative and management aspect of the GRR. To be able to have some kind of tie in to that group. Otherwise we have a group with a lot of legs and no head.
- We're all in a lot of groups now and a new group could tap resources even further. Tap into one that already exists. Co-opt it or



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get a Great River Road committee as part of it. I'm the third member of our leadership team that was asked to come here. The Mayor was busy, Steve Grimes was busy. I felt some obligation because we've had a good deal of participation. If there's a way to co-opt into another group that's already successful. The League of Cities exists – if you take those cities in that Corridor and use that organization...we're divided into regions. If you took the three or four groups and connected them. You have 30 or so city administrators who get together regularly – you could make this a potential discussion topic. Move it forward with their influence, with their legislators.

- It would be nice to get private sectors involved. Legislators and the Governor sometimes listen to the private sector better. Get the businesses involved.
- I like the notion of taking existing groups and forming official subgroups within that to advocate for the Iowa Great River Road within their organization.
- Eastern Iowa Tourism is one of those organizations that covers every inch of the Mississippi River. Relating to the idea that we figure out existing organizations.
- There's also an Iowa State Association of Counties. We're 10 percent of the counties.
- There's a perception that you're a Commission and you should already have access to resources. Going back to the idea of getting the Governor to be supportive – find the 10 largest donors up and down the river and convince them to say something to the Governor. Use the City Administrators to get the mayors.
- Bi-state and the other regional planning groups would be a great place to start.
- In using some of these groups, sometimes where you're connected with those groups it gives you some credibility.

Guttenberg

- I like that idea. It brings it to a different level. Brings out more people saying the same message. It's a good time. You already know who some of the group could be (referencing the attendees in the room). I like how you've got your four levels (of implementation). Level 2 might have to come on a local level. You get that local leadership. EDA Planning grant...have the support from those who have access to the funding. Have someone with us in the loop. Even from USDA there's money that might help with the administrative side of things.
- At one of the earlier meetings someone from a planning organization said this is our business, you should get some help from us.



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Figure 2 | Scott Tunnickliff, Iowa Mississippi River Parkway Commissioner from Scott County, elaborates on the Elevated Levels of Effectiveness outlined in the 2015 Corridor Management Plan during the Bettendorf meeting on June 10, 2015.

Topic 4: What will it take to reach Level 2 support and performance by the Iowa Mississippi River Parkway Commission?

Burlington

- Where does the \$40,000 come from?
 - An appropriation that comes through the DOT budget
- That's Great River Road specific? Just for the Commission? Regional planning was pounding on us pretty hard to get designated and put signs up. Our section of 99 is not nice. If we start designating that a scenic byway we're going to have people running over each other.
 - Yes, that's for the Commission to use to support the route.
- What you're talking about is what has to happen. It has to be someone paid. Station them in a central location. They execute. They know local priorities. All the different groups put something into the pot to support a hired person. A volunteer way of doing it is not going to work.
- I'm think the regional planning model. The staff may be regional planning agencies. Maybe it's a joint thing between the regional planning organizations. Maybe it's a dues paying system. Could start with the regional staff that knows the region.



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

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- We've got a lot of neat history here.
- Does the Governor decide the funding or the legislature?
 - The legislature appropriates it and the Governor approves it.
- Is the public talking to the legislature?
- Is there an overlap though with Iowa Next?
- I would suggest that Debbie and Larry go to the Supervisors meeting 2 or 3 times a year to get public input and say what you're doing. We've got press and they're going to write stories. We have a pretty good platform.

Bettendorf

- You could take the approach where different entities up and down the route kick in different amounts to support administration for the Iowa Great River Road - \$1,000 per city, \$2,000 per county, etc.
- Kathy Wine had the compelling reason with the McKnight Foundation. She had funding from the Foundation but it needed to be matched by local entities.
- Minnesota has a model where they've been able to hire a marketing professional who does communications.
- Maybe you don't start at a \$1,000 level, maybe you start at \$500.
- For the Iowa Byways program – the IA DOT's primary responsibility is to sign, brand, but we don't do marketing. My hope is that when the new signs go up that will be a great impetus. Maybe that will be a catalyst.
- How are the other Byways supported?
 - The RC&Ds stepped up with a part time person for each Byway to develop a board.

Guttenberg

- Having that local buy-in and contribution per county, that would be more likely than just a legislative appropriation.
- There was a point earlier about how many people come here from other counties. I travel up roads every weekend and I see no other cars with Allamakee plates.
- We need to somehow reach that constituency and get them to support the Iowa Great River Road. We need to spider out to a larger area.
- One of the unfortunate things when we did our survey (the 2013 Iowa Great River Road Resident and Visitor Survey) - we wished we could have had access to recreational watercraft users.
- I think the next one is your motorcycle groups.
- One of the terms was how do you unify everyone together? With the new signs coming up next summer we have a good excuse to take the winter to take the Corridor Management Plan and the new branded signs to the constituency.



Iowa Great River Road
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- Is your survey data available and can be shared? (Response was yes – raw survey data is available through a request to the IA MRPC/DOT)
- I use several data sources in my job. ISU keeps track of retail sales in every town in every county. There are other things...because we're a Main Street Community. I think there's a database out there that I think the Commission could use. Who advocates at the Governor's level to Congress?
- There is a lobbyist for the Governor. I'll be honest. Given the make-up of Congress right now I don't think they'll be a push to increase Scenic Byway funds. The natural partners are the cities, the counties, the Main Streets, etc. We have to come together to tell this story. Perhaps there could be regular meetings. Maybe a Commissioner could call together a meeting in each county, make it more social, speak in front of various groups.



Figure 3 | Attendees at the Bettendorf meeting listen as Iowa Mississippi River Parkway Commissioners describe the 2015 Corridor Management Plan for the Iowa Great River Road.



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Figure 4 | Jane Regan, Iowa Mississippi River Parkway Commissioner from Allamakee County, interacts with attendees after the Guttenberg meeting on June 11, 2015.

Topic 5: What should be a new investment project or program for the Iowa Great River Road?

Burlington

- Paving. – Pave the gravel roads down from the Great River Road to the Mississippi River in places. Pave roads to resources. Access points. Many people don't want to take their cars on gravel.
- Have HWY 61 four lane
- Maybe one of the things that would tie everyone in would be a plan to tell the story of the whole Iowa Great River Road.
- Chris just built a lake. When the preservation people came out there, they found all this stuff. They sealed it up, they didn't make a big deal of it. They buried it. The levee washed out in Louisa County. They found it all and they buried it.
- I think an investment has to be in partnerships or programs. Pay a person, sponsor a conference. When I got the email from Deb was the first time I'd ever heard about this organization. Investment in human capital. Invest in developing the collaborations. From that, once you build that then you have the ability to lobby and have a voice at the state and then you have the ability to lobby for those projects.



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Bettendorf

- I think about a bike trail right along the Mississippi between Muscatine and Davenport - that would get a lot of people next to the river.
- RAGBRAI along the river.
- In Cincinnati we have a historic day and we link up all the sites. They coordinate different festival dates.
- One of the things we haven't talked about is river access. River access in this area is pretty good. But a little farther north it's more difficult. There are some pretty incredible grants for supporting access to the river.
- Discuss the scenic overlooks. In the past people have felt that public restrooms at overlooks take revenue away from businesses.
- One of our jurisdictions is building a land-based casino.
- Davenport is working on the riverboat leaving the riverfront.
- Connecting with that will be parks.
- As I mentioned before, Muscatine has a new park along the Great River Road. It has a separated hard surface trail from the City of Muscatine down through the park to Louisa County.

Guttenberg

- Finish the MRT.
- When you talk about the MRT – we have a section of it that we cannot complete because of the railroad. How have some other areas worked with the railroad to deal with that?
 - When we were trying to get the trail between Marquette and McGregor, we worked with them a lot to communicate about what we were doing. It takes a lot of communication and a lot of people being at the same place at the railroad level.
 - We got them to the County, but they wouldn't go out there to the site.
 - They're real sensitive.
- Interpretation is big. In two places more interpretation would be beneficial. At scenic overlooks. The south bluff has nothing. The second place is our public boat ramps. We have pretty significant kiosks...something should go into them that's attractive and useful. That's relatively inexpensive.
- Regarding the MRT, some districts have an agreement that they'll put in the bicycle paths when they're repaving the road. Try and see if they won't do that 10' shoulder.
- That rumble strip can get cut down from 18" to 10" or so inches wide.
- For the gravel road to the ferry, we're working with USFWS to pave that road.





- The river continues to be an incredible asset. I want to tip my hat to the Commissioners. Some states are more active than others. Iowa is fortunate to have a more active state. If we're going to capture the people who want to experience the Mississippi River, we have a real economic opportunity. If we join together...I'm not sure how we form that network...we could create a greater push in Des Moines to help increase the funding and raise awareness in our own communities. The Upper Mississippi Refuge is the longest in the lower 48 states.
- The Mississippi is the third most recognized landmark in the world.



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Meeting Invitees and Attendees

The 2015 Corridor Management Plan Rollout and Orientation Meetings were specifically organized to have a limited number of attendees to maximize discussion. Iowa Mississippi River Parkway Commission representatives developed a list of invitees from their respective counties and then made an initial invitation to these individuals. Two emails – an introduction and reminder with agenda – were then distributed to desired attendees (see next section for email narrative).

Burlington

In Attendance

Tom Buckley, Lee County Conservation
Mary Sue Chatfield, Montrose Riverfront Inc.
Elisabeth Chatfield, Montrose Riverfront Inc.
Katie Hammond, Director of Louisa County Conservation
Chris Lee, Director of Des Moines County Conservation
Zachary James, Planning Director with Southeast Iowa Regional Planning Commission
Chelsea Tolle, Director, Greater Burlington CVB
Charles Nichols, City Planner for City of Burlington
Tom Broeker, Des Moines County Board of Supervisors
Cathy Henry, Refuge Manager at Port Louisa National Wildlife Refuge
Rick Larkin, Lee County Board of Supervisors
Bob Beck, Des Moines County Board of Supervisors
Brian Carter, Des Moines County Engineer
Angela Beenken, Director of the DM County Heritage Center
Debra Jochims, Des Moines County Commissioner, Iowa Mississippi River Parkway Commission
Larry Kruse, Lee County Commissioner, Iowa Mississippi River Parkway Commission
Mary Stahlhut, Iowa Department of Transportation

Invited, Not in Attendance

Tom Marion, Mayor, City of Keokuk
Brad Randolph, Mayor, City of Fort Madison
Kirk Brandenberger, Executive Director, Keokuk Area Convention & Tourism Bureau
Robert Reid, Mayor, City of Montrose
Steve Bisenius, Executive Director, Lee County Economic Development
Becky Anderson, Burlington City Council
Mike Norris, Executive Director, Southeast Iowa Regional Planning Commission



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Chris Ball, Louisa County Board of Supervisors
Randy Griffin, Louisa County Board of Supervisors
Paula Buckman, Louisa County Board of Supervisors
Shawn Maine, Mayor, City of Wapello
Dan Wilson, Mayor, City of Columbus
Steve Schwandke, Mayor, City of Grandview
Bonita Grooms, Mayor, City of Oakville
Sherry Humphreys, Director, Louisa County Development Group
Al Bohling, President, Tri-Rivers Conservation Foundation

Bettendorf

In Attendance

Curt Weiss, Muscatine County Conservation Board Director
Paul Mayes, Professor Emeritus, Eastern Iowa Community College
Meghan Overton, Planner, Bi-State Regional Planning Commission
Ed Britton, Refuge Manager, US Fish and Wildlife Service
Julia Wochus, YCC Leader, US Fish and Wildlife Service
Keysha Fontaine, Intern, US Fish and Wildlife Service
Scott VandeWoestyne, Director of Government Affairs, Quad Cities Chamber of Commerce
Kas Kelly, Muscatine County Supervisor
Cindy Bruhn, LeClaire Tourism Manager
Joe Taylor, President/CEO, Quad Cities Convention & Visitors Bureau
Tom Determann, Clinton City Council
Tim Huey, Scott County Planning Department
Scott Hock, Director, Davenport Parks and Recreation
Decker Ploehn, City Administrator, City of Bettendorf
Edith Pfeffer, Clinton County Commissioner, Iowa Mississippi River Parkway Commission
Scott Tunnickliff, Scott County Commissioner, Iowa Mississippi River Parkway Commission
Dan Petersen, Muscatine County Commissioner, Iowa Mississippi River Parkway Commission
Mary Stahlhut, Iowa Department of Transportation



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Invited, Not in Attendance

Greg Jenkins, Muscatine Chamber of Commerce
Nick Cusick, Muscatine Convention & Visitors Bureau
Jason Gordon, Quad Cities Chamber of Commerce
Sonya Paddock, Mayor, City of Riverdale
Dan Huber, Iowa Department of Transportation Commission
Brian Ritter, Director, Nahant Marsh Interpretive Center



Terri Applegate, LeClaire City Council
Steve Grimes, Bettendorf Parks and Recreation
Bruce Berger, Davenport Economic Development Department
Gina McCullough, Bi-State Regional Planning Commission
Kathy Wine, Executive Director, River Action
Colonel Mark Deschenes, US Army Corps of Engineers
Lt. Colonel Dan Segura, US Army Corps of Engineers
Ron Deiss, US Army Corps of Engineers
Kim Findlay, Putnam Museum of History and Natural Science
Linda Miller, Iowa Legislature
Roby Smith, Iowa Legislature
Joe Seng, Iowa Legislature
Cindy Winckler, Iowa Legislature
Phyllis Thede, Iowa Legislature
Jeff Reiter, Economic Development Director, City of Bettendorf
Mike Kirchhoff, Clinton Regional Development
Janelle Kreiling, Clinton Regional Development
Mark Vullich, Mayor, City of Clinton
Brad Wiles, Clinton Public Library
David Rose, Chair, Iowa Department of Transportation Commission
Sarah Lind, Childrens Discovery Center
Marian Johnson, Childrens Discovery Center
Marsha Smith, Clinton Women's Club and Clinton Art Gallery
Sam Shea, Iowa Department of Transportation
Jason Craft, Engineer, City of Clinton
Rose Holsclaw, Clinton Art Association
Betty Burken, Blue Hill Dairy Farm
Todd Kinney, Engineer, Clinton County
Tom Roth, City Manager, City of Camanche
Ken Fahlbeck, Mayor, City of Camanche
Jessica Steines, Mississippi River Eco Tourism Center, Clinton County
Conservation
Mark Roberts, Mississippi River Eco Tourism Center, Clinton County
Conservation
Norlin Mommsen, Iowa Legislature
Matt Parbs, Director, The Sawmill Museum
Chad Jensen, Owner, The Bicycle Station
Walt Wickham, Director, Clinton County Conservation
Jessica Kinser, City Manager, City of Clinton
Julie Allesee, Clinton City Council
Gloria Frederickson, Clinton County Conservation Board
Carrie Donaire, Director, Clinton Tourism Bureau



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Guttenberg

In Attendance

Dwight Hughes, Cassville Harbor Commission

Jenna Sawyer, Municipal Relations Coordinator, East Central Intergovernmental Association

Daryl Parker, Director, Jackson County Conservation

Dave Heier, Director, Jackson County Economic Alliance

Nick Hockenberry, Assistant Director, Jackson County Economic Alliance

Jenna Pollock, Director, Clayton County Conservation

Russell Loven, Mayor of Guttenberg

Larry Schellhammer, Allamakee County Board of Supervisors

Roger Thomas, Director, Elkader Development Corporation

Val Reinke, Executive Director, Allamakee County Economic Development

Rachelle Howe, Executive Director, Upper Explorerland Regional Planning Commission

Mary Willett, City Manager, City of Guttenberg

Nancy Dunkel, Iowa Legislature

Darla Kelchen, Director, Clayton County Development Group

Emily Moser, Executive Director, Guttenberg Development & Tourism

Rich King, Refuge Manager, US Fish and Wildlife Service

Ross Geerdes, Allamakee County Conservation Board

Jane Regan, Allamakee County Commissioner, Iowa Mississippi River Parkway Commission

Lori Wallace, Clayton County Commissioner, Iowa Mississippi River Parkway Commission

John Goodmann, Dubuque County Commissioner, Iowa Mississippi River Parkway Commission

Lori Roling, Jackson County Commissioner, Iowa Mississippi River Parkway Commission

Edith Pfeffer, Clinton County Commissioner, Iowa Mississippi River Parkway Commission

Mary Stahlhut, Iowa Byways Program, Iowa Department of Transportation

Invited, Not in Attendance

Trisha Patzner, President, Bellevue Chamber of Commerce

Loras Herrig, City Manager, City of Bellevue

Chandra Ravada, Director of Transportation, East Center Intergovernmental Association

Laura Carstens, Planning Services Manager, City of Dubuque

Jerry Enzler, President & CEO, National Mississippi River Museum & Aquarium

Wayne Buchholtz, Park Ranger, Mines of Spain Recreation Area

Brian Preston, Director, Dubuque County Conservation



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Keith Rahe, President & CEO, Dubuque Area Convention & Visitors Bureau
Nancy Van Milligen, President & CEO, Community Foundation of Greater Dubuque

Carrie Koelcker, Director, Eastern Iowa Tourism Association

Pat Jochum, Iowa Legislature

Charles Isenhardt, Iowa Legislature

Abby Finkenauer, Iowa Legislature

Brian Moore, Iowa Legislature

Tod Bowman, Iowa Legislature

Robert Garms, Mayor, City of Elkader

Norma Mason, Mayor, City of Marquette

Gaylinda Hallberg, Mayor, City of McGregor

Gary Bowden, Clayton County Board of Supervisors

Ron McCartney, Clayton County Board of Supervisors

Larry Gibbs, Clayton County Board of Supervisors

Katrina Moyna, City of Marquette Business & Tourism Coordinator

Brain Ridenour, Engineer, Allamakee County

Dennis Keonig, Allamakee County Board of Supervisors

Daniel Byrnes, Allamakee County Board of Supervisors

Jim Janett, Allamakee County Board of Supervisors

Mike Brennan, Mayor, City of Lansing

Jerry Valley, Mayor, City of Harpers Ferry

John Verdon, Friends of Pool Nine

Ardie Kuhse, Director, Allamakee County Economic Development

Joe Cunningham, Director, Waukon Economic Development Director

Karla Organist, Lead Planner, Upper Explorerland Regional Planning Commission

Mallory Marlatt, Northeast Iowa RC&D

Jared Neilsen, Northeast Iowa RC&D

Bill Nation, Treasurer, Harpers Ferry Booster Club

Betty Steege, Chair, Harpers Ferry Booster Club

Jane Hasek, Chair, Harpers Ferry Heritage Society



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Pre-Meeting Communications

The following two communications were distributed to invited individuals and the documents referenced in each communication were attached via PDF.

First Email Communication

Greetings on behalf of the Iowa Mississippi River Parkway Commission,

We are communicating with you on behalf of (meeting-appropriate Commissioner names) and their special invitation to you to participate in an important upcoming meeting pertaining to the future of the Iowa Great River Road (IA GRR). The dedication you along with approximately 100 other local leaders and supporters bring to eastern Iowa and your local communities is behind this special invitation.

The Iowa Mississippi River Parkway Commission (IA MRPC) has recently adopted a comprehensive management plan of the Iowa Great River Road, arguably Iowa's most important leisure travel corridor. Internationally, nationally and regionally, the Iowa Great River Road is the way the world travels to the Mississippi River. Locally the 10 counties and XX Byway communities rely on the Mississippi River as a major source of pride, commerce and overall livability.

The Iowa Mississippi River Parkway Commission recognizes your dedication and leadership in shaping the future of the corridor—the 10 Mississippi River counties of Iowa. (Day), June x, from 3:00 PM to 5:30 PM will provide you with a special time to learn more about the IAGRR, the management direction developed during the planning process, and the effective roles you and your organization can fulfill in assuring the effective conservation, development, promotion and interpretation and administration of our unique and authentic resource.

The meeting on (date) at (location) is both a "rollout of the plan" and a roundtable discussion about moving forward.

In our world of information processing, we've employed a simple approach to reach our various information audiences: people are either "streakers", "strollers" or "studiers".



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If you might fall into the “streaker” segment, then you might appreciate the two-page, 10 point summary (file name).

“Strollers” might benefit from the 16-page Executive Summary (file attachment name).

And “studiers”, our favorite group, may be fulfilled by reading the entire 80-page 2015 Corridor Management Plan for the Iowa Great River.

To make the most effective use of our time together at the Rollout and Orientation Meeting, we would appreciate it if you would at least review the Executive Summary

So here again are the details on the 2015 Corridor Management Plan Rollout and Orientation Meeting:

- Date/time: (Insert)
- Location: (Insert)
- First 60 minutes: presentation and Q/A around the plan
- Second 60 to 75 minutes: round table discussion in which you will be asked to share your insights to moving forward.
- Depending on your own information processing style, please read one, two or all of the attached documents to become familiar with the scope of the management plan.

Look for an email from us next week with more detailed agenda information.

Please feel free to contact one of your local Commissioners (names and phone) or David (515-936-1989) or Bre (641-521-9340) with questions.

Again, thanks in advance for your interest and support and we look forward to seeing you on xxx. Please let us know if you are able to attend by **May 2, 2015**—and consider sending an alternative representative if you are unable to join us.



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David L. Dahlquist and Breann Bye



Second Email Communication

Greetings again on behalf of the Iowa Mississippi River Parkway Commission,

Brief Reminder: (Meeting-appropriate Commissioner names) have invited you to participate in an important roundtable discussion on the future of the Iowa Great River Road. The meeting will be held on X at X.

Why this is Important: The future of what many Iowans believe is our state's most important leisure travel corridor is in your hands. The Iowa Mississippi River Parkway Commission, whose members are appointed by the Governor of Iowa, relies fully on the support you and your organizations bring "to the table".

The Commission has listened to stakeholders, residents and visitors of the Iowa Great River Road and has adopted a "roadmap" to the future for this National Scenic Byway. This "roadmap" now needs your attention, your ideas for moving it forward, and your attendance at this meeting so your communities, your local boards, and your organizations can benefit from working together.

Three attached PDF documents communicate the core components of the plan for the Iowa Great River Road and you are encouraged to review them before the meeting.

- "2015_IAGRR_Corridor_Management_Plan_10_Points_E" is a two-page document which provides 10 key points about the contents of the plan.
- "2015_IAGRR_CMP_Summary_SingleSheets_E" is a 16-page Executive Summary. At a minimum, it would be most helpful if you familiarize yourself with the contents of this document before the meeting.
- "2015_IAGRR_Corridor_Management_Plan_E" is the full 90-page Corridor Management Plan for the Iowa Great River Road. Appropriately, this document will provide the most background on the planning process and recommendations.



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So, on behalf of your local Iowa Mississippi River Parkway Commissioners, please plan to attend and respond to let us know you'll be joining us. Please reply as to your attendance to ddahlquist@outlook.com or breannbye@outlook.com.

If you are unable to attend please consider inviting and encouraging a substitute for your important role.

Thank you very much for your consideration of this invitation and please don't hesitate to contact us with any questions.

David L. Dahlquist and Breann Bye



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Meeting Presentation

The following pages illustrate the presentation slides for the 2015 Corridor Management Plan of the Iowa Great River Road. Presentations for each meeting were tailored to the specific counties represented.



Iowa Great River Road
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The Iowa Great River Road...

The way the world travels to our Mississippi River.

What is the Great River Road?

3,500 miles of designated roads along the Mississippi River from Minnesota to the Gulf of Mexico

Focus: **Share, promote, preserve and enhance** the intrinsic qualities of the corridor—its history, culture, nature, scenery, recreation amenities, and archaeological resources

Connects the River and its communities through experiencing all that the Byway offers

By the Numbers... National Perspective

- The Mississippi River is the **third most popular travel destination** in the United States
- The Great River Road is the **nation's longest** designated National Scenic Byway
- Among 30 reasons why people seek the outdoors for leisure, **'Driving for Pleasure'** ranks among the **top three motivators**
- US Today identified the Great River Road as one of the **top 10 waterside drives** in America

Iowa Great River Road

341 miles of U.S., state and local highways, secondary roads and streets

Ten counties and 32 communities

15 Interpretive Centers

Designated a **National Scenic Byway** and an **Iowa Scenic Byway**

Nearly **800,000 people** in Iowa and the adjoining states live within 10 miles of the Iowa Great River Road

Iowa Great River Road

2015 Iowa Mississippi River Parkway Commission

ALLAMAKEE COUNTY	Jane Regan
CLAYTON COUNTY	Lori Wallace
DUBUQUE COUNTY	John Goodmann, Chair
JACKSON COUNTY	Lori Roing
CLINTON COUNTY	Edith Pfeffer
SCOTT COUNTY	Scott Tunnickliff
MUSCATINE COUNTY	Daniel Petersen
LOUISA COUNTY	Jay Schweitzer
DES MOINES COUNTY	Debra Jochims
LEE COUNTY	Larry Kruse





**By the Numbers....
State Perspective**

- The Federal Highway Administration has invested **\$9,912,840 million** in the Iowa Great River Road for Byway-related projects—Congress eliminated all Byway funding in 2012.
- **65%** of visitors are either **“somewhat” or “very much” aware** of the Iowa Great River Road. (Source: 2013 Iowa Great River Road Survey)
- **82%** of residents are either **“somewhat” or very much” aware** of the Iowa Great River Road. (Source: 2013 Iowa Great River Road Survey)

**By the Numbers....
State Perspective – National Scenic Byway Program Grants, 1993 - 2012**

COUNTY	FEDERAL DOLLARS INVESTED
Allamakee	\$1,361,400
Clayton	\$815,202
Dubuque	\$2,370,576
Jackson	\$0
Clinton	\$760,007
Scott	\$620,247
Muscatine	\$78,552
Louisia	\$2,341,600
Des Moines	\$423,000
Lee	\$323,240
Byway-wide Projects with 10-county Impact	\$763,416
TOTAL	\$9,912,840



The Iowa Mississippi River Parkway Commission Recognizes and Values

Place

People

Principles

Pathways to the Future

PLACE PEOPLE PRINCIPLES PATHWAYS



Iowa Great River Road
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Place

The Commission operates with a broad understanding of the many intrinsic resources—**THE PLACE**—of the Mississippi River Valley in the eastern Iowa counties which comprise the corridor of the Iowa Great River Road.



People

The Commission solicits, records and respects the insights, needs, desires and dreams of residents, visitors, and stakeholders—**THE PEOPLE**—who live along, travel to, and rely on the Iowa Great River Road.



Principles

The Commission holds the vision, the goals and objectives, Core Management Directions and the tangible actions—**THE PRINCIPLES**—needed to underpin effective conservation, development, promotion and interpretation, and management of the resources and experiences of this National Scenic Byway.



Pathways

The Commission has adopted guidance—**PATHWAYS TO THE FUTURE**—for the Commission, the Iowa Legislature, the Governor's Office, and State of Iowa Departments to steward and promote this national treasure for the citizens and visitors of Iowa and the United States.



The Iowa Great River Corridor Management Plan Library

The Place, People, Principles, and Pathways provide the essentials of the 2015 Corridor Management Plan.

More than a dozen supplemental documents and presentations are available to provide a comprehensive library of data, information and guidance for all stakeholders and partners.

Visit: www.iowadot.gov/iowasbyway/IAGRR-CMP.html



The Iowa Great River Corridor Management Plan Library Documents

- A** Iowa Great River Road Designated Route Update
Map series for the ten Iowa Great River Road counties illustrating the routing of the Byway.
- B** 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.
- C** 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.
- D** 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.
- E** 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.



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- 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.

PLACE PEOPLE PRINCIPLES BYWAYS

Place

- **341 mile route** along the west bank of the Mississippi River in 10 eastern Iowa counties
- **"Corridor"** means the geographic area of the 10 Mississippi River counties in Iowa
- **Hundreds of intrinsic—authentic—qualities** and resources
- **Fifteen nationally recognized interpretive centers**

PLACE PEOPLE PRINCIPLES BYWAYS

Intrinsic Qualities and Resources

- Scenic
- Natural
- Historic
- Archeological
- Cultural
- Recreational

Iowa Great River Road Counties	Iowa Great River Road Intrinsic Resource Locations by County						TOTAL RESOURCE SITES BY COUNTY
	Scenic	Natural	Historic	Archeological	Cultural	Recreational	
Allamakee	13	7	8	1	8	23	60
Clayton	14	5	16	1	10	20	66
Dubuque	10	7	22	1	16	21	77
Jackson	7	8	8	0	5	21	49
Clinton	6	7	10	0	6	30	59
Scott	3	3	16	0	17	16	55
Muscatine	5	3	7	0	4	10	29
Linn	7	15	4	1	1	23	51
Des Moines	19	6	16	1	8	18	68
Lee	11	0	21	0	6	19	57
TOTALS	95	61	129	5	91	201	671

PLACE PEOPLE PRINCIPLES BYWAYS

EFFIGY MOUNDS NATIONAL MONUMENT
HARPERS FERRY, ALLAMAKEE COUNTY

National Park Service-operated Monument preserves more than 200 mounds built by Native Americans and is Iowa's only National Monument. Features a Visitors Center, a variety of hiking trails, and scenic vistas of the Mississippi River.

PLACE PEOPLE PRINCIPLES BYWAYS

IOWA DNR GUTTENBERG FISH HATCHERY & AQUARIUM
GUTTENBERG, CLAYTON COUNTY

Near Lock and Dam 10, visitors view a wide variety of fish and aquatic wildlife. The aquarium is on the National Register of Historic Places.

PLACE PEOPLE PRINCIPLES BYWAYS

NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM
DUBUQUE, DUBUQUE COUNTY

Large freshwater aquariums, live animal exhibits, hands-on historical exhibits, working boatyard, wetland, National Rivers Hall of Fame, and the Wm. M. Black Boat & Breakfast delights toddlers to grandparents.

PLACE PEOPLE PRINCIPLES BYWAYS





MINES OF SPAIN & E.B. LYONS INTERPRETIVE CENTER
 DUBUQUE, DUBUQUE COUNTY

The Meskwaki Indians were some of the earliest inhabitants of this 1387 acre park. French-Canadian fur trader Julien Dubuque mined and traded lead here from 1788 to 1810. Features a Visitor's Center, walking trails, and scenic vistas of the Mississippi River.

25



HURSTVILLE INTERPRETIVE CENTER
 MAQUOKETA, JACKSON COUNTY

The Hurstville Interpretive Center is located on a 18 acre wetland and is designed for multiple uses, with an emphasis on environmental education and natural resource protection. The Center features numerous interactive exhibits focused on the natural environment and history of the area.

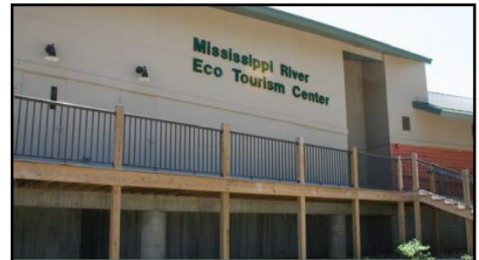
26



THE SAWMILL MUSEUM
 CLINTON, CLINTON COUNTY

Experience the American lumber saga when Clinton was lumber king. Features interactive children areas, exhibits on Clinton's lumber, river, and transportation history, a working sawmill, weekly programming, and riverfront property with access to a picnic area and scenic bike trail.

27



MISSISSIPPI RIVER ECO TOURISM CENTER
 CAMANCHE, CLINTON COUNTY

Located in Rock Creek Marina & Campground. Education displays and 300,000 gallon aquarium with Mississippi River fish. 100 acre park provides river access, boat ramps, campsites, cabins, picnicking, fishing, a marina, and naturalist guided Blue Heron eco cruises.

28



BUFFALO BILL MUSEUM
 LECLAIRE, SCOTT COUNTY

The Buffalo Bill Museum collects, preserves, interprets, and exhibits artifacts depicting the heritage of the region, particularly life along the Mississippi River and its early pioneers like Buffalo Bill (William F. Cody).

29



PUTNAM MUSEUM OF HISTORY AND NATURAL SCIENCE
 DAVENPORT, SCOTT COUNTY

Enjoy the Black Earth/Big River nature experience, the award-winning River, Prairie and People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping, and an IMAX theater.

30

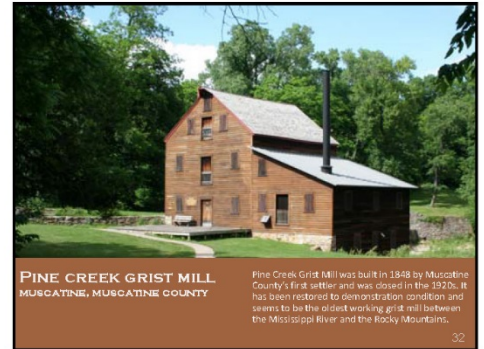




**NAHANT MARSH
EDUCATION CENTER**
DAVENPORT, SCOTT COUNTY

This 513-acre urban wetland, formerly a Superfund Cleanup site, is now home to wildlife and a restored prairie. Hiking trails and boardwalks with interpretive signage are open to the public year-round.

31



PINE CREEK GRIST MILL
MUSCATINE, MUSCATINE COUNTY

Pine Creek Grist Mill was built in 1848 by Muscatine County's first settler and was closed in the 1920s. It has been restored to demonstration condition and seems to be the oldest working grist mill between the Mississippi River and the Rocky Mountains.

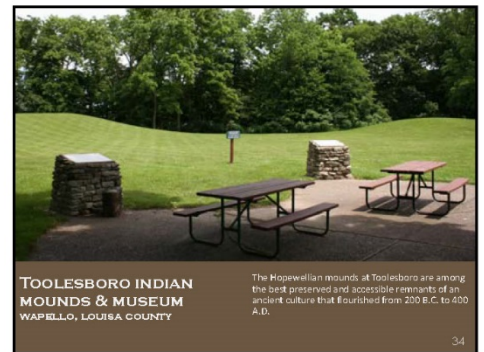
32



**MUSCATINE HISTORY AND
INDUSTRY CENTER**
MUSCATINE, MUSCATINE COUNTY

Once known as the "Pearl Button Capital of the World", Muscatine mass produced buttons from freshwater mussel shells. Explore the interactive exhibition of artifacts from the pearl button industry, purchase unique button gifts, and view the innovations of the modern "Made in Muscatine" industries.

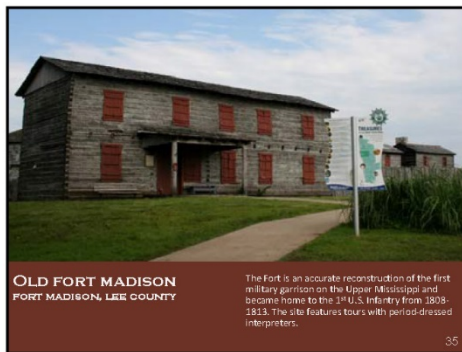
33



**TOOLESBORO INDIAN
MOUNDS & MUSEUM**
WAPELLO, LOUISA COUNTY

The Hopewellian mounds at Toolesboro are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D.

34



OLD FORT MADISON
FORT MADISON, LEE COUNTY

The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the 1st U.S. Infantry from 1808-1815. The site features tours with period-dressed interpreters.

35



**GEORGE M. VERITY
RIVERBOAT MUSEUM**
KEOKUK, LEE COUNTY

The Verity was the first of four steamships built in 1927 for the revival of cargo transportation on the Mississippi. Tour the engine room, sleeping quarters, and gallery.

36



**Iowa Great River Road
CORRIDOR MANAGEMENT PLAN**

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People

Stakeholders, Residents and Visitors

Input for the 2015 Corridor Management Plan:

- 2012 Stakeholder Meetings
- 2013 Resident and Visitor Survey
- 2014 Stakeholder Meetings



2013 IOWA GREAT RIVER ROAD VISITOR AND RESIDENT SURVEY



2013 Visitor and Resident Survey Findings

- High levels of recognition for the Iowa Great River Road
- Positive or high satisfaction levels with experiences
- Expectations are being met or exceeded
- Tourism is considered to be very or extremely important
- Development and service improvements are needed and were requested



Economic Impact Indicators

- \$286**
Average daily spending by Iowa travel parties in 2013
- 18.1%**
Percent of total Iowa **travel and tourism expenditures** generated in the 10 Iowa Great River Road counties (**\$1.4 billion** of a total \$7.8 billion)
- 16.0%**
Percent of total Iowa population residing in the 10 Iowa Great River Road counties (496,238 of a total Iowa population of 3,092,341)
- \$2,834**
Average domestic travel expenditures per capita for the 10 Iowa Great River Road counties



By the Numbers.... State Perspective

- Travel-related expenditures in Iowa represent **\$7,750,875,241** of the state economy.
- Travel-related expenditures in the 10 Iowa Great River Road counties represent **\$1,406,520,110**, which comprises over **18%** of the state's total expenditures.
- The State of Iowa presently invests \$40,000 annually to support the Iowa Great River Road through the Iowa Mississippi River Parkway Commission.



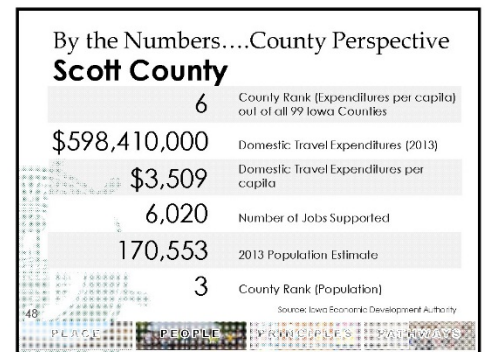
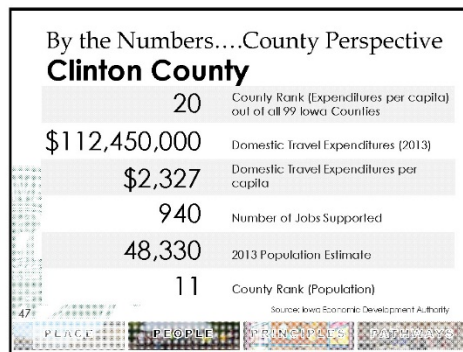
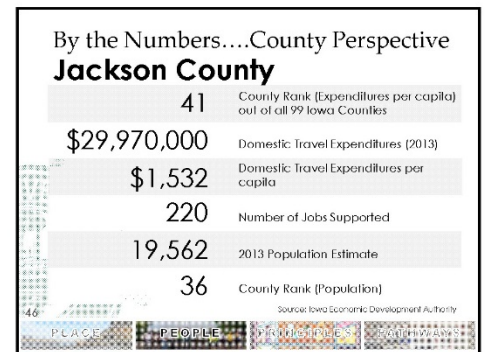
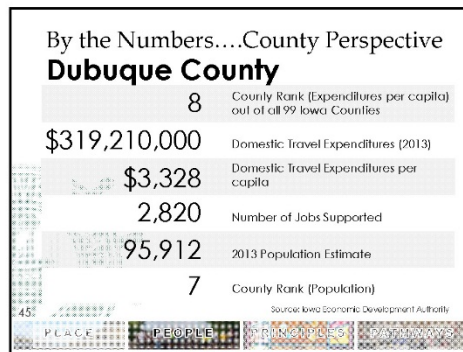
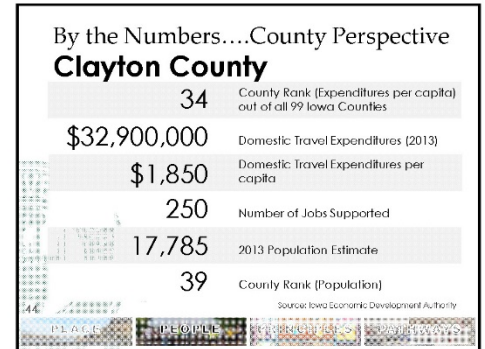
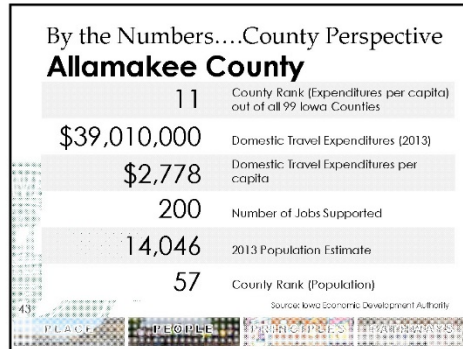
By the Numbers....County Perspective All 10 IA GRR Counties

\$1,406,520,110	Domestic Travel Expenditures (2013)
\$2,834	Domestic Travel Expenditures per capita (Average)
12,710	Number of Jobs Supported
496,238	2013 Population Estimate



Iowa Great River Road
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By the Numbers...County Perspective Muscatine County

35	County Rank (Expenditures per capita) out of all 99 Iowa Counties
\$76,950,000	Domestic Travel Expenditures (2013)
\$1,793	Domestic Travel Expenditures per capita
670	Number of Jobs Supported
42,918	2013 Population Estimate
14	County Rank (Population)

Source: Iowa Economic Development Authority

By the Numbers...County Perspective Louisa County

50	County Rank (Expenditures per capita) out of all 99 Iowa Counties
\$14,130,000	Domestic Travel Expenditures (2013)
\$1,252	Domestic Travel Expenditures per capita
100	Number of Jobs Supported
11,294	2013 Population Estimate
67	County Rank (Population)

Source: Iowa Economic Development Authority

By the Numbers...County Perspective Des Moines County

10	County Rank (Expenditures per capita) out of all 99 Iowa Counties
\$125,090,000	Domestic Travel Expenditures (2013)
\$3,092	Domestic Travel Expenditures per capita
1,000	Number of Jobs Supported
40,452	2013 Population Estimate
16	County Rank (Population)

Source: Iowa Economic Development Authority

By the Numbers...County Perspective Lee County

37	County Rank (Expenditures per capita) out of all 99 Iowa Counties
\$58,400,000	Domestic Travel Expenditures (2013)
\$1,650	Domestic Travel Expenditures per capita
490	Number of Jobs Supported
35,386	2013 Population Estimate
19	County Rank (Population)

Source: Iowa Economic Development Authority

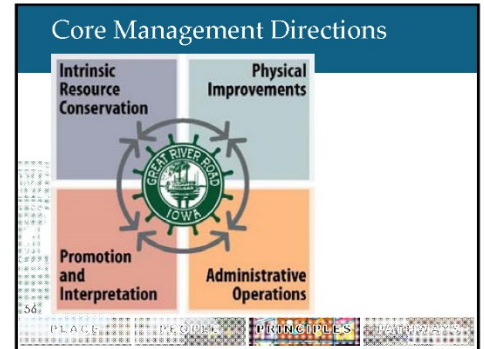
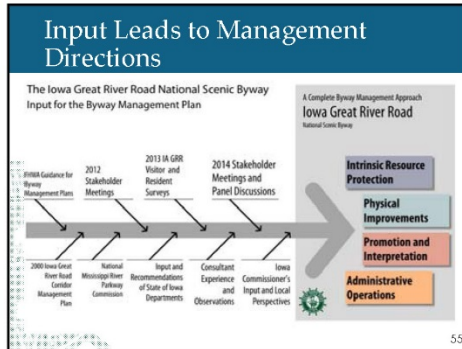
Principles

- Vision
- Goals
- Interpretive Theme
- Core Management Directions
- Actions

Vision

The Iowa Great River Road will sustain rewarding lifelong experiences for Iowans and visitors from around the world through the support of a cooperative network of partners and stakeholders, each of which invest in and benefit from the conservation, development, promotion, interpretation and management of the diverse intrinsic resources of the Iowa Mississippi River Valley.





Intrinsic Resource Conservation

- Mississippi River Qualities
- Community Development and Appearance
- Trash and Litter Removal
- Protect Historical and Cultural Resources
- Viewshed Management
- Roadside/TCRV Management
- Dark Sky Advertising Control
- Recreational and Biological Resources

Mississippi River Qualities

Community Development and Appearance

Trash and Litter Removal

Protect Historical and Cultural Resources

Viewshed Management

Roadside/TCRV Management

Dark Sky Advertising Control

Recreational and Biological Resources

Interim reports are available for the Byway Special. The places, the users, the people that are scenic, cultural, historic, scientific, recreational or archeological under the Iowa Great River Road design. Conserving, enhancing and restoring them to their appropriate quality requires thoughtful design and action.

Physical Improvements

- Right-of-Way Vegetation
- Mississippi River Trail
- Public Amenities
- Parking Areas and Access Points
- Scenic Overlooks
- Wayfinding Components
- Livable Streetscapes
- Community Entries
- Sensitive Road Repair, Upgrades and Replacements

Right-of-Way Vegetation

Mississippi River Trail

Public Amenities

Parking Areas and Access Points

Scenic Overlooks

Wayfinding Components

Livable Streetscapes

Community Entries

Sensitive Road Repair, Upgrades and Replacements

Physical improvements to the built environment make access to and encourage use and enjoyment of the Iowa Great River Road and its intrinsic resources. Some types of improvements are necessary to ensure the long-term safety of visitors and residents. Capital investment decisions are necessary to address existing and address the needs of the Iowa Great River Road.

Promotion and Interpretation

- Community Events and Celebrations
- Niche Markets
- Loops and Side Routes
- International Markets Development
- Formal Learning Resources
- Merchandise
- A National Treasure
- Interpretive Sites, Stories, and Ventures
- Iowa Great River Road Website
- Integrated Information and Promotional Media
- Iowa Great River Road Upper Mississippi River Drivers' Guide
- Hospitality Training

You don't make sense of something good, we will never experience it, nor will we understand it. The music, the beauty, the richness, the adventure, in short, the whole experience of the Iowa Great River Road, even if it is a resource we will understand and the information it holds, will be experienced rather than understood through effective promotion and interpretation.

Community Events and Celebrations

Niche Markets

Loops and Side Routes

International Markets Development

Formal Learning Resources

Merchandise

A National Treasure

Interpretive Sites, Stories, and Ventures

Iowa Great River Road Website

Integrated Information and Promotional Media

Iowa Great River Road Upper Mississippi River Drivers' Guide

Hospitality Training

Administrative Operations

- Commission Support
- Project and Program Funding
- Regional Stakeholder Communications
- Regional Planning Forums
- Key Indicators
- Local Enterprise Support
- National Mississippi River Parkway Commission
- Iowa Byways Program
- Federal and State Agency Engagement
- County and Municipal Agency Engagement
- Non-profit and Corporate Engagement
- State of Public Contact
- Non-profit Foundation
- Friends Group

A variety of administrative services — funding, responsibility, engagement, data and others — are needed to identify, leverage, manage and monitor the allocation of human and financial resources.

Commission Support

Project and Program Funding

Regional Stakeholder Communications

Regional Planning Forums

Key Indicators

Local Enterprise Support

National Mississippi River Parkway Commission

Iowa Byways Program

Federal and State Agency Engagement

County and Municipal Agency Engagement

Non-profit and Corporate Engagement

State of Public Contact

Non-profit Foundation

Friends Group



Iowa Great River Road
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Core Management Directions – Potential Investments in Associated Actions

Summary of Suggested New Investments for the Iowa Great River Road

Source: Tabulations of project suggestions provided by IA MRPC Commissioners and stakeholders, 2014

Individual Project Cost Ranges	Local Projects	State/Federal Agency Programs/Projects	Total Projects	Cumulative Cost Estimates	
				Low Range	High Range
Less than \$50,000	18	4	22	\$550,000	\$1,100,000
\$50,000 to \$250,000	14	0	14	\$2,100,000	\$3,500,000
\$250,000 to \$1 Million	9	2	11	\$6,875,000	\$11,000,000
\$1 Million to \$5 Million	8	1	9	\$27,000,000	\$45,000,000
\$5 Million plus	6	2	8	\$48,000,000	\$80,000,000
61 Total	55	9	64	\$84,525,000	\$140,600,000

Core Management Directions – Potential Investments in Associated Actions

Summary of Suggested Repairs and Replacements to Existing Iowa Great River Road Infrastructure

Source: Tabulations of project suggestions provided by IA MRPC Commissioners and stakeholders, 2014

Individual Project Cost Ranges	Local Projects	State/Federal Agency Programs/Projects	Total Projects	Cumulative Cost Estimates	
				Low Range	High Range
Less than \$50,000	0	0	0	\$0	\$0
\$50,000 to \$250,000	2	0	2	\$300,000	\$500,000
\$250,000 to \$1 Million	2	0	2	\$1,250,000	\$2,000,000
\$1 Million to \$5 Million	0	1	1	\$3,000,000	\$5,000,000
\$5 Million plus	2	0	2	\$12,000,000	\$20,000,000
62 Total	6	1	7	\$14,550,000	\$27,500,000

Pathways to the Future-- Progressive Steps for Accomplishing the Core Management Directions

- 1. Engagement of Fulfillment Partners:** Local Entities, Regional Entities in Multiple Counties, Statewide Agencies, and National and Federal Agencies
- 2. The Iowa Great River Road Leadership Team:** a new companion leadership team
- 3. Elevated Effectiveness Levels** for the Iowa Mississippi River Parkway Commission

Elevated Levels of Effectiveness for the Iowa Mississippi River Parkway Commission

- Level 1:** Respecting the limits of the existing \$40,000 annual State appropriation
- Level 2:** Effective Administration and Communication (\$160,000 - \$180,000 Annual Budget)
- Level 3:** Promotion and Interpretation (\$325,000 - \$525,000 Annual Budget)
- Level 4:** Facilitator for Capital Investment (\$100 million to \$500 million)

How can you contribute to and benefit from the Iowa Great River Road?

- Get to **know the corridor** more and better.
- Use the phrase: **Iowa Great River Road**
- Communicate that you are **located on or near** the Iowa Great River Road.
- **Share your experiences** with your MRPC Commissioner, legislators, local public officials.
- **Ask for more support—give more support.**

Iowa Great River Road Website

Iowa Office of Tourism

www.traveliowa.com/asp/getinspired/detail.aspx?id=23



Iowa Great River Road CORRIDOR MANAGEMENT PLAN

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2015 Iowa Mississippi River Parkway Commission

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The Iowa Great River Road...

The way the world travels to our Mississippi River.



Iowa Great River Road
 CORRIDOR MANAGEMENT PLAN

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