

**Department of Public Health  
Drinking Water State Revolving Fund  
Project Signage Guidelines**

**DWSRF Project Sign Requirement**

Project signage requirements apply to the construction phase of all public water system (PWS) drinking water projects with a total project cost (planning, design and construction) of \$100,000 or more that are receiving funding (wholly or partly) from the Drinking Water State Revolving Fund (DWSRF). This requirement is intended to enhance the public awareness of the DWSRF and the positive impacts and benefits of the funding being provided by the State of Connecticut and the United States Environmental Protection Agency (EPA) to Connecticut's communities for public drinking water improvements. These projects have direct and tangible benefits to Connecticut's residents, businesses and visitors that are often taken for granted or go unnoticed. Awareness of the DWSRF funding is important to help gain public support for the DWSRF and communicate the importance of its role in lowering the overall cost to communities of maintaining safe and reliable public drinking water infrastructure. Connecticut's DWSRF Program has developed these guidelines to clarify these requirements and assist the PWS in complying with them. These guidelines are also consistent with the memorandum that EPA issued to all State Revolving Fund programs (Clean Water and Drinking Water) on June 3, 2015 which outlines project signage expectations for projects funded in whole or in part with federal capitalization grants received by states.

Traditional construction projects typically require that a physical sign (i.e. standard project sign) be erected at, or near, the project site where it can be seen by a broad audience. However, there may be instances where a DWSRF-funded project is located in an area where standard signage is unlikely to be seen by a broad audience, is not cost-effective or presents other unique challenges. Also some projects may be spread across many locations (i.e. water meter replacements) and do not have a defined location. In these instances where the provision of standard signage at the project site is not practical, this guidance provides an alternative option that PWSs can consider to satisfy state and federal signage requirements. **Any alternative that does not involve the erection of a standard project sign at, or near, the project site requires advance approval of the Department of Public Health's (DPH) Drinking Water State Revolving Fund program prior to implementation.**

DWSRF funded projects with a total project cost (planning, design and construction) less than \$100,000 **are not required** to comply with any signage requirements. Costs associated with complying with this signage requirement are eligible for DWSRF funding.

**Translations per EPA Order 1000.32**

PWSs must ensure that limited English proficient individuals have meaningful access to activities receiving federal funding, consistent with United States Environmental Protection Agency Order 1000.32. In this regard, to increase public awareness of projects serving communities where English is not the predominant language, PWSs are encouraged to translate the language used (excluding logos) into the appropriate non-English language(s). The cost of such translation is eligible for DWSRF funding provided the costs are reasonable.

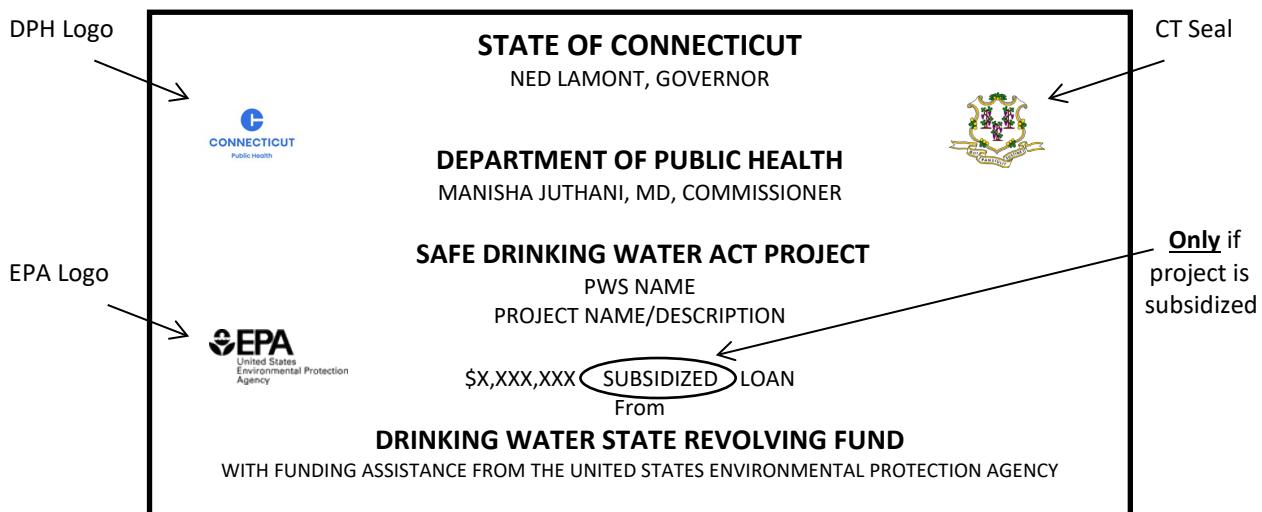
**Option 1: Standard Signage**

In general, large projects with a total construction cost of \$1,000,000 (one million dollars) or more that involve significant expansion or construction of a new or replacement facility are required to publicize through standard signage. Signs should be erected near a major road or thoroughfare to effectively publicize the upgrades. There may be instances where the project is located in a remote area or on a dead end street which would be unlikely to provide the intended exposure of the sign to a broad audience. In these cases, the sign may be located away from the project site if there is another reasonable alternative. For example, a community may elect to place a sign advertising a project located at a remote reservoir (intake or pipeline

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project) on a major roadway near the treatment plant that will receive water from the new facility. **The project sign shall be erected prior to the start of any construction work**, and shall be in accordance with the specifications and project sign detail shown in Figure 1. The sign shall be furnished, erected, and maintained by the Contractor at a location designated by the Project Owner's engineer/representative. The names of the Commissioner of the DPH and the Governor of the State of Connecticut as shown on the sign shall be kept current, and shall be revised with 30 days of such notice to the Contractor that a change has occurred, at no cost to the Owner. No additional information shall be placed on the project sign beyond that shown in the project sign detail unless advance approval is obtained from the DWS. If the owner wishes to erect a supplemental sign with additional detail regarding the project or its sponsors, that sign shall be placed in a manner that the project sign is not obscured from public view. **The sign shall not be removed until the project is completed.**

**Figure 1 – DWSRF Standard Project Sign**



**Sign Specifications:**

**Sign:**  $\frac{3}{4}$ " min. thickness exterior plywood (A-B) or APA high density overlay plywood (HDO)

**Sign Dimensions:** 4' high x 8' wide

**Sign Face Background:** White outdoor enamel paint (min. 3 coats)

**Lettering Color:** Black

**Logos/State Seal:** EPA logo, DPH logo and CT State seal stickers will be provided by DPH for the sign, placement should be generally in the locations shown in Figure 1. The project owner's utility logo may be included in the remaining open corner.

**Sign Positioning:** Upright on posts clearly visible to public and project site visitors

**Fasteners:** Rustproof

If the DWSRF will not fund the entire project, such as when a water main project includes sewer work that is not eligible for DWSRF funding, the sign shall either:

1. Not include the non-drinking water portion in the "Project Name/Description"; or
2. Above the amount of the loan add the following: "FUNDDED IN PART BY A".

After the signage has been erected a Certificate of Compliance – DWSRF Project Signage form must be completed and sent electronically to the DWSRF mailbox to document compliance with this requirement.

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**Option 2: Signage Posted on Website and/or Distributed to Customers**

Smaller projects costing more than \$100,000 but less than \$1,000,000, projects located in remote areas, and projects without a defined project location may need a more cost-effective or practical method of complying with the signage requirement. The following alternative option may be considered in those instances.

PWS can include a single-page pamphlet within water and sewer bills, provide a pamphlet as a separate mailing or hand deliver the pamphlet to customers. The use of a pamphlet should be combined with posting information on the PWS's or municipality's website (if available). This approach would effectively publicize the project to those individuals directly benefitting from the project as well as potentially reach other members of the community that have access to the website. The website information should be posted in an area of the website that receives high traffic volume (Example: "News" section). **Pamphlets and website posting shall be performed prior to the start of any construction work and website postings should remain active until the project is completed.**

Pamphlets and website postings must minimally include the following information:

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

PWSs are further encouraged to provide details of the interest rate and financial savings that the community achieved by taking advantage of SRF funds as well as the environmental and public health benefits to the community.

The following language is an example of information that a PWS may use for pamphlets and web postings.

[Date]

[Name of PWS] Receives Drinking Water State Revolving Fund [add "**Subsidized**" (if applicable)] Loan

Construction of upgrades and improvements to the **[insert name of facility]** were financed **[insert "in part" or "in whole"]** by the Drinking Water State Revolving Fund (DWSRF) in the amount of **[insert amount of DWSRF funding]**. The DWSRF program is administered by the Department of Public Health (DPH) with joint funding from the U.S. Environmental Protection Agency and the State of Connecticut. This project will **[insert description of project]** and will provide water quality benefits **[insert details specifying environmental and/or public health benefits of the project]** for community residents and businesses in and near **[insert name of town or city and, if appropriate, neighborhood]**. DWSRF programs operate around the country to provide states and communities a low-cost financing alternative to maintain and improve the infrastructure that protects our valuable public drinking water resources nationwide. For more information on the DWSRF please visit the DPH's [DWSRF website](#).

**PWSs that choose this option for signage compliance must receive advance approval from the DPH Drinking Water State Revolving Fund program prior to implementation. Requests for approval may be sent electronically to the DWSRF mailbox at [DPH.CTDWSRF@ct.gov](mailto:DPH.CTDWSRF@ct.gov). After the signage has been distributed to customers and posted to the PWS's website a Certificate of Compliance – DWSRF Project Signage form must be completed and sent electronically to the DWSRF mailbox to document compliance with this requirement.**