



IOWA DEPARTMENT OF
**AGRICULTURE &
LAND STEWARDSHIP**

Request for Pre-Applications
Iowa Department of Agriculture and Land Stewardship

Water Quality Initiative
Urban Conservation Projects

Pre-Applications are Due:
NO LATER THAN 4:30 PM
FRIDAY, NOVEMBER 21, 2025

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IDALS is accepting pre-applications for projects that demonstrate strong ties to the Iowa Nutrient Reduction Strategy. These projects will focus on adoption and implementation of urban conservation practices that provide nutrient load reductions to water resources in combination with outreach and education components demonstrating how projects will work to support the nonpoint source action items outlined in Section 1 of the Iowa Nutrient Reduction Strategy. The Iowa Nutrient Reduction Strategy can be viewed at <http://www.nutrientstrategy.iastate.edu>.

Applicants should demonstrate the ability to deliver stormwater management strategies and practices. Strong partnerships must be demonstrated with any stakeholders that will be contributing significant resources to the project.

These projects can range from site scale to watershed scale stormwater management practices (a single bioretention cell vs a stormwater wetland). Projects may utilize one or multiple stormwater management practices to manage the water quality improvement goals. The practices must treat for water quality volume, but they may comprehensively manage multiple storm events including the entire unified sizing criteria storms, when possible or practical. This approach can provide large scale water quality and quantity benefits to the applicant.

There continues to be an emphasis on implementing urban conservation practices in communities where these practices have not been utilized to demonstrate their effectiveness to manage stormwater. Outreach and educational activities are also encouraged to inform the public, designers, developers, and city staff about how these practices function to increase adoption across the state. Applicants taking photos before, during, and after practice implementation will assist with the outreach and educational efforts as well as documenting the project progress.

Desired outcomes for these projects will include concentrated efforts to demonstrate urban conservation practices paired with strong outreach/education components to disseminate information on these practices. The education and outreach components will promote increased awareness and adoption of available practices and technologies for achieving reductions in untreated runoff and reductions in nutrient loads to surface waters.

Quarterly progress reports and a final report will be required to document project progress and products as well as to provide aggregate accounting of practice implementation.

Applications will be ranked and selected based on the merits of the proposed project. Projects should implement practices with strong technical merit and be feasible for the proposed sites. Successful projects will serve as local and regional hubs for demonstrating urban conservation practices and providing practice information to other communities. We look forward to working with applicants for these funds to support demonstration projects across the state.

ELIGIBLE APPLICANTS

Cities, counties, county conservation boards, Soil and Water Conservation District (SWCDs), or other units of government, not-for-profit non-governmental organizations (NGO's) authorized by the secretary of state, public water supply utilities or watershed management authorities are eligible to submit applications. Applicants must be able to demonstrate legal authority to construct and maintain practices in the intended location prior to submittal of applications. Due to the nature of this program and the emphasis on implementation of urban conservation practices and documentation supportive of the nutrient reduction strategy, **applicants must** collaborate with IDALS Urban Conservation Program staff. Applicants are also strongly encouraged to partner with stakeholders that will benefit from installation of urban conservation practices and would be able to assist with education and information transfer.

ELIGIBLE EXPENSES

Eligible expenses include:

- Project costs (State funds not to exceed 50% cost) for the design and installation of urban conservation practices that are included in the Iowa Stormwater Management Manual (ISWMM) and designed according to the design guidelines of the ISWMM.
- Other practices (State funds not to exceed 50% cost) included in the Iowa Nutrient Reduction Strategy and designed and implemented according to Natural Resources Conservation Service (NRCS) standards and specifications.
- Outreach/education components such as field days, publications, signs, and informational meetings (within program guidelines and limitations)

PROJECT DURATION

Priority will be given to applications that can demonstrate the ability to rapidly implement the project and practices funded under this RFP. Funds must be targeted for obligation no later than June 30, 2026, with installation completed no later than December 31, 2027. A high-quality project with the possibility of future phases may be eligible for additional funding depending on future funding availability, project quality and project performance. Project funds will be available upon execution of a funding contract with IDALS (anticipate contracts will be in place on or prior to April 1, 2026). Projects cannot incur reimbursable expenses or document match contributions before the funding contract is executed.

DISBURSEMENT OF FUNDS

The Primary Grantee will be responsible for submitting payment requests to IDALS. Expense payments will be made on cost reimbursable basis. The Grantee will submit invoices and/or other required documentation to IDALS for the disbursement of funds. An explanation of the process and the required documentation will be provided to the Grantee by IDALS as part of the project implementation process.

FISCAL MANAGEMENT

The Primary Grantee must include documentation of their ability to provide appropriate fiscal management of the funds requested in the project application. If the group is unable to meet this requirement themselves, they may include documentation of their partnership with an entity that has an appropriate fiscal management structure in place in order to be considered an eligible applicant.

PRE-APPLICATION DETAILS

Pre-applications must be submitted following the format and page limits provided. Maps and letters of support will not count against stated page limits. Letters of support are not required as part of the pre-application but an indication of primary partners and their roles/contribution to the project should be provided. Letters of support documenting partner's roles/contributions will be required if a full application is requested.

Potential applicants must schedule a meeting with an IDALS Urban Conservationist to help formulate strong projects and pre-applications. Urban Conservationists are available to assist from concept phase to application submittal. They can review draft applications and budgets and can assist on practice design guidance to ensure they meet standards. If you are farther along in the design process, please provide detail information in the application. Pre-applications will be reviewed by IDALS, and applicants requested to submit full applications will be notified by December 19, 2025. **Pre-applications must be submitted to be considered for full-application submittal.**

FULL-APPLICATION DETAILS

Full applications will be requested by a select number of pre-applications based on internal review by IDALS. Applicants requested to provide full applications to IDALS will be notified by December 19, 2025, and additional guidance on developing a full proposal will accompany notification. Full applications are due by February 13, 2026.

The projected timeline for the complete application process is detailed below:

- Pre-applications open: September 2, 2025
- Pre-applications due: November 21, 2025
- Selected pre-applications notified: December 19, 2025
- Full-applications due: February 13, 2026
- Selected full applications notified: February 27, 2026
- Anticipated project start date: April 1, 2026

PRE-APPLICATION REVIEW & SELECTION

Pre-applications will be reviewed by IDALS. Notification by IDALS of request to submit full applications will be done by December 19, 2025. Selected applicants will have the opportunity to meet with a representative(s) of IDALS at a mutually agreed upon time and location to discuss the pre- and full-application prior to the full-application due date of February 13, 2026.

Pre-Application Evaluation Factors (points in parentheses- 100 points possible)

- Project reduces stormwater pollutant and nutrient loading to a water resource (20)
- Demonstrated strong partnerships and documented financial and in-kind support as matching funds/resources (20)
- Collaborative outreach/education efforts to increase practice adoption and disseminate information broadly (20)
- Demonstrated ability to implement the project /practices in an efficient manner; readiness to proceed quickly upon project approval (10)
- Practices are designed with strong technical merit (10)
- Projects will have a high visibility, are inviting and intriguing to the public, or are being implemented for the first time in a community or area of the state (10)
- Project includes the implementation of new or innovative practices that provide multiple benefits (5)
- Project evaluation: Are the expected outcomes measurable, and is the evaluation plan suitable for measuring the outcomes? (5)

PRE-APPLICATION ASSISTANCE

For assistance with pre-applications contact the Regional Urban Conservationist for your area or the Urban Conservation Program Coordinator:

- Urban Conservation Program Coordinator
 - Ann Seda – 515-401-4908 or Ann.Seda@iowaagriculture.gov
- Southwestern Iowa
 - Ann Seda – 515-401-4908 or Ann.Seda@iowaagriculture.gov
- Northwestern Iowa
 - Kaitlyn Wagner – 712-732-3096 x309 or Kaitlyn.Wagner@ia.nacdnet.net
- Eastern Iowa
 - Amy Bouska – 319-499-4841 or Amy.Bouska@ia.nacdnet.net
- Central Iowa
 - Jennifer Welch – 515-776-4237 or Jennifer.Welch@ia.nacdnet.net

For additional assistance, please contact the following IDALS Water Quality Initiative staff:

Matt Lechtenberg, Water Quality Initiative Coordinator
515-281-3857 or Matthew.Lechtenberg@iowaagriculture.gov

SPECIAL NOTES

The Iowa Department of Agriculture and Land Stewardship (IDALS) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs and marital or familial status. (Not all prohibited bases apply to all programs.)

Distribution of pre-applications is limited to people involved in the review process but note that all pre-applications and subsequent reports and related information are in the public domain. All reports related to funded projects will be made available to all interested parties in printed, electronic, or other means of communication, without discrimination.

Names, addresses and telephone numbers of the project primary point of contact (from funded projects) may be provided to interested news entities, potential project participants, or organizations for subsequent inquiries. Applications are used in the peer review process and submission of an application establishes consent by the author for appropriate distribution to fulfill review requirements.

Selected applicants of pre-applications will be requested to provide a full application for consideration of funding. Full applications approved for funding will be required to enter into a project contract with IDALS. Sponsors of approved projects will be required to follow project review and implementation guidelines established in the Water Quality Initiative Milestone Checklist provided by IDALS (Attachment A) and enter into a Maintenance Agreement (Attachment B) to ensure the practice remains functional throughout its anticipated lifespan. Please consult with your respective urban conservationists with questions regarding these requirements. Sponsors of approved projects will also be required to submit quarterly and final project reports utilizing forms and guidance provided by IDALS.

PROCEDURE FOR SUBMITTING PRE-APPLICATIONS

Submit one electronic copy of your project application to IDALS. Hard copies of the pre-application will not be accepted without an electronic copy. Arrival date and time of the electronic copy will be used to determine whether an application has been submitted on time. **Pre-applications must be received by 4:30 PM on November 21, 2025.** No information relating to the application submitted after this time will be accepted.

Applications will be accepted by either of the following methods:

1. Submit the electronic copy of the pre-application via flash drive, etc. to the address below:

*Iowa Department of Agriculture and Land Stewardship
Division of Soil Conservation and Water Quality
c/o Ann Seda
1305 E. Walnut Street
Des Moines IA 50319*

2. Submit the electronic file containing your application in an attachment by e-mail addressed to Ann.Seda@iowaagriculture.gov and copy the Urban Conservationist you have been working with. The file size limit for submission of applications by e-mail is 30MB in size. File submissions via FTP or file sharing site may be accepted provided IDALS can access and download the application. If you plan to submit via FTP or file sharing site, please follow up via phone to ensure that your application has been received prior to the application deadline. If you need assistance submitting your pre-application, please contact Ann Seda at 515-401-4908 or Ann.Seda@iowaagriculture.gov.
3. All applicants submitting applications will be sent an email confirmation as listed on the pre-application form acknowledging receipt of the pre-application.

WATER QUALITY INITIATIVE TARGETED DEMONSTRATION WATERSHED PROJECTS PRE-APPLICATION FOR FUNDING ASSISTANCE

Iowa Department of Agriculture & Land Stewardship

Proposal Cover Sheet: (1 page maximum)

Provide the following information on the Proposal Cover Sheet. Additionally, include the title, printed name, and signature of the Authorized Individual (*as applicable*) authorizing submission of the proposal.

1. Project Title:

Applicant Entity:

Contact Person:

Address:

Phone:

E-mail:

Authorized Representative Signature: _____

2. List the name, location, and the importance of the surface water that will benefit from this project:

3. Include a listing of project partners at the time of pre-application:

4. Provide a total budget summary, utilizing the format shown here:

	IDALS Request	Applicant Contributions	Partner Contributions	Total Budget
April 1, 2026 – June 30, 2026				
July 1, 2026 – June 30, 2027				
July 1, 2027 - December 31, 2027				
Overall				

Executive Summary (max 125 words):

Pre-Proposal Narrative: (2 page maximum)

Provide a brief narrative on the following items:

- Describe the primary components/practices that will be installed by this project. Include general watershed information such as soils, land uses, drainage area, and impervious cover. Maps do not count toward page maximum.
- Describe the primary anticipated benefits from each partner and benefits to residents in the watershed.
- If there will be other / future phases of this project or if the things that would be funded by this application are part of a larger scale project, describe the larger project and how this application fits in or compliments other aspects of a larger project.
- Describe how the project will be evaluated to determine if anticipated benefits are realized.
- Describe the education/information program that will be implemented as part of the project and anticipated budget.

Provide a description of each practice utilizing the format shown here (Table will not count towards the two-page maximum):

Practice #1: (provide name and description of practice)	IDALS: (IDALS budget contribution to practice)
	TOTAL: (Includes applicant, partner, and IDALS contributions)
Practice Details: (provide a general description of the location, preliminary water quality volume calculations, design status, permits required, and current permit status)	
Practice #2: (provide name and description of practice)	IDALS: (IDALS budget contribution to practice)
	TOTAL: (Includes applicant, partner, and IDALS contributions)
Practice Details: (provide a general description of the location, preliminary water quality volume calculations, design status, permits required, and current permit status)	
Practice #3: (provide name and description of practice)	IDALS: (IDALS budget contribution to practice)
	TOTAL: (Includes applicant, partner, and IDALS contributions)
Practice Details: (provide a general description of the location, preliminary water quality volume calculations, design status, permits required, and current permit status)	

Do not need to submit this with the application.

Attachment A

Water Quality Initiative Urban Demonstration Milestone Checklist

Applicant Name _____

WQI Contract Number _____

Technical Advisor _____



1. Project initiation meeting held (date) _____
2. Design concept sent to Technical Advisor (date) _____
 - Design concept approved by Technical Advisor (date) _____
3. Communication plan/project timeline prepared by applicant and sent to Technical Advisor
 - Communication plan and project timeline approved by Technical Advisor (date) _____
4. 30% plans and specifications sent to Technical Advisor (date) _____
 - 30% plans and specifications approved by Technical Advisor (date) _____
5. 60% plans, specifications, and design review checklists sent to Technical Advisor
 - 60% plans, specifications, and design review checklists approved by Technical Advisor (date) _____
6. Maintenance plan prepared and submitted to grant applicant and Technical Advisor
 - Maintenance plan approved by Technical Advisor and Grant Applicant (date) _____
7. Pre-Bid plans and specifications sent to Technical Advisor (date) _____
 - Pre-Bid plans and specifications approved by Technical Advisor (date) _____
8. Final plans, design review checklists, and specifications sent to Technical Advisor (date) _____
 - Final plans, specifications, and design review checklists approved by Technical Advisor (date) _____
9. Confirm with project partners to ensure minimum of 50% matching dollars and other funding sources requirements are met (date) _____
10. Pre-construction meeting scheduled and Technical Advisor invited (date) _____
11. Interim inspections scheduled with the Technical Advisor
 - Stage _____ Date _____
 - Stage _____ Date _____
 - Stage _____ Date _____
12. Final inspection scheduled with Grant Applicant, Design Consultant, and Technical Advisor. (date) _____
13. Project Certified as Complete (date) _____ (signature) _____
14. Project payment and closeout (date) _____
15. Ensure outreach goals have been met from the initial application (date) _____

Example Urban Practice Maintenance Agreement for Permeable Paver Installation*(Please note that Agreement activities, conditions and duration will vary by practice type)*

Water Quality Initiative Permeable Pavers Maintenance Requirements		
Activity	Schedule	Responsible Persons
Clean the permeable pavers by using vacuum truck to vacuum the joints between the paver blocks to keep them free of debris	Minimum of twice a year in spring and fall, but more often is encouraged	City of Example – Street Department
Inspect the permeable paver system to ensure the area is free of excessive debris, organic matter, or sediment	Spring and fall each year	City of Example – Stormwater Manager
Inspect surface of permeable paver system for any deterioration, settlement, lifting, or cracking of blocks. Repair any settling/raising blocks and replace deteriorating or cracked blocks	Spring and fall each year	City of Example – Stormwater Manager
Inspect the permeable paver system for vegetative growth in-between paver blocks. Vegetation growth is indication of excess particulate matter buildup and vacuuming is most likely needed	Monthly	City of Example – Street Department
Inspect outlet of the subdrain to ensure it is not obstructed, free flowing, and not scouring out the lakeshore below it	Monthly	City of Example – Street Department
After a rainfall of at least an inch inspect permeable pavers to ensure there is no standing water	As needed	City of Example – Stormwater Manager
Prevent anyone from stockpiling building or construction materials directly on paver system. If materials have to be stockpiled place a tarp or another solid material underneath materials to protect pavement.	As needed	City of Example – Stormwater Manager
Only apply de-icing agents during winter months, never apply sand	In perpetuity	City of Example – Street Department

I certify the City of Example commits to the specific work elements in this plan for the duration of **10 years** from date of the practice certified as completed.

 Signature

 Title

 Date