



# IOWA WATERSHED IMPROVEMENT PROGRAM CLEAN WATER AWARENESS AND EDUCATION CAMPAIGNS

ENVIRONMENTAL SERVICES DIVISION | [WWW.IOWADNR.GOV](http://WWW.IOWADNR.GOV)

Iowa groups looking for help implementing innovative, regional, and locally-led Clean Water Awareness and Education Campaigns across the state can apply for funding from the Iowa DNR Watershed Improvement Section. Through a grant program, the DNR looks for proposals that clearly demonstrate an ability to put in place innovative, targeted, impactful, and sustainable Clean Water Awareness and Education Campaigns.

## Background

In 2015, the University of Northern Iowa conducted a survey of Iowa's residents on behalf of the DNR to measure residents' knowledge of water quality and identify potential behavior change. The next step includes developing and executing an educational campaign targeted toward knowledge and behavior gaps identified in the survey (as outlined in Objective 2.5 of Goal 2 of Iowa's Nonpoint Source Management Plan). The survey will be repeated about 5 years into the educational campaign to track progress.

To advance this effort, DNR seeks to award grants to eligible local entities to develop and implement locally-led, Clean Water Awareness and Education programs. Educational campaigns will improve public knowledge of and promote actions to reduce nonpoint source pollution and improve water quality. The DNR seeks projects that will use innovative methods for reaching diverse audiences and stakeholder groups.

## Eligibility

Eligible applicants are limited to qualifying public entities including county governments, city governments, and entities under Iowa Code Chapters 28E, 28H, and 28I with capacity to administer federal pass through (grant) funds, and not disqualified for any reason outlined in the grant application packet.

## Requirements

Local match must total at least 40 percent of the requested amount (10 percent of match as cash, minimum) with a maximum request amount of \$75,000. The match required for maximum requests would be \$30,000 with \$3,000 as cash. Assertion of public entity status, fiscal agent designation, and certification regarding debarment as well as providing an audit report (or completed risk assessment document) and a federal DUNS identification number are also required for responsive applications. Successful applicants awarded contracts will also be subject to all relevant federal statutes and rules and regulations as they pertain to the use of federal funds authorized



under Section 319 of the Clean Water Act.

## Deadline

The open application period will begin on March 28, 2019 and end at close of business May 31, 2019. A description of the overall campaign plan with timeline, budget, and projected deliverables will be due with all other application materials as outlined in the application packet.

Grant deliverables and program budget must align with the 18-month project timeframe. Successful applicants will be awarded contracts beginning no later than Oct. 15, 2019 and ending no later than April 30, 2021 (18 months).

*The Iowa DNR reserves all rights to determine and accept all portions of any apparent successful application or choose to reject all applications and reserve funding for additional applications or other purposes.*

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