

# Drinking Water State Revolving Fund Signage Requirements For Construction Projects

**NEW:** Projects funded under the Bipartisan Infrastructure Law (BIL), also known as Infrastructure Investment and Jobs Act (IIJA) must display a project sign at project construction sites. The sign must identify the project as a “project funded by President Joe Biden’s Bipartisan Infrastructure Law.” Such sign shall include the Investing In America logo, in accordance with the layout and design of signs described in Section 1 below. If your project is not receiving any BIL funds and is only receiving funding from DPH’s base DWSRF program, please refer to the Drinking Water State Revolving Fund (DWSRF) Standard Project Signage Requirement in Section 2. Project receiving funding from both the BIL and base DWSRF are only required to comply with the signage requirements in Section 1.

Before ordering or erecting a project sign, the DWSRF Program must be contacted to determine which sign to be displayed for specific projects.

## Section 1: Bipartisan Infrastructure Law Signage Requirement

The BIL requires a physical sign displaying the official Investing In America emblem and an Environmental Protection Agency (EPA) logo at construction sites for BIL-funded projects. For the DWSRF program, this requirement applies to the following projects:

- Construction projects funded in whole or in part by BIL general supplemental funding;
- Construction projects that receive additional subsidization (i.e. principal forgiveness) made available by BIL general supplemental funding;
- All construction projects funded with BIL emerging contaminants funding;
- All construction projects funded with BIL lead service line replacement funding.

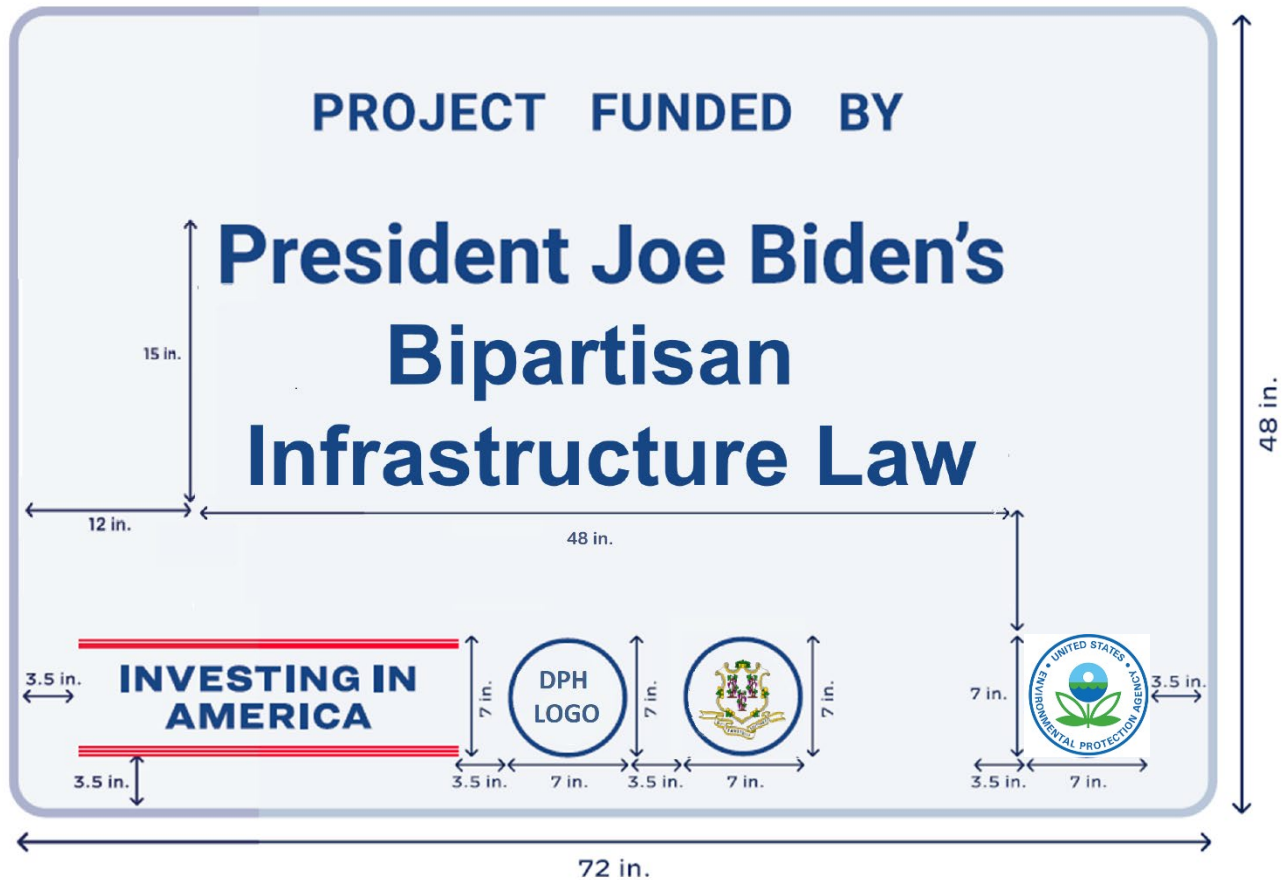
The sign must be placed at construction sites in an easily visible location that can be directly linked to the work taking place and must be maintained in good condition throughout the construction period. In cases where the construction site covers a large area (e.g., lead service line replacement projects), a sign should be placed in an easily visible location near where the work is being performed (e.g., entrance to the neighborhood, along a main road through town, etc.). Signage costs are considered an allowable SRF expense, provided the costs associated with the signage are reasonable. Additionally, to increase public awareness of projects serving communities where English is not the predominant language, assistance recipients are encouraged to translate the language on signs (excluding the official Investing In America emblem or EPA logo or seal) into the appropriate non-English language(s). The costs of such translation are allowable SRF expenses, provided the costs are reasonable.

The official Investing In America emblem and corresponding logomark are available at: [Investing-in-America-Brand-Guide.pdf \(whitehouse.gov\)](#). All assistance recipients shall follow the instructions outlined in this guide which includes the allowable font and color variations for the sign. Figure 1 provides the minimum size specifications and an example of the signage language and logos as it should appear for construction projects receiving DWSRF funding. The DWSRF Program will provide a self-adhesive CT State emblem along with the DPH and EPA logos to be affixed on the bottom of the project sign as detailed in Figure 1.

The EPA also provides signage information, instructions and templates:  
<https://www.epa.gov/invest/investing-america-signage>

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.

Figure 1 – DWSRF BIL-Funded Project Sign Specifications



**Section 2: DWSRF Standard Project Signage Requirement**

The DWSRF standard 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 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 Section (DWS) 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.

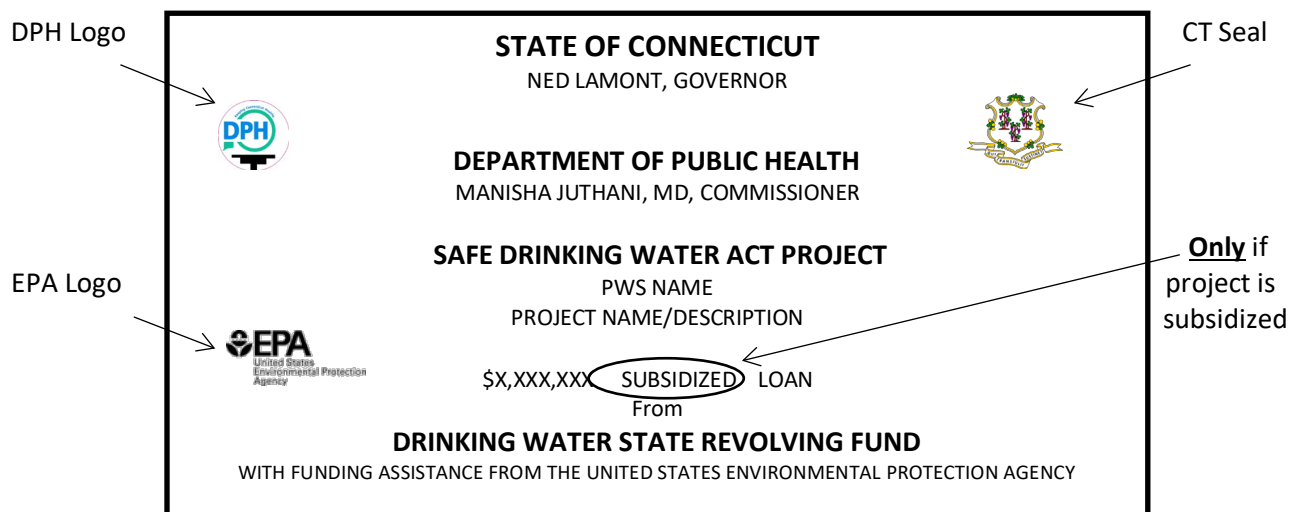
**Options for complying with the DWSRF Standard Signage**

**Option A: Physical DWSRF Standard Project Sign**

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 be publicized 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 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 2. 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 2– DWSRF Standard Project Sign**



### **DWSRF Standard Sign Specifications:**

**Sign:** ¾” 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

The EPA logo specifications are available [here](#)

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.

### **Option B: DWSRF Standard Signage Posted on Website and 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 benefiting 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 Section 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.

#### **Translations per Executive Order 13166 and EPA Order 1000.32**

PWSs must ensure that limited English proficient individuals have meaningful access to activities receiving federal funding, consistent with Presidential Executive Order 13166 and 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.