



The Iowa Department of Natural Resources (DNR) is committed to preserving and enhancing Iowa's natural resources for today's generation and protecting those resources for posterity. The DNR strives to make Iowa a preferred place to live, recreate, and do business by providing access to natural areas and promoting nature-based activities. This is partly accomplished by fostering collaborative partnerships with citizens, industry, and federal, state and local governments. DNR's success is due, in large part, to the fact that its employees work hand-in-hand within the communities they serve.

DNR works diligently to educate and empower all citizens on the significance of, and benefits that derive from, Iowa's natural resources. At all times, the DNR strives for excellence and stays focused on its founding purpose and Mission.

DNR Mission: To conserve and enhance our natural resources in cooperation with individuals and organizations to improve the quality of life in Iowa and ensure a legacy for future generations.

DNR Vision: Leading Iowans in caring for our natural resources.

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Within the Iowa Department of Natural Resources, there are individual staff members, as well as two divisions and a Director's office, which fulfill vital roles for the Department, and most importantly for the citizens of Iowa. Those staff members work as liaisons between DNR employees, Iowans, media and legislators. Every day, the Director's office field inquiries from both citizens and media, and collaborate with employees and assist other state departments and branches of government to serve, give back and fulfill the department's mission.

DIRECTOR'S OFFICE

Kayla Lyon, Director

The Director serves as the head of the Department of Natural Resources. The Director is appointed by the Governor and confirmed by the Iowa Senate.

Kayla Lyon was appointed Director of the Department of Natural Resources in July 2019. Before joining the Department, she served as the agriculture and natural resources policy advisor for Governor Branstad and Governor Reynolds before Governor Reynolds asked her to serve as her legislative liaison for the 2019 General Assembly.



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Deputy Director & Executive Officer

The Deputy Director is responsible for coordinating and consulting with the Director related to Departmental priorities, initiatives, goals and objectives. The Deputy Director supervises the Executive Officer, Division Administrators for the Conservation and Recreation Division and the Environmental Services Division, Budget and Finance, Customer and Employee Services, Communication, Outreach and Marketing and Legal Bureaus.

The Executive Officer assists on daily tasks and operations hand-in-hand with the Director and the Deputy Director.

Legislative Liaison

The DNR has one legislative liaison who serves as the contact for legislators and legislative staff requests for information. The liaison analyzes legislation for department impacts and helps educate legislators, stakeholder groups and other lobby interests on Department positions on proposed legislation. During non-session time, the liaison attends stakeholder meetings and other departmental priorities to maintain partnerships/relationships.

COMMISSIONS

The Director works closely with the Natural Resource Commission and Environmental Protection Commission.

Environmental Protection Commission

The Environmental Protection Commission (EPC) is a panel of nine citizens who provide policy oversight over Iowa's environmental protection efforts. EPC members are appointed by the Governor and confirmed by vote of the Senate for four year terms. The EPC meets monthly, generally the third Tuesday of each month.

Natural Resource Commission

The Natural Resource Commission (NRC) consists of seven citizens, appointed to four year terms by the Governor and confirmed by the Senate. The Commission reviews and approves hunting and fishing administrative rules, public land projects construction projects; general business contracts; leases; and grants. The commission meets monthly, generally the second Thursday.

Legal Services Bureau

The DNR Legal Services Bureau provides legal advice to department staff and the Natural Resource Commission, Environmental Protection Commission, and the State Advisory Board for Preserves. The Legal Services Bureau consists of a bureau chief (titled as DNR General Counsel) and nine staff attorneys. Staff attorneys provide general counsel and enforcement support to assigned programs; each attorney is a subject matter expert in a particular area of either natural resources or environmental law. Staff attorneys research and deliver legal opinions, both oral and in writing, to their clients. They draft or review administrative rules, legislation, and contracts. Finally, staff attorneys respond to legal questions from the general public.

Budget and Finance Bureau

The Budget and Finance Bureau is responsible for all financial operations of the Department. The Bureau is responsible for all accounts payable and receivable, schedule, and coordinate major construction procurement (projects over \$100,000) and minor construction procurement (projects under \$100,000) through solicitation of formal and informal sealed bids and provide statewide oversight to ensure the Department's capital assets totaling more than \$600 million and over 668 state-owned vehicles are properly inventoried, depreciated, and managed. This bureau is also the direct liaison with 10 federal grant agencies (U.S. Fish and Wildlife Service; U.S. Environmental Protection Agency; U.S. Forest Service; National Park Service; U.S. Coast Guard; U.S. Department of Defense; U.S. Geological Survey; U.S. Army Corps of Engineers; Natural Resource Conservation Service; and the Federal Emergency Management Agency) in order to manage single and multi-year federal grants totaling more than \$50 million, including ensuring fiscal and program compliance, preparation and timely submission of reports, tracking expenditures, and preparing draws. They also administer over 200 grants and agreements annually to ensure recipients understand and follow all state and federal program rules and regulations.



Customer and Employee Services Bureau

The Customer and Employee Services Bureau (CESB) supports both the business-related needs and internal functions within the DNR as well as provides quality service and support to the general public. This bureau provides the main oversight and management of the Go Outdoors Iowa electronic licensing system used to sell 360 types of outdoor recreation and commercial privileges to the public and processes nearly 1.3 million privileges annually, 340,000 boat renewals and registrations during a three year renewal cycle and approximately 80,000 off highway vehicle (OHV) and snowmobile registrations and renewals annually.

CES.1 - Health & Safety

Opportunity: The Department considers no aspect of its daily operations more important than the health and safety of its employees. Coordination, planning and communication includes considerations for full-time and seasonal employment while being responsive to the varied needs and requirements of such a diverse workforce.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR will hire a diverse and highly-skilled workforce and ensure employees' success by providing training, necessary equipment and investing in evolving technology.

Measure Code: 542_67001_003

Bureau Goal	Measure	Metric	
		Target	Actual
Health and safety training is provided to protect staff from injury and illness on the job and ensure compliance with occupational health and safety regulations.	Percent of Department staff (full-time and seasonal) current with basic levels of health and safety training as per position requirements.	100% Compliance	

Data Source: Customer Service Training Officer and H&S staff: Workday Reports

Communication, Outreach and Marketing Bureau

The Communications, Outreach and Marketing Bureau provides programs, education, public information and training to engage the public in the enjoyment and conservation of Iowa's natural resources. The bureau manages the DNR's website, social media, Iowa Outdoors magazine, and marketing efforts to inform the public about environmental regulations, events, and opportunities for public engagement.

Additionally, the bureau administers educational programs that promote shooting sports and archery education among youth in Iowa. The programs provide opportunities for students to learn about firearm safety and archery skills, as well as develop self-discipline, sportsmanship, and teamwork. The Iowa DNR offers boating, paddling, and hunting safety programs to promote responsible outdoor recreation.

COM.1 - Conservation Education

Opportunity: Teaching young Iowans about the natural world in their backyard is key to building curiosity, knowledge, and skills about the environment and conservation. The time-proven effective programs and activities not only meet the grade-level science and math standards but also support current STEM initiatives, making a tangible difference in the lives of young learners.

Governor's Priority:

- Student-Focused Education from PreK-12

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will develop and implement accessible and informative environmental and natural resource programs to encourage conservation and promote recreation.
 - All Iowans will have access to open spaces, know where to find them, and what they have to offer.

Measure Code: 542_25100_005

Bureau Goal	Measure	Metric	
		Target	Actual
Work in partnership with formal education systems to grow understanding of conservation and participation in the outdoors through programming delivered to pre-K through high school.	Maintain numbers of students reached through conservation programs.	80,000 students reached.	

Data Source: Project WILD, Aquatic and Growing Up programs.

Baseline: 80,120 students received conservation programming in 2023

DNR Website Resource: <https://www.iowadnr.gov/programs-services/education-learning/classroom-teacher-resources>

The Department partners with schools providing resources and materials to assist teachers both in the classroom and as they venture out on school sponsored field trips. In addition, the Department works with a variety of after-school clubs and organizations to broaden the reach, in order to help youth connect with the outdoors.





COM.2 - Marketing

Opportunity: The Department provides information and opportunities through a variety of networks and platforms to engage with Iowa’s recreational users. For those that hunt or fish, digital marketing campaigns help elevate awareness of educational offerings, license opportunities and season opening reminders among others. Recent data shows that seasonal email and automated marketing campaigns have very successful delivery and open rates, which has the Department currently exceeding the industry average for click-through rate (CTR). CTR is a common industry performance metric to assist marketers in gauging the effectiveness of digital ad campaigns driving users to visit a brand’s website and move farther into purchase or action.

Governor’s Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_25100_001, 002, 003

Bureau Goal	Measure	Metric	
		Target	Actual
Connect with recreational users, primarily hunters and anglers, to provide updates and information relevant to their interests and outdoor recreational pursuits.	Utilizing email campaigns, automated marketing and direct ad purchases, the department will strive to create content that meets or exceeds the industry average for click-through rate (CTR).	Seasonal email and automated marketing: 1% CTR Industry Average is .3%	

Data Source: Go Outdoors Iowa Electric Licensing System

Baseline: In 2023 -Seasonal Email - 92.1% Delivery Rate, 38.69% Open Rate, 1.08% CTR -Automated Marketing - 93% Delivery Rate, 43.7% Open Rate, 1.16% CTR - Social Media Ad Purchase - .5%CTR

COM.3 - Records Digitization

Opportunity: Over the last 5 years the Department has prioritized digitizing files located in the records center of the the Central Office, formerly located in the Wallace State Office Building. Work flow and application submission is conducted primarily through electronic systems, thus a need to retrieve and review documents more efficiently by staff and interested publics when requested.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_25100_004

Bureau Goal	Measure	Metric	
		Target	Actual
By the end of 2025 all active physical records, located with the Central Office, will be digitized to improve employee productivity and customer engagement.	Physical records will be digitized at a pace of approximately 7,500 documents monthly, a 20% increase in total overall in accessibility to records by end of FY25.	20% increase	

Data Source: Iowa DNR Records Center

Baseline: In 2024, 90,550 physical records scanned. An increase of 19.8% over the records scanned the previous year.

DNR Website: <https://programs.iowadnr.gov/documentsearch/>

COM.4 - Customer Engagement

Opportunity: In a digital-first era, natural resource agencies and park and recreation organizations need to get information to platforms that are easy for Iowans and future Iowans to find. Users use these resources to find new places to go, learn how to use new tools to help make their experiences more productive or fun, or finding a “partner” in which to participate in the activity with. Engagement rates depict how engaging the social media posts based on how many people have seen the post and have interacted with it. It also signifies the degree of relevant, interesting and valuable content provided. The Department significantly outpaces industry averages across all social media metrics.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code:

- 542_25100_006

Bureau Goal	Measure	Metric	
		Target	Actual
The Department's goals for use of social media is to grow customer and resident relationships, build the DNR brand and engage, inspire and encourage Iowans.	Through all of the Department's social media offerings, maintain an engagement rate that is consistent with, or exceeds industry standards.	5%	

Data Source: Analytics

Baseline: In 2024, results were 4.20%.

CONSERVATION & RECREATION DIVISION

The Conservation and Recreation Division (CRD) consists of the Division Administrator (DA), one Executive Officer, a Health and Safety Coordinator, the State Forester, and the Chiefs of five Bureaus: Fisheries, Land and Waters, Law Enforcement, State Parks, and Wildlife, who oversee the DNR's management of state-owned recreation lands and waters and associated infrastructure throughout Iowa. The CRD Management Team helps set policies and budgets, and ensures the bureaus are working together to optimize the resources each brings to the table.

CRD.1 - Resource Enhancement & Protection (REAP)

Opportunity: Funds received in the Resource Enhancement and Protection Fund go into eight different programs managed by Iowa's Department's of Ag and Land Stewardship, Transportation, Administrative Services and Natural Resources based upon percentages that are specified in the law. Annually, agencies provide the REAP Coordinator data for program expenditures. That data is logged and reports generated for each county of Iowa. Reports include expenditures from 1989 through current year and are placed on the Department of Natural Resources website			
Governor's Priority: <ul style="list-style-type: none"> Saving Iowans Money 			
DNR Strategic Goal: <ul style="list-style-type: none"> Iowans will connect with nature and have a healthy and safe environment for work and play. 			
Measure Code: 542_16101_001			
Bureau Goal	Measure	Metric	
		Target	Actual
The department shall provide Iowans information regarding resource enhancement and protection expenditures.	Number of REAP Expenditure by County Reports will be placed on the Department's website by the end of each calendar year.	99 Reports Complete	
Data Source: REAP Expenditures Baseline: In 2024, 99 Reports were complete DNR Website Resource: https://www.iowadnr.gov/programs-services/resource-enhancement-protection-reap/reap-county-expenditures-data			



Forestry Section

The Forestry Section works to help Iowans and local governments expand and care for the state's roughly 2.8 million acres of rural and urban forests. In addition, the Forestry Section manages a State Forest Nursery that provides at cost seedlings to enhance, protect, and restore Iowa's forest resources. The Forestry Section is comprised of urban forestry, forest health, land stewardship, forest legacy, fire training and management, and the bonded timber buyer program.

FORESTRY.1 - Forest Health

Opportunity: Proper forest management, forest diversity, pest monitoring and pest control or eradication will help preserve Iowa's forests for future generations. Aerial surveys mapped a total of 1,264,906 acres to determine forest health problems and potential management plans. Ground confirmations were conducted to resolve any issues identified in the aerial survey. District foresters worked with impacted landowners on appropriate salvage and reforestation efforts in areas with oak wilt, Dutch elm disease, oak tatters, aspen decline, bur oak blight storm, and flood damage.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR's divisions, bureaus and sections will work together to ensure the effective implementation of environmental and conservation goals.
 - Data and sound science will inform decision making.

Measure Code: 542_16103_002, 003, 004

Bureau Goal	Measure	Metric	
		Target	Actual
<i>*Forest Action Plan Goal</i> Maximize forest health and productivity. <ul style="list-style-type: none">▪ Protect the forests from current and future threats.	In order to determine the status, changes, and trends in forest health conditions, maintain a consistent number of survey traps for spongy moth and walnut twig beetle and the number of maples surveyed for Asian long horned beetle.	- 4,000 Spongy Moth - 500 Walnut Twig Beetle Traps - 5,000 Maples Surveyed	

Data Source: Forest Health Program Data

Baseline: In 2023, 3,445 spongy moth traps; 604 twig beetle traps; 7,582 maples examined

DNR Website Resource: <https://www.iowadnr.gov/programs-services/forestry-resources/forest-tree-health>

FORESTRY.2 - State Forest Nursery

Opportunity: Trees provide an incredible array of benefits, including: food and habitat for wildlife and pollinators; reduced soil erosion along streambanks and waterways; reduced heating and cooling costs for homes and other buildings; cleaner water through removal of chemicals such as nitrogen and phosphorous; cooler temperatures, cleaner air and reduced noise pollution in towns and cities and aesthetic and other benefits. With the onslaught of tree loss due to insects and disease and recent weather events such as the derecho storm, repopulating our public/private lands and communities with trees is critical.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_16103_005

Bureau Goal	Measure	Metric	
		Target	Actual
<i>*Forest Action Plan Goal</i> Strategically Grow Iowa's Forests <ul style="list-style-type: none">▪ Expand public and private forest land.▪ Use trees and forests to grow Iowa's economy and improve the health and wellbeing of Iowans.	Number of State Forest Nursery tree sales maintained or slightly increased annually.	1 Million trees and/or shrubs sold and distributed	

Data Source: Nursery Sales Reports

Baseline: In 2024, 886,401 trees and shrubs sold.

DNR Website Resource: <https://www.iowadnr.gov/programs-services/forestry-resources/state-forest-nursery>

Watering tree seedlings at the State Forest Nursery located in Ames, Iowa





FORESTRY.3 - Urban & Community Forests

Opportunity: The Urban and Community Forestry Program continues to provide technical, educational and financial assistance to communities, individuals and organizations. The main components of assistance continue to be tree inventories, forestry management plans and emerald ash borer (EAB) preparation especially in communities under 5,000 in population. Loss in urban tree canopy from disease, pests and derecho type events adds significant planning and cost to individuals and communities when those trees have to be removed.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_16103_001

Bureau Goal	Measure	Metric	
		Target	Actual
<i>*Forest Action Plan Goal</i> Strategically Grow Iowa's Forests. <ul style="list-style-type: none"> ▪ Expand public and private forest land. ▪ Use trees and forests to grow Iowa's economy and improve the health and wellbeing of Iowans. 	Maintain, at a minimum, current levels of community assistance provided across Iowa.	300 communities served	
		100 projects	

Data Source: Community Forests Program

Baseline: FY2023 302 Communities; 100 projects provided federal assistance

DNR Website Resource: <https://www.iowadnr.gov/programs-services/forestry-resources/urban-forestry>

State Parks, Forests and Preserves Bureau

The State Parks, Forests and Preserves Bureau oversees 70 of Iowa's state parks and recreation areas and 10 state forests, which encompass over 95,000 acres. Another 20 state parks are managed by other local political entities. The State Preserves System consists of 97 preserves encompassing 10,795 acres. State parks, recreation areas and forests are some of Iowa's most special places and provide outstanding natural resources and a multitude of recreational opportunities. Staff in this bureau provide natural resource management, recreation planning and development, facility and grounds maintenance, interpretation, law enforcement, park management, public outreach, and grant, program and policy administration.

PPF.1 - Asset Inventory, Key Performance Indicator

Opportunity: State Park asset data is currently held in multiple systems/spreadsheets within the agency. In order for alignment to a larger Division/Bureau strategic imperative that considers fiscal prudence, risk management and return on investment, data needs to be compiled into one system. Once compiled and assessed for accuracy and completeness, DNR can assess viability of assets, scheduling of capital improvements and routine maintenance. This will allow for the development of a comprehensive operational and capital asset management plan in order to protect the health and safety of Iowans and the resource.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR will innovate and adapt to change through the use of continuous improvement processes.
 - Data and sound science will inform decision making.
 - DNR Resources will be strategically allocated to ensure core business is prioritized.

Measure Code: 542_58001_005

Bureau Goal	Measure	Metric	
		Target	Actual
Ensure facilities, amenities and resources are well-maintained to prolong the lifespan and historic protection, or improved for safety and accessibility for park visitors.	With 1,860 assets on inventory for Iowa State Parks, Forests and Preserves, 60% will be compiled, assessed and entered into a new system for completeness and accuracy by end of Fiscal Year 2026.	558 Assets Correct and Accurate in FY2026, additional & Entered into System	

Data Source: State Parks, Forests and Preserves Bureau; Number of assets reviewed and marked as complete monthly

Baseline: Estimate complete and accurate in Fiscal Year 2025 meets/exceeds 558 which was the target number.

FPF.2 - Derelict/Underutilized Buildings

Opportunity: Currently Iowa State Parks has a total of 105 derelict/underutilized/abandoned/unsafe assets in the system. All efforts are made to dispose of assets through other available options, such as offering at auction for removal, however if attempts are not successful, demolition is the remaining solution in order to protect the health and safety of staff and visitors to parks. Use of Legislatively appropriated infrastructure funds for demolition of assets is not permitted unless the asset will be replaced with new and/or alternate structure. Underutilized assets with no replacement planned, or needed, must be demolished with operational funds. Targets set for this KPI are within what can be achieved with current, available funding.			
Governor’s Priority: <ul style="list-style-type: none">Saving Iowans Money			
DNR Strategic Goal: <ul style="list-style-type: none">Iowans will connect with nature and have a healthy and safe environment for work and play.			
Measure Code: 542_58001_007			
Bureau Goal	Measure	Metric	
		Target	Actual
Iowa State Parks, Forests and Preserves strive to protect resources (cultural and natural) with a combined focus on safety for the recreational pursuits of it’s visitors.	Number of derelict/underutilized/abandoned/unsafe vertical infrastructure assets removed to protect the health and safety of staff and visitors in Iowa State Parks.	2 Assets	
Data Source: State Parks			
Baseline: In 2024, 2 Assets			

Iowa’s first state park was Backbone State Park. The boat house is one of the most iconic park assets in the system..



PFPP.3 - State Park Wastewater System Infrastructure

Opportunity: Iowa State Parks provide recreational opportunities for around 13.5 million people each year. Beyond recreational activities (hiking, biking, camping, fishing) each park also maintains and operates horizontal infrastructure similar to municipalities such as roads, water and wastewater facilities. As required of all horizontal infrastructure, it has to meet compliance requirements of the Clean Water Act, permitted through the Department’s NPDES Program. Currently, Iowa State Parks has 26 wastewater systems and 27 water treatment systems that need to maintain or achieve compliance with NPDES or SDWA and 14 wastewater systems are non-compliant following new permit requirements. Where applicable, connecting to rural or municipal water and wastewater supply systems is the long-term goal.

Governor’s Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_58001_008

Bureau Goal	Measure	Metric	
		Target	Actual
Iowa State Parks, Forests and Preserves strive to protect resources (cultural and natural) with a combined focus on safety for the recreational pursuits of it’s visitors.	With available funding, in order to achieve compliance with NPDES by the year of 2034, bring 2 wastewater systems into compliance annually.	2 WW System Under Construction or Complete Annually	

Data Source: State Parks

Baseline: In 2024, 1 waste water system under construction.

Family enjoying the campfire at Wapello State Park

An estimated 13.5 million people visit Iowa’s State Parks per year.



PFP.4 - Snowmobile Fund

Opportunity: The department has an agreement with the Iowa Snowmobile Association for the transfer of 70% of those funds. The Association can draw on those funds when they are ready to utilize them in the grant program they administer.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_16102_001

Bureau Goal	Measure	Metric	
		Target	Actual
Work in partnership with the Iowa Snowmobile Association to fulfill requirements of snowmobile registration funds collected.	Percent of funds received in the Snowmobile Registration Fund are transferred to political subdivision or an incorporated private organization for distribution through snowmobile-related grants, cost-share agreements, or contracts. (per 571.47.10)	70% of funds available for transfer	

Data Source: State Parks

Baseline: In 2024, 70% of funds were transferred

PFP.5 - Off-Highway Vehicle Fund

Opportunity: The Department has an annual grant program for Off-Highway Vehicles and annually 50% of the funds are available for applications that meet requirements of 571.28. Any funds remaining after eligible grant requests have been awarded stay in the fund for future grant rounds.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.

Measure Code: 542_31100_001

Bureau Goal	Measure	Metric	
		Target	Actual
In partnership with the Iowa OHV Association and local riding clubs, create opportunities through grants for development of areas that are safe and enjoyable for recreational users.	Percent of registration revenues received in the All- Terrain Vehicle Fund are distributed through grant programs for construction or maintenance of riding areas or trails for ATV riding. (per 571.28)	50% Available for Grant Programs	

Data Source: State Parks

Baseline: In 2024, 50% of the funds were available; for grants.

Fisheries Bureau

The Fisheries Bureau manages nearly 71,000 miles of streams and 300,000 acres of Iowa waters to improve fishing and recreational opportunities for more Iowans in more places. Iowa's fishing opportunities are as diverse as the species of fish you can catch. More than 150 million fish are stocked each year into Iowa waters. Most of the walleyes, muskellunge, trout, and channel catfish in our lakes began their life in DNR hatcheries.

Fish.1 - Aquatic Vegetation Management

Opportunity: Conditions in ponds, lakes and river systems are highly variable hindering a one-size fits all approach for management. For continued success of Iowa's fishery, management of aquatic vegetation, both native and invasive, is critical and water clarity can be improved with optimal vegetative cover. The Department focuses on state-owned resources but assists communities and landowners with best practices and resources.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR's divisions, bureaus and sections will work together to ensure the effective implementation of environmental and conservation goals.
 - Data and sound science will inform decision making.

Measure Code: 542_61104_003

Bureau Goal	Measure	Metric	
		Target	Actual
Improve water quality and physical habitat in lakes, rivers, and streams.	Number of public waterbodies treated per the vegetation management plan (herbicide treatment and vegetation removal).	*50 Waterbodies	

Data Source: Fisheries Bureau Reporting

Baseline: Treating 50 waterbodies on average.

*If non-native or native plants do not emerge due to environmental factors then no treatment necessary.

Fish.2 - Fish Local!

Opportunity: Many Iowa communities are growing with city parks and residential areas including existing and new opportunities for community fishing ponds. In order for these resources to thrive, city managers and community leaders need tools and tips and financial resources, such as grants, in order to manage the resource and create opportunities.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - All Iowans will have access to open spaces, know where to find them, and what they have to offer.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61104_004

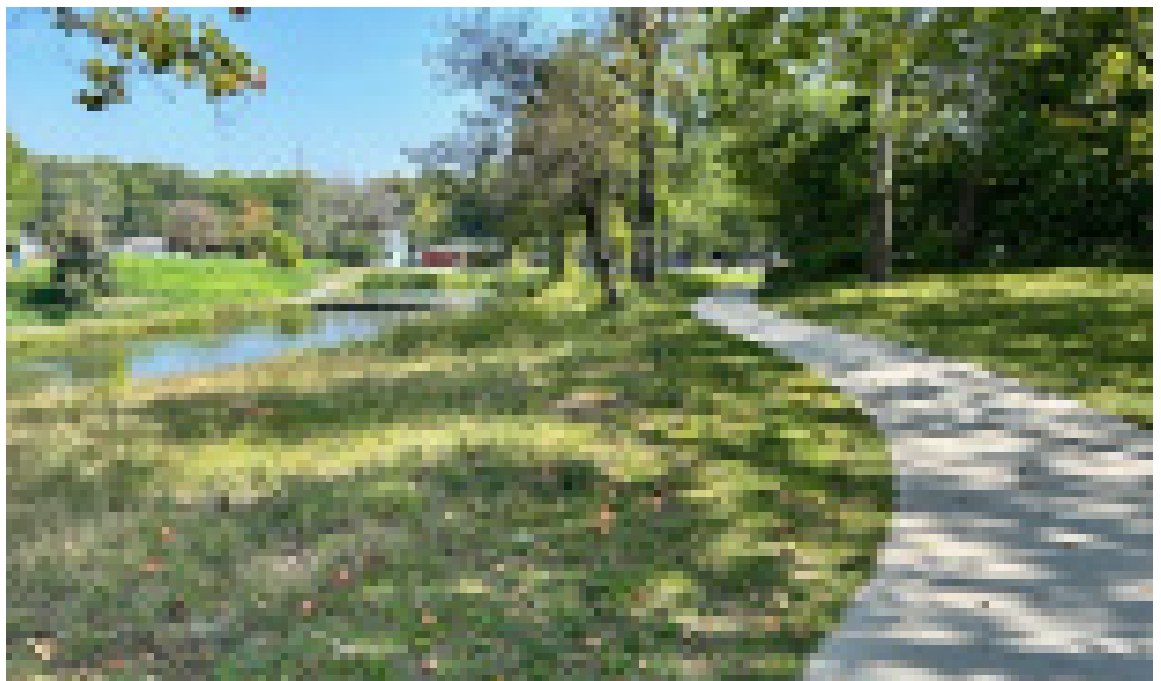
Bureau Goal	Measure	Metric	
		Target	Actual
Build and expand a Community Fishing program that focuses on providing high-quality family fishing opportunities close to home.	Increase (%) fish license sales in communities that over that last 3 years received REAP City Parks & Open Spaces grant funding specific for community fishing pond improvements.	5% increase from baseline for identified community/zip codes where grant projects are complete.	

Data Source: Fish License data pulled is determined by zip codes of communities selected that received REAP City Parks & Open Spaces Grants in the past 3 years that included requests for community pond improvements.

Baseline: Determined from results of FY2025 Data

DNR Website Resource: <https://www.iowadnr.gov/things-do/fishing/where-fish/fish-local>

Beaverdale Neighborhood Association image of Whitmer Park. The City of Des Moines received REAP City Parks & Open Spaces funding to put in trails and restore the fishing pond. Fish Local helped with planning and stocking when the pond was complete. Open Fall of 2023.





Fish.3 - Fish Management

Opportunity: Iowa has been managing fish and game resources for the recreational user since 1857 when the first fish and game laws were established. According to Statewide Comprehensive Outdoor Recreation Program survey of Iowans, collected every 5 years, both fishing and hunting have maintained stable statistics both in data on current reporting of participation and future desires to participate with fishing averaging around 40% and hunting averaging 30%. Maintaining a stable level or increasing license sales is important as each year around 8,000 lifetime angling licenses and 3,000 lifetime hunter licenses are sold. Those participants after meeting requirements and purchasing the lifetime license no longer purchase in future years. Landowners, as long as they fish or hunt on their land also do not have to purchase a license and are not counted or contributing financially to the management of fish and game resources, although there are landowners that seek technical assistance from wildlife, forestry and fisheries staff to improve habitat on their land.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR's divisions, bureaus and sections will work together to ensure the effective implementation of environmental and conservation goals.
 - Data and sound science will inform decision making.

Measure Code: 542_61104_001

Bureau Goal	Measure	Metric	
		Target	Actual
Provide quality fishing opportunities in Iowa's lakes, rivers and streams.	Maintain number of individuals purchasing a fishing license (residents and non-residents).	Not more than 5% decrease per year	

Data Source: Fisheries Bureau Reporting

Baseline: In 2023, 286,985 licenses sold

Law Enforcement Bureau

It is the mission of the Law Enforcement Bureau to protect the State's natural resources, to provide public safety and to educate and serve the public. We enhance, promote, and protect the natural resources of this state through public relations, education, and law enforcement, thus ensuring for future generations the rights, privileges and benefits we now enjoy.

LE.1- Law Enforcement Alignment, Key Performance Indicator

Opportunity: Alignment of DNR Law Enforcement creates a customer-focused, high performance system maintaining the long-standing culture of protection of natural resources and citizens of Iowa. Key to this alignment's success is implementing a system that increases coverage, has the right number of officers in the right place while providing a consistent presence on all public lands and waters and improving communication between law enforcement personnel.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR's divisions, bureaus and sections will work together to ensure the effective implementation of environmental and conservation goals.
 - DNR Resources will be strategically allocated to ensure core business is prioritized.

Measure Code: 542_61104_007

Bureau Goal	Measure	Metric	
		Target	Actual
Enhance operational efficiencies ensuring that the structure and use of resources results in optimized performance.	Overtime hours in pilot counties implementing Law Enforcement Alignment will be reduced by 25% per month(*) based on 2025 fiscal year data as baseline. *Overtime recorded due to training will not be considered.	25% reduction	

Data Source: Workday data per pay period by month and end of year financial expenditure for overtime.

Land & Waters Bureau

The Land and Waters Bureau works collaboratively to ensure the effective implementation of environmental and conservation goals for the benefit of Iowa's citizens, providing a range of natural resource services to internal and external DNR stakeholders, including facility maintenance and improvement, restoration and resource enhancement, conservation and compliance, land protection and outdoor recreation.

L&W.1 - Accessible Design

Opportunity: When properties managed by the Department are scheduled for new development or renovation, opportunities exist for evaluating public safety, usability, accessibility, environmental impacts and recreational uses with long-term sustainability.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - All Iowans will have access to open spaces, know where to find them and what they have to offer.

Measure Code: 542_58001_006

Bureau Goal	Measure	Metric	
		Target	Actual
Provide and implement safe cost-effective infrastructure solutions through analysis, design, and construction contract administration.	Percent of public facility* construction (new or new alterations) that utilize accessible design.	**100% of projects bid	
<p>Data Source: Land & Waters Bureau, Engineering Section data from bid documents.</p> <p>*As defined in the <i>2010 ADA Standards for Accessible Design</i></p> <p>**Projects excluded from this measure include where it is structurally impractical or has historic significance.</p>			



Lake Manawa State Park's Dream Playground is the largest accessible playground in Iowa. Designed in the 90's it was re-designed with many new accessible features updated or added.



Lake Restoration Program Funds were used to make improvements in the lake within Geode State Park.

L&W.2 - Lake Restoration

Opportunity: Iowans value clean water and desire safe, healthy lakes that offer many aesthetic, natural and recreational opportunities. Clean lakes improve the quality of life for Iowans and help bring economic growth to communities. Annually the Lake Restoration Program will submit a lake restoration plan prioritizing the effort (initial outreach through to implementation) fiscal year and report on previous year’s work, to the joint appropriations subcommittee on transportation, infrastructure, and capitals and the legislative services agency.

Governor’s Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will expand existing collaborative efforts with stakeholder groups.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa’s environment and natural resources.

Measure Code: 542_52001_001

Bureau Goal	Measure	Metric	
		Target	Actual
Actively protect and manage Iowa’s lands including lakes, wetlands, forests, scenic areas, prairies, wildlife and fish habitat, and rare species habitat.	Maintain a list of publicly owned lakes and shallow lakes/wetlands prioritized for funding based on the feasibility for restoration and the use or potential use of the lake, if restored.	35 significant public owned lakes and 5 publicly owned shallow lakes/wetlands identified	

Data Source: Lake Restoration Program Annual Report/Plan

Baseline: Requirements per Iowa Code 456A.33B

DNR Website Resource: <https://www.iowadnr.gov/environmental-protection/water-quality/lake-restoration>

L&W.3 - Lake Restoration Partnerships

Opportunity: The Lake Restoration Program invests funding on projects with multiple benefits, such as improved water quality, habitat, watershed protection, infrastructure and recreational opportunities at Iowa's publicly owned lakes. The Department actively works to build partnerships with local stakeholders, private landowners and natural resource professionals to ensure restoration projects are successful. A local commitment to lake and watershed protection is critical to a successful lake restoration effort.

Restoration at a given lake is completed over multiple fiscal years. KPI results are an average of total match compiled for those restoration projects completed within the fiscal year of the Lake Restoration Annual Report.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will expand existing collaborative efforts with stakeholder groups.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_16100_001

Bureau Goal	Measure	Metric	
		Target	Actual
Develop local partnerships and resources, which include leveraging local, federal and state funds to match Lake Restoration Program funds implement projects to meet program goals.	Continue efforts to leverage Lake Restoration Program funds through cost-sharing with local, federal, and other state partners.	25%	

Data Source: Lake Restoration Program Annual Report/Plan

Baseline: Average of 35% cost share for major projects across the program's history. This number fluctuates annually depending on the number of projects, type of restoration effort, and location of the project. DNR

Website Resource: <https://www.iowadnr.gov/environmental-protection/water-quality/lake-restoration>

L&W.4 - Low-head Dam Assistance

Opportunity: Low-head dams are extremely dangerous and have led to fatalities of Iowa anglers, boaters, paddlers, tubers, swimmers, and would-be rescuers. Powerful recirculating hydraulics at these small dams can trap and drown unsuspecting river users.

Projects with low-head dam safety and fish passage mitigation are usually complex to navigate and technical assistance from initiation through to mitigation construction in order to plan the correct action that protects the safety of the recreational user and the resource is critical to successful outcomes. Out of 38 projects completed, zero fatalities have happened at these sites or are expected in the future. Some projects do drop out prior to completion, but prior to significant proportions of the funds being committed.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will expand existing collaborative efforts with stakeholder groups.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_16100_002 and 003

Bureau Goal	Measure	Metric	
		Target	Actual
Educate river users about lowhead dam hazards and provide support for dam owners to install warning signs in vicinities of dams, and work to mitigate safety hazards and fish passage barriers at dams.	Maintain program levels of service delivery/technical assistance to owners of low-head dams, or their designated partners, from project initiation through mitigation.	- 10 Ongoing Projects - 2 Complete	

Data Source:

Baseline: In 2024, 10 ongoing projects; 1 complete.

Resource: <https://www.iowadnr.gov/things-do/paddling-river-recreation/safety-regulations#low-head-dams>



Dam converted into a whitewater opportunity with improved fish passage.

Wildlife Bureau

The Wildlife Bureau is responsible for managing the estimated three percent of Iowa lands held as public wild places. These areas and the species that call them home, provide recreational opportunities to an estimated 250,000 Iowans who hunt and nearly 850,000 who enjoy watching wildlife. The Wildlife Bureau takes a proactive approach to prevent and control diseases, battle invasive plant and animal species, and engage constituents and customers. It manages each public area using an ecosystem-based approach to support all species dependent upon this habitat, from insects to huntable species to protected non-game to species of greatest conservation need.

Wildlife.1 - Forest Stewardship

Opportunity: The Department is responsible for managing 390,706 acres of conservation lands in Iowa. To assist with management of forested lands, Forest Stewardship Plans have been developed to guide management practices. The planning process includes opportunities for input from citizens before plans are finalized and placed on the Department's website.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR's divisions, bureaus, and sections will work together to ensure the effective implementation of environmental and conservation goals.
 - The DNR will use customer feedback to improve services.
 - Data and science will inform decision making.

Measure Code: 542_61104_005

Bureau Goal	Measure	Metric	
		Target	Actual
Healthy ecosystems incorporate diverse wildlife habitats capable of sustaining viable wildlife populations.	Number of new Forest Stewardship Plans created for properties managed by the Department with implementation to follow upon approved final plan.	5 plans in process or final annually	

Data Source: Wildlife Bureau reporting and new draft/final plan posting to the website.

Baseline: Average completed, 5 per year

DNR Website Resource: www.iowadnr.gov/hunting/places-to-hunt-shoot/wildlife-management-areas/forest-stewardship-plans



Wildlife.2 - Wildlife Management

Opportunity: Iowa has been managing fish and game resources for the recreational user since 1857 when the first fish and game laws were established. According to Statewide Comprehensive Outdoor Recreation Program survey of Iowans, collected every 5 years, both fishing and hunting have maintained stable statistics both in data on current reporting of participation and future desires to participate with fishing averaging around 40% and hunting averaging 30%. Maintaining a stable level or increasing license sales is important as each year around 8,000 lifetime angling licenses and 3,000 lifetime hunter licenses are sold. Those participants after meeting requirements and purchasing the lifetime license no longer purchase in future years. Landowners, as long as they fish or hunt on their land also do not have to purchase a license and are not counted or contributing financially to the management of fish and game resources, although there are landowners that seek technical assistance from wildlife, forestry and fisheries staff to improve habitat on their land.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - The DNR's divisions, bureaus, and sections will work together to ensure the effective implementation of environmental and conservation goals.
 - The DNR will use customer feedback to improve services.
 - Data and science will inform decision making.

Core Function: 542_61104_002

Bureau Goal	Measure	Metric	
		Target	Actual
Diverse wildlife communities will be developed on public and private lands and waters through the use of adaptive ecological management principles while providing opportunities for Iowans to enjoy wildlife in its many forms.	Maintain number of individuals purchasing a hunting license (residents and non-residents). *Excludes specialty tags (i.e. turkey, deer) sold.	Not more than 1% decrease per year as compared to national trends seeing a range of 2.4-4.8% decrease.	

Data Source: Wildlife Bureau reporting and new draft/final plan posting to the website.

Baseline: In 2023, 191,823 licenses sold



Wildlife.3 - Private Lands Assistance

Opportunity: The Department manages, on behalf of the State of Iowa approximately 1% of the 36 million acres in Iowa. Working with private landowners to provide assistance on implementation of conservation practices to benefit wildlife and the landowner is accomplished in partnership with organizations such as Natural Resource Conservation Service (NRCS), Farm Service Agency (FSA) the Soil and Water Conservation Districts (SWCD) and non-government organizations. The Department provides assistance on restoration of wetlands, restoring/establishing grasslands and forest management.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will expand existing collaborative efforts with stakeholder groups.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61104_006

Bureau Goal	Measure	Metric	
		Target	Actual
Develop diverse wildlife communities on public and private lands and waters through adaptive ecological management principles.	Maintain, at a minimum, current levels of landowner assistance for wildlife and forest plans provided across Iowa.	1,500 Plans in process or final	

Data Source: Private Lands Program

Baseline: Average over the last 3 years is 1,170 plans in process or final.

DNR Website Resource: <https://www.iowadnr.gov/programs-services/wildlife-landowner-assistance>



Landowner observing progress of habitat improvement

ENVIRONMENTAL SERVICES DIVISION

The Environmental Services Division (ESD) consists of the Division Administrator and the Chiefs of four Bureaus: Air Quality, Field Services & Compliance, Land Quality and Water Quality all responsible for implementing the laws and regulations necessary to protect the quality of Iowa's air, land, and water. The ESD Management Team helps set policies and budgets, and ensures the bureaus are working together to optimize the resources each brings to the table.

Land Quality Bureau

The Land Quality Bureau works to protect Iowa's groundwater, flood plains and land resources through technical assistance and oversight to industries and organizations. Areas of responsibility include: contaminated sites, underground petroleum storage tanks such as those at gas stations, proper solid waste management at landfills, construction activities in Iowa flood plains, safety of dams on Iowa waterways, geographic information systems (GIS) coordination, and development of sustainable environmental practices through financial and professional assistance.

LQ.1 - Underground Storage Tanks

Opportunity: The Department is responsible for the registration and maintenance of records for active Underground Storage Tanks (UST) sites while also overseeing the operation, maintenance and closers of UST systems. This is a pollution prevention program to protect public health and safety from petroleum and other hazardous substance releases.

Governor's Priority:

- Saving Iowans Money
- Rebuilding Our Communities

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61103_004

Bureau Goal	Measure	Metric	
		Target	Actual
Work in partnership with owners of UST sites on the detection, prevention and correction of releases of products from underground tanks with the goal of preventing petroleum releases.	Number of inspections and audits completed for underground storage tanks.	1,000 Inspections and Audits	

Data Source: Land Quality Bureau Reports

Baseline: Average 956

DNR Website Resource: <https://experience.arcgis.com/experience/f57d1f8a00f1444596d5045ee6dc6798>

LQ.2 - Derelict Buildings

Opportunity: The Derelict Building Grant Program was created to address the environmental, health, safety, and budget concerns that abandoned commercial/public buildings pose to small communities of 5,000 or less in population. On average 16 communities apply annually for funding. Of those applications that meet the eligibility requirements of the program, around 65% on average receive funding.

Each project selected for deconstruction must divert a minimum of 30% of the total structures by weight from the landfill to reduce the amount of construction and demolition materials in Iowa landfills. Grantees can further reduce their cost-share amounts if they produce higher rates of diversion in their application.

Governor's Priority:

- Saving Iowans Money
- Rebuilding Our Communities

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61103_002

Bureau Goal	Measure	Metric	
		Target	Actual
Through available technical and financial assistance, support the ability of eligible communities to assess the volume of construction and demolition waste generated and diverted from landfills	Maintain an overall 70% diversion rate for the grant program when only a 30% diversion rate is required for any individual project.	70%	

Data Source: Land Quality Bureau Reports

Baseline: In 2024, 88%

DNR Website Resource:

<https://www.iowadnr.gov/environmental-protection/land-quality/derelict-building-program>

LQ.3 - Pollution Prevention Assistance

Opportunity: Businesses, industries, institutions and governmental agencies have saved money and improved their operational efficiency by working with Pollution Prevention (P2) Services. This technical assistance, confidential and non-regulatory, helps identify waste reductions and efficiencies in water, solid waste, hazardous waste and energy use culminating in an assessment report. Implementation of P2 practices usually result in a company's financial savings, enhanced employee safety, and reduced liability and risks.

Governor's Priority:

- Saving Iowans Money
- Rebuilding Our Communities

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61103_003

Bureau Goal	Measure	Metric	
		Target	Actual
Assisting Iowa businesses with innovation pollution prevention programs, protecting land resources and improving the health and safety of all Iowans.	Number of assessments completed.	11 Assessments	

Data Source: Land Quality Bureau Reports

Baseline: Average 11 per year.

DNR Website Resource: <https://www.iowadnr.gov/environmental-protection/land-quality/pollution-prevention-services>



LQ.4 - Floodplain Development

Opportunity: Flooding of our rivers and streams is a common occurrence in Iowa. Regulations have been developed to help protect new construction from potential flood levels and that development won't create additional hazards when flooding does occur. For construction along most of Iowa's waterways, a floodplain development permit is required. Applicants can submit and track progress through the PERMT system.

Governor's Priority:

- Saving Iowans Money
- Rebuilding Our Communities

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61103_001

Bureau Goal	Measure	Metric	
		Target	Actual
Protect life and property; and to promote the orderly development and wise use of Iowa's flood plains.	Maintain or exceed the average turnaround time of 60 days for floodplain development permits.	60 Days	

Data Source: Land Quality Bureau Reports

Baseline: In 2024, 55 Days

DNR Website Resource: Through PERMT, any individual, business or organization needing a floodplain development permit can apply through an online system. Individuals can also use the system to find floodplain and sovereign lands construction permits: <https://programs.iowadnr.gov/permt/>

Water Quality Bureau

The Water Quality Bureau works to protect and enhance Iowa's waters to ensure sufficient quality and quantity of water for aquatic life and the use of our citizens, now and into the future. Areas of responsibility include: drinking water and wastewater oversight and technical assistance, water monitoring and assessment, watershed project technical assistance and financial assistance to communities for the funding of water infrastructure improvements. The DNR works to enhance and protect water quality so Iowans have safe, clean water for drinking, household use and outdoor recreation. From drinking water to wastewater and from wetlands to lakes, ensuring clean water is a priority for Iowa.

WQ.1 - Clean Water

Opportunity: Wastewater systems collect sewage from residence areas, business and industrial sites prior to it being discharged onto the land or into a waterbody. Permitting processes are intended to foster coordination, communication and cooperation between all involved. Ultimately, through this process, public health and clean water vital to all Iowans is protected.			
Governor's Priority: <ul style="list-style-type: none">Saving Iowans Money			
DNR Strategic Goal: <ul style="list-style-type: none">The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.<ul style="list-style-type: none">Data and sound science will inform decision making.Iowans will connect with nature and have a health and safe environment for work and play.<ul style="list-style-type: none">The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.			
Measure Code: 542_61100_006			
Bureau Goal	Measure	Metric	
		Target	Actual
Enhance and protect water quality so Iowans have safe, clean water for drinking, household use and outdoor recreation.	Number of Wastewater Construction applications processed and permitted.	350 - 450 applications processed and permitted.	
Data Source: Clean Water Program Reporting			
Baseline: 350 applications processed on average			
DNR Website Resource: https://experience.arcgis.com/experience/f57d1f8a00f1444596d5045ee6dc6798			



The new Indianola Water Resource Recovery Facility, commissioned in 2022, will replace the aging wastewater treatment plant, reduce the nutrient (nitrogen and phosphorus) loads in to the Middle River to meet the goals of the Iowa Nutrient Reduction Strategy. This new facility has the capability to manage peak wet weather flows utilizing the treated wastewater to irrigate the nearby Indianola Country Club golf course.

WQ.2 - National Pollutant Discharge Elimination System (NPDES)

Opportunity: The Iowa Nutrient Reduction Strategy identifies 160 industrial (54 permits) and municipal wastewater treatment point source facilities (106 permits) that are required to evaluate the amounts of nutrients in their discharges in order to meet the goals of the strategy. Upon receiving a National Pollutant Discharge Elimination System (NPDES) permit under the Strategy, each facility works to develop a feasibility study, which outlines the resources required to achieve nutrient reduction goals and implement the requirements. Facilities yet to be permitted are actively working towards compliance and completion in partnership with the Department.

Point source facilities listed in the strategy are required to monitor raw waste and final effluent for total nitrogen (TN) and total phosphorus (TP). This extensive monitoring effort has generated one of the country's most complete sets of point source nutrient data, and the extent of this data collection will continue to increase as the remaining permits are issued. This data has enabled the facilities and the Iowa Department of Natural Resources to determine current TN and TP loads associated with these point sources, even before additional nutrient reduction technologies are installed. Helping to accurately quantify the overall nutrient reductions achieved by Iowa's cities and industries.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61100_001

Bureau Goal	Measure	Metric	
		Target	Actual
Protect Iowa's water resources, surface water and groundwater, by providing technical assistance to ensure communities and industries meet water quality standards.	Of the NPDES permitted facilities that have implemented requirements, 44% of facilities met nitrogen targets and 20% met phosphorus targets in 2022 with only 2.5% of the total Point Source Facilities remaining and required to be permitted by the Department.	1% forward progress of remaining unpermitted facilities	

Data Source: Water Quality Bureau Reports

Baseline: In 2023, 2.5% remaining.

DNR Website Resource: Nutrient Reduction Strategy - Point Source Implementation Dashboard, <https://www.arcgis.com/apps/dashboards/762823b483b94f16b3de0f94e3a88d77>

WQ.3 - Beach Monitoring

Opportunity: Water at Iowa’s state-owned swimming beaches is monitored to assess the public health risk from waterborne diseases that may result from immersion in the water. In 2024, the DNR sampled for E. coli and microcystins at 41 state-owned beaches. In addition, the Beach Monitoring Program offers opportunity for other public beaches, county or city owned, to participate in the program. In 2024, local stakeholders sampled 34 beaches through the program.			
Governor’s Priority: <ul style="list-style-type: none">Saving Iowans Money			
DNR Strategic Goal: <ul style="list-style-type: none">Iowans will connect with nature and have a healthy and safe environment for work and play.<ul style="list-style-type: none">The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa’s environment and natural resources.			
Measure Code: 542_61100_005			
Bureau Goal	Measure	Metric	
		Target	Actual
Provide up-to-date information for recreational users at Iowa’s state beaches.	100% of state beaches, open and accessible to the public, will be monitored weekly.	100%	
Data Source: Water Quality Bureau Reports			
Baseline: In 2024, 100%; * 1 park location closed for entire season due to construction, Due to flooding many other sites canceled for short periods due to accessibility and/or acute closure due to LE response to emergency situations.			
DNR Website Resource: For data collected, and for advisories at state-owned beaches, access the Beach Monitoring Dashboard at: https://programs.iowadnr.gov/aquia/Programs/Beaches?_gl=1*_bkyasq*_gcl_au*NTY3ODQ4MTIzLjE3MTU5NjAwMjQ			

1000s of visitors descend on the beach area at Big Creek State Park each year as it boasts a number of amenities and recreational offerings for Iowans. Image by Travel Iowa



WQ.4 - Water Use

Opportunity: Water Use Permits are issued to convey the “right” to use the water if the use can be shown to be “beneficial.” A Water Use Permit is required of any person or entity that withdraws at least 25,000 gallons in a 24-hour period during any calendar year and is valid for 10 years. Water Use Permits are typically issued to public water supply systems, industries, agricultural business, irrigation (both agricultural and golf courses), recreational areas, gravel quarry dewatering, etc.

Governor’s Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa’s environment and natural resources.

Measure Code: 542_61100_002

Bureau Goal	Measure	Metric	
		Target	Actual
Ensure water use is efficient, non-wasteful and serves a legitimate purpose.	For applications requesting new or major modifications, the average turnaround time for issuance is 60 days.	60 days	

Data Source: Water Quality Bureau Reports

Baseline: Over the past 4 Fiscal Years, the Department has received an average of 97 applications. 18% of applications in FY2024 exceeded the target.

DNR Website Resource: Environmental Services Water Quality Bureau Dashboard:

<https://www.iowadnr.gov/Environmental-Protection/Water-Quality/Water-Supply-Engineering/Water-Allocation-Use/>

WQ.5 - State Revolving Loan Fund (SRF)

Opportunity: The State Revolving Fund (SRF) is a significant value to communities for improving their human and environmental water quality health through financial assistance with constructing new or improved water quality infrastructure. Projects such as, drinking water, waste water, water towers, water service line, sewer lines, etc., aid communities with maintaining or achieving compliance with national water quality standards.

Governor’s Priority:

- Saving Iowans Money

DNR Strategic Goal:

- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa’s environment and natural resources.

Measure Code: 542_13100_001 and 002

Bureau Goal	Measure	Metric	
		Target	Actual
Assist communities with compliance of federal regulations associated with the funding in order to maintain or achieve compliance with national water quality standards.	For standard State Revolving Fund (SRF) Environmental Review projects, the average lead time for issuance of Categorical Exclusions (CX) and Findings of No Significant Impact (FNSI) will meet or exceed targets listed, if fully staffed, so communities can initiate construction on water quality infrastructure projects.	CX - 180 Days FNSI- 365 Days	

Data Source: Water Quality Bureau Reports

Baseline: In 2024, 160 days/280 days; Staff #4.5FTE -2 Contractor

DNR Website Resource: <https://www.iowasrf.com/environmental-review/>

The City of Britt removed their historic water tower as part of the SRF drinking water infrastructure project. Through consultation with SHPO, the City agreed to paint Hobo symbols on the new water tower highlighting the City's National Hobo Museum and heritage as well as create artwork from the demolished tower legs with a commemorative plaque.





WQ.6 - Drinking Water

Opportunity: Public water systems are critical to Iowans health and safety. Through the process of construction permitting, the Department in partnership with communities ensure drinking water meets health-based standards.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - Data and sound science will inform decision making.
- Iowans will connect with nature and have a health and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61100_007 & 542_61100_003 and 004

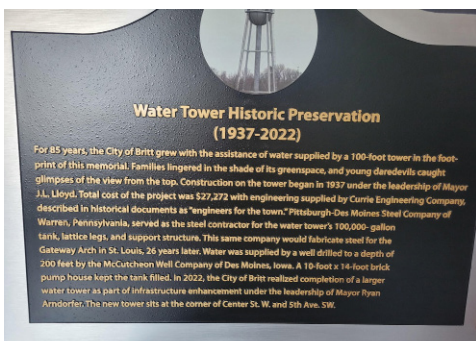
Bureau Goal	Measure	Metric	
		Target	Actual
Enhance and protect water quality so Iowans have safe, clean water for drinking and household use.	Number of drinking water applications processed and permitted (1).	1,000 Applications Processed and permitted	
	Public Water Supply Systems testing and reporting compliance will meet or exceed health-based standards as set in the Safe Drinking Water Act (2)	96% Testing to Health-based Standards 100% Reporting Compliance	

Data Source: Drinking Water Program Reporting

Baseline (1): 1,000 applications processed on average

Baseline: In 2023, 97.2%/80.4%

DNR Website Resource: <https://experience.arcgis.com/experience/f57d1f8a00f1444596d5045ee6dc6798>



Historic marker that sits at the base of the remains of Britt's water tower constructed in 1937.

Air Quality Bureau

The Air Quality Bureau works to assure that National Ambient Air Quality standards for public health and welfare protection complements continued economic growth in the state. In collaboration with the Iowa Economic Development Authority, local business development groups, large and small business, and the public, the bureau employs Lean government techniques to streamline application and permitting processes and technical and regulatory assistance.

AQ.1 - Air Quality Construction, Key Performance Indicator

Opportunity: When companies look for a place to locate, lead time—the time it takes to obtain an air construction permit—can make the difference in whether they choose to build in Iowa. The DNR’s Air Quality Bureau construction permit staff, through assistance provided to large and small businesses, continue to have some of the fastest permit turnaround times in the country, with other states taking more than a year. The work we do helps make Iowa an attractive choice for new and growing industries, without sacrificing our environmental review, ensuring clean air for all Iowans.

Governor’s Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - DNR Resources will be strategically allocated to ensure core business is prioritized.
 - The DNR will use customer feedback to improve services.

Measure Code: 542_61101_001

Bureau Goal	Measure	Metric	
		Target	Actual
Streamline permit applications to improve efficiency for regulated businesses; issue permits in a timely manner.	For standard construction projects, the average lead time for issuance is 30 days from the date an application is received if fully staffed.	30 Days	

Data Source: Number of standard projects received, number of standard projects completed/issued, average lead time.

Baseline: In 2024, average 47 days

DNR Website: <https://experience.arcgis.com/experience/f57d1f8a00f1444596d5045ee6dc6798>

Clear skies over Iowa. Due to DNR’s partnerships with Iowa businesses, most days Iowans enjoy clean and healthy air.



AQ.2 - Ambient Air Monitoring

Opportunity: Ambient air monitoring measures air pollutant concentrations against an EPA established air quality standard or NAAQS. The NAAQS define the maximum amount of a pollutant, in this case PM2.5 averaged over a 24-hour or annual period, that can be present in the outdoor air without harming public health. EPA evaluates and refines the NAAQS every five years.

In addition to measuring average concentrations, the ambient monitoring network also provides real time air pollution data to the general public to communicate whether air quality is healthy or unhealthy.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - Data and sound science will inform decision making.
- Iowans will connect with nature and have a healthy and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61101_002

Bureau Goal	Measure	Metric	
		Target	Actual
Provide safe, clean air to support high quality recreational opportunities and deliver excellent environmental quality across the state.	Iowa ambient air network sites monitored for fine particulate matter (PM2.5) will have current design values that comply with the National Ambient Air Quality Standards (NAAQS) for both the daily and annual forms of the standard.	100% of sites (18 monitoring sites)	

Data Source: Air Quality Program Reporting

Baseline: In 2024, 100%

DNR Website Resource: Environmental Services Air Quality Bureau Dashboard, <https://experience.arcgis.com/experience/f57d1f8a00f1444596d5045ee6dc6798/page/Air-Quality-Bureau/>

Cedar Rapids, Iowa. Iowa DNR works with companies from large to small to create flexible permit options to streamline requirements while continuing to protect air quality.



AQ.3 - Air Title V

Opportunity: Facilities over certain emissions thresholds are required to obtain a Title V operating permit per Title V of the federal CAA. Every five years that permit must be renewed. The permits contain requirements to ensure equipment at these facilities continues to perform as designed, and in a manner that protects air quality. Iowa has approximately 285 sources with Title V operating permits and roughly 1/5, or 55, of those must be reissued every year in order to meet our obligations to EPA under the CAA.

Governor's Priority:

- Saving Iowans Money

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - DNR resources will be strategically allocated to ensure core business is prioritized.

Measure Code: 542_61101_003

Bureau Goal	Measure	Metric	
		Target	Actual
Provide safe, clean air to support high quality recreational opportunities and deliver excellent environmental quality across the state.	Number of Title V (initial or renewal) air operating permits issued.	50 permits issued	

Data Sources: Air Quality database, Title V Permits up for renewal

Baseline: 2024. 53 permits issued.

DNR Website: <https://experience.arcgis.com/experience/f57d1f8a00f1444596d5045ee6dc6798>

Field Services & Compliance Bureau

The Field Services & Compliance Bureau helps citizens, businesses, industries, and municipalities achieve compliance with Iowa's environmental programs. We serve as local responsive contact points in six regional field offices to help protect Iowa's air, land and water resources. Technical assistance and oversight is provided in program areas that include safe drinking water, wastewater, storm water, source water protection, air quality, solid waste, underground tanks and leaking underground tanks, animal feeding operations, floodplains, and emergency response.

FS.1 - Animal Feeding Operation

Opportunity: DNR issues construction permits to open feedlots, confinements and animal truck washes as specified in statute. Requirements differentiate between the type and size of operation and manure storage configuration.

Governor's Priority:

- Saving Iowans Money (Building on an affordable, reliable and sustainable Energy System??)

DNR Strategic Goal:

- The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.
 - Data and sound science will inform decision making.
- Iowans will connect with nature and have a health and safe environment for work and play.
 - The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.

Measure Code: 542_61102_001

Bureau Goal	Measure	Metric	
		Target	Actual
Support economic growth and environmental protection by issuing timely and effective permits as authorized by state law.	Maintain average lead time of 60 days for issuing open feedlot and confinement permits to help support construction project schedules.	60 Days	

Data Source: Animal Feeding Operations Permits

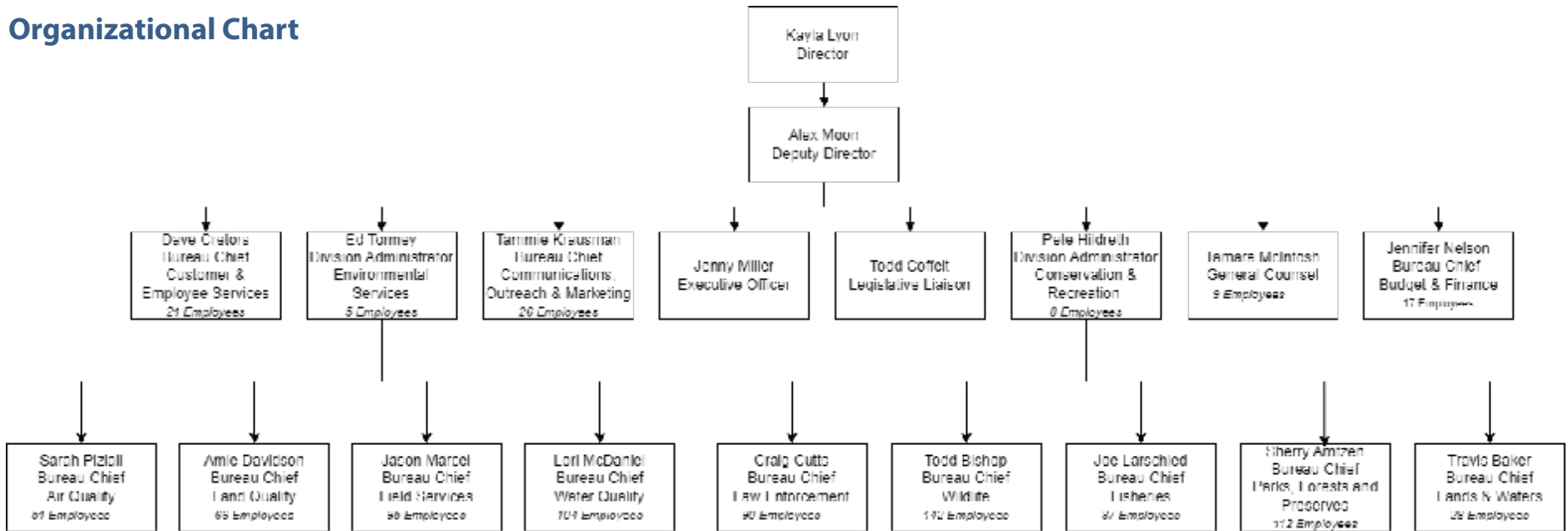
Baseline: In 2024, 55 days.

DNR Website Resource: Construction Permit Iowa Administrative Rule and website resources:

567 IAC 65.103, 567 IAC 65.203, 567 IAC 65.301

<https://www.iowadnr.gov/Environmental-Protection/Animal-Feeding-Operations/AFO-Construction-Permits>

Organizational Chart



Strategic Goals

The DNR will assess and optimize organizational performance in order to serve Iowans and the environment.

- The DNR's divisions, bureaus, and sections will work together to ensure the effective implementation of environmental and conservation goals.
- The DNR will innovate and adapt to change through the use of continuous improvement processes.
- DNR resources will be strategically allocated to ensure core business is prioritized.
- The DNR will hire a diverse and highly-skilled workforce and ensure employees' success by providing training, necessary equipment, and investing in evolving technology.
- The DNR will use customer feedback to improve services.
- Data and sound science will inform decision making.
- The DNR will adhere to the law and timely update administrative rules for compliance and effective outcomes.

Iowans will connect with nature and have a healthy and safe environment for work and play.

- The DNR will develop and implement accessible and informative environmental and natural resource programs to encourage conservation and promote recreation.
- All Iowans will have access to open spaces, know where to find them, and what they have to offer.
- The DNR will increase technical assistance in an effort to coach and educate individuals and organizations on how to be lawful and effective stewards of Iowa's environment and natural resources.
- The DNR will expand existing collaborative efforts with stakeholder group