

**Iowa Department of Natural Resources**  
**Clean Water Awareness and Education Campaign Grant Application Solicitation**  
**Applications due by 4:30 PM, May 31, 2019**  
**Send Application and Attachments Electronically to: [steven.konrady@dnr.iowa.gov](mailto:steven.konrady@dnr.iowa.gov)**

1. PROJECT	
Project Title:	Bee Branch Beekeepers Campaign: Creating a Swarm!
Project Location:	Dubuque, IA

2. APPLICANT STATUS INFORMATION			
Lead Entity:	City of Dubuque		
Type of Public Entity:	City Government	Targeted Area:	Bee Branch Watershed

3. APPLICANT CONTACT INFORMATION			
Applicant Mailing Address:	50 W. 13 <sup>th</sup> St.	Contact Person:	Kristin Hill
City, State, Zip:	Dubuque, IA 52001	Telephone #:	563-690-6068
Email:	khill@cityofdubuque.org	County:	Dubuque
Fiscal Agent (if not applicant):	Click here to enter text.	DUNS #:	093105302

4. DESCRIPTION & COSTS	
Project Description: (Maximum of 100 words summarizing the project and use of funds)	
The Beekeepers Campaign will target the Bee Branch Watershed, where over 50% of Dubuque residents either live or work. The watershed includes racially diverse neighborhoods where many residents are considered low income. 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. Upon a successful campaign, we hope to establish a Beekeepers Program to keep the buzz going and grow our swarm.	
<b>Summary of Project Costs (Including Required 40% Match):</b>	
DNR Clean Water Awareness and Education Funds Requested:	\$ \$75,000
<b>Local Share (minimum 40% of DNR request) :</b>	
Cash Match:	(minimum 10% of the Match Total) \$ 3,000
In-Kind Match:	(minimum total 40% when added to Cash Match) \$ \$53,470
<b>Total Project Cost:</b>	
	\$ \$131,470

5. GRANT SOLICITATION TIMELINE	
Event	Date
Grant Solicitation announced for eligible Applicants	March 28, 2019
Grant Application due date	May 31, 2019
Grant Application evaluation by Iowa DNR and selection of the Successful Applicant(s)	June 3, 2019 to July, 2019
Notification of Successful Applicant and all Applicants of intent to award	No later than August 30, 2019
Drafting of Contract, Environmental Protection Commission review, and execution of Contract (start of Contract)	No later than October 15, 2019
Term of Contract with the Successful Applicant (end of Contract)	End no later than April 30, 2021

**ATTACHMENT 1:  
GRANT APPLICATION CERTIFICATION LETTER**

Date: 5/30/2019

**STEVEN KONRADY, ISSUING OFFICER**

Department of Natural Resources  
Wallace State Office Building  
502 E. 9<sup>th</sup> St.  
Des Moines, IA 50319-0034

Re: Grant Application: Clean Water Awareness and Education Campaign Grant  
GRANT APPLICATION CERTIFICATION

Dear **STEVEN KONRADY**:

I certify that the contents of the Application submitted on behalf of the City of Dubuque (Applicant) in response to the **Department of Natural Resources** Grant Application Solicitation for the implementation of a Clean Water Awareness and Education Campaign are true and accurate. I also certify that the Applicant has not knowingly made any false statements in its Application.

**Certification Regarding Debarment**

6. I certify that, to the best of my knowledge, neither Applicant nor any of its principals: (a) are presently or have been debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by a Federal or State Agency; (b) have within a three year period preceding this Application been convicted of, or had a civil judgment rendered against them for commission of fraud, a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction, violation of antitrust statutes; commission of embezzlement, theft, forgery, falsification or destruction of records, making false statements, or receiving stolen property; (c) are presently indicted for or criminally or civilly charged by a government entity (federal, state, or local) with the commission of any of the offenses enumerated in (b) of this certification; and (d) have not within a three year period preceding this Application had one or more public transactions (federal, state, or local) terminated for cause.

This certification is a material representation of fact upon which the Iowa DNR has relied upon when this transaction was entered into. If it is later determined that Applicant knowingly rendered an erroneous certification, in addition to other remedies available, the Iowa DNR may pursue available remedies including suspension, debarment, or termination of the contract.

**Certification Regarding Registration, Collection, and Remission of Sales and Use Tax**

7. Pursuant to *Iowa Code sections 423.2(10) and 423.5(8) (2009)* a retailer in Iowa or a retailer maintaining a business in Iowa that enters into a contract with a state agency must register, collect, and remit Iowa sales tax and Iowa use tax levied under *Iowa Code chapter 423* on all sales of tangible personal property and enumerated services. The Act also requires Applicants to certify their compliance with sales tax registration, collection, and remission requirements and provides potential consequences if the certification is false or fraudulent.

By submitting an Application in response to the grant offering, the Applicant certifies the following: (check the applicable box)

- Applicant is registered with the Iowa Department of Revenue, collects, and remits Iowa sales and use taxes as required by *Iowa Code Chapter 432*; or
- Applicant is not a "retailer" or a "retailer maintaining a place of business in this state" as those terms are defined in *Iowa Code subsections 423.1(42) and (43)*.

Applicant also acknowledges that the Iowa DNR may declare their Application or resulting contract void if the above certification is false. The Applicant also understands that fraudulent certification may result in the Iowa DNR or its representative filing for damages for breach of contract in addition to other remedies available to Iowa DNR.

**Certification Regarding Federal Rules and Regulations**

- 8. The Applicant certifies that the Application and any resulting contract will adhere to all federal rules and regulations, specifically as it pertains to Section 319 funding. This includes, but is not limited to, rules as it relates to using a subcontractor.

**Fiscal Agent Designation**

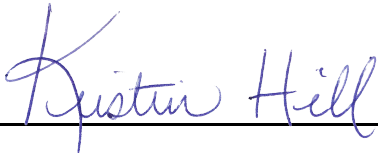
- 9. The Iowa DNR understands that Eligible Applicants sometimes rely on other organizations to perform financial management or serve as fiscal agent for the Eligible Applicants, defined as:

“Fiscal Agent” means any legal entity under Iowa law that is subject to an annual independent third-party audit and is accounted for consistent with Government Auditing Standards.

The Grant Application shall identify the fiscal agent or financial administrator that will be utilized to manage any funds that may be awarded pursuant to this Grant. If the Eligible Applicant will not perform that function, the following conditions shall be met:

- (1) Such fiscal agent or financial administrator
  - a. must be a legal entity under Iowa law and
  - b. must acknowledge in writing any agreement between the DNR and a successful applicant under this Grant, and
- (2) All funds administered or managed by such fiscal agent or financial administrator pursuant to this relationship:
  - a. shall be subject to an annual independent third-party audit and
  - b. shall be accounted for consistent with Government Auditing Standards.

Sincerely,



Date: 5/30/2019

Name: Kristin Hill

Title: Bee Branch Communications Specialist

Entity: City of Dubuque

Phone Number: 563-690-6068

Street Address: 50 W. 13<sup>th</sup> St.

Email Address: khill@cityofdubuque.org

City/State/Zip: Dubuque, IA 52001

Website: www.cityofdubuque.org

**ATTACHMENT 2:  
RISK ASSESSMENT QUESTIONNAIRE**

Federal regulation 2 CFR 200.331 requires pass-through entities to conduct a risk assessment of each sub-recipient. Please complete and return the questionnaire as part of your grant application. If questions arise while completing the questionnaire please contact Jen Kopp, Iowa Department of Natural Resources, at 515.725.8208 or [jen.kopp@dnr.iowa.gov](mailto:jen.kopp@dnr.iowa.gov).

**Grant Applicant Risk Assessment Questionnaire**

- A. Was an audit performed in the prior fiscal year? If **yes**, please provide a copy of your audit report.  
 Yes       No
- B. If **no**, please answer the following questions. If the answer to any individual question is **no**, please provide a brief explanation of your entity's process related to that question.
1. Are the accounting records maintained on a current basis?  
 Yes       No: Click here to enter text.
  2. Are bank accounts reconciled by an employee who does not sign checks, handle or record cash?  
 Yes       No: Click here to enter text.
  3. Are reconciliations reviewed and approved by a person who is not responsible for receipts and disbursements?  
 Yes       No: Click here to enter text.
  4. Are inventory counts verified by persons independent of those in charge of the inventory records?  
 Yes       No: Click here to enter text.
  5. Are capital assets tested periodically by an individual having no responsibility for the assets?  
 Yes       No: Click here to enter text.
  6. Are capital expenditures authorized by appropriate officials and the governing body?  
 Yes       No: Click here to enter text.
  7. Is a physical inventory taken periodically (at least annually) and reconciled to detailed capital asset records?  
 Yes       No: Click here to enter text.
  8. Is a list of receipts prepared by the mail opener?  
 Yes       No: Click here to enter text.
  9. Is an independent reconciliation of recorded receipts to the initial listing performed?  
 Yes       No: Click here to enter text.
  10. Is a restrictive endorsement placed on each incoming check upon receipt?  
 Yes       No: Click here to enter text.
  11. Are responsibilities for the disbursement/expenditure approval function segregated from those for the voucher preparation and purchasing functions?  
 Yes       No: Click here to enter text.
  12. Are responsibilities for reconciling disbursements/ expenditures with the check/warrant register segregated from those preparing the vouchers?  
 Yes       No: Click here to enter text.
  13. Is final approval for payment made by a different individual than the check/warrant signer?  
 Yes       No: Click here to enter text.
  14. Are all disbursements/expenditures required to be supported by invoices or other documentation?  
 Yes       No: Click here to enter text.

15. Does the person reviewing the claims have sufficient knowledge of federal and state grant requirements, laws and regulations to determine cost allowability?  
 Yes     No: [Click here to enter text.](#)

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16. Are supporting documents for claims effectively canceled at the time of approving the payment to prevent their reuse?  
 Yes     No: [Click here to enter text.](#)

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17. Are controls maintained over the supply of unused and voided checks/warrants?  
 Yes     No: [Click here to enter text.](#)

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18. Are salaries approved by the governing body for full-time and part-time employees?  
 Yes     No: [Click here to enter text.](#)

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19. Are time sheets used and approved by appropriate personnel?  
 Yes     No: [Click here to enter text.](#)

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20. Are financial reports reviewed and approved at appropriate levels of management?  
 Yes     No: [Click here to enter text.](#)

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21. Is management committed to providing proper stewardship for property acquired with federal awards?  
 Yes     No: [Click here to enter text.](#)

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22. Are accurate records maintained for all acquisitions and dispositions of property acquired with federal awards?  
 Yes     No: [Click here to enter text.](#)

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23. Is a physical inventory of equipment periodically taken and compared to property records?  
 Yes     No: [Click here to enter text.](#)

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24. Are procedures established to ensure the federal awarding agency is appropriately reimbursed for dispositions of property acquired with federal awards?  
 Yes     No: [Click here to enter text.](#)

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25. If requested, could a certification from the donor be obtained or other procedures be performed to identify whether matching contributions are from non-federal sources?  
 Yes     No: [Click here to enter text.](#)

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26. Have procedures been established to verify vendors providing goods and services under the award have not been suspended or debarred by the federal government?  
 Yes     No: [Click here to enter text.](#)

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Signature:  Date: 5/30/2019

Completed By: Kristin Hill

Title: Bee Branch Communications Specialist

Phone Number: 563-690-6068

Email: khill@cityofdubuque.org

**ATTACHMENT 3:  
BUDGET TEMPLATE**

A budget must be included with your application. Include a narrative of how the DNR funds will be used, and sources and type of match for the entire project. Use the table below along with your narrative, or include your own budget sheet.

Narrative:

The DNR funds will be used to carry out an 18-month Bee Branch Beekeepers communications campaign that will help residents understand that they live in a watershed and that their actions positively and negatively impact water quality. Plans include the development of a Bee Branch Watershed Beekeepers website that will serve as an information hub and the place where residents, businesses, and community organizations will go to take a public pledge to be a Beekeeper – a commitment to act as a good steward of the watershed. The website will have a mapping component so upon taking the Beekeeper pledge and entering an address, a dot will appear on the map identifying all residents, businesses, and community partners who have pledged to be a Beekeeper.

Additional DNR funds will be used for an annual contract for exterior bus advertising with The Jule, an annual contract for two rotating static billboards in the watershed, a minimum of two 4-page direct mail Beekeepers newsletters that will be mailed to over 13,000 addresses in the watershed, direct mail postcards to promote Beekeepers events and programs, and an additional print budget for items such as Beekeepers window clings for businesses, yard signs for residents, event and program posters, and other Beekeepers items and publications needed to support the campaign.

The City will utilize its existing Bee Branch Watershed social media channels including Facebook, Twitter, and Nextdoor.com. The option of utilizing Snapchat and Instagram will be explored. There are plans to use DNR funds for Facebook ads and Snapchat filters. An important part of the campaign will be communicating and connecting with businesses and community organizations to promote best management practices and help them understand why the Bee Branch Creek Greenway and a healthy watershed will stimulate investment and is good for business. These highly visible and consistent communication efforts will help raise awareness.

Awareness is great, but it takes more than information to inspire action. In order to cultivate a connection between residents and nature, we will offer a unique variety of educational, recreational, and volunteer opportunities. The City of Dubuque will use DNR funds for contracts with community partners and experts such as the National Mississippi River Museum & Aquarium, Dubuque County ISU Extension & Outreach, Audubon Society, Dubuque County Conservation Board, Fever River Outfitters, and others. We will seek to offer programs that support wildlife conservation and habitat restoration, such as monitoring mussel silos in the Bee Branch Creek and helping residents create spaces where birds, butterflies and other wildlife thrive. Volunteer opportunities could include tree plantings, water quality monitoring, and neighborhood cleanup events. Recreational opportunities could include family fishing events, kayak and canoeing, a 5k plogging race, festivals, rubber duck or homemade boat races, and more. IDNR funds will be used to purchase supplies for programs such as water testing kits, rain barrel supplies, fishing equipment, wildlife and habitat education materials, and seeds and native plantings.

The City of Dubuque's in-kind match will include salary and benefits for the following Leisure Services staff: parks manager, horticulturalist, park foreman, and part-time recreation field supervisors. It will also include approximately 72 hours for an engineering assistant to conduct monthly water quality testing (the results will be available on the Beekeepers website and used for educational programming), and approximately 400 hours for the Bee Branch Watershed Flood Mitigation Project communications specialist. The communications specialist will dedicate an average of 5 hours per week to the Beekeepers campaign. This person will perform all communications in-house including media buying, copywriting, website development and design, graphic design, social media, and program and event promotion.

Additional in-kind match includes the Leisure Services recreation winter/spring, summer and fall brochures where all Beekeepers programs will be published, and the existing Bee Branch Watershed newsletter which will promote the

Beekeepers campaign, events, and programs. The Leisure Services department will also supply a \$500 in-kind supply match. The City's \$3,000 cash match is the cost of three interpretive signs what will be installed along the multi-use trail being constructed at the Lower Bee Branch Creek around the 16<sup>th</sup> St. Detention Basin/Bee Branch Pond. This new trail will connect Sycamore St. to E. 12<sup>th</sup> St. and over to the Historic Millwork District.

Through these efforts and more we aim to raise awareness, connect residents to nature through programming, and to inspire people to take action. To take the Beekeepers pledge, participate in a Beekeepers certification program (a volunteer leadership opportunity), and to take specific actions in their day-to-day that will help create a healthier watershed and more resilient community. The DNR funds will provide a solid foundation for establishing an ongoing Beekeepers Program, so after the grant is completed community members can continue to be engaged and have opportunities for learning, fun, and volunteerism in the Bee Branch Watershed.

Budget Year(s):	Click here to enter text.		Match Information		
Budget Category	Total Cost/Item	DNR Request	In-Kind Match <sup>1</sup>	Cash Match <sup>2</sup>	Total Match <sup>3</sup>
Salary & Benefits:	\$35,320		\$35,320	Click here to enter text.	\$35,320
Indirect Costs:	Click here to enter text.		Click here to enter text.	Click here to enter text.	Click here to enter text.
Travel/Training:	Click here to enter text.		Click here to enter text.	Click here to enter text.	Click here to enter text.
Supplies:	\$4,000	\$3,500	\$500	Click here to enter text.	\$500
Publication, distribution, or other media costs:	\$64,150	\$46,500	\$17,650	Click here to enter text.	\$17,650
Contractual:	\$25,000	\$25,000	Click here to enter text.	Click here to enter text.	Click here to enter text.
Equipment (single items greater than \$5,000 each):	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.
Other:	3,000	Click here to enter text.	Click here to enter text.	\$3,000	\$3,000
<b>Totals:</b>	\$131,470	\$75,000	\$53,470	\$3,000	\$56,470
			<b>Total Project Cost:</b>	\$131,470	

Notes:

1. In-Kind Match: Value of local contributions to planned campaign by all partners not provided as cash
2. Cash Match: Total must be a minimum 10% of required match amount
3. Total Match: Total must be at least 40% of DNR request

Example: Max request \$75,000; Total Match required = 40% or \$30,000; Minimum Cash Match required 10% of \$30,000 or \$3000; remaining \$27,000 match required can be provided as a combination of in-kind or cash

Salary & Benefits, Indirect Costs, and Travel/Training categories included for match purposes only. These are not valid categories for DNR Request funds for this grant. Applicants who can demonstrate a higher level of financial and / or in-kind support may be considered as more competitive.

## SECTION 1: Introduction

### 1.1 Purpose

The purpose of this Grant Application Solicitation is to receive Applications from Responsible Applicants to provide the subawarded services described in Section 2 of this document to the Iowa DNR. The Iowa DNR intends to subaward a Contract(s) beginning no later than October 15, 2019 and ending 18 months following the contract start date. As a result of this Grant Application Solicitation, it is anticipated that the Iowa DNR will notify applicants of the intent to award no later than August 30, 2019.

**Background:** In 2015, the University of Northern Iowa (UNI) conducted a survey of Iowa's residents on behalf of DNR to measure public knowledge of water quality and identify potential for behavior change. The next step, as outlined in Objective 2.5 of Goal 2 of Iowa's Nonpoint Source Management Plan (NPSMP), is to develop and execute an educational campaign targeted toward knowledge and behavior gaps identified in the survey. The NPSMP calls for the survey to be replicated after the educational campaign has been underway for approximately 5 years as a way to track progress made by the campaign.

To advance this effort, DNR seeks to grant awards to eligible local entities to develop and implement locally-led, Clean Water Awareness and Education programs. The goal of the educational campaign is to improve public knowledge of and promote actions to reduce nonpoint source pollution and improve water quality. The DNR seeks projects that will employ innovative methods for reaching diverse audiences and stakeholder groups. The first round of Successful Applicants were awarded contracts in December, 2018 and projects are ongoing.

### 1.2 Definitions

For the purposes of this Grant Application Solicitation and the resulting Contract(s), the following terms shall mean:

**"Applicant"** means any Public Entity that submits a Responsive Application to the Iowa DNR in response to this Solicitation.

Each Applicant must identify the fiscal agent for any Contract resulting from this Solicitation, and will be responsible for any reporting requirements and work products. Each Applicant must have a federal DUNS number, which can be obtained here: (<http://fedgov.dnb.com/webform>).

**"Application"** or **"Proposal"** means the Applicant's documentation submitted in response to the Grant Application Solicitation as their request for consideration for grant funding.

**"Contract"** or **"Subaward"** means the subaward contract(s) entered into with the successful Applicant(s) pursuant to this Solicitation. The "subaward" terminology specifically refers to those contracts where the primary grant recipient passes funds through to a subrecipient or contractor, and will be interchangeable with "contract" or "subaward contract" for the purposes of this grant application solicitation.

**"Eligible Applicant"** means any Applicant that is a qualifying Public Entity.

**"Grant"** means the Clean Water Awareness and Education Campaign Grant established by the Iowa DNR using Section 319 of the Clean Water Act grants.

**"Grant Application Solicitation"** or **"Solicitation"** means this solicitation for Grant Applications and any attachments, exhibits, schedules or addenda hereto.

**"Iowa Department of Natural Resources"** or **"Iowa DNR"** means the agency identified on the Grant Application Solicitation cover sheet that is issuing the Solicitation.

**"Public Entity"** includes: county governments, city governments, and Iowa Code Chapters 28E, 28H, and 28I entities.



**“Responsible Applicant”** means an Applicant that has the capability in all respects to perform the requirements of the Contract. In determining whether an Applicant is a Responsible Applicant, the Iowa DNR may consider various factors including, but not limited to: the Applicant’s capabilities and qualifications to provide the goods or services requested, the Applicant’s integrity and reliability, the past performance of the Applicant and the best interest of the Iowa DNR and the State, and the Applicant’s eligibility as a Public Entity.

**“Responsive Application”** means an Application that complies with the material provisions of this Grant Application Solicitation.

**“State”** means the State of Iowa and all state agencies, boards, and commissions.

**“Successful Applicant”** means an Applicant that was recommended for funding and subsequently awarded a contract as a result of this Solicitation.

**“Watershed”** means a geographic area of land, water, plants and animals within the confines of a drainage divide. Watershed boundaries define the aerial extent of surface water drainage to a point and always follow the highest ridgeline around the stream channels and meet at the lowest point of the land where water flows out of the watershed.

**“Watershed Management Authority” or “WMA”** means a watershed management authority formed in accordance with Iowa Code Chapter 466B Subchapter II and that has completed all of its required filings with the Iowa Secretary of State pursuant to the provisions of Iowa Code section 28E.8. Appendix A includes Subchapter II of Iowa Code chapter 466B.

### **1.3 Overview of the Grant Application Solicitation Process**

Eligible Applicants will be required to submit their Applications in electronic format to the Issuing Officer. It is the Iowa DNR’s intention to evaluate Applications from all Responsible Applicants that submit timely Responsive Applications in accordance with Section 3, Evaluation of Applications.

### **1.4 Background Information**

This Solicitation is designed to provide Applicants with the information necessary for the preparation of competitive Applications. Successful Applicants will be expected to work with the Iowa DNR to develop a final product that includes the elements described in Section 2.

The purpose of this Solicitation is to request Applications for evaluation by Iowa DNR to award planning money to Successful Applicants. Total funding for contracts awarded by the Iowa DNR as a result of this Solicitation process is anticipated to be up to \$225,000. The maximum request for award for this Solicitation should be no greater than \$75,000.

### **1.5 Administrative Information**

**1.5.1 Technical Guidance** - The Issuing Officer identified in the Grant Application Solicitation cover sheet is the primary contact for questions about this Solicitation and the submission or document preparation processes.

**1.5.2 Grant Solicitation Timeline** - The dates provided in the Solicitation Timeline on the Solicitation cover sheet are provided for informational and planning purposes only. The Iowa DNR reserves the right to change the dates. If the Iowa DNR changes any of the deadlines for Applicant submissions, the Iowa DNR will issue an addendum to the Solicitation.

**1.5.3 Amendment to the Solicitation** - The Iowa DNR reserves the right to amend the Solicitation at any time using an addendum. The Applicant shall acknowledge receipt of all addenda in its Application. If the Iowa DNR issues an addendum after the due date for receipt of Applications, the Iowa DNR may, in its sole discretion, allow Applicants to amend their Applications in response to the addendum.

**1.5.4 Amendment and Withdrawal of Application** - An Applicant may not amend its Application at any time after the Application is submitted. Applicants must notify the Issuing Officer in writing prior to the due date for Applications if they wish to completely withdraw their Application.

**1.5.5 Costs of Preparing the Application** - The costs of preparation and delivery of the Application are solely the responsibility of the Applicant.

**1.5.6 Submission of Applications** - The Iowa DNR must receive the Application at the Issuing Officer's electronic mail address identified on the Solicitation cover sheet no later than the "Grant Application Due Date" and time listed on the Solicitation cover sheet. This is a mandatory requirement and will not be waived by the Iowa DNR. Any Application received after this deadline will be rejected. It is the Applicant's responsibility to ensure that the Application is received prior to the deadline. Applicants must submit files as Adobe PDF or MS Word documents as described in Section 2 of this Solicitation. Emails containing large files, emails including many recipients or files that are suspected of containing viruses may be rejected by the state's electronic mail system. Applicants are solely responsible for ensuring delivery to the Issuing Officer by the time and date described in this Solicitation, and DNR is not responsible for Applications that may be blocked by filters, restricted by size, or otherwise determined to be undeliverable by the State of Iowa Office of the Chief Information Officer automated systems and administrators.

Applicants must furnish all information necessary to enable the Iowa DNR to evaluate the Application. Applications that fail to meet the mandatory requirements of the Solicitation will be rejected. Oral information provided by the Applicant shall not be considered part of their Application unless it is provided in writing.

**1.5.7 Disqualification** - The Iowa DNR may reject outright and not evaluate an Application for reasons including without limitation:

- The Applicant fails to deliver the Application by the due date and time.
- The Applicant fails to deliver a budget proposal.
- The Application is not compliant with the requirements of the Solicitation.
- The Application limits the rights of the Iowa DNR.
- The Applicant fails to timely respond to the Iowa DNR's request for information, documents, or references.
- The Applicant fails to include any signature, certification, authorization, stipulation, disclosure, or guarantee requested in Section 2 of this Solicitation or in the Certification Letter.
- The Applicant presents the information requested by this Solicitation in a format inconsistent with the instructions of the Solicitation or otherwise fails to comply with the requirements of this Solicitation.
- The Applicant provides misleading, inaccurate, or unbalanced responses.
- The Iowa DNR determines that the content is in any way misleading or inaccurate through a verification process.
- There is insufficient evidence (including evidence submitted by the Applicant and evidence obtained by the Evaluation Committee from other sources) to satisfy the Iowa DNR or any member of the Evaluation Committee that the Applicant is properly qualified to satisfy the requirements of the Solicitation.

**1.5.8 Nonmaterial Variances** - The Iowa DNR reserves the right to waive or permit cure of nonmaterial variances in the Application if they judge it to be in its best interest to do so. Nonmaterial variances include minor informalities that do not affect responsiveness, that are merely a matter of form or format, that do not change the relative standing or otherwise prejudice other Applicants, that do not change the meaning or scope of the Solicitation, or that do not reflect a material change in the requirements of the Solicitation. In the event the Iowa DNR waives or permits cure of nonmaterial variances, such waiver or cure will not modify the Solicitation requirements or excuse the Applicant from full compliance with Solicitation specifications or other contract requirements if the Applicant is ultimately selected. The determination of materiality is in the sole discretion of the Iowa DNR.

- 1.5.9 Application Clarification Process** - The Iowa DNR reserves the right to contact an Applicant at any time after the submission of Applications for the purpose of clarifying an Application or to ensure mutual understanding. This contact may include written questions, interviews, site visits, a review of past performance if the Applicant has provided goods and/or services to the State or any other political subdivision wherever located, or requests for corrective pages in the Application. An individual authorized to legally bind the Applicant shall sign responses to any request for clarification. Responses shall be submitted to the Issuing Officer within the time specified in Iowa DNR's request. Failure to comply with requests for additional information may result in rejection of the Application as non-compliant.
- 1.5.10 Reference Checks** - The Iowa DNR reserves the right to contact any reference to assist in the evaluation of the Application, to verify the information contained in the Application and to discuss the Applicant's qualifications and the qualifications of any subcontractor identified in the Application.
- 1.5.11 Information from Other Sources** - The Iowa DNR reserves the right to obtain and consider information from other sources concerning an Applicant, such as the Applicant's capability and performance under other contracts, the qualifications of any subcontractor identified in the Application, the Applicant's financial stability, past or pending litigation, and other publicly available information.
- 1.5.12 Release of Claims** - By submitting an Application, the Applicant agrees that it will not bring any claim or cause of action against the Iowa DNR or the State based on any misunderstanding concerning the information provided herein or concerning the Iowa DNR's failure, negligent or otherwise, to provide the Applicant with pertinent information as intended by this Solicitation.
- 1.5.13 Evaluation of Applications Submitted** - Applications that are timely submitted and are not subject to disqualification will be reviewed in accordance with Section 3 of the Solicitation. The Iowa DNR and Evaluation Committee will not necessarily select the Applicant(s) offering the lowest cost Application. Instead, the Iowa DNR intends to select the Applicant(s) whose responsive Application the Evaluation Committee believes will provide the best value to the Iowa DNR.
- 1.5.14 Notice of Selection and Acceptance Period** - The Iowa DNR will send a notice of intent to negotiate subaward contracts to all Applicants submitting a timely Application. It is the intent of Iowa DNR that negotiation and execution of the contract(s) shall be completed as described on the cover page of this Solicitation. If the apparent successful Applicant(s) fails to negotiate and deliver an executed contract by that date, then Iowa DNR may extend the negotiation period, or cancel the selection and negotiate a contract(s) with any remaining Applicant(s) that the Iowa DNR believes will provide the best value to the Iowa DNR.
- 1.5.15 Definition of Contract** - The full execution of a written contract shall constitute the making of a contract for the subaward goods and services requested by the Solicitation, and no Applicant shall acquire any legal or equitable rights relative to any contract for goods and/or services until a separate written contract, with terms and conditions acceptable to the Iowa DNR, has been fully executed by the successful Applicant(s) and Iowa DNR. By submitting an Application, each Applicant acknowledges that selection of an Applicant shall not create any contract or other obligation until a separate written contract has been executed as described above.
- 1.5.16 No Minimum Guaranteed** - No guarantee is made that an Applicant(s) will be selected or any contract(s) will be executed as a result of this Solicitation. Iowa DNR will exercise its right to determine and accept all portions of any apparent successful Application, or Iowa DNR may choose to reject all Applications.

## **SECTION 2: Format and Content of Applications**

### **2.1 Instructions**

These instructions prescribe the format and content of an Application. They are designed to facilitate a uniform review process. Failure to adhere to the Application format may result in the disqualification of the Application.

- 2.1.1 The Application shall be typewritten on 8.5" x 11" paper with 1" margins in font size 11 (Arial or Calibri) submitted as a PDF document. If the Applicant is not able to save the document in PDF format, the Application may be submitted in Microsoft Word. To reduce file size and prevent the occurrence of the file being rendered undeliverable by either party's email system due to size, Applicants are discouraged from attaching images unless such images can be adequately embedded in the document.
- 2.1.2 The Application must be submitted to the Issuing Officer via email by the closing date and time of this Solicitation.
- 2.1.3 The Iowa DNR may treat all information submitted by an Applicant as public information per Iowa Code Chapter 22 unless the Applicant designates any information in its Application as confidential. The Applicant will then provide an additional, alternative copy of the Application with confidential information excised with justification based on Iowa Code or other applicable law supporting the confidential designation and an explanation of why disclosure of said information is not in the best interest of the public.
- 2.1.4 The Application shall include the content described in Sections 2.2, 2.4, 2.5 2.6 and 2.10 of this Solicitation.

### **2.2 Certification Letter**

An individual authorized to legally bind the Applicant shall sign the Certification letter, attached to this Solicitation as Attachment 1. The letter shall include the Applicant's mailing address, electronic mail address, DUNS number, and telephone number addressed to the Issuing Officer. A scanned copy of this letter is appropriate for the electronic submission required by this Solicitation.

### **2.3 Table of Contents and Pagination**

The Applicant is encouraged to include a table of contents of its Application and number all pages.

### **2.4 Executive Summary**

The Applicant shall prepare an executive summary and overview of the Scope of Work it is proposing, including all of the following information:

- 2.4.1 An overview of the Applicant's plans for complying with the requirements of this Solicitation.
- 2.4.2 Any other summary information the Applicant deems pertinent.

### **2.5 Scope of Work and Technical Requirements**

The Applicant shall address each requirement in Section 2.10 of the Solicitation as provided for in that Section and explain how it will comply with each requirement. Applications must be fully responsive to each requirement. Unless otherwise noted, merely repeating the requirements may be considered non-responsive and may disqualify the Applicant. Applications must identify any deviations from the requirements of this Solicitation or requirements the Applicant cannot satisfy. Any deviations from the requirements of the Solicitation or any requirement of the Solicitation that the Applicant cannot satisfy may disqualify the Applicant. In addition to addressing the Technical Requirements, Section 2.10 requires the Applicant to provide a work plan describing how the Applicant would accomplish the project.

### **2.6 Financial Assistance Request**

A Financial Assistance Request portion of the Application shall contain a narrative that includes an itemized description and associated costs of all activities required to successfully fulfill the requirements of a Contract resulting from this Solicitation. A minimum 40% Applicant match shall be required of any financial assistance request. The match shall include a minimum 10% of match as a hard-dollar contribution from the Eligible Applicant or other partners, and the remaining match portion may be a combination of staff time / labor, supplies, or other relevant project expenses (soft match or in-kind) the Applicant anticipates providing in order to fulfill the activities of a Contract resulting from this

Solicitation. For example, a \$75,000 financial assistance request would require a local match of \$30,000, with a minimum hard-dollar contribution of \$3,000. The Applicant must demonstrate that it has a positive cash flow, as any Contract entered into as a result of this Solicitation will be on an expense reimbursement basis. The narrative should also describe the purpose and types of any travel; describe, explain and justify any equipment (cost per unit \$5,000 or more); and describe any subcontracts, including the scope of work or services to be provided. The budget template (Attachment 3) included in this Solicitation should be used by Applicants to summarize the narrative and show the cost breakdown.

## **2.7 Overview of Statement of Work Requirements**

The Applicant shall address each requirement in this Section and indicate whether or not it will comply with the requirement. If the context requires more than a yes or no answer or the section specifically indicates, the Applicant shall explain how it will comply with the requirement. Applications must address each requirement. Merely repeating the requirements may be considered non-responsive and may disqualify the Applicant. Applications must identify any deviations from the requirements of this Solicitation or requirements the Applicant cannot satisfy. If the Applicant deviates from or cannot satisfy the requirement(s) of this section, the Iowa DNR may reject the Application.

## **2.8 Definitions**

For a full list of definitions used in this section and throughout the Solicitation, please review Section 1.2.

## **2.9 Applicant Qualifications**

Successful Applicants shall be an eligible Public Entity, and shall be located in the State of Iowa.

## **2.10 Statement of Work**

Each Applicant shall submit a plan demonstrating that the Applicant has funding, personnel, and legal authority to fulfill each of the following requirements before the end of the anticipated Ending Date of any Contract resulting from this Grant Application Solicitation.

The Applicant must explain in writing how it qualifies for funding and how it plans to meet the obligations of the Solicitation in a narrative Statement of Work. The narrative shall provide the following information:

- A written Clean Water Awareness and Education Campaign draft project plan.
- How the Applicant plans to utilize funding for a clean water awareness and education campaign within the limits of the requested time period.
- A detailed implementation schedule with milestones (see Section 4 for an example of how this will be integrated into any eventual Contract).
- An identification of audience, including a description of the targeted region and the watersheds, cities, and counties included in the region.
- A description of the clean water awareness and education campaign strategy, which includes the environmental issues of concern that will be highlighted or otherwise addressed and demonstrates that a local water resource is valued by stakeholders or how the campaign seeks to increase that valuation.
- If a watershed management plan has been developed for the targeted region, the proposal should articulate how the clean water awareness and education campaign aligns with the watershed plan's goals and objectives.
- Goals, outputs, and measures of success should be identified:
  - Goals – Provide a clear and concise statement of the project's goals and objectives.
  - Results of Activities (Outputs) – Describe the anticipated products / results from the accomplishment of work plan activities.
  - Projected Environmental Improvement (Outcome) – Describe the changes or benefits to the environment that are to result from the accomplishment of work plan commitments and outputs.
  - Established Baseline for Measurement – Provide a baseline for measuring the results of the project and discuss how this baseline will be used to determine whether the project resulted in environmental improvement.
- As detailed in Section 2.6 of this Solicitation, the Applicant must include a Financial Assistance Request of no more than \$75,000 and estimate the projected use of those funds by the type of work necessary to create and implement a clean water awareness and education campaign. This estimate shall include a description of the

40% match (minimum 10% of match amount as hard-dollar / cash) dedicated to the project. Applicants who can demonstrate a higher level of financial and / or in-kind support may be considered as more competitive.

- The Applicant must explain how its Application links to the State of Iowa's Nonpoint Source Management Plan (NPSMP). This shall include a discussion of the NPSMP Goal(s), Objective(s), and/or Action Step(s) that will be addressed by the Application. The complete NPSMP can be found online at: <http://www.iowadnr.gov/NPSMP>
- The Applicant must fill out and sign the Certification Letter (Attachment 1) included in this Solicitation.
- The Applicant must complete the Risk Assessment (Attachment 2) included in this Solicitation.
- The Applicant must complete the Budget Template (Attachment 3) included in this Solicitation.

A Contract awarded as a result of this Solicitation will specify that the Contractor provide the DNR with periodic project updates as a condition of completing the grant. Reporting requirements will include providing all reports required by the US Environmental Protection Agency under the authority of Section 319 of the Clean Water Act (CWA), and will include, but may not be limited to, quarterly reporting of project expenditures, planned activities and accomplishments, and completion status of the project. The Contractor shall also be required to comply with all other relevant requirements of other relevant federal statutes, rules and regulations as they pertain to the use of federal funds authorized under Section 319 of the CWA.

While budget information and reports provided to DNR may include data like the number of full-time employees utilized by the Applicant and the salaries paid to such employees, nothing in any ensuing agreement between the DNR and the Applicant, if there is one, shall, or shall be interpreted to, create an employer/employee relationship between the Iowa DNR and such employees. Any employees hired by or contracted to the Applicant to complete the work described in the agreement shall not be employees of the DNR but shall be the responsibility of the Applicant or its member organizations.

## **SECTION 3: Evaluation of Applications**

### **3.1 Introduction**

This section describes the evaluation process that will be used to determine which Application(s) provides the greatest benefit.

### **3.2 Evaluation Committee**

The Iowa DNR intends to conduct a comprehensive, fair, and impartial evaluation of Applications received in response to this Grant Application Solicitation. The Iowa DNR will use an evaluation committee to review and evaluate the Applications.

### **3.3 Overview of Evaluation Process**

The Iowa DNR will conduct a preliminary evaluation of all submitted Applications to determine if they comply with the Format and Content requirements described in Section 3 (i.e. to determine if the Applicant is a responsible Applicant submitting a Responsive Application). Applications that do not comply with the Format and Content requirements may be rejected as unresponsive by the Iowa DNR, without further scoring of the technical Application.

Applications that are deemed responsive by the Iowa DNR will be forwarded to the members of the Iowa DNR evaluation committee for scoring. The Applications will be ranked relative to one another with the top ranking Applicants recommended to receive funding until funding is depleted. Total funding available for distribution to Applicants submitting Applications pursuant to this Solicitation is anticipated to be as much as \$225,000. The maximum amount of funding an individual Applicant may request pursuant to this Solicitation is \$75,000.

### **3.4 Preferences**

Preferences required by applicable statute or rule shall be applied, where appropriate.

### **3.5 Evaluation Criteria**

Evaluation of Applications may include, but will not be limited to, the following criteria, which are not listed in any particular order of importance:

- 3.5.1 Whether and to what extent the proposed Project will benefit the region in which it is located.
- 3.5.2 Whether the Application is designed to develop and implement a Clean Water Awareness and Education Campaign that is targeted, impactful, and sustainable.
- 3.5.3 Project deliverables and program budget must align with the 18-month project timeframe.
- 3.5.4 The method by which specific stakeholder groups will be engaged through the Project, including whether social assessment data will be utilized to craft campaign messaging. Precedence will be given to Projects that are inclusive of diverse socioeconomic and cultural groups.
- 3.5.5 The manner in which the Application encourages and relies upon cooperation among several political subdivisions and other partners to implement the campaign. Applications that require and demonstrate more cooperation of political subdivisions and other partners will be given additional consideration.
- 3.5.6 Cost of goods and/or services required to perform the work described in the Application and whether they are necessary, eligible, allocable and reasonable (in accordance with Federal guidelines) to complete the Project.
- 3.5.7 Creativity and innovation of techniques proposed to accomplish a Clean Water Awareness and Education Campaign.

- 3.5.8 Whether the proposed Project will implement goals and / or objectives of an existing Watershed Management Plan.
- 3.5.9 Potential of the proposed Project to lead to changes in knowledge, awareness, and/or behaviors regarding reducing nonpoint source water pollution.
- 3.5.10 Level of in-kind and / or financial match contributions pledged to the Project, above the minimum required in accordance with this Solicitation.
- 3.5.11 Discussion of how support (i.e., political, technical, public, etc.) for the campaign will be generated and maintained within the region and each of the participating jurisdictions.
- 3.5.12 Whether and how the Applicant's approach might serve as a model for other or new Clean Water Awareness and Education campaigns.
- 3.5.13 The Applicant and / or partners have demonstrated previous water quality messaging or education experience and ability to manage the proposed work.
- 3.5.14 The Applicant demonstrates local capacity to sustain clean water education and awareness beyond the scope of this grant.



## **SECTION 4: Contractual Terms and Conditions**

### **4.1 Preface**

This Grant Application Solicitation is not a contract and does not give rise to any contractual rights, benefits, or obligations. If a contract (subaward) is executed with a successful Applicant, such a contract shall represent the entire agreement between the parties, and no term or provision of this Solicitation shall be construed as part of the formally executed contract. To the extent that this Solicitation describes requirements and provisions with which a successful Applicant may later be required to comply, such terms or provisions will be included in the executed Contract. Any resulting Contract shall be available to the public as part of the public record in accordance with applicable law.

### **4.2 Selection Contingent Upon Contract Negotiations**

The initial selection of an applicant(s) means that the Iowa DNR will negotiate in good faith with the selected applicant(s) in expectation of executing a contract. If the Iowa DNR determines within its sole discretion that it cannot execute a contract with the selected applicant(s), then it may select another applicant(s) based on the next highest score or reissue a Solicitation at a later time.

### **4.3 Duration of Contract Term, and Amendments to Extend Duration of Contract**

The term of the Contract shall be eighteen months, unless terminated earlier in accordance with the terms of the contract. The effective date of the contract shall not precede the date upon which both parties have signed the contract and the date upon which the contract is approved by the Environmental Protection Commission, if such approval is required.

### **4.4 Acceptance of Terms and Conditions**

By submitting an Application, each Applicant acknowledges that to receive Grant funding as a Successful Applicant, they will be required to accept the specifications, terms and conditions of a contract that would result from this Solicitation, without change except as otherwise negotiated during the contracting process or expressly stated in its Application. Exceptions that seek to materially change the General Terms may result in the Application being rendered non-responsive by sole discretion of the Iowa DNR and may result in the disqualification of the Application. An Applicant's failure to state an exception to any provision and propose alternative language may be deemed by the Iowa DNR to constitute Applicant's acceptance thereof. The State reserves the right to refuse to enter into a contract with the successful Applicant(s) for any reason, even after delivery of notice of selection or intent to award a contract.

Applicable General Terms and Conditions are available at the following websites:

- Iowa Department of Administrative Services General Terms and Conditions: <https://das.iowa.gov/procurement/terms-and-conditions>
- EPA Grant Terms and Conditions: <https://www.epa.gov/grants/epa-general-terms-and-conditions-effective-march-29-2016-or-later>

Specific project terms will be negotiated during the contract process as "Special Conditions". Other terms and conditions as stated herein relate only to this Solicitation, and do not extend to other or future contracts a prospective Applicant may currently have or may have in the future with the Iowa DNR, nor do the terms and conditions as stated herein relate to any Iowa DNR subawards or contracts which may be in process.

### **4.5 Deadline for Execution of Contract**

By submitting an Application, each Applicant agrees that any and all contracts resulting from this Solicitation must be negotiated and signed by all parties no later than October 15, 2019 unless such deadline is extended by Iowa DNR in writing. Any failure by a successful Applicant or its third party Applicants to negotiate and sign a contract with the State of Iowa prior to this deadline may result in suspension or termination of negotiations with the successful Applicant, and Iowa DNR may elect to negotiate with any other Applicant.

#### 4.6 Contract Deliverables Template

The following table represents how major tasks will be laid out in any resultant subaward Contracts with Successful Applicants. Referencing this may be helpful to the applicant when establishing Statement of Work components such as outputs, schedules, and milestones.

**Table 1.** Project implementation schedule and milestones

Obligation	Task Milestone Date
<p><b>Task 1: Implement a Clean Water Awareness and Education Campaign:</b> Each Successful Applicant shall produce and deliver to the Iowa DNR a written Clean Water Awareness and Education Campaign draft project plan in fulfillment of this grant application. A final project plan will be submitted as part of anticipated contract requirements, as stated in Milestones, revised as needed to fit anticipated contract language and requirements.</p> <p>The campaign project plan should include but not be limited to the following elements:</p> <ol style="list-style-type: none"> <li><b>1. Executive Summary</b></li> <li><b>2. Identification of Resource of Concern:</b> Targeted watershed, basin, waterbody, or other unit of choice that is impacted by nonpoint source water pollution in the campaign’s focus region.</li> <li><b>3. Identification of Audience:</b> Primary target audience of campaign materials, and an explanation of the target audience’s relationship to the resource of concern.</li> <li><b>4. Identification of Nonpoint Source Pollution Concerns:</b> Description of the nonpoint source pollutant issues that will be the focus of the campaign. These issues could include water quality, erosion and sediment control, agricultural and urban drainage, drinking water, or other water issue central to the Resource of Concern that will be focused on by the campaign.</li> <li><b>5. Project Description:</b> Detailed description of the campaign strategy that will be employed, including a listing of project partners and their respective roles.</li> <li><b>6. Goals, Objectives and Actions:</b> Clear articulation of project goals, objectives, and associated action steps. Include an explanation of how each activity will lead to a measurable increase in knowledge / awareness. A responsible party should be identified for each action item.</li> <li><b>7. Implementation Schedule:</b> Detailed implementation schedule of each activity to be undertaken.</li> <li><b>8. Budget:</b> Project budget, including all sources of match funds (in-kind and cash).</li> <li><b>9. Deliverables:</b> A description of the products (print media, ad buys, educational support materials, etc.) that will be produced as deliverables. (Note that traditional fact sheets and brochures will not rank highly in terms of innovation.)</li> </ol>	<p>Final plan due 45 days after the beginning of the contract period</p> <p>Contracted campaign activities to be completed 45 days prior to the end of the contract period</p>
<p><b>Task 2: Regular Status Updates</b></p> <p><b>Description:</b> Each Successful Applicant shall provide the Iowa DNR with a detailed draft grant implementation schedule in fulfillment of this grant application, with milestones for implementing the Clean Water Awareness and Education Campaign. A final implementation schedule advised by the anticipated contracting process will be due</p>	<p>Quarterly for the duration of the Contract resulting from this Solicitation</p>

<p>with the final project plan at the beginning of the contract (see Task 1, Milestones). Reports against that schedule via written quarterly status updates are expected and will be part of any resulting Contract. Quarterly status updates shall include, but not be limited to: a specific description of how the Applicant has worked toward developing and implementing the campaign including the utilization of funds awarded to the Applicant for purposes of the campaign, updates to the implementation schedule, completions of milestones, and any deviations and / or additions to the schedule.</p> <p>With each quarterly report, the Applicant will also submit examples and / or event reports of any tangible work products produced within the term of the quarter. Any events or distinct activities occurring as part of the campaign will require advance notice of DNR and EPA of at least two weeks, to be detailed in any resulting Contract.</p>	<p>As needed: Announcements of events or specific activities occurring as part of the Campaign</p>
<p><b>Task 3: Final Narrative Report</b></p> <p><b>Description:</b> In addition to fulfilling the requirements of Task 1 above, each Successful Applicant shall provide a final report to the Iowa DNR. This final report shall include a narrative of the process used to develop and implement the campaign, including what activities took place, successes and obstacles (and if and how they were overcome), and a final financial statement. Specific to the requirements of Section 319 funding, the Successful Applicant’s final report shall contain, at a minimum, the following information:</p> <ul style="list-style-type: none"> <li>● the total federal Section 319 funds expended by the project;</li> <li>● a summary of other funds expended on the project;</li> <li>● a summary of accomplishments and objectives by the project during the term of the Contract;</li> <li>● a comparison of actual accomplishments to the objectives established for the project in accordance with the work plan;</li> <li>● if the project objectives were not met, an explanation as to why; and</li> <li>● all other reporting requirements as specified by Section 319 rules, regulations and guidance.</li> </ul>	<p>Due 45 days prior to the end of the contract period</p>