



Corridor Management Plan

The Corridor Management Plan (CMP) for Minnesota's Great River Road is a comprehensive plan completed in 2016 to guide the work of the Commission and its partners over the next 10 to 15 years.

- Project coordination: Minnesota Mississippi River Parkway Commission, Minnesota Department of Transportation and Legislative Coordinating Commission.
- Project funding:
 - Federal Highway Administration/National Scenic Byways Program,
 - National Park Service,
 - Minnesota Department of Transportation and
 - Minnesota Mississippi River Parkway Commission.
- The CMP includes five thematic goals, 15 objectives, and 90+ specific strategies that support the mission of the MN-MRPC by recommending ways to preserve, promote and enhance the scenic, historic and recreational resources of the Mississippi River, to foster economic growth in the corridor and to develop the national, scenic and historic byway known as the Great River Road.
- The public shared 215 river stories, 543 "can't miss" attractions and 99 favorite river views during river-side open houses and online engagement efforts.
- The plan was developed in collaboration with local and Tribal governments, local destination marketing organizations, tourism-related river resource managers, and Federal, State and non-profit partners.
- The plan documents byway traveler and Mississippi River attributes and provides strategies to help the Minnesota Mississippi River Parkway Commission and its partners provide and promote a superior byway travel experience and improve the quality of life locally, while maintaining the archaeological, cultural, historic, natural, recreational, and scenic intrinsic resources that enrich it.

The CMP project also included –

- MN-MRPC Business Plan
 - Communications and Marketing Plan
 - Facilities Management Plan
 - Visual Resource Protection Plan
 - List/Map of Byway Resources (750+)
 - Interpretive Plan Review
 - Route Review
 - MN-MRPC Structure Review
 - MRT Route Signage Completed
 - MRT Kiosks in Host Communities
- Project documents and infographics are available at <https://www.mnmississippiriver.com/about-us/management-plan/project-documents/>.

Four initial action items were identified to meet the most urgent needs and move toward accomplishment of the greatest number of strategies.

- **Wayshowing Signage** – the entire Minnesota Great River Road was resigned in 2018 to help travelers better follow the route, after the plan identified 54% of the signage as missing or needing maintenance.
- **Plan Your Trip Interactive Mapping Tool** (for travelers) – an online map/app is now available at www.mnmississippiriver.com, including over 700 specific resources that were identified, described and mapped along the byway. The Minnesota Great River Road spans 565 miles, six destination areas, 20 counties, 43 communities, and three tribes.
- **Plan Your Project Interactive Mapping Tool** (for byway and resource managers) – this tool expanded on the information available in Plan Your Trip and is in development stages with training and usage information also being developed for partners.
- **Great River Road Ambassador Development** – launching in 2021, this effort provides tools and training to partners along the byway.

