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.