

TO: Mike Van Milligen, City Manager

FROM: Kristin Hill, Bee Branch Project Communications Specialist

DATE: July 9, 2019

**RE: Clean Water Awareness and Education Campaign Grant for the
Bee Branch Watershed Beekeepers Campaign**

INTRODUCTION

This memo transmits for City Council review and approval, an application to the Iowa Department of Natural Resources (IDNR) for a \$75,000 Clean Water Awareness and Education Campaign Grant to launch the Bee Branch Watershed Beekeepers Program.

BACKGROUND

The DNR is offering an opportunity for Iowa groups to receive financial assistance to launch clean water awareness campaigns and education programs. It is funding projects that will use innovative methods for reaching diverse audiences and stakeholder groups. These grants were developed after the DNR contracted with the University of Northern Iowa to survey Iowa's residents in 2015 to measure their knowledge of water quality and identify potential behavior changes. This is the next step in the Nonpoint Source Management Plan. The survey will be repeated when grant-based educational campaigns are completed to track progress. The first round of Education Campaign contracts were awarded in Dec. 2018 and projects are ongoing.

DISCUSSION

The care and protection of the natural resources in our watersheds are essential to maintain the health and well-being of all living things, both now and in the future. The Bee Branch Watershed is approximately 6.5 square miles -- all within the city limits -- and includes over 12,000 properties. More than 50 percent of Dubuque residents either live or work in the watershed. Pollution from stormwater can have a major effect on our environment. Stormwater that drains out of our alleys, and off our roofs, yards, streets, and parking lots, flows directly from the storm drain to our creeks and, ultimately, to the Mississippi River. There are many things residents can do to help care for the health of the watershed.

Several new public spaces have been developed through the Bee Branch Watershed Flood Mitigation Project. Examples include the mile-long Bee Branch Creek Greenway

and the 32nd St. Detention Basin. These spaces provide the opportunity for recreation and the enjoyment of nature. Watershed residents can help keep these public spaces and the Bee Branch Creek healthy, clean, and safe by decreasing pollution and reducing stormwater run-off. An awareness campaign and education program will help residents consider how their actions impact the watershed. Small changes by many people produce big results, and residents can and do make a difference in the health of the Bee Branch Watershed.

Over the 18-month timeframe of the DNR grant, the Beekeepers awareness and education campaign will target the Bee Branch Watershed. The campaign's focus will be on watershed health, pollution prevention, adopting good habits, and cultivating a connection to nature. This will be achieved through targeted communications; unique recreational, educational and volunteer opportunities; a public pledge; certification program; and partnerships with schools, businesses, and community organizations.

BUDGET IMPACT

The City of Dubuque is eligible for up to \$75,000 in DNR funds. The grant requires a total match of at least 40 percent of the DNR request. The match can be provided as a combination of in-kind and cash. The cash match must be a minimum of 10 percent of the required match amount. As part of the project to install a hike/bike trail from Sycamore Street to 15th Street, past the Alliant Solar Field, (CIP 102-2673) interpretive signs are to be installed at an approximate cost of \$3,000.00. This planned expense will serve as the required cash match. The in-kind match is a combination of salary and benefits, the printing and distribution of existing publications, and Leisure Services programming supplies. The project cost breakdown is as follows:

IDNR Grant Funds Requested	\$ 75,000
Cash Match (Interpretive Signs)	\$ 3,000
<u>In-Kind Match</u>	<u>\$ 53,470</u>
Total Project Costs	\$131,470

RECOMMENDATION

Staff recommends City Council approval of an application to the Iowa Department of Natural Resources for a \$75,000 Clean Water Awareness and Education Campaign Grant for the Bee Branch Watershed Beekeepers Campaign.

REQUESTED ACTION

The requested action is for City Council approval of the enclosed resolution in support of this grant application.

Enclosures

CC: Jenny Larson, Budget Director
Steve Sampson Brown, Project Manager
Deron Muehring, Civil Engineer
Randy Gehl, Public Information Officer
Marie Ware, Leisure Services Manager