



Iowa Mississippi River Parkway Commission
REPORT OF SPRING 2014 STAKEHOLDER
MEETINGS

Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014

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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.



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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 CMP planning project involves 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 spring 2014 Iowa Great River Road stakeholder meetings. Additionally, comments of meeting panelists and attendees are outlined and the general summaries of stakeholder conversations are presented herein. The meetings produced a significant body of observations, ideas and suggestions. And, 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. The planning process for preparing a new CMP for the Iowa Great River Road will take stakeholder input into account from these and previous stakeholder meetings and the Commission can act within the capacity of its limited financial and time resources.

As the planning for the new Iowa Great River Road CMP continues over the course of the next year, one final round of stakeholder meetings will be scheduled to give interested parties the opportunity to learn, review and comment on the recommendations, alternatives and directions that will be proposed as part of the final draft of the updated CMP.

Conducting the stakeholder 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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CORRIDOR MANAGEMENT PLAN UPDATE

Visioning our future in changing times

An Initiative of the Iowa Mississippi River Parkway Commission

EXECUTIVE SUMMARY | Spring 2014 Stakeholder Meetings



Panel discussion at the April 3 Marquette stakeholder meeting

Iowa Great River Road Stakeholder Meetings focus on “Core Management Directions” and Associated Implementation Actions

The primary purpose of the six 2014 Iowa Great River Road (IA GRR) stakeholder meetings was to allow the Iowa Mississippi River Parkway Commission (IA MRPC) a forum to hear from a wide variety of stakeholders from local, state, and federal agencies and organizations as well as the general public.

To help guide the six two-hour stakeholder meeting discussions, “A Complete Management Approach” framework was presented, with a variety of Iowa Great River Road-supporting actions organized into four “Core Management Directions” – **Intrinsic Resource Conservation; Physical Improvements; Promotion and Interpretation; and Administrative Operations.**

A key component of each of the six meetings was a facilitated panel discussion of 4-6 panelists representing a diverse array of local, state, and regional agencies and organizations.

The most prominent topics which characterized the stakeholder meetings’ discussions are summarized on the following page.

Iowa Mississippi River Parkway Commission Initiates Stakeholder Meetings

In late 2011, the Iowa Mississippi River Parkway Commission (Iowa MRPC) began the important process of updating the Corridor Management Plan (CMP) for the Iowa Great River Road, the nationally-designated byway for which the Commission is responsible for stewarding. The Corridor Management Plan is a written document which outlines the **vision** for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the area.

A critical component of a successful CMP update focuses on **engaging** the Iowa Great River Road’s varied stakeholders - including the agencies, organizations, and citizens in the many communities through which the route travels as well as state and federal partners. In the spring of 2012, the Iowa MRPC initiated a stakeholder input process by hosting meetings in six locations. In the spring of 2014, meetings were again held in these communities to continue this important process. In total, nearly **200 people** attended **six meetings** in six different Iowa Great River Road communities. Meetings took place on the following dates and in the following locations:

- | | |
|----------------------|----------------------|
| April 2 Camanche | April 9 Muscatine |
| April 3 Marquette | April 10 Davenport |
| April 8 Burlington | April 15 Dubuque |



Panel discussion at the April 2 Camanche stakeholder meeting

Figure 1 | IA GRR Spring 2014 Stakeholder Meetings Executive Summary, Front

Iowa Great River Road 2014 Stakeholder Meetings | Prominent Discussion Topics

Primary Observation: Multidimensionality

Multidimensionality of Importance

The Iowa Great River Road and Mississippi River are important at many scales and for many audiences. The Iowa Great River Road and the Mississippi River are assets to local communities within the 10-county corridor, they provide a regional presence linking Iowa with neighboring states, they make the state unique, they're national resources, and they're internationally known and valued.

Multidimensionality of Access and Experience

The Iowa Great River Road provides an appreciated spine of vehicular access for resources along the Mississippi River and in the 10 counties, but it also provides a way to connect visitors and residents with the landscape and experiences by means of bicycle and watercraft.

Multidimensionality of Communication Methods Required

Enhancing the Iowa Great River Road as a national, state and local asset and travel destination requires considering ongoing investments in multiple types of communications methods and media.

Secondary Observation: Connections

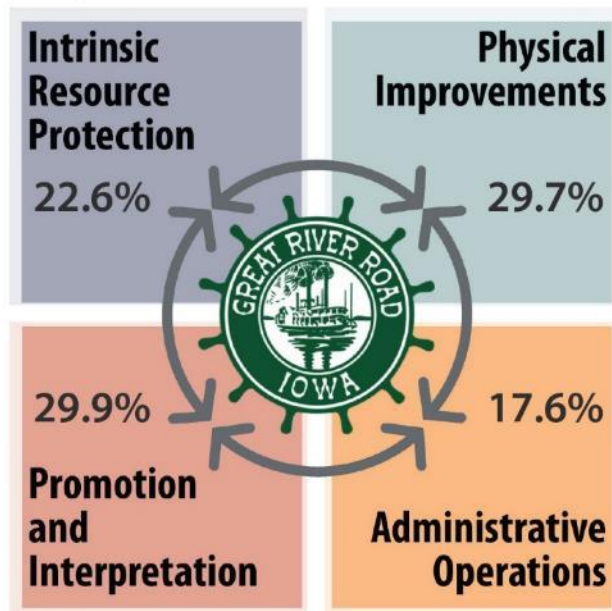
Stakeholders consistently expressed a desire for the Iowa Mississippi River Parkway Commission to be more visible within the counties and communities along the Iowa Great River Road.

Secondary Observation: Reaching Multiple Visitor Demographics

The findings from the 2013 Visitor and Resident Survey reveal an predominantly older demographic of visitors to the sites and attractions along the Iowa Great River Road. This data was shared with meeting panelists and attendees and prompted reflections about the need for resource managers and the Iowa Mississippi River Parkway Commission to find ways to connect with younger traveler demographics to understand their interests and travel requirements.

Secondary Observation: Investment Levels are Inadequate

Stewarding and promoting the Iowa Great River Road is currently the primary responsibility of the Iowa Mississippi River Parkway Commission. Though regional and state tourism and transportation organizations share information about the National Scenic Byway, the majority of effort is left to the Iowa Mississippi River Parkway Commission. After learning that the Iowa Mississippi River Parkway Commission is ten member volunteer organization with no compensated staff and a modest state appropriation of \$40,000, panelists and attendees expressed the need to find other ways of financially investing in the national treasure and resource that is the Iowa Great River Road.



A Complete Management Approach - Percentages of Votes for each Core Management Direction area

A copy of a detailed report of the Spring 2014 Stakeholder Meetings is available by request to ddahlquist@outlook.com



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Figure 2 | IA GRR Spring 2014 Stakeholder Meetings Executive Summary, Back



2014 Stakeholder Meetings Purpose and Format

The primary purpose of the six 2014 Iowa Great River Road (IA GRR) stakeholder meetings was to allow the Iowa Mississippi River Parkway Commission (IA MRPC) a forum to hear from a wide variety of stakeholders from local, state, and federal agencies and organizations as well as the general public. The discussions generated at these meetings will ideally inform the Iowa Mississippi River Parkway Commission as it is presented with options for adopting and acting on recommendations that will comprise an updated Corridor Management Plan (CMP) which will guide the future of the Iowa Great River Road.

To help guide the stakeholder meeting discussions and structure this phase of the CMP planning process, David L. Dahlquist Associates developed “A Complete Management Approach” framework, with a variety of Iowa Great River Road-supporting actions organized into four “Core Management Directions” – Intrinsic Resource Conservation; Physical Improvements; Promotion and Interpretation; and Administrative Operations (see forthcoming pages for detailed background). “A Complete Management Approach” recognizes that it most often “takes a village to raise a Byway” – i.e. a vital byway needs a full range of stakeholders and partners each contributing in their own unique and hopefully coordinated ways to assure that visitors, residents and stakeholders receive the highest level of benefits from the Byway. Thus the fulfillment of actions within each of the four “Core Management Directions” cannot be undertaken by the Iowa Mississippi River Parkway Commission alone.

Therefore, a key component of each of the six meetings was a facilitated panel of 4-6 panelists representing a diverse array of local, state, and regional agencies and organizations. With the assistance of the Iowa Mississippi River Parkway Commission, panelists were selected to provide the broadest range of input possible over the course of the six meetings.

In advance of each meeting, panelists were provided an overview of the “Complete Management Approach” and asked to reflect on the ways in which the Iowa Great River Road could be sustained and enhanced through actions within each of the four “Core Management Directions”. Panelists were encouraged to prepare a five minute discussion to



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summarize their reflections and were asked to address the following questions:

- a. What should be the general and relative priority of each direction?
- b. What specific actions offer the greatest potential for benefit?
- c. What one or two local examples come to mind of how particular actions are already sustaining and enhancing the Iowa Great River Road?
- d. Who are some of the most players in providing for a promising future for the Iowa Great River Road?

At the beginning of each of the six meetings, representatives from David L. Dahlquist Associates provided an initial 45-60 minute overview of the CMP update process and then reported the findings of a Visitor and Resident Survey conducted along the Iowa Great River Road in 2013. The detailed findings of this survey effort were also provided to meeting panelists beforehand to inform their responses. After this overview, the 4-6 panelists at each meeting were invited to come before the attendees and informally share their prepared reflections. David L. Dahlquist Associates facilitated each panel, provoking discussion with questions for the panelists and soliciting questions from attendees.

Meeting attendees were provided a “ballot” (Figure 7) and invited to select six actions from the 40+ within the four “Core Management Direction” categories that they felt were most important and beneficial for the future of the Iowa Great River Road.

Audio from each meeting was recorded to support content analysis and serve as an archive of the process for the Iowa Mississippi River Parkway Commission.



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The following section provides a detailed outline of the “Complete Management Approach” and its four “Core Management Directions” and associated actions. This information was shared with meeting attendees vis-à-vis color handouts, images of which are also included at the end of the next section.



A Complete Management Approach

Effective byway corridor management plans are comprehensive by nature. They typically address:

- Existing conditions and resources
- Broad visions, goals and objectives
- Needs and opportunities for protecting intrinsic (inherent) qualities and resources
- Physical improvements
- How multiple organizations and agencies can take individual as well as shared responsibility for a multitude of actions all leading to desired outcomes for the byway and its stakeholders

To visualize and plan the future of the Iowa Great River Road, we suggest considering ideas for actions in four **core management directions**:

INTRINSIC RESOURCE CONSERVATION

Intrinsic resources are what make each byway special. The places, the stories, the people that are scenic, cultural, historic, natural, recreational or archeological make the Iowa Great River Road unique. Conserving, reducing threats and enhancing intrinsic qualities and resources certainly requires thoughtful choices and actions.

PHYSICAL IMPROVEMENTS

Physical improvements to the built environment create access and encourage use and enjoyment of the Iowa Great River Road and its intrinsic resources. Several types of improvements are necessary to ensure travel safety for visitors and residents. Capital investment decisions are necessary for residents and visitors to more fully realize the rewards of the Iowa Great River Road.



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PROMOTION AND INTERPRETATION

If we aren't made aware of something good, we will never experience its new and rewarding benefits. The stories, the beauty, the richness, the adventure, in short, the whole experience of the Iowa Great River Road,



even if its resources are well-conserved and the infrastructure is fully built, will not be appreciated without continual encouragement through effective promotion and engaging interpretation of the Byway's intrinsic resources and travel opportunities.

ADMINISTRATIVE OPERATIONS

Best intentions don't always manifest into positive or effective results. The many interested parties, the long geographic area, and the complexity and fascinating dynamics of stakeholder groups naturally pull people and organizations in many directions. A variety of administrative operations—funding, responsibility assignment, duties and other admittedly boring stuff—are needed to identify, leverage, magnify and reward the allocation of human and financial resources.

A note about the "Iowa Great River Road" and its extent:

Yes, the Iowa Great River Road is a continuous ribbon of designated highways, roads and streets trekking 326 miles. Yes, it stretches from the Minnesota border south through ten Iowa Mississippi River counties all the way to the Missouri border. However, the roadway itself is two-dimensional and is merely the foundation for Byway experiences. What exists beyond the narrow ribbon of concrete and asphalt is what really counts. Some people like to think of the designated roadways of a byway as a "hallway" that leads travelers to all sorts of "rooms" of discovery (i.e. the communities and places along the route). The "hallway" is the Byway and the "rooms" are referred to as the Byway "corridor". When applying this concept to the Iowa Great River Road, consider that what you can see from either side of the marked highway; what exists between the highway and the Mississippi River; in fact, what exists anywhere within the ten Mississippi River counties in Iowa, is within the Byway corridor and therefore appropriate for consideration.



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Menu of Comprehensive Management Actions for the Iowa Great River Road

This section presents a menu of distinct actions which could fulfill broad visions, missions, goals and objectives for the future of the Iowa Great River Road. The following caveats were suggested to meeting panelists and attendees as they reviewed this list:

1. This is a list of ideas—not recommendations. The intent of this list is to generate thoughtful consideration—considerate debate—of what ideas ultimately should mature into solid recommendations spelled out in the updated corridor management plan for the Iowa Great River Road National Scenic Byway.
2. Many of the actions are already being undertaken. For example, trash and litter removal; scenic overlooks; a website for the Iowa Great River Road; stakeholder communications; and others already exist. Including endeavors or projects that have or are being undertaken in this menu affords the Commission and others with the opportunity to reaffirm the benefit of continuing a particular action with a constant commitment of financial and human resources. Equally important, the Commission and the partners in supporting the Iowa Great River Road can conclude that a particular standing action may warrant a higher, or lower, level of investment.
3. Implementing and sustaining most of these actions is not and cannot be the sole responsibility of the Iowa Mississippi River Parkway Commission: effective management of the Iowa Great River Road truly requires a “village” approach with collaboration, engagement and continual commitment of many organizations and agencies, public and private.
4. As part of considering this menu of actions, it is appropriate to encourage discussion on relative details such as how many, how much will something cost, when something should be done, who should do it. At this stage, more fundamental consideration of values, benefits, opportunities, local examples, etc. of taking any particular action will aid in subsequently answering the more practical questions of what, when, who and how much?
5. This list is not limited: suggestions for additional actions are encouraged.



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INTRINSIC RESOURCE CONSERVATION

A. Roadside/ROW Management

Manage the roadsides and rights-of-way of the Iowa Great River Road for visual and environmental sustainability purposes.

B. Viewshed Management

Recognize and enhance authentic scenic qualities that can be seen from the roadway of the Iowa Great River Road.

C. Protect Historical and Cultural Resources

Identify, protect and communicate the intrinsic qualities of historical and cultural personalities, events, sites, artifacts, photographs, art, crafts, livelihoods, and oral histories of the Mississippi River and Iowa Great River Road region.

D. Trash and Litter Removal

Remove and recycle trash, litter and debris from along the Iowa Great River Road roadway.

E. Community Development and Appearance

Recognize, conserve, and enhance the appearance and compatible development of the communities along the Iowa Great River Road.

F. Mississippi River Qualities

Recognize, conserve, and enhance the appearance, water quality and compatibility of the multiple uses of the Mississippi River and its shoreline.

G. Botanical and Biological Resources

Recognize, conserve, and enhance the quality and quantity of botanical and biological resources of the corridor related to the



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Iowa Great River Road and the water tributaries leading to the Mississippi River.

H. Outdoor Advertising Control

Regulate the erection of new outdoor advertising signs in accordance with federal, state and local laws, policies and ordinances.

PHYSICAL IMPROVEMENTS

A. Wayshowing Components

Install and maintain, according to IDOT policy, new Iowa Great River Road Byway route guide signs; Byway entrance and exit markers; directional signage for Byway attractions; and attraction identification signage. Prepare and distribute printed and digital Byway maps and construct Byway orientation stops at key locations.

B. Scenic Overlooks

In all ten Iowa Great River Road counties, create and enhance scenic overlooks at key locations on or near the Iowa Great River Road to provide public access and parking for travelers to view the Mississippi River; rare geological and water features, agricultural landscapes, historic sites, city views, etc.

C. Parking Areas and Access Points

At key locations along the Iowa Great River Road, maintain, improve and, where needed, construct public parking areas for automobiles, recreation vehicles, motorcycles and bicycles and pedestrian access to trails; public boat launches and water bodies; federal, state, county and municipal parks; historic sites, museums, and interpretive centers; and other public assets and attractions associated with the Iowa Great River Road.



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D. Public Amenities

Maintain, improve and, where needed, construct public amenities including restrooms, drinking water stations, rest areas, shelters, and trash receptacles. Provide accessibility during reasonable times of the day and incorporate universal design features.

E. Mississippi River Trail

Implement the routing of the Mississippi River Trail (MRT) from Minnesota to Missouri to provide a continuous bicycle path and connections to public amenities, parking areas, and attractions within the corridor of the Iowa Great River Road.

F. Roadside Vegetation

Plant, rehabilitate and maintain ground covers, trees and shrubs in the roadsides of the Iowa Great River Road which are consistent with the principles of the Iowa Living Roadway Trust Fund and community esthetics and remove overgrown vegetation which otherwise blocks views of the Mississippi River and scenic vistas of the Byway.

G. Sensitive Road Repair, Upgrades and Replacements

Undertake routine maintenance, repair and replacement of roadway infrastructure -pavement, traffic control devices, drainage structures, bridges, fencing, etc.-in ways that are sensitive to and support a positive driving experience and visual appearance for the Iowa Great River Road.

H. Community Entries

Implement and maintain high quality and locally authentic community entrances for each town and city along the Iowa Great River Road and encourage expressions of the community's connection to the Iowa Great River Road and the Mississippi River.





I. Livable Streetscapes

Encourage communities to implement and maintain street and sidewalk improvements which will enhance the overall livability and usefulness (complete streets, green streets, quiet streets) of urban portions of the Iowa Great River Road.

PROMOTION AND INTERPRETATION

A. A National Treasure

Emphasize in all promotion and interpretation related to the Iowa Great River Road, that it provides the link to America's greatest river and a corridor of international importance.

B. Interpretive Sites, Stories, and Venues

Expand the offering of interpretive experience opportunities to build on the presently identified Interpretive Centers by including additional types of sites, interpretive programs, tours, and itineraries using a variety of authentic themes, messages, stories and media.

C. Iowa Great River Road Website

Redevelop, activate, and maintain an up-to-date website for the Iowa Great River Road and support it with widespread promotion and public awareness.

D. Integrated Information and Promotional Media

Design, produce, print, upload and distribute a variety of promotion and information media developed to serve the various needs and desires individuals and travel groups have in the pre-visit, visit and post-visit stages of experiencing the Iowa Great River Road.





E. Iowa Great River Road/Upper Mississippi River Discovery Guide

Facilitate a well-known travel author to write, produce and market a top level, commercially produced travel discovery guide (book) focused on the varied intrinsic resources associated with the Iowa Great River Road region and the upper Mississippi River Valley.

F. Hospitality Training

Deliver training, information and support materials pertaining to the Iowa Great River Road for the diverse audience of 'front-line' hospitality personnel in the public and private sectors who provide information to the public.

G. Community Events and Celebrations

Emphasize, promote and strengthen the effectiveness of local community events and celebrations by linking them with being part of the Iowa Great River Road and the Upper Mississippi River valley.

H. Niche Markets

Emphasize connecting niche travel market groups—agri-tourism, culinary tourism, ecotourism, geo-tourism, recreation tourism, art tourism, motorcycle groups, vintage or special car clubs, bicycle tour groups, etc.-with the Iowa Great River Road.

I. Loops and Side Routes

Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the Great River Road region in Iowa and the adjoining states.

J. International Market Development

Participate in programs intended to develop travel to the Iowa Great River Road by international travel markets through targeted





promotion and group tour support. Translate promotional and interpretive media into additional languages.

K. Formal Learning Resources

Facilitate and support education-focused groups (school districts, colleges and universities, home school associations) to promote and use the intrinsic resources of the Iowa Great River Road as a rich teaching and learning resource.

L. Merchandise

Develop a licensing program to encourage the creation of product and merchandise lines that emphasize the Iowa Great River Road and its many resources.

ADMINISTRATIVE OPERATIONS

A. Regional Stakeholder Communications

Conduct regular communications with a full range of local, regional, state, Great River Road states and national stakeholders.

B. Regional Planning Forums

Periodically facilitate regional planning forums which bring together a variety of public and private interest organizations to address issues, challenges and opportunities which effect a larger area of influence than what is covered by any single organization or agency along the Iowa Great River Road.

C. Key Indicators

Identify, measure and report key indicators related to the Iowa Great River Road including visitor and resident opinions about the Byway and its management; measures of intrinsic resource conservation; economic impacts of the Iowa Great River Road and





associated features; and economic impact and influence of the Iowa Great River Road corridor.

D. Local Enterprise Support

Identify, emphasize and support local business enterprises, locally produced food, art and crafts, etc. through public relations activities, collaborative programs and facilitate the availability of start-up and investment funding.

E. National Mississippi River Parkway Commission

Participate in multi-state programs and projects of the ten-state national Mississippi River Parkway Commission which offer distinct benefits for the Iowa portion of the Great River Road.

F. Iowa Byways Program

Integrate the multi-faceted program activities of the Iowa Mississippi River Parkway Commission and the Iowa Great River Road with the activities and projects of the Iowa Byways Program offered by the State of Iowa and the Iowa Byways Foundation.

G. Commission Support

Provide one management level (full-time equivalent position) to support the various project and program activities required for continuous and reliable operations of the Iowa Mississippi River Parkway Commission and fulfillment of resource conservation, facility development and maintenance, and promotion related to the Iowa Great River Road.

H. Project and Program Funding

Secure long-term dedicated funding to support direct operations of the Iowa Mississippi River Parkway Commission. In addition, secure funding to develop a competitive grant program for local governments and eligible private organizations in the 10 Iowa Great River Road counties to support projects and programs which fulfill resource conservation, facility development and





maintenance, and promotion related to the Iowa Great River Road.

I. Federal and State Agency Engagement

Expand and recognize the effectiveness and financial commitments of federal and state agencies with roles and responsibilities for resource conservation, facility development and maintenance, and promotion related to the Iowa Great River Road.

J. County and Municipal Agency Engagement

Expand and recognize the effectiveness and financial commitments of county and municipal agencies with roles and responsibilities for resource conservation, facility development and maintenance, and interpretation at the local level related to the Iowa Great River Road.

K. Non-profit and Corporate Engagement

Identify and support cooperative agreements with non-profit organizations and corporations in the fulfillment of resource conservation, facility development and maintenance, and promotion related to the Iowa Great River Road

L. Point of Public Contact

Establish, promote and operate a single point of information contact and administrative operations for all public, stakeholder and organization communications regarding the Iowa Great River Road.

M. Non-profit Foundation

Expand and elevate the effectiveness of the existing non-profit organization representing the Iowa Mississippi River Parkway Commission and the Iowa Great River Road in securing donations from individuals and corporations as well as funding from other





foundations for broad program support and targeted projects which support the Iowa Great River Road.

N. Friends Group

Establish a membership-based “friends” group for Iowa Great River Road enthusiasts and supporters by securing membership at the national, state and local levels and providing information, events and other member benefits.



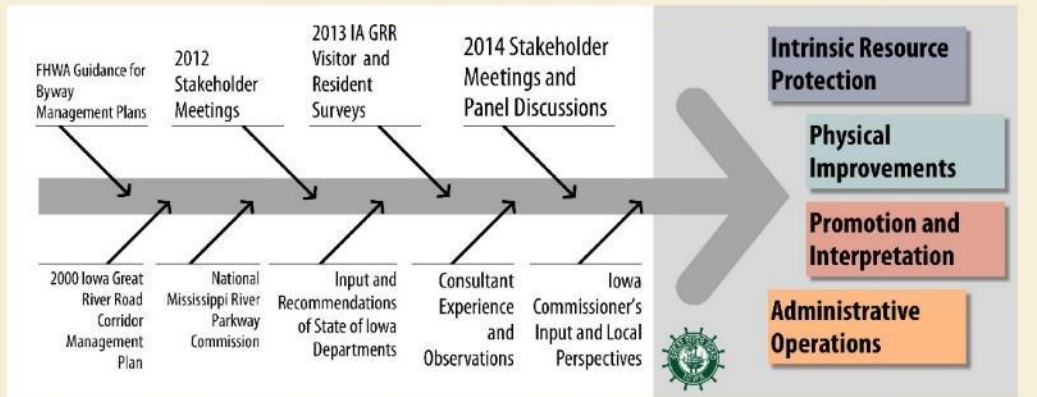
Iowa Great River Road
CORRIDOR MANAGEMENT PLAN
June 16, 2014



Materials provided at 2014 Stakeholder Meetings

Iowa Great River Road CORRIDOR MANAGEMENT PLAN UPDATE

Visioning our future in changing times



INPUT FROM VARIED SOURCES LEADS TO FOUR CORE MANAGEMENT DIRECTIONS

A Complete Management Approach

Intrinsic Resource Conservation

Intrinsic resources are what make each byway special. People, places and stories are what make the scenic, cultural, historic, natural, recreational and archeological resources of the Iowa Great River Road truly unique. Conserving, reducing threats to, and enhancing the Byway's intrinsic qualities and resources certainly requires thoughtful choices and actions.

Effective byway corridor management plans are comprehensive by nature. They typically address:

- Existing conditions and resources
- Broad visions, goals and objectives
- Needs and opportunities for protecting intrinsic (inherent) qualities and resources
- Physical improvements
- How multiple organizations and agencies can take individual as well as shared responsibility for a multitude of actions all leading to desired outcomes for the byway and its stakeholders

Physical Improvements

Physical improvements to the built environment create access and encourage use and enjoyment of the Iowa Great River Road and its intrinsic resources. Several types of improvements are necessary to ensure travel safety for visitors and residents. Capital investment decisions are necessary for residents and visitors to more fully realize the rewards of the Iowa Great River Road.

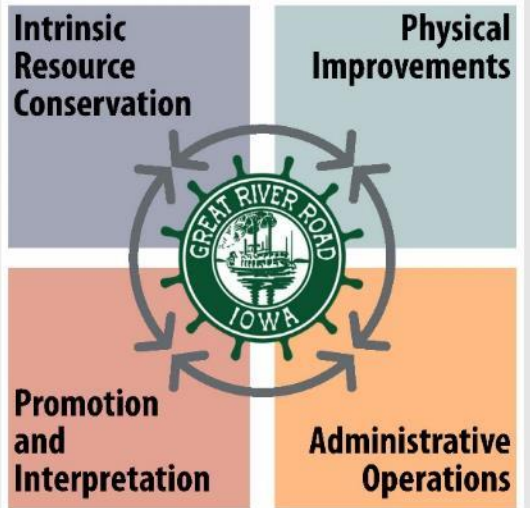
*To visualize and plan the future of the Iowa Great River Road, we suggest considering ideas for actions in **four core management directions**.*

Promotion and Interpretation

If we aren't made aware of something good, we will never experience its new and rewarding benefits. The stories, the beauty, the richness, the adventure, in short, the whole experience of the Iowa Great River Road, even if its resources are well-conserved and the infrastructure is fully built, will not be appreciated without continual encouragement through effective promotion and engaging interpretation of the Byway's intrinsic resources and travel opportunities.

Administrative Operations

Best intentions don't always manifest into positive or effective results. The many interested parties, the long geographic area, and the complexity and fascinating dynamics of stakeholder groups naturally pull people and organizations in many directions. A variety of administrative operations—funding, responsibility assignment, duties and other admittedly boring stuff—are needed to identify, leverage, magnify and reward the allocation of human and financial resources.



A Full Menu of Actions

Actions will fulfill the broad missions, goals and objectives for the future of the Iowa Great River Road.

The following pages show diagrams and lists of more than 40 actions which can be considered for implementing the conservations of intrinsic resources, development of physical enhancements, promotion and interpretation, and administrative operations for the Iowa Great River Road.



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

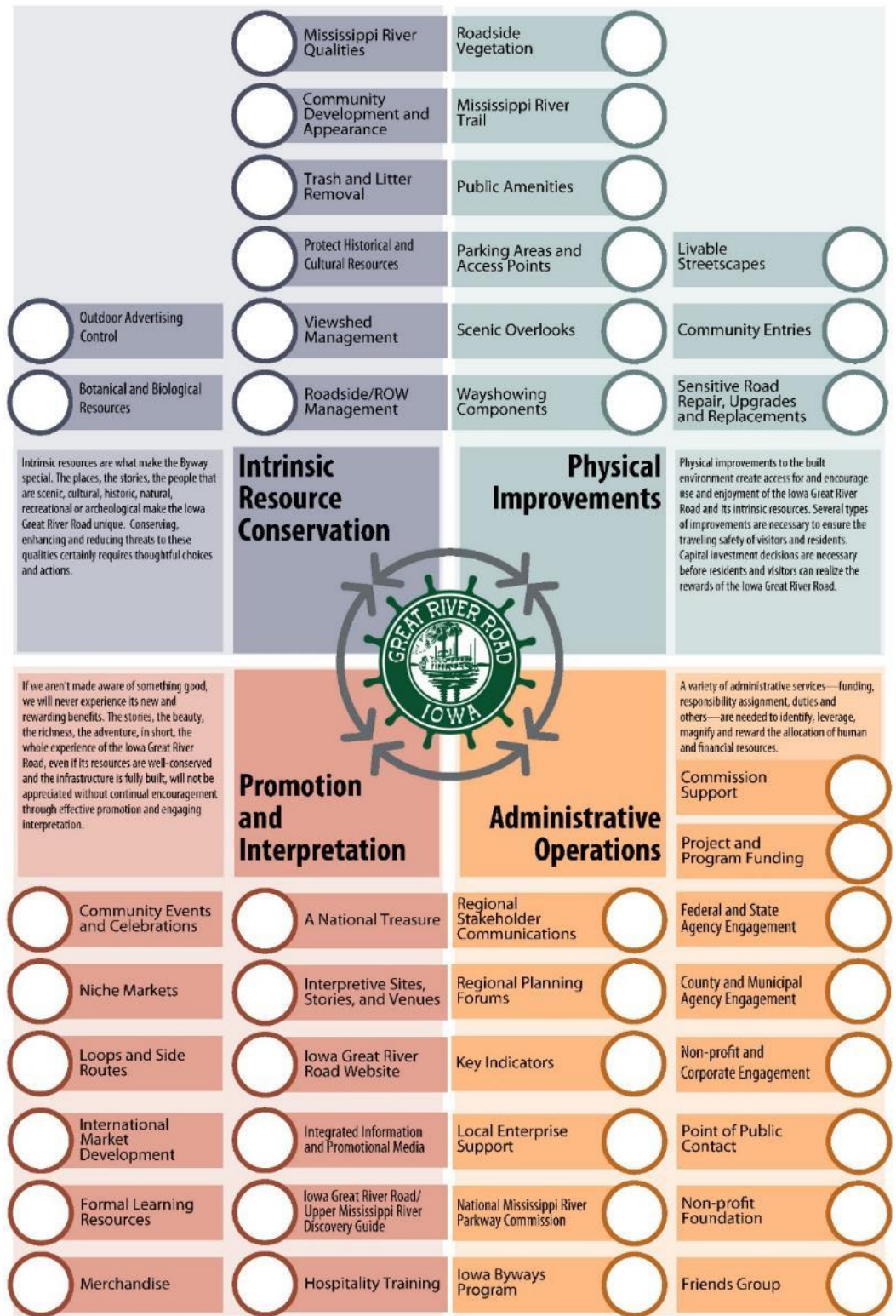
June 16, 2014



Figure 3 | A Complete Management Approach Handout, Front Page 1



Four Integrated Management Directions Supported by more than 40 Distinct Actions



Iowa Great River Road
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Page 2 | March 30, 2014. This document is for discussion purposes only and does not represent specific recommendations. It is intended to assist the Iowa Mississippi River Parkway Commission in updating the Iowa Great River Road Corridor Management Plan.



Figure 4 | A Complete Management Approach Handout, Back Page 1



A Full Menu of Actions to Enhance and Sustain the Iowa Great River Road National Scenic Byway

Intrinsic Resource Conservation

- A. Roadside/ROW Management:**
Manage the roadides and rights-of-way of the Iowa GRR for visual and environmental sustainability purposes.
- B. Viewshed Management**
Recognize and enhance authentic scenic qualities that can be seen from the roadway of the Iowa GRR.
- C. Protect Historical and Cultural Resources**
Identify, protect / communicate the qualities of historical and cultural personalities, events, sites, artifacts, photographs, art, crafts, livelihoods, and oral histories of the Mississippi River region.
- D. Trash and Litter Removal**
Remove and recycle trash, litter and debris from along the Iowa GRR roadway.
- E. Community Development and Appearance**
Recognize, conserve, and enhance the appearance and compatible development of the communities along the Iowa GRR.
- F. Mississippi River Qualities**
Recognize, conserve, and enhance the appearance, water quality and compatibility of the multiple uses of the Mississippi River and its shoreline.
- G. Botanical and Biological Resources**
Recognize, conserve, and enhance the quality and quantity of botanical and biological resources of the corridor related to the IA GRR and the water tributaries leading to the Mississippi River.
- H. Outdoor Advertising Control**
Regulate the erection of new outdoor advertising signs in accordance with federal, state and local laws, policies and ordinances.

Physical Improvements

- A. Wayshowing Components**
Install and maintain IA GRR route guide signs; Byway entrance and exit markers; directional signage for attractions; and attraction identification signage. Prepare and distribute IA GRR maps and construct IA GRR orientation stops at key locations.
- B. Scenic Overlooks**
In all 10 IA GRR counties, create and enhance scenic overlooks on or near the IA GRR to provide public access and parking for travelers to view the Mississippi River; rare geological and water features, agricultural landscapes, historic sites, city views, etc.
- C. Parking Areas and Access Points**
Provide public parking areas for automobiles, recreation vehicles, motorcycles and bicycles and pedestrian access to trails; boat launches and water bodies; parks; historic sites, museums, and interpretive centers, etc.
- D. Public Amenities**
Maintain, improve and, where needed, construct public amenities including restrooms, drinking water stations, rest areas, shelters, and trash receptacles. Provide accessibility during reasonable times of the day and incorporate universal design features.
- E. Mississippi River Trail**
Implement the routing of the Mississippi River Trail (MRT) from Minnesota to Missouri to provide a continuous bicycle path and connections to public amenities, parking areas, and attractions within the corridor of the IA GRR.
- F. Roadside Vegetation**
Plant and maintain ground covers, trees and shrubs in the roadides of the IA GRR with the principles of the Iowa Living Roadway Trust Fund and community esthetics. Remove overgrown vegetation which blocks views of the River and scenic vistas.
- G. Sensitive Road Repair, Upgrades and Replacements**
Undertake maintenance, repair and replacement of roadway infrastructure in ways that are sensitive to and support a positive driving experience and visual appearance for the IA GRR.
- H. Community Entries**
Implement and maintain high quality and locally authentic community entrances for each town and city along the IA GRR and encourage expressions of the community's connection to the IA GRR and the Mississippi River.
- L. Livable Streetscapes**
Encourage communities to implement and maintain street and sidewalk improvements which will enhance the overall livability and usefulness (complete streets, green streets, quiet streets) of urban portions of the IA GRR.

Here are key points to keep in mind when considering this menu of actions:

1. This is a list of ideas—not recommendations. The intent of this list is to generate thoughtful consideration—considerate debate—of what ideas ultimately should mature into solid recommendations spelled out in the updated corridor management plan for the Iowa Great River Road National Scenic Byway.
2. Many of the actions are already being undertaken. For example, trash and litter removal; scenic overlooks; a website for the Iowa Great River Road; stakeholder communications; and others already exist. Including endeavors or projects that have or are being undertaken in this menu affords the opportunity to reaffirm the benefit of continuing a particular action with a constant commitment of financial and human resources. Equally important, the Commission and the partners can determine that a particular standing action may warrant a higher, or lower, level of investment.
3. Implementing and sustaining most of these actions is not and cannot be the sole responsibility of the IA MRPC: effective management of the Iowa Great River Road truly requires a "village" approach with collaboration, engagement and continual commitment of many organizations and agencies, public and private.
4. As part of considering this menu of actions, it is appropriate to encourage discussion on relative details such as how many, how much will something cost, when something should be done, who should do it. At this stage, more fundamental consideration of values, benefits, opportunities, local examples, etc. of taking any particular action will aid in subsequently answering the more practical questions of what, when, who and how much?
5. This list is not limited: suggestions for additional actions are encouraged.



Iowa Great River Road
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Figure 5 | A Complete Management Approach Handout, Front Page 2



A Full Menu of Actions to Enhance and Sustain the Iowa Great River Road National Scenic Byway

Promotion and Interpretation

- A. A National Treasure**
Emphasize in all promotion and interpretation related to the Iowa Great River Road, that it provides the link with America's greatest river and a corridor of international importance.
- B. Interpretive Sites, Stories, and Venues**
Expand interpretive experience opportunities offered by Interpretive Centers by including additional types of sites, interpretive programs, tours, and itineraries using a variety of authentic themes, messages, stories and media.
- C. Iowa Great River Road Website**
Redevelop, activate, and maintain and up-to-date website for the Iowa Great River Road and support it with widespread promotion and public awareness.
- D. Integrated Information/Promotional Media**
Design, produce, print, upload and distribute a variety of promotion and information media developed to serve the various needs and desires individuals and travel groups have in the pre-visit, visit and post-visit stages of experiencing the IA GRR.
- E. IA GRR/Upper Mississippi River Disc'y Guide**
Facilitate a well-known travel author to write, produce and market a top level, commercially produced travel discovery guide (book) focused on the varied intrinsic resources associated with the Iowa Great River Road region and the upper Mississippi River Valley.
- F. Hospitality Training**
Deliver training, information and support materials pertaining to the Iowa Great River Road for the diverse audience of "front-line" hospitality personnel in the public and private sectors who provide information to the public.
- G. Community Events and Celebrations**
Emphasize, promote and strengthen the effectiveness of local community events and celebrations by linking them with being part of the Iowa Great River Road and the Upper Mississippi River valley.
- H. Niche Markets**
Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the GRR region in Iowa and the adjoining states.
- I. Loops and Side Routes**
Identify and inform travelers of highway, road and street segments that provide them with loops, spurs and alternative routes of the travel in exploring the GRR region in Iowa and the adjoining states.
- J. International Market Development**
Participate in programs intended to develop travel to the Iowa Great River Road by international travel markets through targeted promotion and group tour support. Translate promotional and interpretive media into additional languages.
- K. Formal Learning Resources**
Facilitate and support education-focused groups (school districts, colleges and universities, home school associations) to promote and use the intrinsic resources of the Iowa Great River Road as a rich teaching and learning resource.
- L. Merchandise**
Develop a licensing program to encourage the creation of product and merchandise lines that emphasize the Iowa Great River Road and its many resources.

Administrative Operations

- A. Regional Stakeholder Communications**
Conduct regular communications with a full range of local, regional, state, Great River Road states and national stakeholders.
- B. Regional Planning Forums**
Facilitate regional planning forums to bring together a variety of organizations to address issues, challenges and opportunities which effect a larger area of influence than what is covered by any single organization or agency along the IA GRR.
- C. Key Indicators**
Identify, measure and report key indicators of the IA GRR including visitor and resident opinions about the Byway and its management; intrinsic resource conservation; economic impacts and influences of the IA GRR.
- D. Local Enterprise Support**
Identify, emphasize and support local business enterprises, locally produced food, art and crafts, etc. through public relations activities, collaborative programs and facilitate the availability of start-up and investment funding.
- E. National MRPC**
Participate in multi-state programs and projects of the ten-state national Mississippi River Parkway Commission which offer distinct benefits for the Iowa portion of the Great River Road.
- F. Iowa Byways Program**
Integrate the multi-faceted program activities of the IA MRPC and the IA GRR with the activities and projects of the Iowa Byways Program offered by the State of Iowa and the Iowa Byways Foundation.
- G. Commission Support**
Provide one management level FTE to support the project and program activities for continuous and reliable operations of the IA MRPC and fulfillment of resource conservation, facility development, and promotion related to the IA GRR.
- H. Project and Program Funding**
Secure dedicated funding for operations of the IA MRPC and a competitive grant program for local governments and private organizations for projects and programs to fulfill resource conservation, facility development, and promotion of the IA GRR.
- I. Federal and State Agency Engagement**
Expand and recognize the effectiveness and financial commitments of federal and state agencies with roles and responsibilities for resource conservation, facility development and maintenance, and promotion related to the IA GRR.
- J. County / Municipal Agency Engagement**
Expand the effectiveness and financial commitments of county and municipal agencies with roles and responsibilities for resource conservation, facility development and maintenance, and interpretation at the local level related to the IA GRR.
- K. Non-profit and Corporate Engagement**
Identify and support cooperative agreements with non-profit organizations and corporations in the fulfillment of resource conservation, facility development and maintenance, and promotion related to the IA GRR.
- L. Point of Public Contact**
Establish, promote and operate a single point of information contact and administrative operations for all public, stakeholder and organization communications regarding the IA GRR.
- M. Non-profit Foundation**
Expand and elevate the effectiveness of the non-profit organization representing the IA MRPC in securing donations from individuals, corporations and foundations for broad program support and targeted projects which support the IA GRR.
- N. Friends Group**
Establish a membership based "friends" group for IA GRR enthusiasts and supporters by securing membership at the national, state and local levels and providing information, events and other member benefits.

The opinions, findings, and conclusions expressed in the 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 under a National Scenic Byways Program Grant as well as financial and in-kind assistance provided by the Iowa Mississippi River Parkway Commission.



Figure 6 | A Complete Management Approach Handout, Back Page 2



Please Share What You Feel is Most Important for the Future of the Iowa Great River Road

<input type="radio"/>	Mississippi River Qualities	Roadside Vegetation	<input type="radio"/>				
<input type="radio"/>	Community Development and Appearance	Mississippi River Trail	<input type="radio"/>				
<input type="radio"/>	Trash and Litter Removal	Public Amenities	<input type="radio"/>				
<input type="radio"/>	Protect Historical and Cultural Resources	Parking Areas and Access Points	<input type="radio"/>	Livable Streetscapes	<input type="radio"/>		
<input type="radio"/>	Outdoor Advertising Control	Viewshed Management	Scenic Overlooks	Community Entries	<input type="radio"/>		
<input type="radio"/>	Botanical and Biological Resources	Roadside/ROW Management	Wayshowing Components	Sensitive Road Repair, Upgrades and Replacements	<input type="radio"/>		
Intrinsic Resource Conservation		Physical Improvements					
Promotion and Interpretation		Administrative Operations					
<input type="radio"/>	Community Events and Celebrations	<input type="radio"/>	A National Treasure	Regional Stakeholder Communications	<input type="radio"/>	Commission Support	<input type="radio"/>
<input type="radio"/>	Niche Markets	<input type="radio"/>	Interpretive Sites, Stories, and Venues	Regional Planning Forums	<input type="radio"/>	Project and Program Funding	<input type="radio"/>
<input type="radio"/>	Loops and Side Routes	<input type="radio"/>	Iowa Great River Road Website	Key Indicators	<input type="radio"/>	Federal and State Agency Engagement	<input type="radio"/>
<input type="radio"/>	International Market Development	<input type="radio"/>	Integrated Information and Promotional Media	Local Enterprise Support	<input type="radio"/>	County and Municipal Agency Engagement	<input type="radio"/>
<input type="radio"/>	Formal Learning Resources	<input type="radio"/>	Iowa Great River Road/ Upper Mississippi River Discovery Guide	National Mississippi River Parkway Commission	<input type="radio"/>	Non-profit and Corporate Engagement	<input type="radio"/>
<input type="radio"/>	Merchandise	<input type="radio"/>	Hospitality Training	Iowa Byways Program	<input type="radio"/>	Point of Public Contact	<input type="radio"/>
					<input type="radio"/>	Non-profit Foundation	<input type="radio"/>
					<input type="radio"/>	Friends Group	<input type="radio"/>

Check the circles of no more than **six actions** you feel will be **most important and beneficial** for the future of the Iowa Great River Road.

Xxxx yyyy

Remember: Please check the circles of no more than **six actions**.

Your Suggestions/ Comments:

If you'd like to have someone contact you to visit more about the future of the Iowa Great River Road, please provide:

Name: _____ Organization: _____

Telephone: _____ Email: _____

March 31, 2014



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN
June 16, 2014

Figure 7 | A Complete Management Approach Meeting Attendee Ballot



Iowa Great River Road 2013 VISITOR SURVEY



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

50% of visitors plan to spend **2-3 days** along the Mississippi River



26% of visitors plan to spend **4 days** or longer along the Mississippi River



...of **Visitors** are either "**Somewhat**" or "**Very Much Aware**" of the Iowa Great River Road. 20% of Visitors report they are "**Not Aware**" of the Iowa Great River Road



42% of Visitors report their trip **exceeded** expectations



55% of Visitors report their trip **met** expectations



3% of Visitors report their trip **was less than what they expected**



Byway signs,



Maps,



and Word of Mouth...

...are the ways **75%** of **Visitors** became aware of the Iowa Great River Road



of **Visitors** say **no additional tourism services or visitor amenities** are needed in the area

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From the **24% of Visitors** and **55% of Residents** who felt additional tourism services or visitor amenities were needed, the following were most requested:



Public restroom facilities



Maps



Guide signs and Attractions Signs



Bicycle trails and paths



Expanded advertising and marketing of local attractions

Summary results of a self-administered survey completed by 430 self-identified visitors to the Iowa Great River Road region from June to October 2013.

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Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

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Figure 8 | IA GRR 2013 Visitor Survey Executive Summary Page 1



Visitors ranked the importance of various factors in their decision to visit the area



70% of visitors are repeat visitors

40% of repeat visitors have been visiting the area for

25+ years

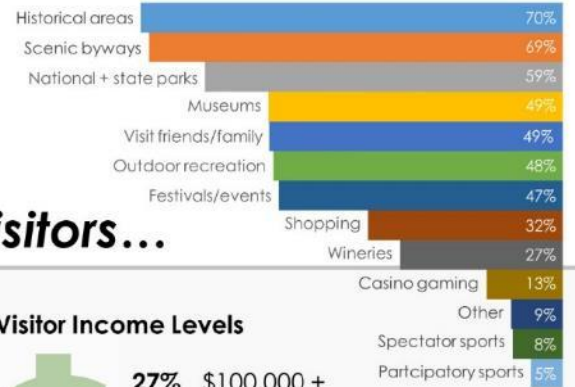


of repeat visitors feel the area has **changed for the better**. Only 1% feel it has changed for the worse.



plan to **visit again** specifically to experience the Iowa Great River Road

When traveling for pleasure, Visitors selected the following areas of interest:



Information about Visitors...

75%



of visitors plan to stay overnight along the River



52% couples

Visitor Income Levels



27% \$100,000 +
43% \$50,000 - \$99,999
30% \$0 - \$49,999

65.3
Average Age of Visitor Respondents



41%

67%

of Visitors are either **Retired** or work in **Management/Professional** fields



59%

62%



of Visitors have at least an Associate's Degree



Iowa Great River Road
2013 VISITOR SURVEY

For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.

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Figure 9 | IA GRR 2013 Visitor Survey Executive Summary Page 2



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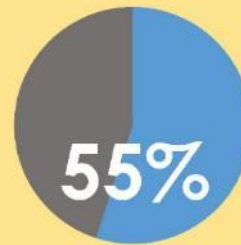
Iowa Great River Road 2013 RESIDENT SURVEY



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



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



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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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.

Summary results of a self-administered survey completed by 428 self-identified residents of the Iowa Great River Road region from June to October 2013.

Figure 10 | IA GRR 2013 Resident Survey Executive Summary Page 1





Iowa Great River Road 2013 RESIDENT SURVEY



Information about Residents...

81.4% have been
a resident of the
area for

11+ years



19%
couples

Resident 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

For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.

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Iowa Great River Road
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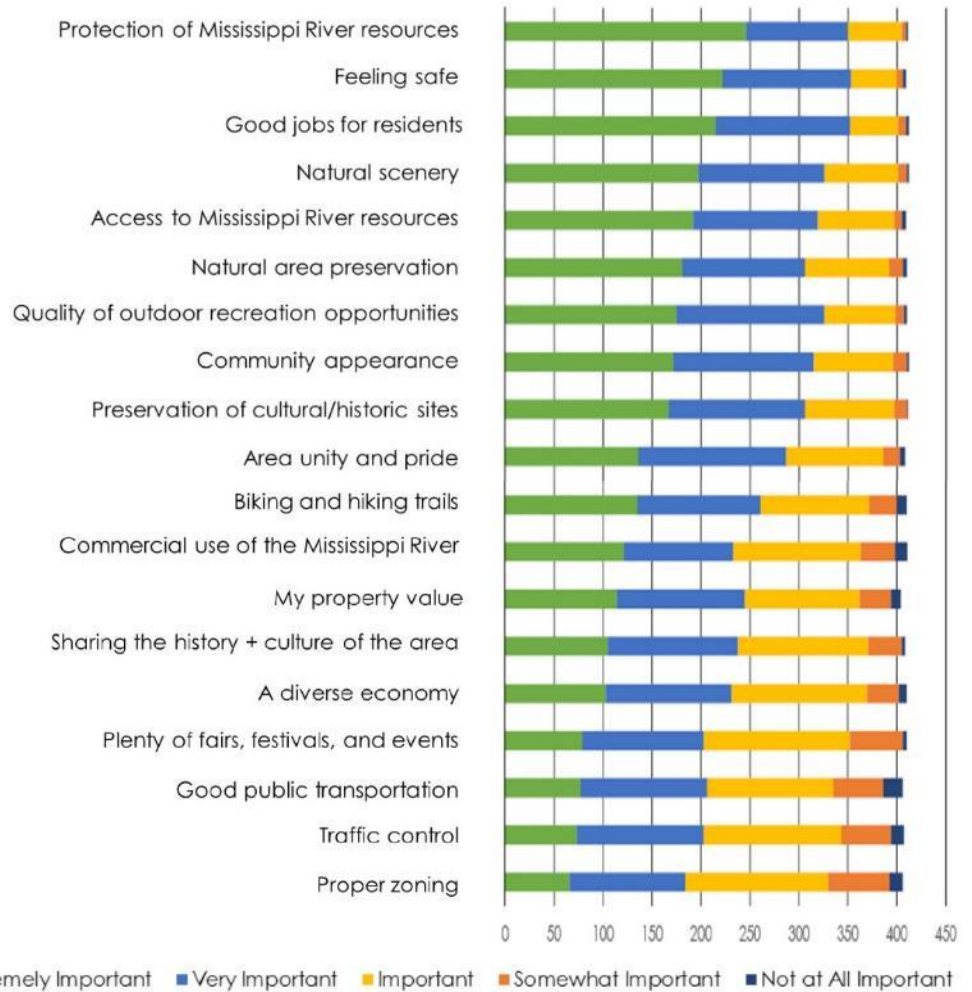
June 16, 2014



Iowa Great River Road 2013 RESIDENT SURVEY



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



Summary results of a self-administered survey completed by 428 self-identified residents of the Iowa Great River Road region from June to October 2013.



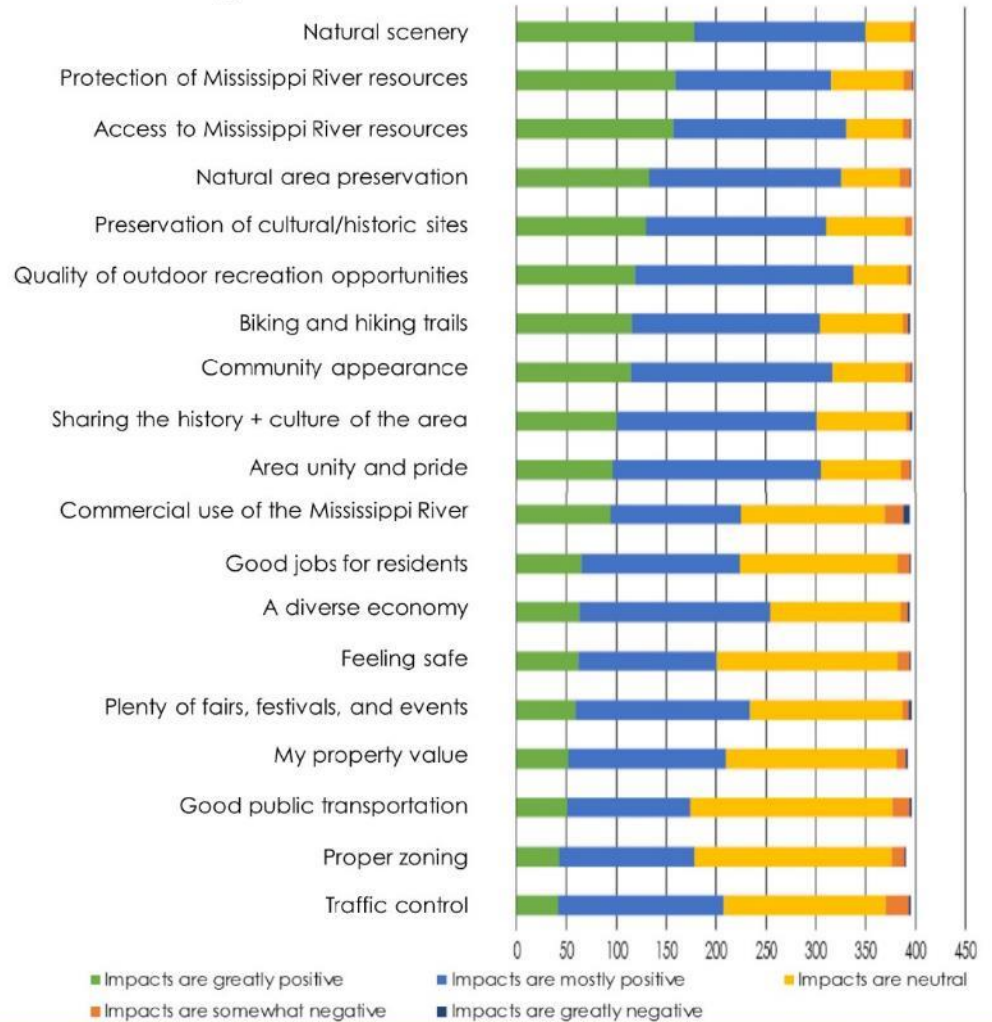
Figure 12 | IA GRR 2013 Resident Survey Executive Summary Page 3



Iowa Great River Road 2013 RESIDENT SURVEY



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



For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.



Figure 13 | IA GRR 2013 Resident Survey Executive Summary Page 4



Prominent and Typical Discussion Topics



Figure 14 | IA MRPC Des Moines County Commissioner Debra Jochims greeting guests at the April 8 meeting in Burlington

Numerous common themes emerged in the panelist and attendee comments and discussions during the 2014 Iowa Great River Road stakeholder meetings. This section provides observations about those commonalities while the following section explores themes which were more particularly meeting-specific.

Primary Observation: Multidimensionality

Multidimensionality of Importance

Panelists and meeting attendees consistently expressed how important the Iowa Great River Road and Mississippi River are at many scales and for many audiences. The Iowa Great River Road and the Mississippi River are assets (though sometimes underutilized) to local communities within the 10-county corridor, they provide a regional presence linking Iowa with neighboring states, they make the state unique, they're national resources, and they're internationally known and valued. Clearly attendees and panelists stated their perceptions that the Iowa Great River Road is as important to residents along its route as it is to the many travelers who visit the Byway each year. As the forthcoming table and chart suggests, no one Core Management Direction was prioritized over others, suggesting the need to support actions in each area – Intrinsic Resource Conservation, Physical Improvements, Promotion and Interpretation, and Administrative Operations – to fulfill the promise and potential of the Iowa Great River Road.

Multidimensionality of Access and Experience

The Iowa Great River Road provides an appreciated spine of vehicular access for resources along the Mississippi River and in the 10 counties, but it also provides a way to connect visitors and residents with the landscape and experiences by means bicycle and watercraft.. Panelists and attendees routinely cited the Mississippi River Trail, the bike trail that follows much of the Iowa Great River Road, along with other regional and local trails as important assets and ones which the Iowa Great River Road should further integrate and support. Equally important, the Iowa Great River Road provides access to all of the watercraft launch points for the Mississippi River in Iowa. Experiencing the River on the water offers a unique perspective of River communities and resource areas.



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014



Multidimensionality of Communication Methods Required

Enhancing the Iowa Great River Road as a national, state and local asset and travel destination requires considering ongoing investments in multiple types of communications methods and media. Panelists and attendees frequently cited the critical importance of a highly visible, well-designed and functioning website dedicated to the Iowa Great River Road; the need to connect with younger demographic groups via social media and digital apps; and the continued benefit of investing in traditional print media including maps and brochures. Attendees also stressed the importance of hospitality training for visitor service providers along the route and the need to educate them about the designated route and its associated resources and attractions.

Secondary Observation: Connections

Stakeholders consistently expressed a desire for the Iowa Mississippi River Parkway Commission (IA MRPC) to be more visible within the counties and communities along the Iowa Great River Road. Panelists and attendees typically comprised a very community-involved group of stakeholders and thus knew their Iowa Mississippi River Parkway Commission Commissioner, but observed that other community members and organizations may not be aware of their Commissioner or the Commission in general. Attendees voiced a desire to connect locally, between nearby counties, and among all 10 counties for the development of programming and projects that could benefit their organizations and the Iowa Great River Road. Attendees felt the Iowa Mississippi River Parkway Commission could provide a vital connection tool and help spur increased partnerships and communication within and among communities and counties.

Secondary Observation: Reaching Multiple Visitor Demographics

The findings from the 2013 Visitor and Resident Survey reveal an predominantly older demographic of visitors to the sites and attractions along the Iowa Great River Road. This data was shared with meeting panelists and attendees and prompted reflections about the need for resource managers and the Iowa Mississippi River Parkway Commission to find ways to connect with younger traveler demographics to understand their interests and travel requirements. Enhancing the appeal of sites and the Iowa Great River Road to younger travelers, particularly those with children, could build a stronger customer base of awareness, support and demand for the future.





Secondary Observation: Investment Levels are Inadequate

Stewarding and promoting the Iowa Great River Road is currently the primary responsibility of the IA MRPC. Though regional and state tourism and transportation organizations share information about the National Scenic Byway, the majority of effort is left to the Iowa Mississippi River Parkway Commission. After learning that the Iowa Mississippi River Parkway Commission is ten member volunteer organization with no compensated staff and a modest state appropriation of \$40,000, panelists and attendees expressed the need to find other ways of financially investing in the national treasure and resource that is the Iowa Great River Road. Attendees suggested increasing the appropriation to hire a dedicated staff person; assigning tasks to appropriate local and state agencies; and deepening volunteer investments through the formation of sub-committees as some of the ways investments could be made and benefits leveraged.



Figure 15 | Panelist discussion at the April 2 meeting in Camanche



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Figure 16 | Panelist discussion at the April 3 meeting in Marquette



INTRINSIC RESOURCE CONSERVATION			PHYSICAL IMPROVEMENTS		
	NUMBER OF VOTES	PERCENTAGE		NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	8	1.0%	Wayshowing Components	26	3.2%
Viewshed Management	14	1.7%	Scenic Overlooks	38	4.7%
Protect Historical and Cultural Resources	44	5.4%	Parking Areas and Access Points	19	2.3%
Trash and Litter Removal	32	3.9%	Public Amenities	30	3.7%
Community Development and Appearance	33	4.1%	Mississippi River Trail	55	6.8%
Mississippi River Qualities	29	3.6%	Roadside Vegetation	11	1.4%
Botanical and Biological Resources	18	2.2%	Sensitive Road Repair, Upgrades and Replacements	40	4.9%
Outdoor Advertising Control	6	0.7%	Community Entries	7	0.9%
TOTAL	184	22.6%	Livable Streetscapes	15	1.8%
			TOTAL	241	29.7%

PROMOTION AND INTERPRETATION			ADMINISTRATIVE OPERATIONS		
	NUMBER OF VOTES	PERCENTAGE		NUMBER OF VOTES	PERCENTAGE
A National Treasure	18	2.2%	Regional Stakeholder Communications	11	1.4%
Interpretive Sites, Stories, and Venues	34	4.2%	Regional Planning Forums	12	1.5%
Iowa Great River Road Website	56	6.9%	Key Indicators	1	0.1%
Integrated Information and Promotional Media	22	2.7%	Local Enterprise	11	1.4%
IA GRR/Upper Mississippi River Discovery Guide	22	2.7%	National Mississippi River Parkway Commission	15	1.8%
Hospitality Training	14	1.7%	Iowa Byways Program	8	1.0%
Community Events and Celebrations	24	3.0%	Commission Support	9	1.1%
Niche Markets	16	2.0%	Project and Program Funding	25	3.1%
Loops and Side Routes	17	2.1%	Federal and State Agency Engagement	14	1.7%
International Market Development	9	1.1%	County and Municipal Agency Engagement	10	1.2%
Formal Learning Resources	3	0.4%	Non-profit and Corporate Engagement	13	1.6%
Merchandise	8	1.0%	Point of Public Contact	6	0.7%
TOTAL	243	29.9%	Non-profit Foundation	4	0.5%
			Friends Group	4	0.5%
			TOTAL	143	17.6%

TOTAL MEETING VOTES 811

Figure 17 | Table of total votes cast from all six meetings for Core Management Direction actions

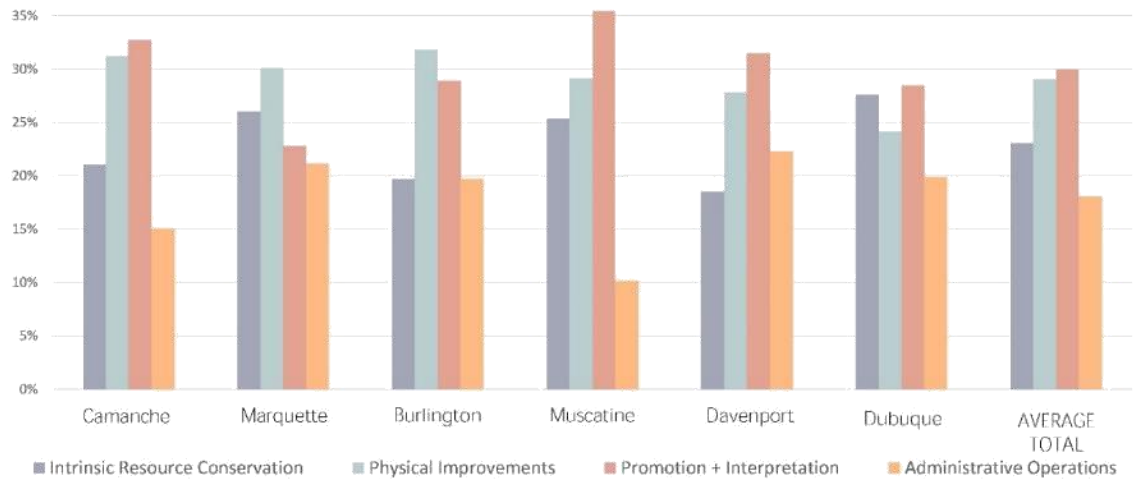


Figure 18 | Chart of four Core Management Direction votes at each of the six meetings and average total



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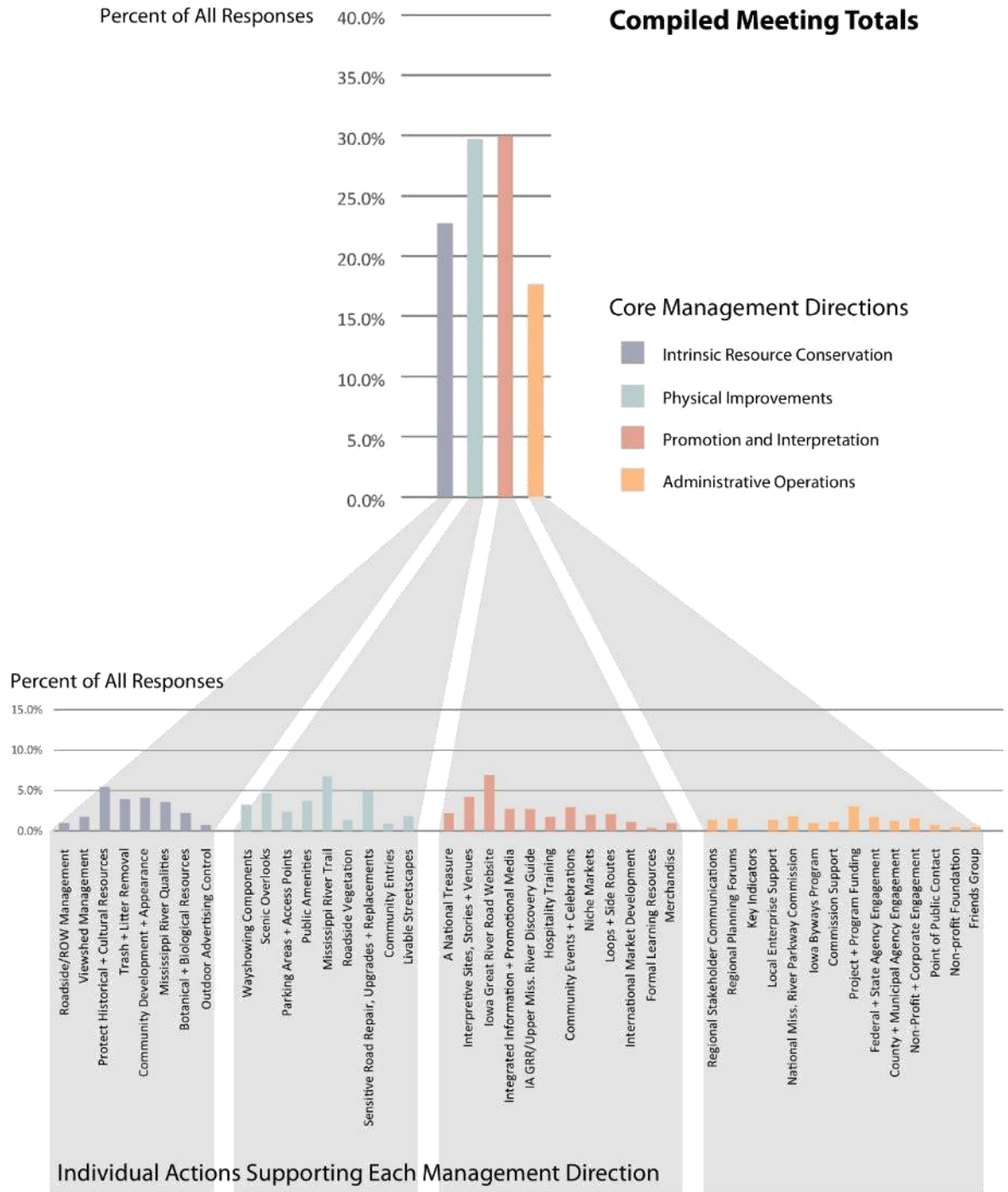


Figure 19 | Chart of total votes cast from all six meetings for Core Management Direction actions





Individual Meeting Discussion Summaries and Voting Results

This section provides a review of each of the six individual stakeholder meetings. While the preceding section highlighted the commonalities and general themes expressed to various degrees between all stakeholder meetings, the following summaries communicate some of the unique topics that were of particular local importance at each meeting. Where appropriate, quotes from panelists or meeting attendees are included as representative of feedback received. A listing of meeting panelists' names and organizations is also included. Finally, a chart and table for each meeting communicate the "voting results" from the "ballots" that attendees submitted in support of the six Core Management Direction actions that they felt were most important or beneficial for the future of the Iowa Great River Road.

CAMANCHE MEETING | APRIL 2, 2014

The first Iowa Great River Road Stakeholder Meeting was held in Camanche, Clinton County, at the Mississippi River Eco Tourism Center on April 2, 2014.

Meetings panelists were:

Walt Wickham, Executive Director, Clinton County Conservation Board

Julie Allesee, Clinton City Council

Jessica Kinser, City Administrator, City of Clinton

Ed Britton, Wildlife Refuge Manager, Upper Mississippi River National Wildlife & Fish Refuge

Matt Parbs, Executive Director, The Sawmill Museum

Chad Jensen, Owner, The Bicycle Station

The following is a list of topics that were discussed at the meeting with appropriate supplemental quotes provided where possible.

- The Iowa Great River Road serves as a "front door" for the Clinton County communities through which it passes (and for those in other Iowa Great River Road counties as well). As such, it is important to invest in the quality of the roadway, provide appealing streetscapes, and keep the route clean by removing litter and debris.



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"The Great River Road extends pretty much the length of the city, you can't get through Clinton on a main route without traveling that roadway. I think it's the best interest of the city to continue moving forward with making improvements along that byway as we can. There is trash everywhere. Whether it be in the ditch at along Highway 67 or within Clinton's on any sort of street. I think that's a volunteer effort that people can easily get involved in. And it's very low hanging fruit."

- Jessica Kinser, City of Clinton City Administrator

- Leveraging past and existing investments in resource protection and attraction development along the Iowa Great River Road and within Iowa Great River Road communities will require additional investments. Without additional investment, community development efforts will stagnate.

"I would like to see the Governor come out with a new tourism program (for the Iowa Great River Road). The previous Governors came out with Vision Iowa and Iowa Great Places and they leveraged dollars and certainly we need to leverage dollars here as well. I think tourism is the largest single, positive factor that's been concurrent for the last ten to fifteen years. People recognize that we have tourists in town. I think we need to recognize the economic impact of travel on the counties and on the state."

- Julie Allesee, Clinton City Council

"Take care of the city. Better itineraries, better signage, better maps, but most important is more pressure on the governor, because the Sawmill Museum would not exist without three big things. Unless there's another State of Iowa program a lot of these dreams that I see a lot of people here in this room want to accomplish for Clinton is not going to happen unless there's basically some new funding mechanisms out there for the quality of life initiatives."

- Matt Parbs, Executive Director, The Sawmill Museum

- Interest in quality of life amenities like walking and biking trails is high. Although the Mississippi River Trail runs through Clinton County, the quality of trails on the Iowa side of the Mississippi River is not as strong as the quality of those on the Illinois side. To remain competitive regionally, trails must cater to the needs of users (i.e. be off-road where possible). Quality of life amenities appeal to both visitors and residents alike.

"I think (the Mississippi River Trail) is probably one of the most important things. Right now most of my customers, most of the people I deal with are traveling to



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the Illinois side to ride the trail. In this region the Illinois trails are far more advanced than the Iowa side."

- Chad Jensen, Owner, The Bicycle Station

"We need to make sure we provide the best opportunities for our citizens as well. I was really interested in the resident survey and that statistic that residents are more interested in providing additional tourist opportunities than tourists think need to be provided. I think that says that we tend to be tourists in our own communities. With Clinton, we want to live work and play in Clinton. In Clinton County. As a whole. I think that's important for making sure that not only are residents satisfied with the opportunities that they have to stay local, and take advantage of our natural opportunities with the river, but it's also an opportunity to try and provide more -- exceeding expectations for visitors as they come through."

- Jessica Kinser, City of Clinton City Administrator

- Partnerships are critical and increased communication is needed between organizations – not just throughout the 10-county Iowa Great River Road corridor, but within counties and communities as well. A suggestion was made that organization and attraction representatives meet once a month for coffee to better coordinate and collectively promote their programs and resources.

"I do want to reiterate that it is the partnerships that are key. There's a lot of other different partnerships flying through my mind. There's these real things (the stakeholder meeting) that happen all up and down the Great River Road. It is through these type of events and better integration that we can start driving traffic and really telling people that story which is the most important thing. Not only why someone should come once, but come many, many times."

- Matt Parbs, Executive Director, The Sawmill Museum

- The Iowa Great River Road is an excellent tool for educating residents and visitors about natural, cultural, archaeological and historic resources. Education programming can foster a sense of stewardship and a desire to protect resources into the future.



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"We named this place the Mississippi River Eco Tourism center because our goals here are to get people out to do Eco Tourism on the Mississippi River. Ecotourism is defined as tourism to natural areas that helps preserve the natural areas while benefiting the local economy."

- Walt Wickham, Executive Director, Clinton County Conservation



- Consistent and integrated signage of the Iowa Great River Road and its attractions is critical for visitor experience continuity. Likewise, there is interest in using the highly-recognizable Iowa Great River Road pilot wheel logo in community entrance signage in Clinton and individual community wayfinding systems. There is also interest in offering merchandise and tourist souvenirs that feature the Iowa Great River Road pilot wheel (bumper stickers, key chains, pins, snow globes, etc.).



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INTRINSIC RESOURCE CONSERVATION	NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	1	0.4%
Viewshed Management	1	0.4%
Protect Historical and Cultural Resources	11	4.1%
Trash and Litter Removal	21	7.9%
Community Development and Appearance	11	4.1%
Mississippi River Qualities	7	2.6%
Botanical and Biological Resources	3	1.1%
Outdoor Advertising Control	1	0.4%
TOTAL	56	21.1%

PHYSICAL IMPROVEMENTS	NUMBER OF VOTES	PERCENTAGE
Wayshowing Components	8	3.0%
Scenic Overlooks	11	4.1%
Parking Areas and Access Points	6	2.3%
Public Amenities	11	4.1%
Mississippi River Trail	24	9.0%
Roadside Vegetation	2	0.8%
Sensitive Road Repair, Upgrades and Replacements	12	4.5%
Community Entries	2	0.8%
Livable Streetscapes	7	2.6%
TOTAL	83	31.2%

PROMOTION AND INTERPRETATION	NUMBER OF VOTES	PERCENTAGE
A National Treasure	6	2.3%
Interpretive Sites, Stories, and Venues	11	4.1%
Iowa Great River Road Website	21	7.9%
Integrated Information and Promotional Media	7	2.6%
IA GRR/Upper Mississippi River Discovery Guide	6	2.3%
Hospitality Training	6	2.3%
Community Events and Celebrations	7	2.6%
Niche Markets	9	3.4%
Loops and Side Routes	6	2.3%
International Market Development	1	0.4%
Formal Learning Resources	1	0.4%
Merchandise	6	2.3%
TOTAL	87	32.7%

ADMINISTRATIVE OPERATIONS	NUMBER OF VOTES	PERCENTAGE
Regional Stakeholder Communications	4	1.5%
Regional Planning Forums	3	1.1%
Key Indicators	0	0.0%
Local Enterprise	5	1.9%
National Mississippi River Parkway Commission	6	2.3%
Iowa Byways Program	2	0.8%
Commission Support	1	0.4%
Project and Program Funding	7	2.6%
Federal and State Agency Engagement	3	1.1%
County and Municipal Agency Engagement	3	1.1%
Non-profit and Corporate Engagement	4	1.5%
Point of Public Contact	2	0.8%
Non-profit Foundation	0	0.0%
Friends Group	0	0.0%
TOTAL	40	15.0%

TOTAL MEETING VOTES 266

Figure 20 | Table of votes cast for Core Management Direction actions at the Camanche meeting



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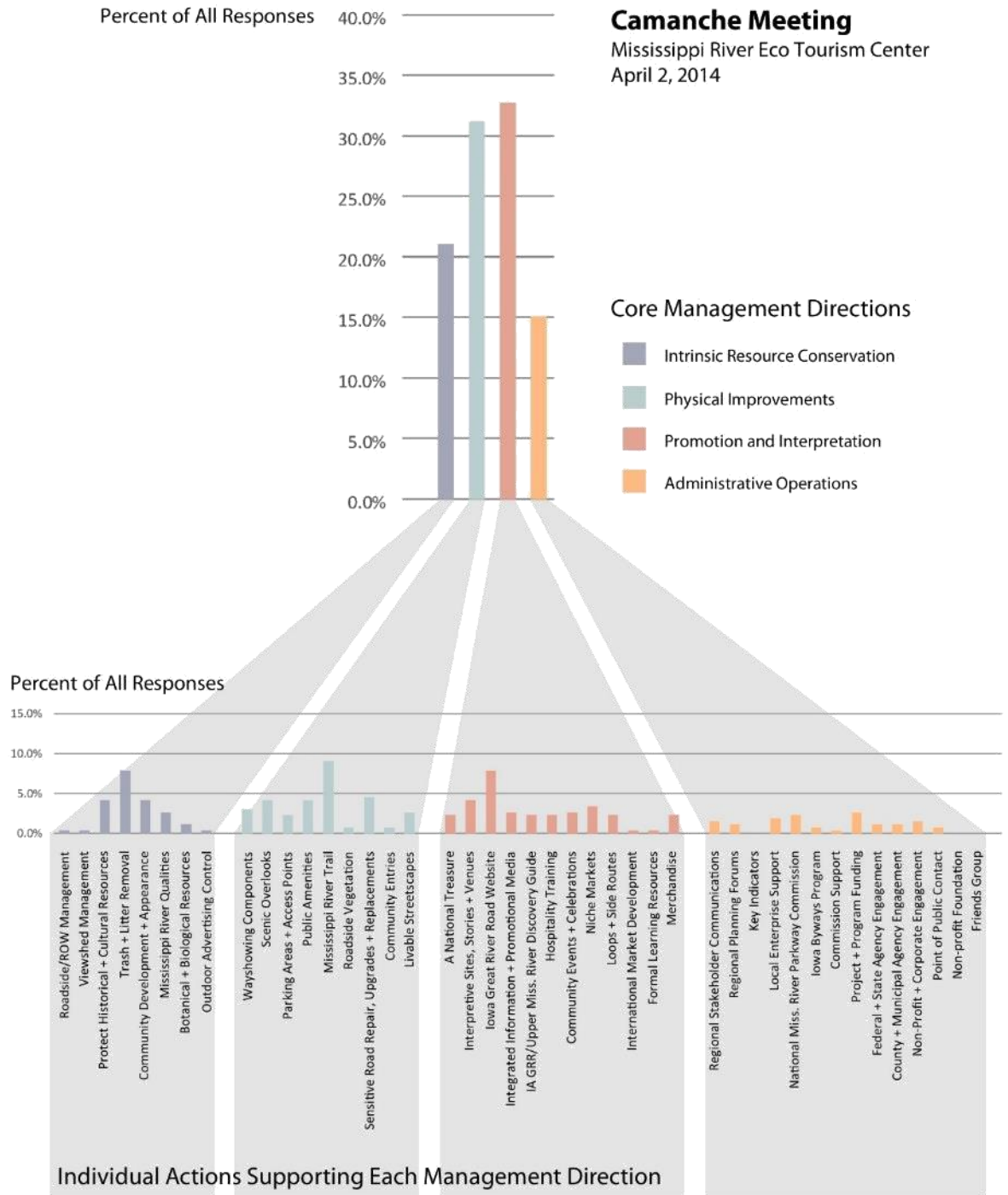


Figure 21 | Chart of votes cast for Core Management Direction actions at the Camanche meeting





MARQUETTE MEETING | APRIL 3, 2014

The second Iowa Great River Road Stakeholder Meeting was held in Marquette, Clayton County, at the Driftless Area Wetlands Centre on April 3, 2014.

Meetings panelists were:

Molly Moser, Freelance Writer for The Guttenberg Press

Bruce Plumborg, Director, Lansing Main Street Program

Karla Organist, Program Manager, Upper Explorerland Regional Planning Commission

Brian Fankhauser, Blufflands Program Manager, Iowa Natural Heritage Foundation

Teresa Wiemerslage, Program and Communications Coordinator, ISU Extension, Food and Fitness Program

Rich King, McGregor District Manager, Upper Mississippi River National Fish and Wildlife Refuge

The following is a list of topics that were discussed at the meeting with appropriate supplemental quotes provided where possible.

- The Iowa Great River Road connects with a number of other Iowa Byways. These connections provide opportunities for cross-promotion, coordinated programming, and offering “loops” or “side routes” which utilize these other state byways. Conversely, the existence and proximity of the Iowa Great River Road should be recognized by these state byways in their materials as well.

“25% of the state's byways fall in our area so that's pretty impressive and gives us a lot of things to be proud of.”

- Karla Organist, Program Manager, Upper Explorerland Regional Planning Commission



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- Intrinsic resource conservation is critical for northeast Iowa. Scenery, viewsheds and the visual quality of the landscape appeal to visitors and benefit residents. Resource managers could better recognize the role they play in protecting, enhancing, and preserving the intrinsic values that draw travelers to the Byway, even if their



land/site/attraction is not directly or predominantly along the Iowa Great River Road Route.

"So how ironic that the Great River Road actually goes on very little of it, yet that intrinsic value is what people come to see. I guess I'm here to talk about that part of it and based on the survey results you could argue that it's one of the most important parts. Infrastructure wise, the roads, the bathrooms, we have very little to do with that – but the scenic parts of it the view sheds, the viewscapes, we have a lot to do with."

- Rich King, McGregor District Manager, Upper Mississippi River National Fish and Wildlife Refuge

"When we look at intrinsic resource conservation gets one of the things that struck out to me other than just bringing attention and education to the beautiful scenery that we have here and the resources, is also to show how modern agriculture works with the environment in this part of the state. I also think this is one of the few places in the world where you can see vibrant family farms alongside small traditional Main Street communities. How can we show people what that piece of Americana looks like?"

- Teresa Wiemerslage, Program and Communications Coordinator, ISU Extension, Food and Fitness Program

"I think the view shed management is critical because that helps protect scenic views, the Mississippi River qualities, biological resources, I think that all that goes in hand together. If we have a healthy and diverse natural system out there whether its wetlands, whether it's rivers and streams wetlands hilltops Prairies whatever it is. That helps bring people here. We really do have a treasure right here in our backyard like you are saying, a lot of times we don't recognize what we truly have and I think that's true everywhere you go so being able to promote it, get people here, get them to enjoy it, they'll take ownership, that's probably going to lead to more benefits for our communities, maybe more protection for resources that are important so I think some of the greatest actions that we can be looking at here are selling this place as a national treasure."

- Brian Fankhauser, Blufflands Program Manager, Iowa Natural Heritage Foundation



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- Although the Iowa Great River Road delivers travelers to Northeast Iowa communities along its route during the spring, summer, and fall, the winter months can be challenging in terms of community economic stability. Many businesses close in the winter and some are not able to reopen. Developing a winter travel market for the Iowa Great River Road could help these communities.



"The winters are very significant, they have a very significant impact, on the tourism cycle. There are not many footprints in the snow along Main Street. And we're struggling with that issue. I think some other people pointed that out as well that the question that presents itself is is there some way that the commission could help us bring more people to town during the winter months?"

- Bruce Plumborg, Director, Lansing Main Street Program

- A growing number of younger people (20s to 30s) seek to return to the northeast Iowa communities in which they grew up. The ability to find year-round employment and quality of life amenities may make this more possible. The Iowa Great River Road can be a tool for fostering local economic development. In addition, preserving those intrinsic values that young people remember from their childhood (scenery, quaint communities, abundant natural resources) will encourage more people to return and benefit visitors as well.

"I grew up in Guttenberg right on the Great River Road so I kind of come from the perspective of someone who has lived in this area forever and then I went away to college. I was gone a couple of years and I came back and it was like seeing the whole area with new eyes again. It's just beautiful. I noted that both visitors and residents listed scenic beauty as their number one priority so I think that's obviously the direction we need to go – conserving and enhancing the river, protecting the area and I think trash removal goes along with that. We can invite into the village the better, which to me means the Mississippi bike trail, the Mississippi River Trail to get the biking audience in and enhancing the public access points everywhere along the road would be the way to go."

- Molly Moser, Freelance Writer for The Guttenberg Press

- Hospitality training is critical for making a positive first impression on visitors. Front line personnel in gas stations, hotels, and restaurants are often the first point of contact with guests seeking information on the area, and if those service providers are not informed about the Iowa Great River Road and the amenities along its route, it's a missed opportunity each time they engage with visitors.



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"Hospitality Training – when people don't know where to go they're going to stop and ask someone so when you're frontline...and it doesn't even have to be at a visitor's center, if you're at a convenience store and the teenager behind the counter can't tell you anything then you have a little bit of an issue there. And that's where most people will stop because that's why they're called convenience stores. They're right there on the road. So not just your visitor's centers, but all of those first line retail settings have to have that hospitality training."



And maybe there's some kind of designation that you can give retailers along the route..."I participated in Great River Road training. Ask me where to go." Or something like that. I think that's very important and it's a common complaint that communities have too. They know that their front line employees are maybe like Molly was when she was here. They take everything for granted and don't really see beyond their narrow idea of the area...That is something easy to do. It's not really that expensive so it's something that can be done and have an immediate impact."

- Karla Organist, Program Manager, Upper Explorerland Regional Planning Commission

- Once developed, the updated Corridor Management Plan for the Iowa Great River Road needs to have a concrete component that involves stakeholders in its implementation. This will encourage partnerships and a better sense of shared "ownership" of the Iowa Great River Road.

"I think what it really gets down to is how can the plan be made relevant to all of us who are stakeholders, what kind of relevance do we need to have in order to be in order to be motivated to take some action, and implementation strategy sometimes is thought of as a list of things to do and I think that's part of it but I don't think that's all of it. Another element is simply would be to have stakeholder meetings like this one. But I think what I'm going with this is the idea that if there is a well-designed process for involving people in the community that that process needs to connect in a very personal way with the stakeholders."

- Bruce Plumborg, Director, Lansing Main Street Program

"My final recommendation to think about is how can we do cobranding and partnership groups? There are many many great groups doing great things and we think about the folks taking care of the river, like the friends of Pool Nine, the Driftless safari groups, food and fitness initiative, by fresh by local... How can we capitalize on the things they're already doing and further enhance it? I think the Great River Road corridor can be the glue that brings us all together on the many natural, social, historical, cultural things that we have going on here in northeast Iowa."

- Teresa Wiemerslage, Program and Communications Coordinator, ISU Extension, Food and Fitness Program



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- A functioning website is critical for the Iowa Great River Road. Communities and organizations will be more likely to support the Iowa Great River Road if they see they're being supported via information on a well-managed website.



"I do like websites and apps even though I am not that technically savvy. I do have my phone and I never use it in that fashion but I know a lot of people do. But I'm a big website person, though. And when I went to the Iowa Great River Road website it seemed like our communities were a little bit lacking. I pulled up one community and there were no businesses listed and it really just seemed like we could do some work on our Iowa Great River Road website."

- Karla Organist, Program Manager, Upper Explorerland
Regional Planning Commission



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INTRINSIC RESOURCE CONSERVATION	NUMBER OF VOTES	PERCENTAGE	PHYSICAL IMPROVEMENTS	NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	3	2.4%	Wayshowing Components	4	3.3%
Viewshed Management	7	5.7%	Scenic Overlooks	8	6.5%
Protect Historical and Cultural Resources	7	5.7%	Parking Areas and Access Points	6	4.9%
Trash and Litter Removal	2	1.6%	Public Amenities	4	3.3%
Community Development and Appearance	4	3.3%	Mississippi River Trail	8	6.5%
Mississippi River Qualities	5	4.1%	Roadside Vegetation	2	1.6%
Botanical and Biological Resources	4	3.3%	Sensitive Road Repair, Upgrades and Replacements	3	2.4%
Outdoor Advertising Control	0	0.0%	Community Entries	0	0.0%
			Liveable Streetscapes	2	1.6%
TOTAL	32	26.0%	TOTAL	37	30.1%

PROMOTION AND INTERPRETATION	NUMBER OF VOTES	PERCENTAGE	ADMINISTRATIVE OPERATIONS	NUMBER OF VOTES	PERCENTAGE
A National Treasure	1	0.8%	Regional Stakeholder Communications	0	0.0%
Interpretive Sites, Stories, and Venues	5	4.1%	Regional Planning Forums	0	0.0%
Iowa Great River Road Website	5	4.1%	Key Indicators	0	0.0%
Integrated Information and Promotional Media	2	1.6%	Local Enterprise	3	2.4%
IA GRR/Upper Mississippi River Discovery Guide	2	1.6%	National Mississippi River Parkway Commission	3	2.4%
Hospitality Training	6	4.9%	Iowa Byways Program	3	2.4%
Community Events and Celebrations	1	0.8%	Commission Support	7	5.7%
Niche Markets	3	2.4%	Project and Program Funding	3	2.4%
Loops and Side Routes	2	1.6%	Federal and State Agency Engagement	1	0.8%
International Market Development	1	0.8%	County and Municipal Agency Engagement	1	0.8%
Formal Learning Resources	0	0.0%	Non-profit and Corporate Engagement	2	1.6%
Merchandise	0	0.0%	Point of Public Contact	0	0.0%
			Non-profit Foundation	1	0.8%
			Friends Group	2	1.6%
TOTAL	28	22.8%	TOTAL	26	21.1%

TOTAL MEETING VOTES 123

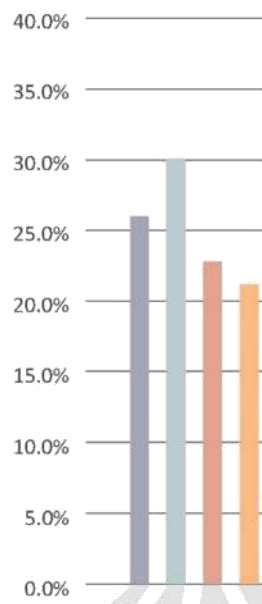
Figure 22 | Table of votes cast for Core Management Direction actions at the Marquette meeting



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Percent of All Responses



Marquette Meeting
Driftless Area Wetlands Centre
April 3, 2014

Core Management Directions

- Intrinsic Resource Conservation
- Physical Improvements
- Promotion and Interpretation
- Administrative Operations

Percent of All Responses

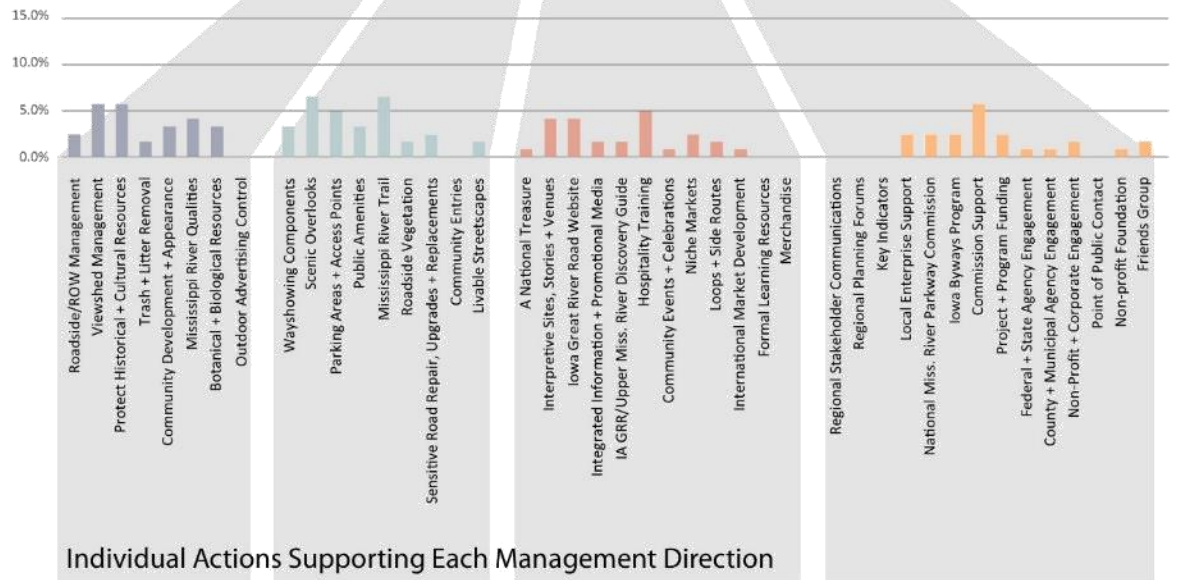


Figure 23 | Chart of votes cast for Core Management Direction actions at the Marquette meeting





BURLINGTON MEETING | APRIL 8, 2014

The third Iowa Great River Road Stakeholder Meeting was held in Burlington, Des Moines County, at the Des Moines County Heritage Center on April 8, 2014.

Meetings panelists were:

Mary Sue Chatfield, Montrose Riverfront Inc.

Kirk Brandenburg, Executive Director, Keokuk Convention and Tourism Bureau

Angela Beenkin, Executive Director, Des Moines County Historical Society

Beth Nickel, Executive Director, Greater Burlington Convention and Visitors Bureau

Tom Buckley, Executive Director, Lee County Conservation

Becky Anderson, Burlington City Council

The following is a list of topics that were discussed at the meeting with appropriate supplemental quotes provided where possible.

- Road and/or bridge closures threaten the continuity of the Iowa Great River Road and contribute to traveler disorientation and a poor impression of the Byway experience. Attendees voiced concerns about threatened sections of the Iowa Great River Road that are eroding between Keokuk and Montrose and may need to be closed because of lack of financial resources for repairs. Attendees also noted that the bridge through Burlington's Crapo Park has been closed for several years, requiring a detour through the community. Both situations are currently unable to be resolved as the road/bridge segments in question are financial responsibility of the community. Attendees discussed the need to access additional sources of funding for these repairs, since they would support a National Scenic Byway. Also voiced was the need for a coordinated plan for Iowa Great River Road detours including advance signage and up-to-date information on an Iowa Great River Road website and via other associated media.



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"As you follow Main Street out you come to an abrupt stop because this road is severed right there. Cascade bridge is out and so I think that takes out a lot from the experience because some people then, if they're traveling this River Road, then they're kind of loss. Do I go this way? They may completely miss Crapo Park



because they have to detour around and I think that's a big problem in the city, being low on funds, as all cities are... It's been closed for a number of years. I guess I'm wondering a little bit too with it being on the byway, if there is any political pressure, state or federal funding that appropriates funds to do things along the byway? I think that's very important. That is a historic bridge."

- Becky Anderson, Burlington City Council

"A section of our River Road is in pretty bad shape. If we can't find a way to get it fixed we may have to break it right there too. And that would be a terrible thing to happen between Montrose and Keokuk."

- Mary Sue Chatfield, Montrose Riverfront Inc.

- Consistent marking of the Iowa Great River Road route is important to support a positive visitor experience and thereby reduce confusion during wayfinding. In addition, advance signs along the route for attractions and resources available ahead would help travelers plan their time along the Iowa Great River Road. If travelers know beforehand what they can experience in the community they'll be entering next, they will be more likely to stop and spend time and money in that community. In addition, encouraging locals to use the Iowa Great River Road in their language and in the way they provide directions will build awareness about the Byway for both visitors and residents.

"Moving down here, I knew it was here, but maybe it's not as integrated I don't think yet. We know it's here. We know it has potential. What I'd like to see on our end. What we want to know is what's coming. Tell me what I'm going to find on the Great River Road. Yes there's a road there. Yes the river is there. But these communities along the way, what will I find there? You have to point that out to me point blank. I'd love to see more signage. Let travelers know what's along the Great River Road and the route that they're following. Let me know that I'm on the Great River Road."

- Angela Beenkin, Executive Director, Des Moines County Historical Society



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- Marketing the Iowa Great River Road and its communities and resources to a diverse set of visitor demographics is necessary for the future. Broadening the appeal of the route and its resources to younger demographics is important for future growth, although attendees also noted that it's important to continue providing a positive experience for the older demographic of travelers. A well



designed and maintained Iowa Great River Road website would appeal to a variety of travelers and is critical for market development.

"One of the things with tourism that you have to do every year is to continue to develop a new audience. It's important that we continually develop new audiences and go after those new audiences in certain ways. A web presence is very very important and especially to the Great River Road. I think the demographic that started here is going to be here. We're looking towards the future with this project. The future of the Great River Road. The future of the Great River Road is the 40, 25 to 40-year-old demographic that we talked about. Hit them with bloggers. These bloggers are going across the country on a daily basis and are they coming through here? Some of them are. But some of them aren't. Because of some of the various reasons we've heard before. Because they don't know about this region. I would say you don't cut out the 65+ group, but you cut back, because you've already got them here and start working on a new bunch."

- Kirk Brandenburg, Executive Director, Keokuk Convention and Tourism Bureau

"I visited frequently and if you go out there and you click on Burlington no information shows up. Or if you click on Muscatine no information shows up. Most all the communities no information shows up. I would encourage the Parkway Commission to really reach out to the convention and visitors bureaus. We are here to provide information. We will maintain our own sites. That is a good thing but it is also our job to make sure were getting the information to these other third-party sites. Make sure that we are providing that information. I really think that if we're going to have a web presence (for the Iowa Great River Road), which I think is important, we need to do it well and if we don't want to do it well then we just need to take that website down."

- Beth Nickel, Executive Director, Greater Burlington Convention and Visitors Bureau

- One of the most important functions of the Iowa Great River Road can be its role in sharing local stories and highlighting the culture of the communities. Connecting with residents and encouraging them to document their stories will enhance community connectivity and ensure material is available for interpretation for visitors.

"We talk about getting our story out and this is been an experience that I have had. Is that our news media are hungry for news. They are more than willing to publish what we submit. I've been working very hard to get the people that are connected to Montrose to tell their stories. If they don't, every time a person dies there was a whole lifetime of memories, there goes a whole lifetime of living in Montrose. So were trying to encourage them to share their stories. One thing that has helped tremendously with that has been social media."

- Mary Sue Chatfield, Montrose Riverfront Inc.



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"I'd like to see us connect a little more our cultural resources with the Great River Road. I think we have a huge opportunity to do that. Our museums in Iowa are fabulous. I know this. I love museums in Iowa. I'd like to see us focus on that and other cultural organizations."

- Angela Beenkin, Executive Director, Des Moines County Historical Society

- The Iowa Great River Road can be communication platform to connect residents and visitors with opportunities to learn about the natural environment – the River and its systems, local flora and fauna, and how human actions impact the environment.

"Some of the things that we see happening ecologically to the river, the sedimentation problems, we just see that the opportunity to inform visitors to the area and some of the information in the survey talks about using the river as an educational tool for students. Educate young and old to the opportunities of the river."

- Tom Buckley, Executive Director, Lee County Conservation



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INTRINSIC RESOURCE CONSERVATION	NUMBER OF VOTES	PERCENTAGE	PHYSICAL IMPROVEMENTS	NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	2	1.2%	Wayshowing Components	8	4.6%
Viewshed Management	0	0.0%	Scenic Overlooks	7	4.0%
Protect Historical and Cultural Resources	9	5.2%	Parking Areas and Access Points	1	0.6%
Trash and Litter Removal	4	2.3%	Public Amenities	6	3.5%
Community Development and Appearance	11	6.4%	Mississippi River Trail	6	3.5%
Mississippi River Qualities	5	2.9%	Roadside Vegetation	3	1.7%
Botanical and Biological Resources	3	1.7%	Sensitive Road Repair, Upgrades and Replacements	21	12.1%
Outdoor Advertising Control	0	0.0%	Community Entries	2	1.2%
			Livable Streetscapes	1	0.6%
TOTAL	34	19.7%	TOTAL	55	31.8%

PROMOTION AND INTERPRETATION	NUMBER OF VOTES	PERCENTAGE	ADMINISTRATIVE OPERATIONS	NUMBER OF VOTES	PERCENTAGE
A National Treasure	6	3.5%	Regional Stakeholder Communications	3	1.7%
Interpretive Sites, Stories, and Venues	7	4.0%	Regional Planning Forums	4	2.3%
Iowa Great River Road Website	12	6.9%	Key Indicators	1	0.6%
Integrated Information and Promotional Media	2	1.2%	Local Enterprise	1	0.6%
IA GRR/Upper Mississippi River Discovery Guide	6	3.5%	National Mississippi River Parkway Commission	2	1.2%
Hospitality Training	0	0.0%	Iowa Byways Program	2	1.2%
Community Events and Celebrations	7	4.0%	Commission Support	1	0.6%
Niche Markets	3	1.7%	Project and Program Funding	6	3.5%
Loops and Side Routes	3	1.7%	Federal and State Agency Engagement	4	2.3%
International Market Development	3	1.7%	County and Municipal Agency Engagement	1	0.6%
Formal Learning Resources	0	0.0%	Non-profit and Corporate Engagement	6	3.5%
Merchandise	1	0.6%	Point of Public Contact	2	1.2%
			Non-profit Foundation	1	0.6%
			Friends Group	0	0.0%
TOTAL	50	28.9%	TOTAL	34	19.7%

TOTAL MEETING VOTES 173

Figure 24 | Table of votes cast for Core Management Direction actions at the Burlington meeting

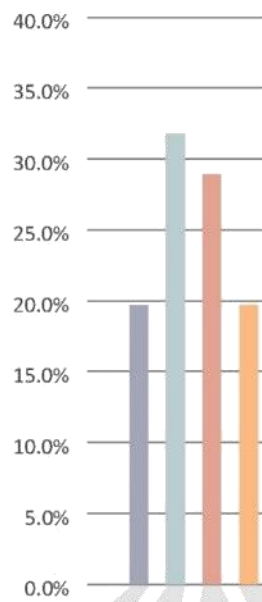


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Percent of All Responses



Burlington Meeting

Des Moines County Heritage Center

April 8, 2014

Core Management Directions

- Intrinsic Resource Conservation
- Physical Improvements
- Promotion and Interpretation
- Administrative Operations

Percent of All Responses



Figure 25 | Chart of votes cast for Core Management Direction actions at the Burlington meeting



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MUSCATINE MEETING | APRIL 9, 2014

The fourth Iowa Great River Road Stakeholder Meeting was held in Muscatine, Muscatine County, at the Muscatine Environmental Learning Center on April 9, 2014.

Meetings panelists were:

Sarah Landy, Mississippi River Trail, Muscatine Trails

Paul Mayes, Retired Professor, Muscatine Community College

Dan Wilson, Mayor, Columbus Junction

Katie Hammond, Executive Director, Louisa County Conservation Board

Al Bohling, President, Tri-Rivers Conservation Foundation; Former Louisa County Commissioner and Honorary Member, Iowa Mississippi River Parkway Commission

The following is a list of topics that were discussed at the meeting with appropriate supplemental quotes provided where possible.

- The Iowa Great River Road is important for rural counties and communities. With additional signage directing travelers to off-route communities and resources, economic development opportunities could be enhanced. Louisa County, in particular, offers a wealth of natural and recreational resources, but doesn't have a community directly on the Iowa Great River Road or the Mississippi River. Exploring ways to support off-route communities would be welcome.

Louisa County is rural, we do not have a major city on the Mississippi River. We are fortunate to have the Great River Road travel all the way through Louisa County and we have a lot of communities that are affected by that. I think in terms of economic development a lot of what we need to focus on is that it great majority of visitors to these amenities along the road are our local residents and they're the ones who are probably going to spend most of the money. It's nice to have visitors come from out of state and other parts of the country, but I'm sure that people that are going to see the Mississippi River in Louisa County that's a very minute number compared to the local people that are traveling there. And probably to spend the money there. Whether it's money for the convenience stores and gas stations or the restaurants.

- Dan Wilson, Mayor, Columbus Junction



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We don't have any convenience stores or businesses along the route. If we want people to spend money while they are traveling through, we need to offer them somewhere to spend that money.

- Katie Hammond, Executive Director, Louisa County Conservation Board

- Investing in resource protection and quality of life amenities will improve the livability of Iowa Great River Road communities. Communities that are a great place to live for their residents are very appealing for visitors. Investing in riverfronts and historic, cultural, and natural resources will benefit residents and can help attract companies interested in relocation and spur additional economic development activities.

"If you are trying to cut taxes and save money and are worried about liability and this and that and all you're doing is cutting back and cutting back and cutting back you are going to end up with a really lousy town. And guess what? Nobody wants to do economic development in a dirty little River town. If you make it a beautiful place for the residents to live, it's going to be a beautiful place to bring industry and business into. That's a very important part of economic development that I've noticed a lot of people are missing today."

- David Metz, Pine Creek Grist Mill

- The Iowa Great River Road should be integrated with community and county planning efforts. Considering proposed impacts to the route is necessary to ensure that it moves forward as a positive community asset and sustains high visitor appeal.

"We're also doing the county plan here. You know we really should focus really more on the river and the trails but we don't always say we're on the Great River Road. We say we're on the Great River. But we should. Because we can market the connection between the River and the road. We think of the river, not the road, but we do think of driving up it and then getting the people to the river. That's a point that we should bring up."

- Sarah Landy, Mississippi River Trail, Muscatine Trails



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- A tremendous wealth of resources lie along the Iowa Great River Road in Louisa and Muscatine counties. In addition, local residents have deep knowledge about these resources and have a responsibility to share this knowledge with visitors. Enhancing efforts to communicate about the activities and resources in the area will



benefit travelers and residents alike. Additional signage that communicates upcoming amenities would be very welcome.

"I think one of the great things about this part of the Great River Road, this part of Iowa, and it's true pretty much the whole length of the Iowa Great River Road is that there are lots and lots of biological resources, natural resources here. Lots of archaeological resources, lots of resources that are historically interesting and so on so I think all of those things are important for us to emphasize as people come and go out and see nature and see the historical sites and so on. I think there's so many things going on that people don't really get the information out."

- Paul Mayes, Retired Professor, Muscatine Community College

"I was at a wedding last summer in western Iowa of a good friend and the bride's in-laws parents came from Baltimore. And they told me they were so excited as they drove across the Midwest to get to the Mississippi River. And they were disappointed when they got here simply because they kind of got across it and there wasn't much information about what's coming. They wanted the excitement... "I think I'm getting close, be aware"...Here it is, here's what you're going to see... something for the buildup All of a sudden they were kind of across it. (And they thought)."Well that was nice but now it's in the rearview mirror."

- Dan Wilson, Mayor, Columbus Junction

"So I think it's just sort of underutilized resource and I think if we all can collaborate together we have such a wonderful story here. Whether it's the river, were trying to make it more attractive in many ways but the road, we just need to get the story out because there's almost too many things to do in our community."

- Sarah Landy, Mississippi River Trail, Muscatine Trails

"We do have a responsibility to share. We've got 15,000 acres of public land. We talk about how we don't know how to communicate that or we don't know how to make that known. We talk about signs and apps in all kinds of things like...Well, that's what we've got to do. We better figure out how to do it. It is our job to do it and that's why all of us who are here today are here as volunteers. We're doing it because we love it."

- Al Bohling, President, Tri-Rivers Conservation Foundation;
Former Louisa County Commissioner and Honorary Member,
Iowa Mississippi River Parkway Commission



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- Stakeholders desire increased partnership from the Iowa Mississippi River Parkway Commission. Additional visibility of Commissioners would support increased local awareness of the Iowa Great River Road.

"Somehow we have to get all of the local entities pulled in with the Commission. We hear from you guys every two years, and then it kind of goes away. And I saw



there was a representative from the DNR that's on there (as an advisor to the Commission) but County Conservation Boards have something in every county. We have great state parks but we don't have a state park in every county along the Great River Road. We'd love to be (involved). We would love to partner with you but I think we need to work together. I was at a meeting this morning and it was how there are many great organizations but we're all doing our own thing and we need to be getting together more to collaborate."

- Curt Weiss, Executive Director, Muscatine County Conservation

- Connecting with families with young children is important to sustaining the appeal of the Iowa Great River Road in the future. Highlighting activities that appeal to this demographic may be as simple as better communicating places where they can get out of the car and explore the River environment.

"I have young kids, really young kids. And just like you said when we go on vacation we're looking for zoos and water parks and roller coasters and things like that. The idea of going to a historical society is not quite tempting to them at this age. People want to touch the Mississippi River, to put their toes in it, they want to put their hands in it, and they want to see the Mississippi River and so I thought one thing we could do them in Louisa County is offer easier access to the Mississippi River so when people come they can actually see it."

- Katie Hammond, Executive Director, Louisa County Conservation Board



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INTRINSIC RESOURCE CONSERVATION	NUMBER OF VOTES	PERCENTAGE	PHYSICAL IMPROVEMENTS	NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	0	0.0%	Wayshowing Components	1	1.3%
Viewshed Management	1	1.3%	Scenic Overlooks	4	5.1%
Protect Historical and Cultural Resources	6	7.6%	Parking Areas and Access Points	3	3.8%
Trash and Litter Removal	2	2.5%	Public Amenities	6	7.6%
Community Development and Appearance	3	3.8%	Mississippi River Trail	6	7.6%
Mississippi River Qualities	3	3.8%	Roadside Vegetation	0	0.0%
Botanical and Biological Resources	4	5.1%	Sensitive Road Repair, Upgrades and Replacements	0	0.0%
Outdoor Advertising Control	1	1.3%	Community Entries	2	2.5%
			Liveable Streetscapes	1	1.3%
TOTAL	20	25.3%	TOTAL	23	29.1%

PROMOTION AND INTERPRETATION	NUMBER OF VOTES	PERCENTAGE	ADMINISTRATIVE OPERATIONS	NUMBER OF VOTES	PERCENTAGE
A National Treasure	1	1.3%	Regional Stakeholder Communications	2	2.5%
Interpretive Sites, Stories, and Venues	3	3.8%	Regional Planning Forums	0	0.0%
Iowa Great River Road Website	8	10.1%	Key Indicators	0	0.0%
Integrated Information and Promotional Media	3	3.8%	Local Enterprise	1	1.3%
IA GRR/Upper Mississippi River Discovery Guide	2	2.5%	National Mississippi River Parkway Commission	0	0.0%
Hospitality Training	0	0.0%	Iowa Byways Program	0	0.0%
Community Events and Celebrations	3	3.8%	Commission Support	0	0.0%
Niche Markets	0	0.0%	Project and Program Funding	1	1.3%
Loops and Side Routes	5	6.3%	Federal and State Agency Engagement	0	0.0%
International Market Development	2	2.5%	County and Municipal Agency Engagement	2	2.5%
Formal Learning Resources	0	0.0%	Non-profit and Corporate Engagement	0	0.0%
Merchandise	1	1.3%	Point of Public Contact	1	1.3%
			Non-profit Foundation	0	0.0%
TOTAL	28	35.4%	Friends Group	1	1.3%
			TOTAL	8	10.1%

TOTAL MEETING VOTES 79

Figure 26 | Table of votes cast for Core Management Direction actions at the Muscatine meeting



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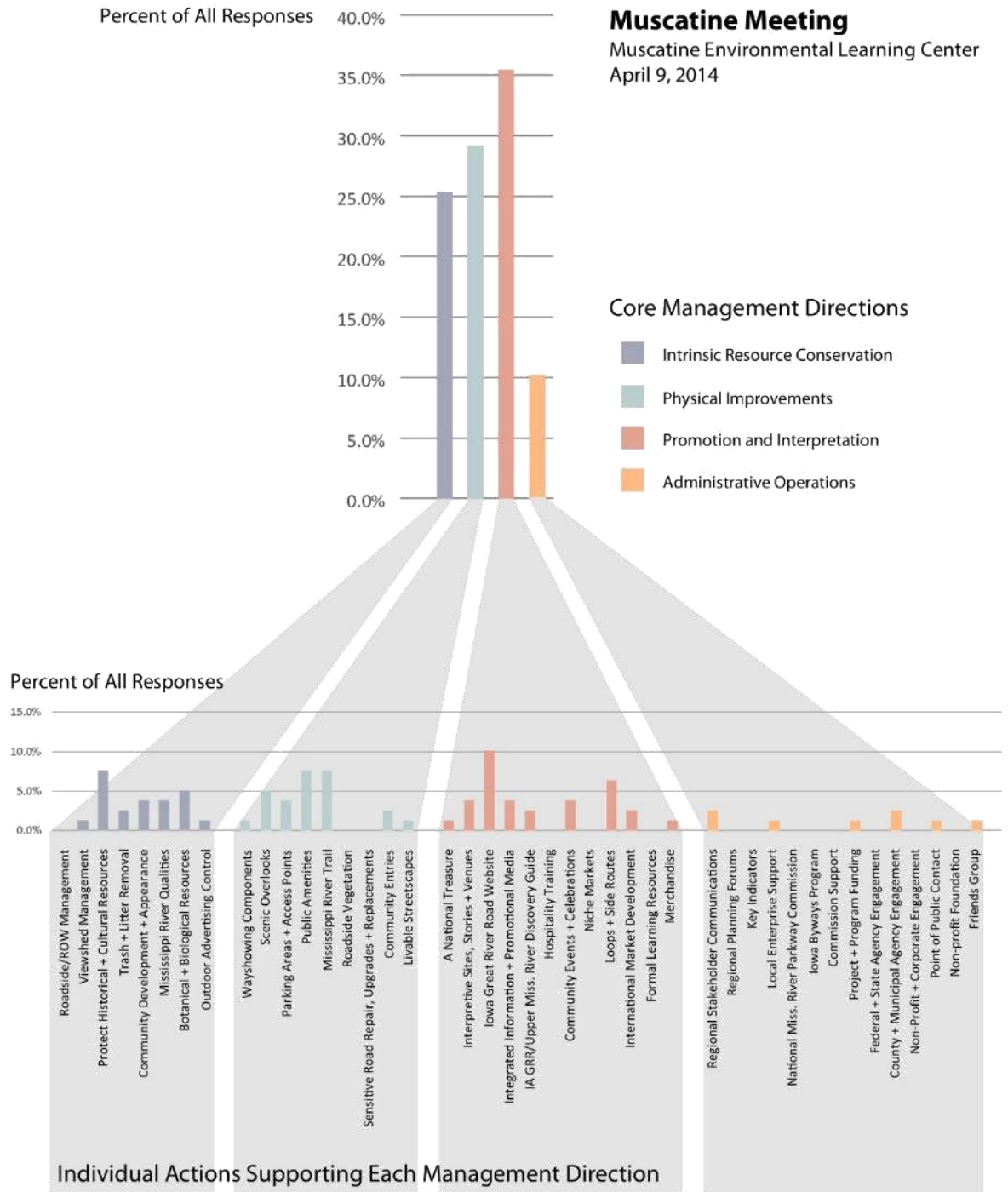


Figure 27 | Chart of votes cast for Core Management Direction actions at the Muscatine meeting





DAVENPORT MEETING | APRIL 10, 2014

The fifth Iowa Great River Road Stakeholder Meeting was held in Davenport, Scott County, at the Putnam Museum on April 2, 2014.

Meetings panelists were:

Shawna Lode, Manager, Iowa Tourism Office

Joe Taylor, President and CEO, Quad Cities Convention and Visitors Bureau

Tim Huey, Director, Scott County Planning and Development

Terri Applegate, LeClaire City Council

The following is a list of topics that were discussed at the meeting with appropriate supplemental quotes provided where possible.

- The Iowa Mississippi River Parkway Commission has an opportunity to act in support of local governments as they implement policies and programs which would fulfill many of the actions listed for each of the four Core Management Directions.

"I really think that the commission's role is to be one of advocate. Many of these things here that you see here on the menu are really subjects of local control. But, you certainly can encourage local residents and local governments to do a better job at some of these through the actions of the Parkway Commission. So protection of viewsheds, and historic and cultural resources, is something that is up to the local residents and their town councils and county boards but it's something that I think the commission can advocate."

- Tim Huey, Director, Scott County Planning and Development

- The Iowa Great River Road can highlight the Mississippi River as a working river and also as a Byway which offer unique amenities because it is located directly alongside one of the world's greatest rivers. Materials and media developed for the Iowa Great River Road should make it easy for travelers to make the most of their time near the River, which clear directions, frequent and consistent signage, and resources categorized in appealing ways.



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"In the draft (of a regional plan in development) the Mississippi River is talked about. I'm pleased that it's talked about in two ways – number one, as a working river. So that includes the tows and the barges and the locks and dams and all the



things that it takes to move grain and materials up and down the river. And then secondly, actually it's not even second it's on top -- riverfront amenities. Those communities that are developing their riverfronts.... How do we use that? How do we envision that? To create more economic development for our communities. How do we use that River and by extension the Great River Road to make it happen here for us? It's not just kind of the marketing, the promotion, the commissions, all the things we want to do. It's about making sure that our guests in our visitors in our residents invest their time in enjoying that River."

- Joe Taylor, President and CEO, Quad Cities Convention and Visitors Bureau

- State agencies recognize the appeal and uniqueness of the Iowa Great River Road and Mississippi River. Consistently coordinating with state agencies can enhance the quality of promotion and communication that these agencies are sharing relative to the Iowa Great River Road and its communities and amenities.

"We do recognize the impact of the Great River Road and we often speak about it in partnership with its fraternal twin over on the western side of the state because...we are the only state in the country bordered not just by two national scenic byways, but were the only state in the nation bordered by two navigable rivers. The Missouri and the Mississippi. And they're both very different, but that's certainly a very unique quality that we used to talk about some of the unique aspects of our state. So we do recognize that at the Iowa Tourism Office the impact of the Iowa Great River Road. People have it on their bucket list. Before they die they want to see the Great River Road and I think that's something for us to easily take for granted because in Iowa we know that the Mississippi River is over on the eastern side. Whether you live close to it are far away, we tend to take it for granted a little bit. So I think that's our challenge, to be ambassadors for our state and to be ambassadors for amenities like the Great River Road."

- Shawna Lode, Manager, Iowa Tourism Office

- Communities that highlight their location along the Iowa Great River Road and Mississippi River can reap tremendous benefits. LeClaire has seen considerable revitalization by connecting their story with the River and the Iowa Great River Road. Travelers and residents appreciate the values of heritage and history.



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"I don't know if we can promote stories enough. And the many ways that we can tell the stories on this Great River Road that we live on, whether it's in the past or in the future but it's a great heritage that we pass on to our families. And that's what's important to us and LeClaire."

- Terri Applegate, LeClaire City Council



INTRINSIC RESOURCE CONSERVATION	NUMBER OF VOTES	PERCENTAGE	PHYSICAL IMPROVEMENTS	NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	0	0.0%	Wayshowing Components	2	3.7%
Viewshed Management	1	1.9%	Scenic Overlooks	2	3.7%
Protect Historical and Cultural Resources	3	5.6%	Parking Areas and Access Points	2	3.7%
Trash and Litter Removal	0	0.0%	Public Amenities	1	1.9%
Community Development and Appearance	1	1.9%	Mississippi River Trail	6	11.1%
Mississippi River Qualities	2	3.7%	Roadside Vegetation	0	0.0%
Botanical and Biological Resources	1	1.9%	Sensitive Road Repair, Upgrades and Replacements	0	0.0%
Outdoor Advertising Control	2	3.7%	Community Entries	0	0.0%
			Livable Streetscapes	2	3.7%
TOTAL	10	18.5%	TOTAL	15	27.8%

PROMOTION AND INTERPRETATION	NUMBER OF VOTES	PERCENTAGE	ADMINISTRATIVE OPERATIONS	NUMBER OF VOTES	PERCENTAGE
A National Treasure	0	0.0%	Regional Stakeholder Communications	0	0.0%
Interpretive Sites, Stories, and Venues	5	9.3%	Regional Planning Forums	0	0.0%
Iowa Great River Road Website	4	7.4%	Key Indicators	0	0.0%
Integrated Information and Promotional Media	2	3.7%	Local Enterprise	1	1.9%
IA GRR/Upper Mississippi River Discovery Guide	3	5.6%	National Mississippi River Parkway Commission	0	0.0%
Hospitality Training	0	0.0%	Iowa Byways Program	1	1.9%
Community Events and Celebrations	2	3.7%	Commission Support	0	0.0%
Niche Markets	0	0.0%	Project and Program Funding	4	7.4%
Loops and Side Routes	0	0.0%	Federal and State Agency Engagement	3	5.6%
International Market Development	1	1.9%	County and Municipal Agency Engagement	1	1.9%
Formal Learning Resources	0	0.0%	Non-profit and Corporate Engagement	0	0.0%
Merchandise	0	0.0%	Point of Public Contact	0	0.0%
			Non-profit Foundation	1	1.9%
			Friends Group	1	1.9%
TOTAL	17	31.5%	TOTAL	12	22.2%

TOTAL MEETING VOTES 54

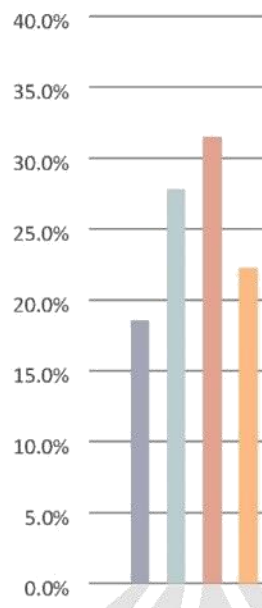
Figure 28 | Table of votes cast for Core Management Direction actions at the Davenport meeting



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Percent of All Responses



Davenport Meeting
Putnam Museum
April 10, 2014

Core Management Directions

- Intrinsic Resource Conservation
- Physical Improvements
- Promotion and Interpretation
- Administrative Operations

Percent of All Responses



Figure 29 | Chart of votes cast for Core Management Direction actions at the Davenport meeting





DUBUQUE MEETING | APRIL 15, 2014

The sixth and final Iowa Great River Road Stakeholder Meeting was held in Dubuque, Dubuque County, at the Historic Federal Building on April 15, 2014.

Meetings panelists were:

Carrie Koelker, Director, Eastern Iowa Tourism Association

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

Laura Carstens, Planning Services Manager, City of Dubuque

Brian Preston, Executive Director, Dubuque County Conservation Board

Trisha Patzner, President, Bellevue Chamber of Commerce

Wayne Buchholtz, E.B. Lyons Center, Mines of Spain Recreation Area

The following is a list of topics that were discussed at the meeting with appropriate supplemental quotes provided where possible.

- Intrinsic resource conservation and protection is critical to ensuring that the values which travelers seek and residents appreciate are sustained into the future. New investment in these resources and the Iowa Great River Road is important and can help leverage past investments.

"For me those intrinsic resources really need to be conserved and preserved and enhanced. If we don't have those resources that were discussed we really don't have the Great River Road. We really don't have a National Scenic Byway. And I think these are the unique and special things that give us the sense of place and identity for our counties, our communities, and our attractions. So I think we need to aim for postcard perfect when we do things. The places, the stories, the people, to me are a string of pearls or charms on a bracelet. And they are unique qualities of the Byway that really help people get all sorts of things out of this wonderful resource, whether it's outdoor adventure, experiential learning in a nature center, or quiet reflection at a scenic overlook. So I think we need to continue efforts to protect those resources through designations of the local state and national levels. Money would be appreciated as well. We need the money to help maintain the appeal of the byway to the residents and visitors alike. Because this truly is a national treasure so again, aim for postcard perfect. I think we need to maintain and upgrade where we can the scenic, historic cultural, and natural resources of the byway."

- Laura Carstens, Planning Services Manager, City of Dubuque



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"Growing up here in Dubuque and along the Mississippi River one of the things that's most striking to me over the last 20 years is the change and our landscape. The urban sprawl that's going on, I think you should management should be a really high priority. If you don't look at it from where we were 20 or 30 years ago, you don't see the huge changes that have gone on in our landscape which are really quite alarming. I think farmland preservation should be a top priority for the conservation. And a close second was the Mississippi River qualities. If we provide a quality resource in the Mississippi River it's going to drive recreation, it's going to drive all kinds of economic activity here in the area."

- Brian Preston, Executive Director, Dubuque County Conservation Board

- The Iowa Great River Road can provide a venue for regional planning forums and partnership enhancement between organizations within counties, between counties, and among all 10 counties in the corridor. Because it is the Iowa Mississippi River Parkway Commission is the only organization that focuses specifically on these counties, it has the most opportunity to make connections.

"All the communities, all the different sites, all the different players, that organize being, funding, and implementing this plan will be a challenge but I think we really do all need to pull together. We really need to come together as that village for the Byway. So naturally, as a planner, I think regional planning would be one of the good ways to do that."

- Laura Carstens, Planning Services Manager, City of Dubuque

"I think the regional planning forms are really important. I attended a bluff lands preservation conference up in LaCrosse years ago and that was probably one of the most valuable things I attended. Just bouncing ideas off of other stakeholders along the Great River Road....finding out what works, what doesn't work, I think it's a really valuable thing for a really short timeframe."

- Brian Preston, Executive Director, Dubuque County Conservation Board



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"I think the local people take it for granted it's a highway. It's a place to get from one place to another, may be from one festival to another or another town but they don't realize what they have. With marketing, I guess each county board town or whatever probably can tell me what you're doing, but I see there's a big need for partnerships where neighboring counties work together or a series of towns."

- Wayne Buchholtz, E.B. Lyons Center, Mines of Spain Recreation Area



- There's tremendous value in continuing to invest in and utilize programs initiated in the past to support the Iowa Great River Road. The Interpretive Centers and the signs installed at each designated interpretive center should be maintained and enhanced. An Interpretive Toolkit was developed for the GRR and still offers a well-thought-out framework for telling a multitude of stories related to the GRR and the Mississippi River.

"To me the Network of Interpretive Centers is the classic example of working together, of partnering, of trying to reinforce this concept of identity. And we even went to the point that we gathered scholars and planners from all 10 states and spent two days working on themes for interpretation...a major theme, 10 sub themes, and under each sub theme 20 different topics that we could interpret. So there's a lot of vibrancy that we had with that Network of Interpretive Centers which we would be interested in trying to regain or still be part of."

- Jerry Enzler, President and CEO, National Mississippi River Museum and Aquarium

- A hospitality training program for the Iowa Great River Road is necessary to ensure that communities and front line providers are best prepared to welcome visitors and communicate the resources and amenities of the area.

"Our jobs as communities and regions and counties is to ask are we ready for them to come? We build it. But are we ready to service them? Are our employees ready to welcome everyone with a smile? With the parks do we have adequate parking? We're inviting boats. Do we have boat docks? You know as well as I do that when you go on a wonderful vacation or you have a great piece of pie or the world's largest tenderloin, if it was good, if the experience was there you want to go back. And you tell everyone about it. So that's one thing that we try to recommend to people is to make sure we're ready. When our gates are open are we ready to service all the people that are coming through the gates?"

- Carrie Koelker, Director, Eastern Iowa Tourism Association



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- Simple steps can make a great impact in communicating the existence of the Iowa Great River Road. The Iowa Great River Road "brand" is already developed and is available for communities to connect with at no cost.



"I noticed that so many people were saying they were driving the Great River Road. So I have actually started saying in everything that we put out that we're located along the Great River Road. Where is Bellevue? Along the Great River Road. It's that name recognition."

- Carrie Koelker, Director, Eastern Iowa Tourism Association

- Multiple forms of promotion and communication are needed to attract various traveler demographic segments. It is not sufficient to rely on print media alone, particularly when seeking to attract a younger demographic.

"I think if (the Iowa Great River Road) was promoted better maybe younger families would utilize it and make it their family trips. I think if you have a good website, really update some social media, people will put comments out there... "We did this, we did that"... People really look at that and it just helps spread the word. I think that's just where everything is headed now. People are last-minute. They're deciding on Wednesday where they're going on a Friday. Or if they're sitting somewhere on the trail there deciding where can we go eat and a half an hour. So that's where the social media component I think falls into it."

- Deanna Cook, Director, Bellevue Chamber of Commerce

"Each one of your family of four driving down the road that are visiting a community... each of you is probably going to learn about this community in a different way."

- Jerry Enzler, President and CEO, National Mississippi River Museum and Aquarium



Iowa Great River Road CORRIDOR MANAGEMENT PLAN

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INTRINSIC RESOURCE CONSERVATION	NUMBER OF VOTES	PERCENTAGE	PHYSICAL IMPROVEMENTS	NUMBER OF VOTES	PERCENTAGE
Roadside/ROW Management	2	1.7%	Wayshowing Components	3	2.6%
Viewshed Management	4	3.4%	Scenic Overlooks	6	5.2%
Protect Historical and Cultural Resources	8	6.9%	Parking Areas and Access Points	1	0.9%
Trash and Litter Removal	3	2.6%	Public Amenities	2	1.7%
Community Development and Appearance	3	2.6%	Mississippi River Trail	5	4.3%
Mississippi River Qualities	7	6.0%	Roadside Vegetation	4	3.4%
Botanical and Biological Resources	3	2.6%	Sensitive Road Repair, Upgrades and Replacements	4	3.4%
Outdoor Advertising Control	2	1.7%	Community Entries	1	0.9%
			Livable Streetscapes	2	1.7%
TOTAL	32	27.6%	TOTAL	28	24.1%

PROMOTION AND INTERPRETATION	NUMBER OF VOTES	PERCENTAGE	ADMINISTRATIVE OPERATIONS	NUMBER OF VOTES	PERCENTAGE
A National Treasure	4	3.4%	Regional Stakeholder Communications	2	1.7%
Interpretive Sites, Stories, and Venues	3	2.6%	Regional Planning Forums	5	4.3%
Iowa Great River Road Website	6	5.2%	Key Indicators	0	0.0%
Integrated Information and Promotional Media	6	5.2%	Local Enterprise	0	0.0%
IA GRR/Upper Mississippi River Discovery Guide	3	2.6%	National Mississippi River Parkway Commission	4	3.4%
Hospitality Training	2	1.7%	Iowa Byways Program	0	0.0%
Community Events and Celebrations	4	3.4%	Commission Support	0	0.0%
Niche Markets	1	0.9%	Project and Program Funding	4	3.4%
Loops and Side Routes	1	0.9%	Federal and State Agency Engagement	3	2.6%
International Market Development	1	0.9%	County and Municipal Agency Engagement	2	1.7%
Formal Learning Resources	2	1.7%	Non-profit and Corporate Engagement	1	0.9%
Merchandise	0	0.0%	Point of Public Contact	1	0.9%
			Non-profit Foundation	1	0.9%
			Friends Group	0	0.0%
TOTAL	33	28.4%	TOTAL	23	19.8%

TOTAL MEETING VOTES 116

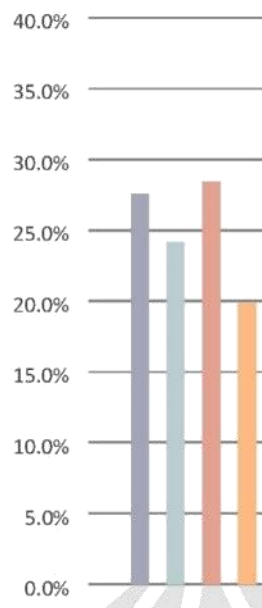
Figure 30 | Table of votes cast for Core Management Direction actions at the Dubuque meeting



Iowa Great River Road
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Percent of All Responses



Dubuque Meeting
 Historic Federal Building
 April 15, 2014

Core Management Directions

- Intrinsic Resource Conservation
- Physical Improvements
- Promotion and Interpretation
- Administrative Operations

Percent of All Responses

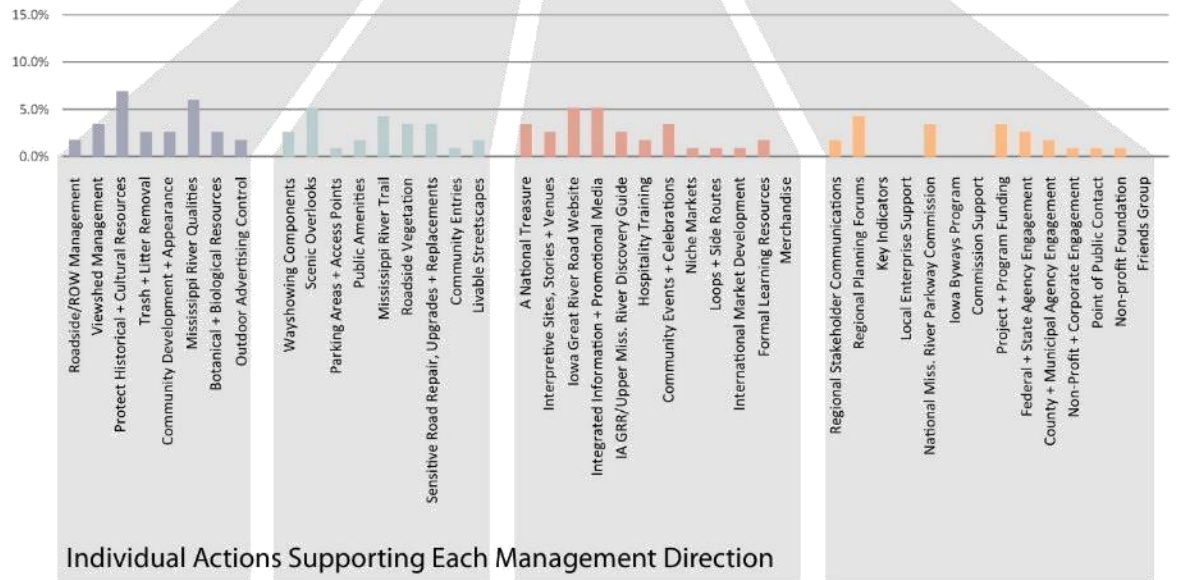


Figure 31 | Chart of votes cast for Core Management Direction actions at the Dubuque meeting



Iowa Great River Road
 CORRIDOR MANAGEMENT PLAN

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Reference Materials

PRE-MEETING COMMUNICATIONS

Nearly 1000 individuals in the ten-county corridor of the Iowa Great River Road and beyond were invited to attend one or several of the Iowa Great River Road Stakeholder meetings held in April of 2014. An email contract service was used to provide the electronic means of announcing and inviting the majority of the attendees (see Figure 36). Likewise individual commissioners worked very effectively in their respective areas to issue personal invitations.

A press release was developed and issued to appropriate state agencies and newspapers and radio outlets within the 10-county Iowa Great River Road corridor. In addition, a flier specifically focused on the purposes, dates and locations of the meetings was distributed frequently (see Figures 34 and 35).



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CORRIDOR MANAGEMENT PLANNING INFORMATION FLIER

Iowa Mississippi River Parkway Commission 

Allamakee County Jane Regan jregan@leschenskyins.com 563-380-3635	Dubuque County John Goodmann jgoodmann@real-good.com 563-599-4350	Muscatine County Daniel Petersen srpeters@hotmail.com 563-263-3527	 Iowa Department of Transportation Mary Stahlhut Iowa Byways Program Manager mary.stahlhut@dot.iowa.gov 515-239-1369 
Clayton County Lori Wallace huknorth@yahoo.com 319-551-6171	Jackson County Lori Roling tiroling@yahoo.com 563-542-1243	Scott County Scott Tunnidiff hcvscott@gmail.com 563-322-8293	
Clinton County Edith Pfeffer edithrpfeffer@yahoo.com 563-243-7751	Lee County Larry Kruse kruselw@hotmail.com 319-469-2018	 DAVID L. DAHLQUIST ASSOCIATES, LLC 1321 SW 31st Lane Ankeny, IA 50023 www.ddaforum.com	
Des Moines County Debra Jochims debjochims@aol.com 319-752-4455	Louisa County Jay Schweitzer jayts@yahoo.com 319-728-2219	David L. Dahlquist, President ddahlquist@outlook.com office: 515-963-1989 cell: 515-326-1593	

Breann Bye, Associate
breannashlie@hotmail.com
office: 515-963-1989
cell: 641-521-9340



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN UPDATE
Visioning our future in changing times



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

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Figure 32 | IA GRR Corridor Management Plan Update flier, Front



Iowa Great River Road CORRIDOR MANAGEMENT PLAN



What is it and why is it being updated?

A Corridor Management Plan is a written document which outlines the **vision** for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the area. It outlines key goals and objectives, implementation strategies, and timelines for completion.

A 326 mile-long **National Scenic Byway**, the Iowa Great River Road connects and supports a diverse array of stakeholders. A carefully-crafted Corridor Management Plan can help these stakeholders work together, join forces on related projects, and avoid the conflicts that occur when different organizations, groups or government agencies are planning without consulting one another.

The Iowa Great River Road's original Corridor Management Plan was written in 2000, and needs updating to reflect contemporary opportunities and challenges, and to outline practical and innovative strategies to ensure the long-term **vitality** of the Iowa Great River Road.

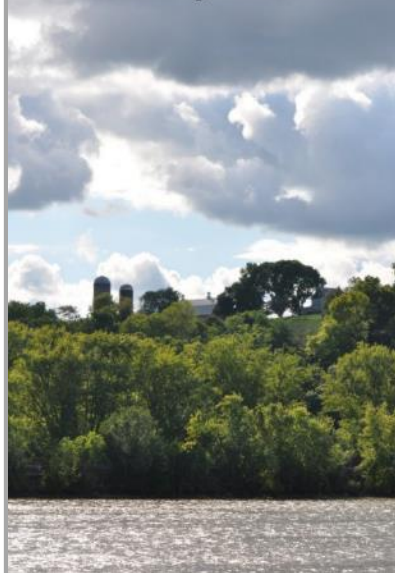
Who are they and what do they do?

The **Iowa Mississippi River Parkway Commission** is the managing organization for the Iowa Great River Road. The Commission was established in 1959 by an act of the Iowa Legislature to **steward** and **promote** the route. Its 10 members come from each of the 10 Iowa Mississippi River counties and are appointed by the Governor.

Iowa Mississippi River Parkway Commission



Planning Process



What tasks will be completed during the planning process? Who will be involved? When will it be completed?

The planning process will take approximately 2-3 years and will focus on building and strengthening **partnerships** throughout the region, identifying **innovative strategies** for attracting visitors, and enhancing the **livability** of communities along the Iowa Great River Road.

Primary tasks of the process include:

- development and administration of an Iowa Great River Road Visitor Satisfaction Survey
- integration of existing resource inventories and the addition of previously-undocumented resources
- creation of a "Condition of the Iowa Great River Road Report"
- national seminar on river, trail and byway corridor planning
- development of a resource library of Iowa Great River Road related documents and resources
- the creation of the updated Corridor Management Plan for the Iowa Great River Road

The Iowa Mississippi River Parkway Commission has contracted with David L. Dahlquist Associates of Des Moines, a national expert in byway planning and management to prepare the updated plan.



For updates, "like" the Iowa Great River Road on Facebook

Iowa Great River Road website:
www.iowagreatriverroad.com



Iowa Great River Road
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Figure 33 | IA GRR Corridor Management Plan Update flier, Back



STAKEHOLDER MEETING ANNOUNCEMENT FLIER

Website: www.iowagreatriverroad.com  www.facebook.com/iowaGreatRiverRoad

Iowa Great River Road 2014 STAKEHOLDER MEETINGS

We need **YOUR** help shaping the future
of the Iowa Great River Road...

A critical part of the 3,000 mile travel corridor
on both sides of America's Greatest River

Please Join Us At an Upcoming Stakeholder Meeting!

You have an opportunity in **early April** to participate.

* Please see the reverse side of this document for detailed
information on each meeting date, time and location.
Each meeting will run from 3:00 PM - 5:00 PM.

These meetings will include:

- a brief overview of the Iowa Great River Road
- the findings of the 2013 Visitor and Resident Surveys
- a panel of local and state leaders discussing a wide range of short and long-term recommendations for this important Iowa and national Byway
- time for attendees to ask questions and provide suggestions

Originally crafted in 2000, The **Corridor Management Plan** (CMP) for the Iowa Great River Road is being updated to reflect changes to the conditions surrounding the Byway as well as new opportunities for this important international travel destination in Iowa.

A **Corridor Management Plan** is a written document which outlines the **vision** for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history along the Mississippi River in Iowa.

For more information please contact **John Goodmann, Chair, Iowa Mississippi River Parkway Commission**, at 563-599-4350 or any of the individual Commissioners and Consultant representatives listed on the reverse.



Figure 34 | 2014 IA GRR Stakeholder Meetings Announcement Flier, Front



Website: www.iowagreatriverroad.com



www.facebook.com/iowaGreatRiverRoad

Iowa Great River Road

2014 STAKEHOLDER MEETINGS

See reverse for additional meeting information

HOSTED BY THE:

MEETING DATES, TIMES, AND LOCATIONS:

Iowa Mississippi River Parkway Commission

Allamakee County | Jane Regan
jregan@leschenskyins.com | 563-380-3635

Clayton County | Lori Wallace
huknorth@yahoo.com | 319-551-6171

Dubuque County | John Goodman
jgoodmann@real-good.com | 563-599-4350

Jackson County | Lori Roling
trolling@yahoo.com | 563-542-1243

Clinton County | Edith Pfeffer
editrhpfeffer@yahoo.com | 563-243-7751

Scott County | Glenn Pelecky
gpelecky@gmail.com | 563-505-6347

Muscatine County | Daniel Petersen
srpeters@hotmail.com | 563-263-3527

Louisa County | Jay Schweitzer
jayts@yahoo.com | 319-728-2219

Des Moines County | Debra Jochims
debjochims@aol.com | 319-752-4455

Lee County | Larry Kruse
kruselw@hotmail.com | 319-469-2018

IOWA DOT
Mary Stahlhut
Iowa Byways Program Manager
mary.stahlhut@dot.iowa.gov | 515-239-1369

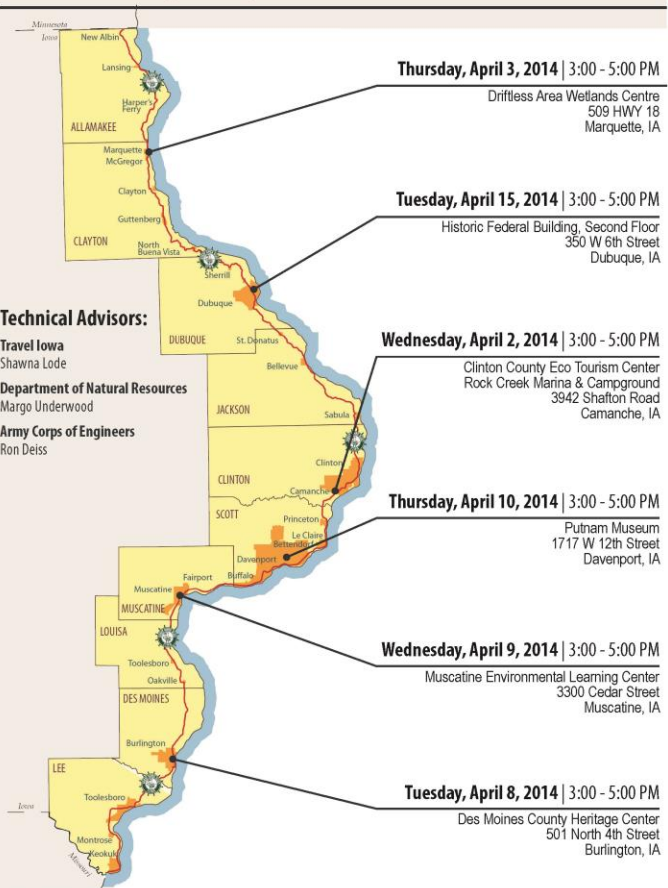


FACILITATED BY:

DAVID L. DAHLQUIST ASSOCIATES, LLC

David L. Dahlquist, President
ddahlquist@outlook.com | 515-326-1593

Breann Bye, Associate
breannashlie@hotmail.com | 641-521-9340



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

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Figure 35 | 2014 IA GRR Stakeholder Meetings Announcement Flier, Back



STAKEHOLDER MEETINGS ANNOUNCEMENT PRESS RELEASE

Be a Part of Navigating the Future – Invitation to Attend Iowa Great River Road Meetings in April

The Iowa Mississippi River Parkway Commission invites stakeholders along the Iowa Great River Road National Scenic Byway to attend one of six meetings in April. The Commission is appointed to steward and promote the 328-mile route, and its ten members each reside in one of the ten Iowa Mississippi River counties. These meetings will feature panel discussions and public input about important local resources and priorities for updating the overall management plan guiding the Byway.

Results of the 2013 Iowa Great River Road Visitor and Resident Surveys conducted last summer and fall will be shared, providing both expected and surprising observations about local attractions, communities, and characteristics of the Iowa Great River Road. The results of these surveys are intended to help shape how the Byway Plan can help communities develop better visitor services and sustain the quality of life and economic benefits along the Great River Road.

Each meeting will include a panel of different local, state and federal organization and agency representatives. Panelists will provide the Commission input to help develop short-, mid-, and long-term priorities for this nationally important tourist destination and travel corridor. Attendees will be invited to make suggestions and ask questions.

The following is a list of stakeholder meeting dates, locations and times. Local interested groups and citizens are encouraged to attend any session, regardless of where they live and may attend more than one session. Each session will last approximately two hours.



Iowa Great River Road
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Wednesday, April 2: Camanche
Meeting Location: Mississippi River Eco Tourism Center, Rock Creek Marina
& Campground, 3942 Shafton Road, Camanche
Meeting Time: 3:00 PM – 5:00 PM



Thursday, April 3: Marquette

Meeting Location: Driftless Area Wetlands Centre, 509 HWY 18, PO Box 7, Marquette

Meeting Time: 3:00 PM – 5:00 PM

Tuesday, April 8: Burlington

Meeting Location: Des Moines County Heritage Center, 501 North 4th Street, Burlington

Meeting Time: 3:00 PM – 5:00 PM

Wednesday, April 9: Muscatine

Meeting Location: Muscatine County Environmental Learning Center, 3300 Cedar Street, PO Box 109, Muscatine

Meeting Time: 3:00 PM – 5:00 PM

Thursday, April 10: Davenport

Meeting Location: Putnam Museum, 1717 W 12th St., Davenport

Meeting Time: 3:00 PM – 5:00 PM

Tuesday, April 15: Dubuque

Meeting Location: Historic Federal Building, City Council Chambers, 350 W 6th Street, Dubuque

Meeting Time: 3:00 PM – 5:00 PM

Iowa Great River Road and Planning Initiative Background

Since its designation by the U.S. Secretary of Transportation as one of only 150 National Scenic Byways in the United States, Iowa Great River Road projects have been awarded nearly 12 million dollars in grants throughout the 10 Iowa counties which border the Mississippi River. Projects supported by these grants include the National Mississippi River Museum and Aquarium in Dubuque, the Clinton County Eco Tourism Center, the Louisa Interpretive Center in Louisa County, the restoration of the Fort Madison Depot, the expansion of the E.B. Lyons Interpretive Center in Dubuque, the marina in downtown Guttenberg, a planned Driftless Area Visitor Center in Lansing, a planned overlook in Marquette, a rest area at Port Louisa, and a variety of trails and bike paths.



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The Iowa Great River Road is managed by the Iowa Mississippi River Parkway Commission, an organization created by the State of Iowa to steward and promote the route. The Commission's members each reside in one of the 10 Iowa Mississippi River counties and are appointed by the Governor. The Iowa Great River Road is an important segment of the 10-state, 3,000 mile long national Great River Road meandering on both sides of the Mississippi River from Minnesota to the Gulf of Mexico. The National Mississippi River Parkway Commission and the Great River Road were established in 1938 under President Franklin Roosevelt.

The Iowa Mississippi River Parkway Commission was awarded a National Scenic Byways Program grant in 2011 to update the aging plan and has hired the firm of David L. Dahlquist Associates of Des Moines, a national leader in byway planning, to develop a new "corridor management plan" for the Iowa Great River Road. A corridor management is essentially the business and development plan for a byway – guiding a wide range of activities including resource protection, marketing, partnership organizing, and strategies for the sharing the unique culture and history of the byway. The original Iowa Great River Road Corridor Management Plan was written in 2000 and has supported many communities and organizations in their efforts to secure federal funding and local dollars to develop projects throughout the 10 counties.

Questions about the Iowa Great River Road Corridor Management Plan update can be directed to John Goodmann at (563) 556-3232 or David L. Dahlquist Associates at (515) 326-1593 or ddahlquist@outlook.com. Also, refer to http://www.iowadot.gov/iowasbyways/mississippi_river.htm for information about the Iowa Mississippi River Parkway Commission. Readers are also encouraged to contact their county's Commissioner, who are as follows: Allamakee County: Jane Regan, 563-380-3635; Clayton County: Lori Wallace, 319-551-6171; Dubuque County: John Goodmann, 563-599-4350; Jackson County: Lori Roling, 563-542-1243; Clinton County: Edith Pfeffer, 563-243-7751, Scott County: Glenn Pelecky, 563-505-6347; Muscatine County: Daniel Petersen, 563-263-3527; Louisa County: Jay Schweitzer, 319-728-2219; Des Moines County: Debra Jochims, 319-752-4455; Lee County: Larry Kruse, 319-469-2018.



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN
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MEETINGS ANNOUNCEMENT DISTRIBUTED VIA EMAIL TO NEARLY 1000 RECIPIENTS

Having trouble viewing this email? [Click here](#)

March 12, 2014

Iowa Great River Road CORRIDOR MANAGEMENT PLAN UPDATE *Visioning our future in changing times*



You're invited!

2014 Iowa Great River Road Stakeholder Meetings

We need **YOUR** help shaping the future of the Iowa Great River Road, a critical part of the 3,000-mile travel corridor on both sides of America's Greatest River.

These stakeholder meetings in **April** will include:

- a brief overview of the Iowa Great River Road
- the findings of the 2013 Visitor and Resident Surveys
- a panel of local and state leaders discussing a wide range of short and long-term recommendations for this important Iowa and national Byway
- time for attendees to ask questions and provide suggestions

Meetings will be held at **six locations** along the Iowa Great River Road (see list to the right). You are welcome to attend whichever is most convenient for you and you can certainly attend more than one.

All meetings will begin at **3:00 pm** and end at 5:00 pm.

Images of the meeting announcement flyer are included below and you can also download a PDF of this file [here](#).

We encourage you to forward this announcement to others, particularly if you are the director or head of an organization (CVB, not-for-profit, etc.).

Stakeholder Meeting Dates, Locations and Times

Wednesday, April 2: Camanche

Location: Clinton County
Eco Tourism Center,
Rock Creek Marina &
Campground, 3942
Shafton Road
Meeting Time: 3 PM

Thursday, April 3: Marquette

Location: Driftless Area
Wetlands Centre 509
HWY 18
Meeting Time: 3 PM

Tuesday, April 8: Burlington

Location: Des Moines
County Heritage Center,
501 North 4th Street
Meeting Time: 3 PM

Wednesday, April 9: Muscatine

Location: Muscatine
Environmental Learning



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

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Figure 36 | 2014 IA GRR Stakeholder Meetings Announcement Email (continues on next pages)



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Iowa Great River Road 2014 STAKEHOLDER MEETINGS

We need YOUR help shaping the future of the Iowa Great River Road...
A critical part of the 3,000 mile travel corridor on both sides of America's Greatest River

Please Join Us At an Upcoming Stakeholder Meeting!

You have an opportunity in **early April** to participate.

* Please see the reverse side of this document for detailed information on each meeting date, time and location. Each meeting will run from 3:00 PM - 5:00 PM.

These meetings will include:

- a brief overview of the Iowa Great River Road
- the findings of the 2013 Visitor and Resident Surveys
- a panel of local and state leaders discussing a wide range of short and long-term recommendations for this important Iowa and national Byway
- time for attendees to ask questions and provide suggestions

Originally crafted in 2000, The **Corridor Management Plan (CMP)** for the Iowa Great River Road is being updated to reflect changes to the conditions surrounding the Byway as well as new opportunities for this important international travel destination in Iowa.

A **Corridor Management Plan** is a written document which outlines the **vision** for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history along the Mississippi River in Iowa.

For more information please contact: John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or any of the individual Commissioners and Consultant representatives listed on the reverse.





Center, 3300 Cedar Street
Meeting Time: 3 PM

Thursday, April 10:
Davenport
Location: Putnam Museum, 1717 W 12th Street
Meeting Time: 3 PM

Tuesday, April 15:
Dubuque
Location: Historic Federal Building, Second Floor, 350 W 6th Street
Meeting Time: 3 PM

For more information about the 10-state Great River Road National Scenic Byway, please click for the **Experience Mississippi River** website.



The Iowa Great River Road is one of Iowa's two National Scenic Byways. For information about Iowa's other National and State Scenic Byways, please visit [this website](#).



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014



Website: www.iowagreatriverroad.com | www.facebook.com/IowaGreatRiverRoad

Iowa Great River Road 2014 STAKEHOLDER MEETINGS

See reverse for additional meeting information

HOSTED BY THE: **MEETING DATES, TIMES, AND LOCATIONS:**

Iowa Mississippi River Parkway Commission

Allamakee County | Jane Rogan
jrogan@allamakee.org | 563-880-3635

Clayton County | Lori Wallace
lwallace@claytonia.com | 319-651-6171

Dubuque County | John Goodmann
jgoodmann@dubuque.org | 563-289-4330

Jackson County | Lori Relling
lrelling@jacksonia.com | 563-542-1242

Clinton County | Edith Pfeiffer
edpfeiff@clintonia.com | 563-243-7751

Scott County | Glenn Pelecky
gpelecky@scottia.com | 563-835-4347

Muscatine County | Daniel Petersen
dpetersen@muscatine.com | 563-263-3527

Lewis County | Jay Schaefer
jschaefer@lewisia.com | 319-728-2219

Des Moines County | Debra Jenkins
djenkins@desmoinesia.com | 319-752-4455

Lee County | Larry Knorr
lknorr@leeia.com | 319-489-2218

IOWADOT
Mary Stahlhut
Iowa Byways Program Manager
mary.stahlhut@iowadot.gov | 515-279-1309

Technical Advisors:
Travel Iowa
Skanska Lide
Department of Natural Resources
Ampco Instrument
Army Corps of Engineers
Ron Deiss

Thursday, April 3, 2014 | 3:00 - 5:00 PM
Orlino Area Wellness Center
500 HWY 18
Marquette, IA

Tuesday, April 15, 2014 | 3:00 - 5:00 PM
Historic Federal Building, Second Floor
202 W 10th Street
Dubuque, IA

Wednesday, April 2, 2014 | 3:00 - 5:00 PM
Clinton County Eos Tourism Center
Rock Creek Marina & Campground
2842 Overton Road
Cameron, IA

Thursday, April 10, 2014 | 3:00 - 5:00 PM
Piquette Museum
1717 W 12th Street
Des Moines, IA

Wednesday, April 9, 2014 | 3:00 - 5:00 PM
Muscatine Environmental Learning Center
3000 Cedar Street
Muscatine, IA

Tuesday, April 8, 2014 | 3:00 - 5:00 PM
Des Moines County Heritage Center
201 North 4th Street
Burlington, IA

FACILITATED BY: David L. Dahlquist, President
dahlquist@iowadot.com | 515-228-1592 | Brian Rye, Associate
brayan@iowadot.com | 515-271-9940

Join Our Mailing List!

"The Iowa Great River Road is a world-class destination for travelers with its abundant natural and cultural resources, international history, and many recreation opportunities. It's also a great place to live, work, and play. For over a decade the Iowa Great River Road has attracted millions of dollars in federal, state, and local funding because of this appeal. Now the Commission needs all of its stakeholders to help plan the Great River Road's next chapter of growth and effectiveness."

- John Goodman, Chair, Iowa Mississippi River Parkway Commission

Iowa Great River Road Benefits and Background

The Mississippi River Parkway Commission in Iowa is established in Iowa Code Section 308.1 and is responsible for preserving, promoting, enhancing, and fostering economic growth and tourism along the 328-mile Iowa Great River Road. Specifically, the Commission develops and implements a Corridor Management Plan. The plan includes establishing signage requirements, restrictions on outdoor advertising, methods to market and promote the corridor, and actions to involve the public.



Iowa Great River Road CORRIDOR MANAGEMENT PLAN

June 16, 2014



The Iowa Mississippi River Parkway Commission is a member of the National Mississippi River Parkway Commission comprised of the ten states bordering the Mississippi River. In Iowa, Commissioners to the Iowa Mississippi River Parkway Commission are appointed to four-year terms by the Governor, with one Commissioner from each of the ten counties bordering the Mississippi River. In addition, seven ex-officio members from various state and federal agencies and departments serve as technical advisers to the Commission.

The National Mississippi River Parkway Commission and the Great River Road were established in 1938 under President Franklin Roosevelt.

What's a "corridor management plan" and why is it being updated?

A Corridor Management Plan is a written document which outlines the vision for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the area. It outlines key goals and objectives, implementation strategies, and timelines for completion.

A 326 mile-long National Scenic Byway, the Iowa Great River Road connects and supports a diverse array of stakeholders. A carefully-crafted Corridor Management Plan can help these stakeholders work together, join forces on related projects, and avoid the conflicts that occur when different organizations, groups or government agencies are planning without consulting one another.

The Iowa Great River Road's original Corridor Management Plan was written in 2000, and needs updating to reflect contemporary opportunities and challenges, and to outline practical and innovative strategies to ensure the long-term vitality of the Iowa Great River Road.

An updated Corridor Management Plan is also a critical document which supports a variety of grant applications from organizations and agencies. A carefully-crafted document which reflects broad-based stakeholder input can be a valuable tool when applying for state, federal or foundation funding.

For updates on the planning process, "like" the Iowa Great River Road on Facebook!



Iowa Great River Road CORRIDOR MANAGEMENT PLAN

June 16, 2014



Like us on Facebook 

The Iowa Mississippi River Parkway Commission has hired byway expert David L. Dahlquist Associates to facilitate the Corridor Management Plan update process. David Dahlquist, President, can be reached at ddahlquist@outlook.com or (515) 963-1989. Breann Bye, Associate, can be reached at (641) 521-9340 or breannashlie@hotmail.com. John Goodman, Chair of the Iowa Mississippi River Parkway Commission can be reached at (563) 556-3232.

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David L. Dahlquist Associates, LLC | 1321 SW 31st Lane | Ankeny | IA | 50023

TYPICAL STAKEHOLDER MEETING PRESENTATION

A common presentation and panel discussion format was used for each of the six stakeholder meetings. Upon arrival at the meeting sites, attendees were invited to complete a sign-in sheet and pick up copies of materials related to the “Complete Management Approach”, a “ballot” to vote for their top six most important actions within the four “Core Management Directions”, and background materials regarding the Iowa Great River Road and its Corridor Management Plan update.

Each meeting was scheduled for a length of two hours. The first 45 to 60 minutes included introductions of commissioners, elected officials and attendees followed by an electronic presentation of background information about the Iowa Great River Road, the Iowa Mississippi River Parkway Commission, findings from the 2013 Iowa Great River Road Visitor and Resident Survey, and an overview of the “Complete Management Approach” and the four “Core Management Directions”.

The following pages present the standard presentation slides used in each stakeholder meeting. All presentations were facilitated by David L. Dahlquist and Breann Bye.



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN
June 16, 2014



Welcome and Introductions

- **Jane Regan** | Iowa Mississippi River Parkway Commissioner, Allamakee County
- **Lori Wallace** | Iowa Mississippi River Parkway Commissioner, Clayton County
- **David L. Dahlquist** | Byway Planner
- **Breann Bye** | Byway Planner
- **Mary Stahlhut** | Iowa Byways Program Coordinator, Iowa Department of Transportation

Introductions 2

Thanks to the Driftless Area Wetlands Centre for providing the facility for today's meeting!

Please note:

- An audio recording of today's meeting is being made to facilitate transcription.
- Please be sure to sign the sign-in sheet at the front table. Your participation today helps fulfill the local match requirement for the National Scenic Byways Program grant supporting this project. We thank you for your contribution!

Introductions 3

2014 Stakeholder Meetings

These meetings will include:

- a brief overview of the Iowa Great River Road
- the findings of the 2013 Visitor and Resident Surveys
- a panel of local and state leaders discussing a wide range of short and long-term recommendations for this important Iowa and national Byway
- time for attendees to ask questions and provide suggestions

2014 Stakeholder Meetings 4

2014 Stakeholder Meetings

Spring 2014 Stakeholder Meetings

- Thursday, April 3, 2014 (1:00 - 3:00 PM) - Dubuque, IA
- Thursday, April 10, 2014 (1:00 - 3:00 PM) - Iowa Falls, IA
- Thursday, April 17, 2014 (1:00 - 3:00 PM) - Booneville, IA
- Thursday, April 24, 2014 (1:00 - 3:00 PM) - Keosauqua, IA
- Thursday, April 3, 2014 (1:00 - 3:00 PM) - Keosauqua, IA
- Thursday, April 10, 2014 (1:00 - 3:00 PM) - Keosauqua, IA

2014 Stakeholder Meetings 5

What is the Great River Road?

3,523 miles of designated roads along the Mississippi River from Minnesota to the Gulf of Mexico

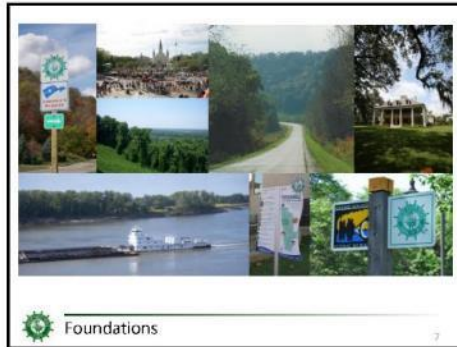
Focus: Sharing, promoting, preserving and enhancing the intrinsic qualities of the corridor—its history, culture, nature, scenery, recreation amenities, and archaeological resources

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

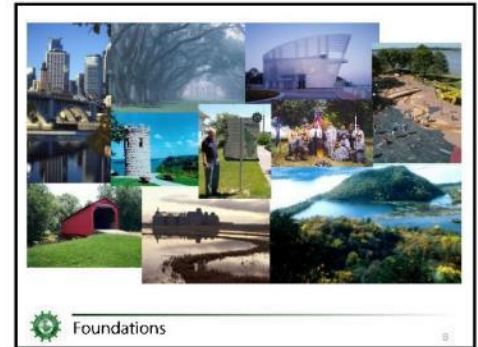
Foundations 6



Figure 37 | 2014 IA GRR Stakeholder Meeting Presentation



Foundations



Foundations

Iowa Great River Road

326 miles of U.S., State and local highways, secondary roads and streets

10 Mississippi River counties and 32 communities exist on the route

Designated as a National Scenic Byway and an Iowa Scenic Byway

Approximately 800,000 people live within 10 miles of the route

Foundations

Iowa Mississippi River Parkway Commission

ALTAIR COUNTY	Jane Regan
CLAYTON COUNTY	Lori Wallace
DUBUQUE COUNTY	John Goodman, Chair
JACKSON COUNTY	Lon Roling
CLINTON COUNTY	Edith Pfeffer
BOYD COUNTY	Vacant
MUSCATINE COUNTY	Daniel Petersen
LOUISA COUNTY	Jay Schweitzer
DES MOINES COUNTY	Debra Jochims
LEE COUNTY	Larry Kruse

Technical Advisors:

Iowa Department of Transportation
Mary Stahlius

Travel Iowa
Shirra Lode

Department of Natural Resources
Megan Underwood

Army Corps of Engineers
Ron Deiss

10

IOWA'S NATIONAL BYWAYS	IOWA'S STATE BYWAYS
<ul style="list-style-type: none"> — LODS HILLS SCENIC BYWAY — GREAT RIVER ROAD SCENIC BYWAY 	<ul style="list-style-type: none"> — DELAWARE CROSSING SCENIC BYWAY — DRIFTLESS AREA SCENIC BYWAY — GLACIAL TRAIL SCENIC BYWAY — GRANT WOOD SCENIC BYWAY — HISTORIC HILLS SCENIC BYWAY — IOWA VALLEY SCENIC BYWAY — LINCOLN HIGHWAY HERITAGE BYWAY — RIVER BLUFFS SCENIC BYWAY — WESTERN ILLIS SCENIC BYWAY

National Scenic Byways come CLOSER

Foundations

12





What are Corridor Management Plans?

Good Answers for Basic Questions

The Iowa Great River Road Corridor Management Plan will answer these and other questions:

1. What are the Byway's **Conditions** now?
2. What are the **Goals and Vision** for the Byway's future?
3. What **Objectives** will move us toward achieving our goals?
4. What particular **Strategies** might be effective?
5. What specific **Actions** should be undertaken now and in the future?
6. What **Organizations** have roles for effective implementation?



Foundations

13

Input from Varied Sources



Foundations

14



2012 Stakeholder Meetings



Foundations

15

2012 Stakeholder Meetings

- **Positive, optimistic outlook** for future of IA Great River Road
- Reaffirmation of the diverse and internationally **significant intrinsic qualities**
- Appreciation of **multiple layers of value** in the IA Great River Road corridor
- Corridor offers **multi-modal transportation experiences**
- Desire for **multi-jurisdictional coordination**
- Need for an **integrated array of media**



Foundations

16

What are our customers— **visitors and residents**—saying about the Iowa Great River Road?



17



2013 IOWA GREAT RIVER ROAD VISITOR AND RESIDENT SURVEY



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014



Survey Objectives

- **Level of awareness** of the Iowa Great River Road.
- Are **overall perceptions** positive, neutral, or negative?
- Were **trip expectations** fulfilled?
- **Qualities and/or amenities** that attract visitors to the Iowa Great River Road.
- What community qualities **residents value** and how they feel the **Iowa Great River Road impacts** those qualities and amenities.
- What **traveler/visitor service improvements** visitors and residents desire.

2013 Visitor and Resident Survey

Survey Objectives

- Collect **demographic information** about travelers and residents.
- Identify the **frequency of travel** to the area and what else visitors do with their leisure time.
- Collect information about **spending patterns**.
- Develop a survey instrument and methodology that can be **replicated in the future**.
- Provide **useful indicators for other states** of the Great River Road.

2013 Visitor and Resident Survey

Survey Methodology + Outcomes

- Visitors and residents were **self-identified**
- Survey instruments were **self-administered** and distributed by representatives of David L. Dahlquist Associates or IA MRPC
- Surveys were collected between **June to October 2013** at selected locations and events in the 10 counties of the Iowa Great River Road
- 817 visitor surveys were distributed and **430** returned with a **response rate of 53%**
- 834 resident surveys were distributed and **428** returned with a **response rate of 51%**

2013 Visitor and Resident Survey

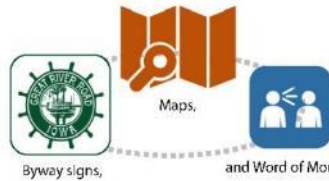


...of **Visitors** are either "**Somewhat**" or "**Very Much Aware**" of the Iowa Great River Road. 20% of Visitors report they are "**Not Aware**" of the Iowa Great River Road.



...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.

2013 Visitor and Resident Survey



...are the ways 75% of **Visitors** became aware of the Iowa Great River Road

2013 Visitor and Resident Survey

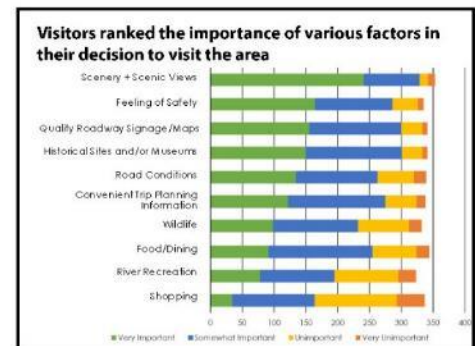
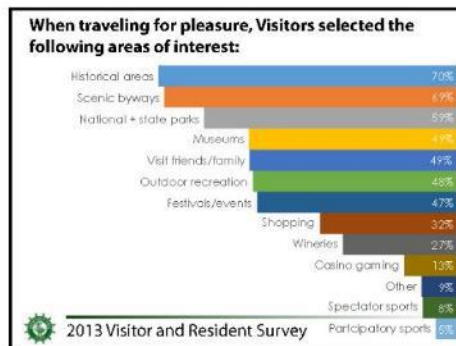
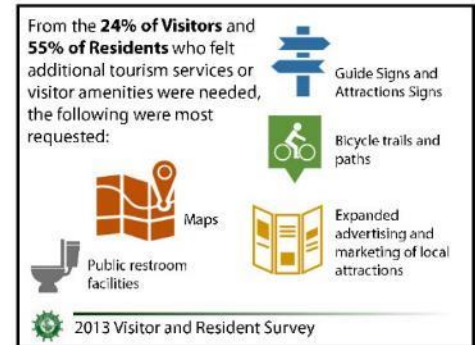
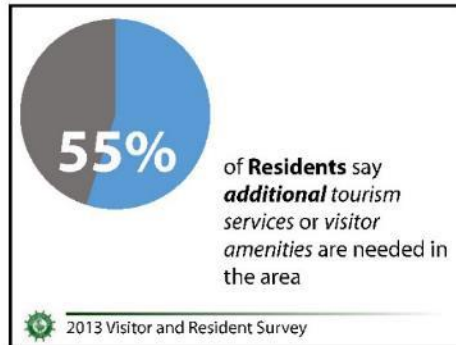
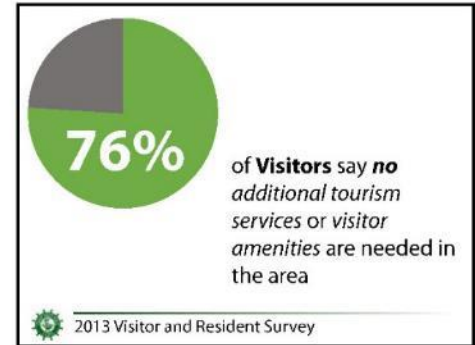
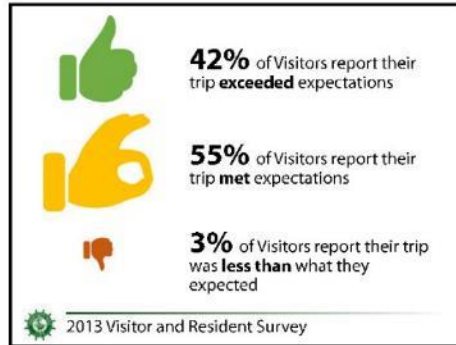
50% of visitors plan to spend **2-3 days** along the Mississippi River

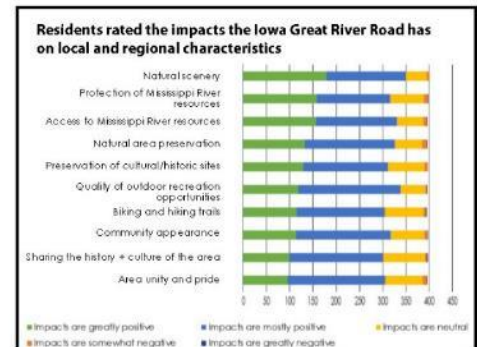
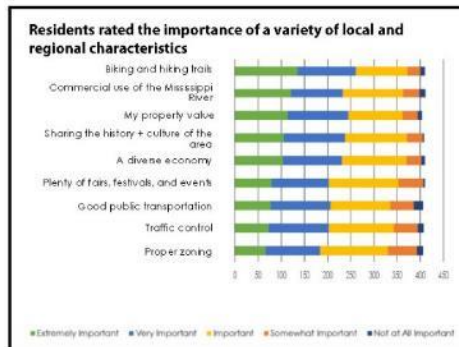
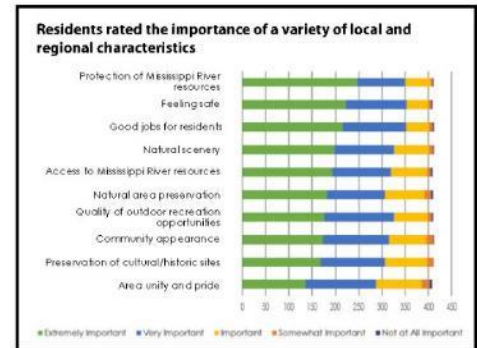
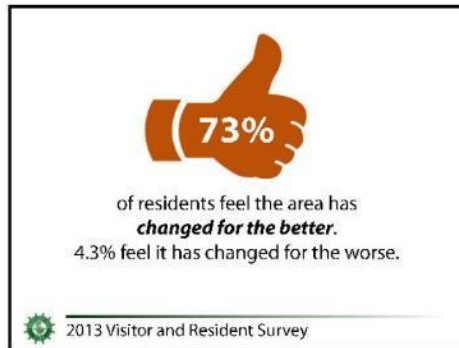
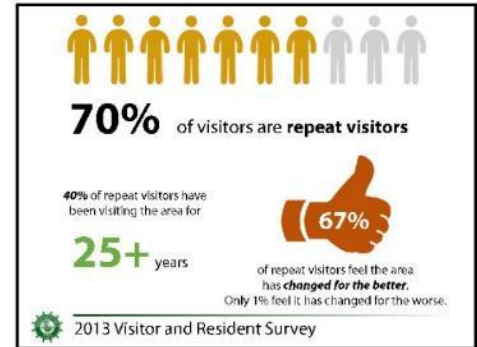
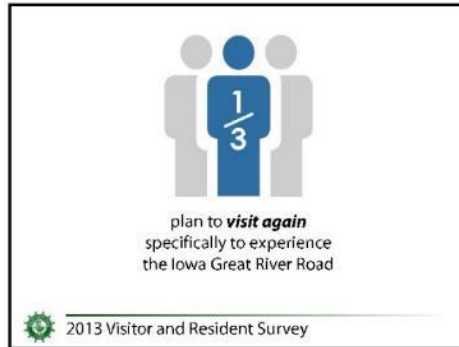


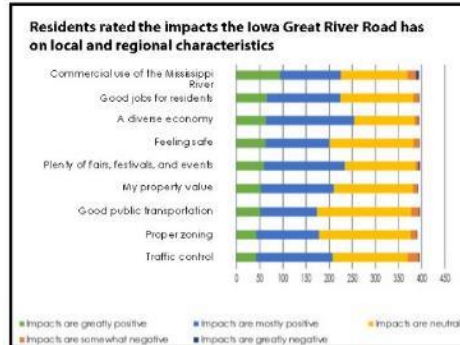
26% of visitors plan to spend **4 days** or longer along the Mississippi River

2013 Visitor and Resident Survey





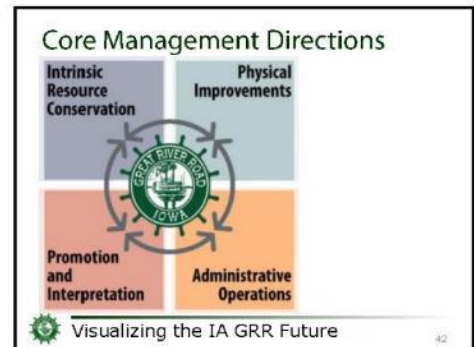
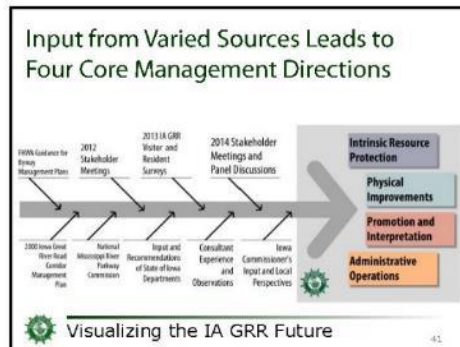
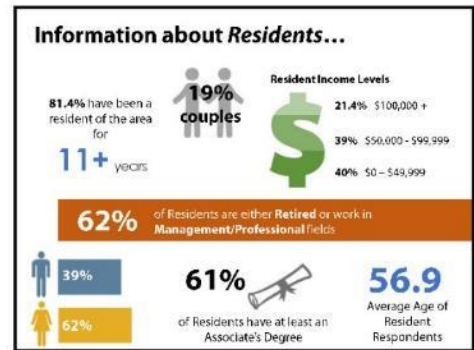




78% of residents feel tourism is either **Very Important** or **Extremely Important** to the local area economy

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

2013 Visitor and Resident Survey





Intrinsic Resource Conservation

- Mississippi River Quarters
- Community Development and Redevelopment
- Trash and Litter Removal
- Protect Natural and Cultural Resources
- Historic Landmark Control
- Historical and Biological Resources
- Watershed Management
- Waterside/TCM Management

Historic resources are what make the Great River Road special. To protect the historic, the geographic, and the cultural resources, the program will focus on historic preservation, historic preservation, and historic preservation. The program will focus on historic preservation, historic preservation, and historic preservation.

Physical Improvements

- Roadside Vegetation
- Mississippi River Trail
- Public Amenities
- Parking Areas and Access Points
- Scenic Overlooks
- Wayfinding Components
- Liability Streetcapes
- Community Entries
- Sensitive Road Repair, Upgrades, and Replacements

Physical improvements to the road environment make sense for the safety and enjoyment of the Iowa Great River Road. The program will focus on historic preservation, historic preservation, and historic preservation.

Promotion and Interpretation

- Community Events and Celebrations
- Niche Markets
- Logos and Signage
- International Market Developments
- Formal Learning Resources
- Merchandise
- A National Treasure
- Interpretive Sites, Stories, and Venues
- Iowa Great River Road Website
- Integrated Information and Promotional Media
- New Great River Road Upper Mississippi River Discovery Guide
- Hospitality Training

Recent work on identifying and marketing opportunities to use and promote the historic, the geographic, and the cultural resources of the Iowa Great River Road. The program will focus on historic preservation, historic preservation, and historic preservation.

Administrative Operations

- Regional Stakeholder Communications
- Regional Planning Forums
- Key Indicators
- Local Enterprise Support
- National Mississippi River Parkway Commission
- Iowa Byways Program
- Levels of administrative action - linking resources, equipment, time and effort to create a shared, ongoing effort and avoid the silos of a one-off project or event.
- Commission Support
- Project and Program Funding
- Federal and State Agency Engagement
- County and Municipal Agency Engagement
- Non-profit and Corporate Engagement
- Point of Public Contact
- Non-profit Foundation
- Friends Group

Your views count

Please Share What You Feel is Most Important for the Future of the Iowa Great River Road

Visualizing the IA GRR Future

Today's Panel-Allamakee and Clayton Counties

- Rich King** | McGregor District Manager, Upper Mississippi River National Wildlife and Fish Refuge
- Teresa Wiemerslage** | Program and Communications Coordinator, NE Iowa Food and Fitness Initiative, ISU Extension
- Brian Fankhauser** | Bluffslands Program Manager, Iowa Natural Heritage Foundation
- Molly Moser** | Freelance Writer for The Guttenberg Press
- Karla Organist** | Program Manager, Upper Explorerland Regional Planning Commission
- Bruce Plumborg** | Director, Lansing Main Street Program

Visualizing the IA GRR Future





Please remember to drop off your input sheet at the front sign-in table.

Thank you for your contribution to the future of the Iowa Great River Road!

Visualizing the IA GRR Future

Upcoming Meetings in your area

Tuesday, April 15, 2014 | 3:00 - 5:00 PM
 Historic Federal Building, Second Floor
 350 W 6th Street
 Dubuque, IA

Visualizing the IA GRR Future

Project Communications: Planning Team Contact

DAVID L. DAHLQUIST ASSOCIATES, LLC

David L. Dahlquist
 1321 SW 31st Lane
 Arkeny, Iowa 50023
 Office: 515-963-1989
 Cell: 515-326-1593
 ddahlquist@outlook.com
 Website: www.distaforum.com

Breann Bye
 Cell: 641-521-9340
 breannashie@hotmail.com

Visualizing the IA GRR Future

Iowa Great River Road
 CORRIDOR MANAGEMENT PLAN UPDATE
Visioning our future in changing times

AMERICA'S BYWAYS
 NSBP



Iowa Great River Road
 CORRIDOR MANAGEMENT PLAN
 June 16, 2014



MEETING ATTENDANCE

The table presented below indicates the number of people who signed attendance sheets and attended at each stakeholder meeting. Participation at the two hour long meetings was credited as a portion of the in-kind local match for the National Scenic Byways Program Grant which provides financial support for this project. A copy of the sign-in sheet is presented on the following page.

Meeting Date and Location	Total number of attendees including panelists, Commissioners and others
April 2, 2014 - Camanche	61
April 3, 2014 - Marquette	28
April 8, 2014 - Burlington	41
April 9, 2014 - Muscatine	21
April 10, 2014 - Davenport	17
April 15, 2014 - Dubuque	28
Total:	196



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN UPDATE
Visioning our future in changing times
A Program of the Iowa Mississippi River Parkway Commission



DAVID L. DAHLQUIST ASSOCIATES, LLC

Meeting with: _____ Date: _____
 Topic/Project/Task: _____ Start Time: _____
 Location: _____ End Time: _____
 Hours: _____

Stakeholder Sign-in Sheet

Note: Your participation during this Stakeholder Meeting will be counted as volunteer time which will support the 20% local match required by the Federal Highway Administration for this project. If you'd like to opt-out, please place a star or check mark by your name.

Name	Position/Title	Organization	Email Address	Telephone Numbers
1. Address:		Town/State/Zip:		
2. Address:		Town/State/Zip:		
3. Address:		Town/State/Zip:		
4. Address:		Town/State/Zip:		
5. Address:		Town/State/Zip:		
6. Address:		Town/State/Zip:		
7. Address:		Town/State/Zip:		
8. Address:		Town/State/Zip:		
9. Address:		Town/State/Zip:		
10. Address:		Town/State/Zip:		

Figure 38 | IA GRR 2014 Stakeholder Meeting Sign-in Sheet



POST-MEETING COMMUNICATIONS

A follow-up digital communication was crafted and shared with all contacts on the Iowa Mississippi River Parkway Commission distribution list via an email contract service (see Figure 39).

A press release providing a general overview of all six meetings was developed and sent to appropriate state agencies. In addition, six unique press releases were written and shared with specific media outlets within the vicinity of each meeting location.

All communications are provided as images or in their full narrative form on the proceeding pages.





POST-MEETING COMMUNICATION DISTRIBUTED VIA EMAIL TO NEARLY 1000 RECIPIENTS

Having trouble viewing this email? [Click here](#)

Iowa Great River Road
CORRIDOR MANAGEMENT PLAN UPDATE
Visioning our future in changing times

2014 Iowa Great River Road Stakeholder Meetings Complete
Meeting Attendees Express Ideas To Do More for the Iowa Great River Road



Panelists provide input at the Marquette Iowa Great River Road meeting on April 3, 2014.

"I would like to see the Governor come out with a new tourism program for the Iowa Great River Road. The previous Governors came out with Vision Iowa and Iowa Great Places and they leveraged dollars and certainly we need to leverage dollars here as well. I think tourism is the largest single, positive factor that's been concurrent for the last ten to fifteen years. People recognize that we have tourists in town. I think we need to recognize the economic impact of travel on the counties and on the state," remarked City of Clinton Councilperson Julie Allesee at an Iowa Great River Road stakeholder meeting in Clinton County on April 2.

Stakeholders along the Iowa Great River Road National



Your Iowa Mississippi River Parkway Commission

Chair John Goodman
Dubuque County
Email: jgoodmann@real-good.com

Vice Chair Edith Pfeffer
Clinton County
Email: edithrpfeffer@yahoo.com

Secretary Deb Jochims
Des Moines County
Email: debjochims@aol.com

Treasurer Jane Regan
Allamakee County
Email: jregan@leschenskyins.com

Lori Wallace
Clayton County
Email: huknorth@yahoo.com

Lori Roling
Jackson County



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014

Figure 39 | 2014 IA GRR Stakeholder Meetings Post-Meetings Email (continues on next pages)



Scenic Byway recently participated in six stakeholder meetings where they shared their views on ways to enhance their Byway in the communities where they live, work, and play. These meetings, hosted by the Iowa Mississippi River Parkway Commission-- the managing organization for the Iowa Great River Road--are part of a multi-year effort to develop a new Corridor Management Plan for this national treasure. The Iowa Great River Road runs through all ten Iowa counties along the Mississippi River and annually attracts visitors from across the United States and around the world.

The Commission thanks those of you who attended and appreciates your thoughtful input. The Commission is also grateful to the managers of the facilities who provided space for these meetings.

Stakeholder meetings were held in six Great River Road communities - Camanche, Marquette, Burlington, Muscatine, Davenport, and Dubuque between April 2 and April 15. Nearly 200 people participated and each meeting featured a unique panel of local, state, and federal stakeholders discussing the future of this important travel destination. A full list of meeting dates, locations, and featured panelists is included below.

Participants recognized the Iowa Great River Road as one of Iowa's greatest tourism and economic development resources, but one which may be underutilized and underfunded. A common need expressed throughout all meetings is for improved access to digital information about the Iowa Great River Road and its resources - through an effective website, downloadable smartphone applications, and with social media sites like Facebook or Twitter. Meeting participants also voiced a need for more regular communications between stakeholder organizations along the route to share information, generate ideas and assign responsibility for projects which could support the current efforts of the 10-member Iowa Mississippi River Parkway Commission. Concerns were also expressed about how the Iowa Great River Road could reach its true potential without currently having any paid or dedicated staff and very little dedicated budget for projects and promotion.

Panelists and audience members also discussed what a powerful draw the Mississippi River is for tourism and how locals sometimes overlook the sheer majesty of the mighty river and its potential for growing local economies. Visitors

Email: tlorling@yahoo.com

Scott Tunncliff
Scott County
Email:
hcvscott@gmail.com

Dan Petersen
Muscatine County
Email:
srpeters@hotmail.com

Jay Schweitzer
Louisa County
Email: jayts@yahoo.com

Larry Kruse
Lee County
Email:
kruselw@hotmail.com

For more information about the 10-state Great River Road National Scenic Byway, please click for the [Experience Mississippi River](#) website.



The Iowa Great River Road is one of Iowa's two National Scenic Byways. For information about Iowa's other National and State Scenic Byways, please visit [this website](#).

[Join Our Mailing List!](#)



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN

June 16, 2014



coming to the area want to see the River via overlooks, want to sit along its banks, want to reach in and touch the current, and the Iowa Great River Road can become an even more powerful tool for providing those experiences. "The Great River Road is a major tourism asset in Iowa," said Iowa Tourism Office Manager Shawna Lode. "Every year it hosts millions of visitors from around the globe. Our challenge as Iowans is to appreciate its great potential as an economic driver and tell its story as a unique and memorable travel destination.

Supporting the completion of the Mississippi River Trail, the bike route which closely follows the Iowa Great River Road, was another need that was frequently discussed. Participants also stressed the importance of quality signs to properly mark the route of the Iowa Great River Road and direct travelers to its wealth of resources. In several meetings, the quality of the roadway itself was a concern, as road closures and detours threaten to confuse and endanger visitors to the region who are attempting to follow an expected but unfamiliar route. Integrating local, regional, and state maps with consistent marking of the route with the Great River Road pilot wheel symbol was cited as a critical need.

Following the last meeting held in Dubuque on April 15, Commission Chair, John Goodmann observed, "The discussions provided by the 34 panel members and all of the attendee comments and suggestions at the six meetings will provide highly valuable input as the Commission moves forward to consider options for future direction and action."

During each meeting, David L. Dahlquist Associates, the byway consultant retained to prepare the updated Management Plan, also provided an overview of visitor and resident surveys conducted along the route in 2013 which indicate high levels of awareness and support for the Iowa Great River Road.

A full report of the 2014 Iowa Great River Road stakeholder meetings is being prepared and will be sent once complete. In the meantime, for additional information about the Iowa Great River Road, the Iowa Mississippi River Parkway Commission, the stakeholder meetings, or results from the 2013 Iowa Great River Road Visitor and Resident Surveys, please contact John Goodmann, Chair of the Iowa Mississippi River Parkway Commission at (563) 599-4350 or David L. Dahlquist, Byway Planner,



Iowa Great River Road CORRIDOR MANAGEMENT PLAN

June 16, 2014



at ddahlquist@outlook.com or (515) 963-1989.

For those of you unable to attend a meeting, the Iowa Mississippi Parkway Commission would like to share the documents provided at the meetings for your general information, review, and comment. These documents are contained within this email and you can access them by clicking the title heading for each. A PDF will open and you can save and/or print at your convenience.

[Core Management Directions for the Iowa Great River Road](#)

This four page, 8 ½"x14" document provides an overview of a variety of actions that could be undertaken to enhance the Iowa Great River Road in four core areas - Intrinsic Resource Conservation; Physical Improvements; Promotion and Interpretation; and Administrative Operations. The actions listed are not recommendations, rather they represent a broad spectrum of possible focus areas and were compiled to elicit feedback and discussion. The chart on the first page formed the basis for the "ballot" received by meeting participants. The last three pages of this document list the actions and provide a brief description of each.

[2013 Iowa Great River Road Visitor Survey Summary](#)

This two page 8.5 x 11" document presents key findings from a survey completed by over 400 visitors to the ten Iowa Great River Road counties. Surveys were collected between June and October of 2013. This document is merely an overview - a 50+ page complete summary document can be obtained by contacting David L. Dahlquist at ddahlquist@outlook.com.

[2013 Iowa Great River Road Resident Survey Summary](#)

This four page 8.5 x 11" document presents key findings from a survey completed by over 400 residents of the ten Iowa Great River Road counties. Surveys were collected between June and October of 2013. This document is merely an overview - a 50+ page complete summary document can be obtained by contacting David L. Dahlquist at ddahlquist@outlook.com.

[Iowa Mississippi River Parkway Commission and Corridor Management Plan Update Overview](#)



Iowa Great River Road
CORRIDOR MANAGEMENT PLAN
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This two page 8.5 x 11" document communicates background information about the Iowa Great River Road, the Iowa Mississippi River Parkway Commission, and the effort to update the Corridor Management Plan for the Iowa Great River Road. The document also features contacts for each of the ten governor-appointed Commissioners from the Iowa Great River Road counties.

The following is a list of the 2014 Iowa Great River Road stakeholder meeting locations, dates, and featured panelists.

Camanche | Wednesday, April 2 | Mississippi River Eco Tourism Center

Walt Wickham, Executive Director, Clinton County Conservation Board

Julie Allesee, Clinton City Council

Jessica Kinser, City Administrator, City of Clinton

Ed Britton, Wildlife Refuge Manager, Upper Mississippi River National Wildlife & Fish Refuge

Matt Parbs, Executive Director, The Sawmill Museum

Chad Jensen, Owner, The Bicycle Station

Marquette | Thursday, April 3 | Driftless Area Wetlands Centre

Molly Moser, Freelance Writer for The Guttenberg Press

Bruce Plumborg, Director, Lansing Main Street Program

Karla Organist, Program Manager, Upper Explorerland Regional Planning Commission

Brian Fankhauser, Blufflands Program Manager, Iowa Natural Heritage Foundation

Teresa Wiemerslage, Program and Communications

Coordinator, ISU Extension, Food and Fitness Program

Rich King, McGregor District Manager, Upper Mississippi

River National Fish and Wildlife Refuge

Burlington | Tuesday, April 8 | Des Moines County Heritage Center

Mary Sue Chatfield, Montrose Riverfront Inc.

Kirk Brandenburg, Executive Director, Keokuk Convention and Tourism Bureau

Angela Beenkin, Executive Director, Des Moines County Historical Society

Beth Nickel, Executive Director, Greater Burlington

Convention and Visitors Bureau

Tom Buckley, Executive Director, Lee County Conservation

Becky Anderson, Burlington City Council



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Muscatine | Wednesday, April 9 | Muscatine Environmental Learning Center

Paul Mayes, Retired Professor, Muscatine Community College

Dan Wilson, Mayor, Columbus Junction

Katie Hammond, Executive Director, Louisa County Conservation Board

Al Bohling, President, Tri-Rivers Conservation Foundation; Former Louisa County Commissioner and Honorary Member, Iowa Mississippi River Parkway Commission

Davenport | Thursday, April 10 | The Putnam Museum Shawna Lode, Manager, Iowa Tourism Office

Joe Taylor, President and CEO, Quad Cities Convention and Visitors Bureau

Tim Huey, Director, Scott County Planning and Development

Terri Applegate, LeClaire City Council

Dubuque | Tuesday, April 15 | Historic Federal Building

Carrie Koelker, Director, Eastern Iowa Tourism Association
Jerry Enzler, President and CEO, National Mississippi River Museum and Aquarium

Laura Carstens, Planning Services Manager, City of Dubuque

Brian Preston, Executive Director, Dubuque County Conservation Board

Trisha Patzner, President, Bellevue Chamber of Commerce

Wayne Buchholtz, E.B. Lyons Center, Mines of Spain Recreation Area

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 Benefits and Background

The Mississippi River Parkway Commission in Iowa is established in Iowa Code Section 308.1 and is responsible for preserving, promoting, enhancing, and fostering economic growth and tourism along the 328-mile Iowa Great River Road. Specifically, the Commission develops and



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implements a Corridor Management Plan. The plan includes establishing signage requirements, restrictions on outdoor advertising, methods to market and promote the corridor, and actions to involve the public.

The Iowa Mississippi River Parkway Commission is a member of the National Mississippi River Parkway Commission comprised of the ten states bordering the Mississippi River. In Iowa, Commissioners to the Iowa Mississippi River Parkway Commission are appointed to four-year terms by the Governor, with one Commissioner from each of the ten counties bordering the Mississippi River. In addition, seven ex-officio members from various state and federal agencies and departments serve as technical advisers to the Commission.

The National Mississippi River Parkway Commission and the Great River Road were established in 1938 under President Franklin Roosevelt.

What's a "corridor management plan" and why is it being updated?

A Corridor Management Plan is a written document which outlines the vision for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the area. It outlines key goals and objectives, implementation strategies, and timelines for completion.

A 326 mile-long National Scenic Byway, the Iowa Great River Road connects and supports a diverse array of stakeholders. A carefully-crafted Corridor Management Plan can help these stakeholders work together, join forces on related projects, and avoid the conflicts that occur when different organizations, groups or government agencies are planning without consulting one another.

The Iowa Great River Road's original Corridor Management Plan was written in 2000, and needs updating to reflect contemporary opportunities and challenges, and to outline practical and innovative strategies to ensure the long-term vitality of the Iowa Great River Road.

An updated Corridor Management Plan is also a critical document which supports a variety of grant applications from organizations and agencies. A carefully-crafted



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document which reflects broad-based stakeholder input can be a valuable tool when applying for state, federal or foundation funding.

For updates on the planning process, "like" the Iowa Great River Road on Facebook!

[Like us on Facebook](#) 

The Iowa Mississippi River Parkway Commission has hired byway expert David L. Dahlquist Associates to facilitate the Corridor Management Plan update process. David Dahlquist, President, can be reached at ddahlquist@outlook.com or (515) 963-1989. Breann Bye, Associate, can be reached at (641) 521-9340 or breannashlie@hotmail.com. John Goodman, Chair of the Iowa Mississippi River Parkway Commission can be reached at (563) 556-3232.

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POST-STAKEHOLDER MEETINGS GENERAL PRESS RELEASE

*distributed to the Iowa Department of Transportation, Iowa Tourism Office, and Eastern Iowa Tourism Association

2014 IOWA GREAT RIVER ROAD STAKEHOLDER MEETINGS COMPLETE

Attendees Express Ideas To Do More For The Great River Road

"I would like to see the Governor come out with a new tourism program (for the Iowa Great River Road). The previous Governors came out with Vision Iowa and Iowa Great Places and they leveraged dollars and certainly we need to leverage dollars here as well. I think tourism is the largest single, positive factor that's been concurrent for the last ten to fifteen years. People recognize that we have tourists in town. I think we need to recognize the economic impact of travel on the counties and on the state," remarked City of Clinton Councilperson Julie Allesee at an Iowa Great River Road stakeholder meeting in Clinton County on April 2.

Stakeholders along the Iowa Great River Road National Scenic Byway recently participated in six stakeholder meetings where they shared their views on ways to enhance their Byway in the communities where they live, work, and play. These meetings, hosted by the Iowa Mississippi River Parkway Commission-- the managing organization for the Iowa Great River Road--are part of a multi-year effort to develop a new Corridor Management Plan for this national treasure. The Iowa Great River Road runs through all ten Iowa counties along the Mississippi River and annually attracts visitors from across the United States and around the world.

Stakeholder meetings were held in six Great River Road communities - Camanche, Marquette, Burlington, Muscatine, Davenport, and Dubuque between April 2 and April 15. Nearly 200 people participated and each meeting featured a unique panel of local, state, and federal stakeholders discussing the future of this important travel destination. Complete details regarding meeting locations, dates, and panelists are listed below.



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Participants recognized the Iowa Great River Road as one of Iowa's greatest tourism and economic development resources, but one which may be underutilized and underfunded. A common need expressed throughout all meetings is for improved access to digital information about the Iowa Great River Road and its resources – through an effective website, downloadable smartphone applications, and with social media sites like Facebook or Twitter. Meeting participants also voiced a need for more regular communications between stakeholder organizations along the route to share information, generate ideas and assign responsibility for projects which could support the current efforts of the 10-member Iowa Mississippi River Parkway Commission. Concerns were also expressed about how the Iowa Great River Road could reach its true potential without currently having any paid or dedicated staff and very little dedicated budget for projects and promotion.

Panelists and audience members also discussed what a powerful draw the Mississippi River is for tourism and how locals sometimes overlook the sheer majesty of the mighty river and its potential for growing local economies. Visitors coming to the area want to see the River via overlooks, want to sit along its banks, want to reach in and touch the current, and the Iowa Great River Road can become an even more powerful tool for providing those experiences. "The Great River Road is a major tourism asset in Iowa," said Iowa Tourism Office Manager Shawna Lode. "Every year it hosts millions of visitors from around the globe. Our challenge as Iowans is to appreciate its great potential as an economic driver and tell its story as a unique and memorable travel destination.

Supporting the completion of the Mississippi River Trail, the bike route which closely follows the Iowa Great River Road, was another need that was frequently discussed. Participants also stressed the importance of quality signs to properly mark the route of the Iowa Great River Road and direct travelers to its wealth of resources. In several meetings, the quality of the roadway itself was a concern, as road closures and detours threaten to confuse and endanger visitors to the region who are attempting to follow an expected but unfamiliar route. Integrating local, regional, and state maps with consistent marking of the route with the Great River Road pilot wheel symbol was cited as a critical need.



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Following the last meeting held in Dubuque on April 15, Commission Chair, John Goodmann observed, "The discussions provided by the 34 panel members and all of the attendee comments and suggestions at the six meetings will provide highly valuable input as the Commission moves forward to consider options for future direction and action."

During each meeting, David L. Dahlquist Associates, the byway consultant retained to prepare the updated Management Plan, also provided an overview of visitor and resident surveys conducted along the route in 2013 which indicate high levels of awareness and support for the Iowa Great River Road.

A full report of the 2014 Iowa Great River Road stakeholder meetings is being prepared. To request a copy of the report, please contact John Goodmann, Chair of the Iowa Mississippi River Parkway Commission at (563) 599-4350 or David L. Dahlquist, Byway Planner, at ddahlquist@outlook.com or (515) 963-1989.

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Rich King, McGregor District Manager, Upper Mississippi River National Fish and Wildlife Refuge

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Kirk Brandenburg, Executive Director, Keokuk Convention and Tourism Bureau

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POST-STAKEHOLDER MEETINGS LOCATION-SPECIFIC PRESS RELEASES

CLINTON COUNTY

MORE CAN BE DONE TO SUPPORT THE IOWA GREAT RIVER ROAD, RECENT MEETING AT THE MISSISSIPPI RIVER ECO TOURISM CENTER REVEALS

"I would like to see the Governor come out with a new tourism program (for the Iowa Great River Road). The previous Governors came out with Vision Iowa and Iowa Great Places and they leveraged dollars and certainly we need to leverage dollars here as well. I think tourism is the largest single, positive factor that's been concurrent for the last ten to fifteen years. People recognize that we have tourists in town. I think we need to recognize the economic impact of travel on the counties and on the state," remarked City of Clinton Councilperson Julie Allesee at an Iowa Great River Road stakeholder meeting held at the Mississippi River Eco Tourism Center on April 2.

Stakeholders along the Iowa Great River Road National Scenic Byway recently participated in six stakeholder meetings where they shared their views on ways to enhance their Byway in the communities where they live, work, and play. These meetings, hosted by the Iowa Mississippi River Parkway Commission-- the managing organization for the Iowa Great River Road--are part of a multi-year effort to develop a new Corridor Management Plan for this national treasure. The Iowa Great River Road runs through all ten Iowa counties along the Mississippi River and annually attracts visitors from across the United States and around the world.

Stakeholder meetings were held in six Great River Road communities - Camanche, Marquette, Burlington, Muscatine, Davenport, and Dubuque between April 2 and April 15. Nearly 200 people participated and each meeting featured a unique panel of local, state, and federal stakeholders discussing the future of this important travel destination.

Panelists at the Clinton County meeting included Walt Wickham, Executive Director, Clinton County Conservation Board; Julie Allesee, Clinton City Council; Jessica Kinser, City Administrator, City of Clinton; Ed



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Britton, Wildlife Refuge Manager, Upper Mississippi River National Wildlife & Fish Refuge; Matt Parbs, Executive Director, The Sawmill Museum; and Chad Jensen, Owner, The Bicycle Station.

A key topic of discussion at the Clinton County meeting was the importance of the Iowa Great River Road to the City of Clinton and other Clinton County communities and the need to make a positive first impression on travelers. “The Great River Road extends pretty much the length of the city. You can’t get through Clinton on a main route without traveling some part of the Byway. I think it’s in the best interest of the city to continue moving forward with making improvements along the Byway as we can,” remarked Clinton City Administrator Jessica Kinser. Developing regular litter cleanup events was a well-supported action.

Improving the quality of life for residents by providing recreation and cultural amenities was also explored—investing in existing or additional amenities would benefit both residents and visitors. Panelists and audience members relayed the importance of supporting the continued development of the Mississippi River Trail, a bicycle route which primarily follows the Iowa Great River Road, as well as other trail improvements along the river. Developing an effective Iowa Great River Road website and integrated media; the value of building partnerships between agencies and organizations throughout the 10-county corridor; the need for quality signage marking the route and its attractions, and the benefits of a branding and merchandising campaign were also put forth as desired areas of potential improvement for this National Scenic Byway.

During the meeting in Clinton County, David L. Dahlquist Associates, the byway consultant retained to prepare the updated Management Plan, also provided an overview of visitor and resident surveys conducted along the route in 2013 which indicate high levels of awareness and support for the Iowa Great River Road.

Following the last meeting held in Dubuque on April 15, Commission Chair, John Goodmann observed, “The discussions provided by the 34 panel members and all of the attendee comments and suggestions at the six meetings will provide highly valuable input as the Commission moves forward to consider options for future direction and action.”



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ALLAMAKEE AND CLAYTON COUNTIES

MORE CAN BE DONE TO SUPPORT THE IOWA GREAT RIVER ROAD, RECENT MEETING IN MARQUETTE REVEALS

"We really do have a treasure right here in our backyard. A lot of times we don't recognize what we truly have and I think that's true everywhere you go. Being able to promote it (the Iowa Great River Road), get people here, get them to enjoy it...then they'll take ownership. That's probably going to lead to more benefits for our communities, maybe more protection of that resources that are important. I think one of the greatest actions we can take would be communicating this place as a national treasure," remarked Brian Fankhauser, Blufflands Program Manager for the Iowa Natural Heritage Foundation at an Iowa Great River Road stakeholder meeting held at the Driftless Area Wetlands Centre in Marquette on April 3.

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Panelists at the meeting in Marquette included Bruce Plumborg, Director, Lansing Main Street Program; Molly Moser, Freelance Writer for The Guttenberg Press; Karla Organist, Program Manager, Upper Explorerland Regional Planning Commission; Brian Fankhauser, Blufflands Program Manager, Iowa Natural Heritage Foundation; Teresa Wiemerslage, Program and Communications Coordinator, Iowa State University Extension, Food and Fitness Program; and Rich King, McGregor District Manager, Upper Mississippi River National Fish and Wildlife Refuge.

A key topic of discussion at the Marquette meeting was the conservation and promotion of scenic and natural qualities along the Iowa Great River Road in northeast Iowa. Emphasizing local, sustainable methods of agriculture prevalent in the area was suggested as a creative strategy that could make the Iowa Great River Road distinct. "This is one of the few places in the world where you can still see vibrant farms alongside small traditional main street communities. How can we show people what that piece of Americana looks like?" questioned panelist Teresa Wiemerslage, Program and Communications Coordinator for Iowa State University's Food and Fitness Program. The need for continued and enhanced collaboration and partnership between agencies and organizations throughout the 10-state corridor was also cited as critical in the protection of existing resources and the development of new amenities which would appeal to visitors and residents alike. Panelist and freelance writer Molly Moser suggested that the Iowa Great River Road is among many resources in northeast Iowa that may help bring back young people, like herself, who have left the region but might be compelled to return. Moser also emphasized the importance of connecting the Iowa Great River Road and its sites and resources with the youth and school programming.

Supporting local business and increasing economic development potential was another prime topic of discussion at the meeting. Panelist Bruce Plumborg, Director of Lansing's Main Street Program conveyed the need to use the Iowa Great River Road as a tool for helping area businesses survive through the winter months. "The winters are very significant. They have a very significant impact on the tourism cycle. There are not many footprints in the snow along Main Street and we're struggling with that issue. Is there some way that the (Iowa Great River Road) could help us bring more people to town during the winter



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months?" remarked Plumborg. Additional discussion topics included supporting the continued development of the Mississippi River Trail, a bicycle route which primarily follows the Iowa Great River Road; the need for increased financial resources for the Iowa Mississippi River Parkway Commission and the potential of hiring a staff person for the Commission; the importance of hospitality training for workers at area businesses so they can better communicate the existence of the Great River Road; the potential for promoting "loops" off the Iowa Great River Road which utilize other state scenic byways; and installing route and attraction signage along the Byway.

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BURLINGTON AND LEE COUNTIES

MORE CAN BE DONE TO SUPPORT THE IOWA GREAT RIVER ROAD, RECENT MEETING IN BURLINGTON REVEALS

"I feel we have a lot to offer Iowa Great River Road travelers. Emphasizing the whole (Great River Road) area as a single destination, I think that's a great idea because it's a beautiful region down through here," remarked Burlington Councilperson Becky Anderson at an Iowa Great River Road



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stakeholder meeting held at the Des Moines County Heritage Center on April 8.

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Panelists at the meeting in Burlington included Mary Sue Chatfield, Montrose Riverfront Inc.; Kirk Brandenburg, Executive Director, Keokuk Convention and Tourism Bureau; Angela Beenkin, Executive Director, Des Moines County Historical Society; Beth Nickel, Executive Director, Greater Burlington Convention and Visitors Bureau; Tom Buckley, Executive Director, Lee County Conservation; and Becky Anderson, Burlington City Council.

A key topic of discussion at the Burlington meeting was the need to provide an effective website and integrated media for the Iowa Great River Road. Relatedly, panelists and audience members suggested targeted campaigning to reach a young demographic of travelers, perhaps through social media and unique advertising. Panelists recommended still catering to the retired traveling population, which a recent study reveals is the typical Byway demographic, but building awareness of the Iowa Great River Road among young families as well.

A prime concern at the meeting was the difficulty of sustaining the Iowa Great River Road route during times of road and/or bridge closures, which currently occur near Montrose in Lee County and in Crapo Park in



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Burlington. Unexpected road closures along the Byway can confuse and frustrate travelers, reducing their desire to return or share their positive experience with other potential visitors. Panelist Angela Beenkin, Executive Director of the Des Moines County Historical Society also suggested that the language of the "Great River Road" could be better incorporated into community usage, thereby building awareness among both residents and travelers. Originally from northeast Iowa, Beenkin remarked, "Moving down here, I knew the Great River Road was here, but it's not as integrated (as it is in northern counties). We know it's here. We know it has potential."

Connecting cultural resources; installing additional signage along the Byway route and to its attractions; supporting the continued development of the Mississippi River Trail; strengthening partnerships and collaborative projects between agencies and organizations throughout the 10-county corridor; and developing unique festival and events were additional ideas proposed to improve the Iowa Great River Road experience. Mary Sue Chatfield of the Montrose Riverfront Inc. stressed the important of connecting with residents and providing them a venue to tell their stories and participate meaningfully in Byway-related causes. Chatfield advised, "If you get people to buy in, and I know that's probably easier to do in a small community than it is in a larger community, but if you get people to buy into the idea (of the Iowa Great River Road) that will help build a sense of community. We need to tell our own stories. We need to collect those stories and save them."

During the meeting in Burlington, David L. Dahlquist Associates, the byway consultant retained to prepare the updated Management Plan, also provided an overview of visitor and resident surveys conducted along the route in 2013 which indicate high levels of awareness and support for the Iowa Great River Road.



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MUSCATINE AND LOUISA COUNTIES

MORE CAN BE DONE TO SUPPORT THE IOWA GREAT RIVER ROAD, RECENT MEETING IN MUSCATINE REVEALS

“Louisa County is rural. We don’t have a major city on the Mississippi River. We are fortunate to have the Iowa Great River Road travel all the way through our county and we have a lot of communities that are affected by that,” remarked Dan Wilson, Mayor of Columbus Junction at an Iowa Great River Road stakeholder meeting held at the Muscatine Environmental Learning Center on April 9.

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Panelists at the meeting in Muscatine included Sarah Lande, representative from Mississippi River Trail and Muscatine Trails; Paul Mayes, Retired Professor, Muscatine Community College; Dan Wilson, Mayor, Columbus Junction; Katie Hammond, Executive Director, Louisa County



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Conservation Board; and Al Bohling, President, Tri-Rivers Conservation Foundation; Former Louisa County Commissioner and Honorary Member, Iowa Mississippi River Parkway Commission.

A key topic of discussion at the meeting in Muscatine was the importance of the Iowa Great River Road as a tool for economic development for the counties and communities along the route. The Iowa Great River Road and its associated resources and amenities were put forth as elements for fostering a better quality of life for area residents. David Metz from the Pine Creek Grist Mill remarked, "If you want economic development in your community then your community better be a fantastic place to live for you. If you are trying to cut taxes and save money and are worried about liability and this and that and all you're doing is cutting back and cutting back and cutting back you are going to end up with a really lousy town. And guess what? Nobody wants to do economic development in a dirty little River town. If you make it a beautiful place for the residents to live, it's going to be a beautiful place to bring industry and business into. That's a very important part of economic development that I've noticed a lot of people are missing today." Sarah Lande, representative from the Mississippi River Trail and Muscatine Trails asserted that the Mississippi River and the Iowa Great River Road are underutilized resources that can help enhance community revitalization.

Additional ideas to improve the effectiveness of the Iowa Great River Road included connecting and better communicating the wealth of natural and recreational resources in Louisa and Muscatine counties; better signing along the route and more signs for attractions – including Mississippi River access points; building partnerships and collaborative projects between agencies and organizations within the 10-county Byway corridor; developing a website and new communication media including smartphone applications to appeal to a younger demographic; supporting the continued development of the Mississippi River Trail in both counties; and considering impacts on and opportunities for the Iowa Great River Road when undergoing community and county comprehensive planning.



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SCOTT COUNTY

MORE CAN BE DONE TO SUPPORT THE IOWA GREAT RIVER ROAD, RECENT MEETING IN DAVENPORT REVEALS

"We need to think about the time people have to spend in our area. It's not just about the marketing, the promotion, the Commissions, all the things we want to do. It's about making sure that our guests and our residents can easily invest their time in enjoying the Mississippi River along the Iowa Great River Road," remarked Joe Taylor, President and CEO of the Quad Cities Convention and Visitors Bureau at an Iowa Great River Road stakeholder meeting held at the Putnam Museum on April 10.

Stakeholders along the Iowa Great River Road National Scenic Byway recently participated in six stakeholders meetings where they shared their views on ways to enhance their Byway in the communities where they live, work, and play. These meetings, hosted by the Iowa Mississippi River Parkway Commission-- the managing organization for the Iowa Great River Road--are part of a multi-year effort to develop a new Corridor Management Plan for this national treasure. The Iowa Great River Road runs through all ten Iowa counties along the Mississippi River and annually attracts visitors from across the United States and around the world.



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Stakeholder meetings were held in six Great River Road communities - Camanche, Marquette, Burlington, Muscatine, Davenport, and Dubuque between April 2 and April 15. Nearly 200 people participated and each meeting featured a unique panel of local, state, and federal stakeholders discussing the future of this important travel destination.

Panelists at the meeting in Davenport included Shawna Lode, Manager, Iowa Tourism Office; Joe Taylor, President and CEO, Quad Cities Convention and Visitors Bureau; Tim Huey, Director, Scott County Planning and Development; and Terri Applegate, LeClaire City Council.

Participants recognized the Iowa Great River Road as one of Iowa's greatest tourism and economic development resources, but one which may be underutilized and underfunded. A key need expressed was for improved access to digital information about the Iowa Great River Road and its resources – through an effective website, downloadable smartphone applications, and with social media sites like Facebook or Twitter. Meeting participants also voiced a need for more regular communications between stakeholder organizations along the route to share information, generate ideas and assign responsibility for projects which could support the current efforts of the 10-member Iowa Mississippi River Parkway Commission. Concerns were also expressed about how the Iowa Great River Road could reach its true potential without currently having any paid or dedicated staff and very little dedicated budget for projects and promotion. “The (Iowa Mississippi River) Parkway Commission can be an advocate and encourage local residents and governments to do a better job (at providing and protecting amenities for visitors and residents),” suggested Tim Huey, Director of Scott County Planning and Development.

Panelists and audience members also discussed what a powerful draw the Mississippi River is for tourism and how locals sometimes overlook the sheer majesty of the mighty river and its potential for growing local economies. Visitors coming to the area want to see the River via overlooks, want to sit along its banks, want to reach in and touch the current, and the Iowa Great River Road can become an even more powerful tool for providing those experiences. “The Great River Road is a major tourism asset in Iowa,” said Iowa Tourism Office Manager Shawna Lode. “Every year it hosts millions of visitors from around the globe. Our



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challenge as lowans is to appreciate its great potential as an economic driver and tell its story as a unique and memorable travel destination." Sharing the unique stories of the area was a prime goal advocated at the meeting. "I don't know if we can promote stories enough. There are many ways we can tell the stories of this Great River Road that we live on, whether it's in the past or in the future. It's a great heritage that we pass on to our families," remarked LeClaire City Councilperson Terri Applegate.

Supporting the completion of the Mississippi River Trail, the bike route which closely follows the Iowa Great River Road, was another need that was discussed. Participants also stressed the importance of quality signs to properly mark the route of the Iowa Great River Road and direct travelers to its wealth of resources. Integrating local, regional, and state maps with consistent marking of the route with the Great River Road pilot wheel symbol was cited as a critical need.

During the meeting in Davenport, David L. Dahlquist Associates, the byway consultant retained to prepare the updated Management Plan, also provided an overview of visitor and resident surveys conducted along the route in 2013 which indicate high levels of awareness and support for the Iowa Great River Road.

Following the last meeting held in Dubuque on April 15, Commission Chair, John Goodmann observed, "The discussions provided by the 34 panel members and all of the attendee comments and suggestions at the six meetings will provide highly valuable input as the Commission moves forward to consider options for future direction and action."

A full report of the 2014 Iowa Great River Road stakeholder meetings is being prepared. To request a copy of the report, please contact John Goodmann, Chair of the Iowa Mississippi River Parkway Commission at (563) 599-4350 or David L. Dahlquist, Byway Planner, at ddahlquist@outlook.com or (515) 963-1989.



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DUBUQUE AND JACKSON COUNTIES

MORE CAN BE DONE TO SUPPORT THE IOWA GREAT RIVER ROAD, RECENT MEETING IN DUBUQUE REVEALS

"All the communities, all the different sites, all the different players, that are organizing, funding, and implementing this plan will be a challenge but I think we really do all need to pull together. We really need to come together as that village for the Iowa Great River Road," remarked Laura Carstens, City of Dubuque Planning Services Manager at an Iowa Great River Road stakeholder meeting held at the Dubuque Federal Building on April 15.

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Panelists at the meeting in Dubuque included Carrie Koelker, Director, Eastern Iowa Tourism Association; Jerry Enzler, President and CEO, National Mississippi River Museum and Aquarium; Laura Carstens, Planning Services Manager, City of Dubuque; Brian Preston, Executive Director, Dubuque County Conservation Board; Trisha Patzner, President, Bellevue Chamber of Commerce; and Wayne Buchholtz, E.B. Lyons Center, Mines of Spain Recreation Area.

A key topic of discussion at the meeting in Dubuque was the importance of regional planning to connect organizations and partners along



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throughout the 10-county Iowa Great River Road corridor. As the managing organization for this National Scenic Byway, the Iowa Mississippi River Parkway Commission has an opportunity to work towards sustaining collaborations in a way that perhaps no other entity can. "The beauty of all this is that we're all doing the same thing, we're trying to promote our state, our counties, our communities. Tourism is a huge economic engine whether you're stopping to eat somewhere, stopping to tour through the museums, or land your head in a bed somewhere," reminded panelist Carrie Koelker, Executive Director of Eastern Iowa Tourism. Participants recognized the Iowa Great River Road as one of Iowa's greatest tourism and economic development resources, but one which may be underutilized and underfunded. "I think the local people take it for granted. It's a highway. It's a way to get from one place to another, maybe from one festival to another or to a different town. But they don't realize what they have," noted panelist Wayne Buchholtz from the E.B. Lyons Center at the Mines of Spain Recreation Area.

Additional ideas for supporting the Iowa Great River Road included developing new communication methods via smartphone applications or social media to promote the Iowa Great River Road to a younger demographic; improving the route signage for the Byway and installing additional signage for attractions and amenities; conserving and protecting the natural, historic, and cultural qualities which attract travelers to the Iowa Great River Road; reducing the negative impacts of urban sprawl; locating new or increasing existing sources of funding for the Byway to support project implementation and the hiring of a dedicated staff person; continuing to invest in amenities like the Mississippi River Trail and other trails which appeal to both residents and visitors; developing topic-specific itineraries; and improving training for hospitality workers so they're informed about the existence of the Iowa Great River Road and the wealth of attractions along its 326-mile route. "You know as well as I do that when you go on a wonderful vacation....if it was good, if the experience was good you want to go back. And you tell everyone about it. Our job is to ask if we're ready for those visitors to come. Are we ready to service them and welcome everyone with a smile?" questioned Carrie Koelker.



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Utilizing travelers' recognition of the Iowa Great River Road name was suggested as a simple and free marketing tool that could have



immediate impact for sites and communities. Discussing her interactions with travelers through Bellevue, Chamber of Commerce Director Deanna Cook remarked, "I've noticed so many people saying that they were driving the Great River Road. So I've actually started saying in our marketing materials that we're located along the Great River Road. Where is Bellevue? It's along the Great River Road. It's that name recognition."

During the meeting in Dubuque, David L. Dahlquist Associates, the byway consultant retained to prepare the updated Management Plan, also provided an overview of visitor and resident surveys conducted along the route in 2013 which indicate high levels of awareness and support for the Iowa Great River Road.

Following the meeting, Commission Chair, John Goodmann observed, "The discussions provided by the 34 panel members and all of the attendee comments and suggestions at the six meetings will provide highly valuable input as the Commission moves forward to consider options for future direction and action."

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