



Texas Water Development Board
Guidance on State Revolving Fund
Project Public Awareness

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Forms and Guidance:

The Texas Water Development Board (TWDB) forms and guidance documents noted in this instruction document may be accessed through the TWDB Financial Assistance website at:

www.twdb.texas.gov/financial/instructions/

Search by either the document number or name.

I. OVERVIEW

The Environmental Protection Agency (EPA) implemented an initiative to increase public awareness by communicating the positive impacts and benefits provided to State Revolving Fund (SRF) financial assistance recipients. This effort requires SRF financial assistance recipients to identify SRF infrastructure projects highlighting direct and tangible benefits to communities and citizens.

Options available to enhance public awareness of SRF financing include:

- Online signage placed on community website or social media outlet
- Press release
- Posters or wall signage in a public building or location
- Newspaper or periodical advertisement for project construction, groundbreaking ceremony, or operation of the new or improved facility
- Standard on-site signage

Note: Infrastructure projects funded in whole or in part by the Bipartisan Infrastructure Law (BIL)/Infrastructure Investment and Jobs Act (IIJA) require special signage during construction. Beginning with State Fiscal Year 2023, the TWDB has designated projects from the Clean Water State Revolving Fund (CWSRF) and Drinking Water State Revolving Fund (DWSRF), Lead Service Line Replacement (LSLR), and Emerging Contaminants (EC) Project Priority Lists as being funded under IIJA and subject to special signage requirements. Additional public awareness communications are recommended, but *not* required for BIL/IIJA funded projects.

For these purposes, the TWDB has created this guidance, based on EPA's initiative guidance, to assist our customers achieve the goals laid out above.

II. ENHANCED PUBLIC AWARENESS PROGRAM

Beginning with State Fiscal Year 2016 SRF program year, all recipients of the CWSRF and DWSRF equivalency financial assistance must enhance public awareness of their project and of SRF programs by making certain information available to the broadest audience possible relevant to those who will benefit from the project. This initiative enhances the previous standard sign policy and provides communities with more options to enhance public awareness that are more cost effective than standard signage.

Communities should consider which method best fits their project and discuss options with TWDB staff as early as the required pre-application conference. The final method will be detailed to the TWDB no later than the pre-construction conference.

For projects funded in whole or in part by the Bipartisan Infrastructure Law (BIL)/Infrastructure Investment and Jobs Act (IIJA), a sign is required to be placed at the construction site during construction. TWDB staff will direct communities on this requirement as early as the pre-application conference (if known), within the Funding Determination Letter, and in the TWDB commitment resolution.

III. Public Awareness Options

A number of options are available that communities can explore to implement this initiative. The option selected should meet all of the basic requirements while remaining cost-effective and accessible to a broad audience. Each recipient of CWSRF or DWSRF equivalency financial assistance must certify that it is compliant with this initiative and detail the method of implementation.

Certification forms are available for the convenience of the financial assistance recipient and found in “Exhibit A” to this guidance.

- State Revolving Fund Project Public Awareness Certification, TWDB form No. 1109A found at the following link: <http://www.twdb.texas.gov/financial/instructions/doc/TWDB-1109-A.pdf>
- BIL/IJA State Revolving Fund Project Signage Certification, TWDB Form No. 1109B, found at the following link: <https://www.twdb.texas.gov/financial/instructions/doc/TWDB-1109-B.pdf>

The Certification form (either TWDB-1109A or TWDB-1109B) must be completed and submitted to TWDB with the initial request for release of construction funds. Note that evidence of the selected public awareness option should be submitted as an attachment to the form.

Below are the five acceptable options for Public Awareness:

1. Online signage placed on community website or social media outlet
2. Press release
3. Posters or wall signage in a public building or location
4. Newspaper or periodical advertisement for project construction, groundbreaking ceremony, or operation of the new or improved facility
5. Standard on-site signage (required for BIL/IJA projects)

Each of the options is explained in greater detail below. Projects designated as being funded under the BIL/IJA are required to have a standard on-site sign during construction (see option 5).

1. Online & Social Media

Many communities increasingly find that the online forum is the most cost-effective approach to publicizing their SRF programs and reaching a broad audience of stakeholders. Online “signage” should follow the minimum information guidelines below and may appear on the town, community, or facility website, if available. In some cases, communities may be active on social media sites such as Facebook, LinkedIn, or X (formerly Twitter). These can be used as an opportunity for publicizing projects and information about how SRF funds are being used in the community.

These online announcements or notices may be appropriate for settings where physical signage would not be visible to a wide audience. They can be a more cost-effective option than traditional signs or publicity in print media outlets. This option may be most useful where the community’s website is a well-recognized source of information for its residents.

In the case of some projects, such as nonpoint source or sponsorship projects, there might be additional opportunities for online publicity through partner agencies or organizations.

This could take place either on the organization's website or through social media outlets, but assistance recipients should refer to the requirements for those other agencies if applicable.

Assistance recipients that will implement this requirement through use of online and social media publicity should ensure the following are included:

- Name of facility, project and community
- State agency administering the SRF program, the TWDB
- Project was wholly or partially funded with SRF funding through the EPA
- Brief description of the project
- Brief listing of water quality benefits to be achieved

“Exhibit B” to this guidance gives examples of both an online web notice and a shorter e-blast type feed.

2. Press Release, Newsletter, or Periodical

For communities where there is no suitable public space or where advertisement through signage is unlikely to reach community members effectively, projects can be advertised in a community newsletter or similar periodical. For new construction, if a groundbreaking ceremony is to be held, an announcement could publicize or accompany publicity for this event.

Distributing a single prepared statement concisely summarizing the project purpose and the joint funding from the SRF through the EPA and TWDB resources can reach a wide audience as the statement goes through multiple news outlets.

If a recipient decides on a public or media event to publicize the accomplishment of significant events related to construction because of SRF support through the EPA, the EPA must be provided with at least a ten working-day notice of the event and provided the opportunity to attend and participate. Please contact Section Supervisor Denise Hamilton, who can be reached at (214) 665-2775 or Hamilton.Denise@epa.gov.

Assistance recipients to implement this requirement through use of a newsletter, periodical, or press release should ensure the following are included:

- Name of facility, project, and community
- State agency administering the SRF program, the TWDB
- Project was wholly or partially funded with SRF funding through the EPA
- Brief description of the project
- Brief listing of water quality benefits to be achieved

“Exhibit C” to this guidance gives an example of a project press release.

3. Posters or Brochures

Smaller projects, projects located in rural areas, and other efforts may find that it is more cost effective and practical to advertise efforts through creation of a poster or smaller sign. If the project involves nonpoint source or green infrastructure components, those can be described at the discretion of the state or community.

The poster or brochure and acknowledgement should be visible and contain a website or other source of information for individuals who may be curious about the SRF program. The community could also implement this option as a short pamphlet or brochure that is placed in one of these locations for community members to read.

Posters or brochures should be placed in a public location that is accessible to a wide audience of community members. This can include, but is not limited to:

- Town or City Hall
- Community Center
- Locally owned or operated park or recreational facility
- Public Library
- County or municipal government facilities
- Court house or other public meeting space

Given the low cost for producing multiple copies of the same poster, pamphlet, or brochure, communities can explore options for displaying these posters in several locations simultaneously. This would achieve the overall objective of reaching a broad audience and publicizing the project.

Assistance recipients who implement this requirement through use of posters or brochures should ensure the following are included:

- Name of facility, project and community
- State agency administering the SRF program, the TWDB
- Project was wholly or partially funded with SRF funding through the EPA
- Brief description of the project
- Brief listing of water quality benefits to be achieved

4. Standard Project On-Site Signage

The TWDB recommends that large projects that involve significant expansion or construction of a new facility elect to publicize through standard signage. This option should be selected for projects where the sign would be near a major road or thoroughfare or where the facility is in a location at which this would effectively publicize the upgrades. The sign must be maintained in good condition throughout the construction period. Some facilities will not find this an appropriate or cost-effective solution. For example, investing in a large road sign would likely not be an optimal solution for a facility located in a rural area or where access is limited to a smaller service road. However, beginning with State Fiscal Year 2023 Intended Use Plans, on-site construction signs are required for projects funded by the BIL/IIJA, regardless of project size or rural/urban location.

Signs can also be located away from the project site if there is another reasonable alternative that still provides a visual link to the work taking place. For example, a community may elect to place a sign advertising the project near a public access point to a body of water that receives discharge from a particular facility.

For Lead Service Line Replacement projects, where the area of construction can move periodically as services lines are replaced, it is strongly recommended that the entity produce and maintain a mobile sign that meets the signage design requirements for projects funded under the BIL/IIJA.

Assistance recipients to implement this requirement through use of a traditional sign should ensure the following are included:

- The name of the facility, project, and community
- Project cost
- State agency administering the SRF program (i.e., the TWDB)
- The EPA and State Agency logos (EPA logo may only be used on a sign)

Users should download the TWDB-logo.zip file, extract the eps file, and then use Illustrator to extract the embedded logo file. See www.twdb.texas.gov/financial/instructions/doc/TWDB-logo.zip

If the EPA logo is displayed along with logos of other participating entities, the EPA logo must not be displayed in a manner that implies that EPA itself is conducting the project. Instead, the EPA logo must be accompanied with a statement indicating that the recipient received financial assistance from EPA for the project.

If the project is not funded through the BIL/IIJA, sign specifications must follow the EPA Office of Public Affairs' (OPA) requirements. The EPA logo is the identifier for assistance agreement projects. Recipients must comply with the sign specifications provided by the OPA, available at: www.epa.gov/grants/epa-logo-seal-specifications-signage-produced-epa-assistance-agreement-recipients. Proof of compliance must be provided to TWDB.

Exhibit D to this guidance outlines the EPA logo and seal specifications for signage produced by EPA assistance agreement recipients and specific requirements for BIL/IIJA.

Special Signage Requirements for IIJA Projects

EPA has developed a template sign that must be used by all projects funded under the BIL/IIJA. See Exhibit D as provided by the EPA Investing in America webpage, available at: www.epa.gov/invest/investing-america-signage

Additional guidance regarding BIL/IIJA signage is provided at: www.whitehouse.gov/wp-content/uploads/2023/02/Investing-in-America-Brand-Guide.pdf

Signage costs are considered an allowable project cost, provided the costs are reasonable. If the project is serving communities where English is not the predominant language, the sign should be translated into the appropriate non-English language (excluding the official Investing in America emblem or EPA logo or seal). The costs for such translation are allowable, provided the costs are reasonable.

Note that disadvantaged business enterprise (DBE) rules apply to sign purchases.

Exhibit A

TWDB-1109A – Certification Form for SRF Projects not funded with BIL/IIJA



P.O. Box 13231, 1700 N. Congress Ave.
Austin, TX 78711-3231, www.twdb.texas.gov
Phone (512) 463-7847, Fax (512) 475-2053

State Revolving Fund Project Public Awareness Certification

This executed certification covering project public awareness is required of all recipients of Clean Water State Revolving Fund (CWSRF) and Drinking Water State Revolving Fund (DWSRF) equivalency financial assistance. The requirement for this certification applies to all effected applications received on or after August 26, 2015. For projects receiving financial assistance on or after May 14, 2022, and subject to the Infrastructure Investment and Jobs Act (IIJA)/Bipartisan Infrastructure Law (BIL) special signage requirements, see BIL/IIJA State Revolving Fund Project Signage Certification (TWDB-1109B), unless otherwise directed by TWDB.

Name of Entity: _____

TWDB Project Number: _____

Project Name: _____

Method of Implementation: Online signage via website or social media
(see guidance) Press [release](#)
 Posters or wall signage
 Newspaper or periodical advertisement
 Standard signage

The undersigned hereby certifies that the project referenced above meets the requirements listed in TWDB Guidance on SRF Project Public Awareness, Form 1109A that can be found at the following link.

www.twdb.texas.gov/financial/instructions/doc/TWDB-1109.pdf

Signature of Authorized Official

Date

Printed Name of Authorized Official

Title of Authorized Official

TWDB-1109B – Certification Form for SRF Projects funded with BIL/IIJA



P.O. Box 13231, 1700 N. Congress Ave.
Austin, TX 78711-3231, www.twdb.texas.gov
Phone (512) 463-7847, Fax (512) 475-2053

IIJA State Revolving Fund Project Signage Certification

This executed certification covering project public awareness is required of all recipients of Clean Water State Revolving Fund (CWSRF) and Drinking Water State Revolving Fund (DWSRF) equivalency financial assistance that receive funding from the Bipartisan Infrastructure Law (BIL)/Infrastructure Investment and Jobs Act (IIJA). The requirement for this certification applies to financial assistance awarded on or after May 14, 2022, as directed by TWDB.

Name of Entity: _____

TWDB Project Number: _____

Project Name: _____

- Method of Implementation: (see guidance)
- Online signage via website or social media
 - Press release
 - Posters or wall signage
 - Newspaper or periodical advertisement
 - Standard signage (**required for construction**)

The undersigned hereby certifies that the project referenced above meets the requirements listed in TWDB Guidance on SRF Project Public Awareness, Form 1109B that can be found at the following link.

www.twdb.texas.gov/financial/instructions/doc/TWDB-1109.pdf

■

Signature of Authorized Official

Date

Printed Name of Authorized Official

Title of Authorized Official

Exhibit B

Online Web Notice & Social Media required elements.

EXAMPLE

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Wholly funded by CWSRF from the EPA and the TWDB
- Brief description of project: Replace collection system lines in five different segments throughout the City.
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration.

or

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Partially funded by CWSRF from the EPA and the TWDB, with other funds from (insert other funding sources)
- Brief description of project: Replace collection system lines in five different segments throughout the City.
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration.

Exhibit C

Press Release required elements-

EXAMPLE

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Wholly funded by CWSRF from the EPA and the TWDB
- Brief description of project: Replace collection system lines in five different segments throughout the City
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration

or

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Partially funded by CWSRF from the EPA and the TWDB, with other funds from (insert other funding sources)
- Brief description of project: Replace collection system lines in five different segments throughout the City
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration

Exhibit D

Texas Water Development Board Style Sheet

Texas Water Development Board logo style sheet

Last modified Jan 2017

Texas Water Development Board



C80 M46 Y11 K8
Pantone 647



C23 M6 Y2 K0
Pantone 643



Minimum size width = 1 inch



Too small

Do not use the logo in any other colors or variations than those on this style sheet



Grayscale



C0 M0 Y0 K65
Pantone Cool Gray 9



C0 M0 Y0 K20
Pantone Cool Gray 2



Black



C0 M0 Y0 K100
Pantone Black



White



C0 M0 Y0 K0
Pantone -

Assistance agreement recipients are authorized to use the TWDB name and logo in accordance with the format identified in these guidelines and only for printed materials such as onsite signage, advertisements, and wall signage produced to enhance public awareness of the State Revolving Fund (SRF) project or the SRF program.

Always:

- Position the logo for maximum impact and leave adequate space around the logo to ensure visibility and legibility.

Do not:

- Use the logo in text;
- Redesign, redraw, animate, modify, distort, or alter the proportions of the logo;
- Place the logo over a pattern or design;
- Rotate or render the logo three-dimensionally;
- Add words, images, or any other new elements to the logo.

Examples of Do Not:

The Texas Water Development Board logo is our most valuable brand asset.

The  logo is our most valuable brand asset.



EPA Logo & Seal Specifications

EPA LOGO & SEAL SPECIFICATIONS FOR SIGNAGE PRODUCED BY EPA ASSISTANCE AGREEMENT RECIPIENTS

EPA's logo is a two-leaved flower, without stem, accompanied by the Agency's initials to the right. The EPA logo is the primary identifier for use on construction grant signage. Assistance agreement recipients are not required to receive EPA approval to use the EPA logo when used in accordance with the terms and conditions of their assistance agreement award.

The official seal of EPA is circular and is comprised of the two-leaved flower, with stem, encircled by the title UNITED STATES ENVIRONMENTAL PROTECTION AGENCY. The EPA seal may be used only when official comparable seals are used and the recipient has received prior written EPA approval.

It is important that the EPA logo and seal always be reproduced with consistent high quality. The seal and logo must remain intact and unchanged (for example, don't use the flower from the seal by itself). The logo and seal may only be displayed using either the standard color scheme or a single color that complements the background where it appears.

COLOR AND SPACING

- The entire logo and seal must appear in black, gray, or any uniform color or knock out white on a dark background. The flower and text may not be different colors. The flower itself may not contain more than one color. The seal can be monotone or full color, based on the rest of the seals that it's placed with.
- The relationship between the flower portion of the logo and Helvetica type should never be shifted or adjusted.



PREFERRED USE

Use the preferred presentation of the logo on products that do not have enough space for the full logo with text. It may also be used in the presence of other logos.



SIZE AND LOGO WITH OTHER LOGOS

It's important that all parts of the EPA logo be readable. The EPA logo should not be reproduced at sizes any smaller than 1.0" height on a sign. There are no maximum size restrictions as long as the clear space requirements are met. The logo should be made the same relative size as the other logos on the signage.



SIZE AND SEAL WITH OTHER SEALS

When there are multiple state or Federal seals/circular logos, the use of the EPA seal is appropriate with prior written EPA approval. The EPA seal should be the same size as the seals that accompany it and should be a minimum of 3 inches in height.



IMPROPER LOGO USAGE



BIL/IILA Funded Projects Sign Templates

All signs to be printed 72 in (width) x 48 in (height). EPA has provided PDFs and Photoshop templates. Logos of contractors are **NOT** permitted on signage.

Reference:

www.epa.gov/invest/investing-america-signage

www.whitehouse.gov/wp-content/uploads/2023/02/Investing-in-America-Brand-Guide.pdf

Bipartisan Infrastructure Law/Infrastructure Investment and Jobs Act Signs

