



## The Project Background

Iowa River's Edge Trail will stretch 34 miles from Marshalltown to Steamboat Rock upon completion. Passing through 2 Counties and 7 communities. This project began in 2013 with the purchase of a former rail corridor. TRAILS, Inc. formed in 2013 to head up the development and promotion of the trail.

In 2017 the City of Marshalltown took the lead on applying for a NEA Our Town grant aimed at developing a brand for the trail and using placemaking principals to engage the communities along the route. The incorporation of art into the project was essential and RDG Planning & Design was selected as the consulting firm to lead us through the process. Local funds totaling \$75,000 matched the \$25,000 NEA grant.

## Our Timeline

- September 29, 2017 Application filed with NEA.
- May 9, 2018 the announcement was made that Marshalltown was awarded a grant.
- July 19, 2018 Marshalltown was hit by a devastating EF-3 tornado which had a significant impact on us getting our project started. *\*\*Not recommended\*\**
- April 5, 2019 RFP posted to select a consultant.
- April 26, 2019 we had an extension approved to our contract term.
- Steering Committee meetings held throughout the process
- June 18-20, 2019 RDG organized a "Bike Chautauqua" a multi-day public engagement event in each community along the trail
- October 14, 2019 public open house for plan presentations.
- February 2020, Iowa River's Edge Trail plan accepted by the City Council.

## The Final Product

The final product included two documents that can be used by all of the communities along the trail. The first is a marketing plan that can be used for future grant applications and funding requests. The second is more detailed and includes information related to trailhead design, a guide on how to incorporate art into along the trail, branding, logo specifications and supporting information on the economic benefits of the trail.

<https://www.marshalltown-ia.gov/598/Iowa-Rivers-Edge-Trail>

**Our Partners** This project involved a number of dedicated partners.

