

Signage Guide – Bipartisan Infrastructure Law Projects



SC Department of Health and Environmental Control

An initiative of the federal government to enhance public awareness of Environmental Protection Agency (EPA) assistance agreements nationwide has been passed through to State Revolving Fund programs. *This “signage requirement” applies to all SC SRF loan and principal forgiveness construction projects funded through Bipartisan Infrastructure Law (BIL) capitalization grants.* SRF projects funded by the Base capitalization grant may have a different signage requirement. **If you do not know if your project is funded through a BIL capitalization grant, contact your SRF project manager for assistance.** For the Clean Water and Drinking Water SRF programs, this requirement applies to the following projects:

- All construction projects funded through BIL general supplemental capitalization grants;
- All construction projects funded through BIL emerging contaminants capitalization grants;
- All construction projects funded through BIL lead service line replacement capitalization grants.

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 or septic tank repair/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.).

1. Signage Requirements (see Attachment A for example)

- a. Project Identifier: Name of the facility along with a title or description of the project must be displayed on the sign. The title or description should communicate the nature of the work being performed in a manner that a member of the general public can understand.
- b. “Investing In America” Emblem: The Project Sponsor will ensure that a sign is placed at construction sites supported under this award displaying the official “Investing In America” emblem and must identify the project as a “project funded by President Biden’s Bipartisan Infrastructure Law.” 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. The sign shall be a reasonable size to be easily visible for the location that it is placed. The sign should also comply with any local ordinances.

The Project Sponsor will ensure compliance with the guidelines and design specifications for using the official “Investing In America” emblem and corresponding logomark available at: <https://www.whitehouse.gov/wp-content/uploads/2023/02/Investing-in-America-Brand-Guide.pdf>.

- c. DHEC and EPA Logos: The Project Sponsor will ensure that signage displays the DHEC and EPA logos along with the official “Investing in America” emblem. The EPA logo must be accompanied with a statement indicating that the Project Sponsor received financial assistance through (or in part through) EPA for the project. **Contact your SRF project manager to request the DHEC and EPA logos.**
- d. Procuring Signs: Signage costs are considered an allowable cost under this assistance agreement provided that the costs associated with signage are reasonable. Additionally, to increase public awareness of projects serving communities where English is not the predominant language, project sponsors 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, provided the costs are reasonable.

2. Public or Media Events

DHEC encourages the project sponsor to notify the SRF project manager of public or media events publicizing the accomplishment of significant events related to construction projects as a result of this agreement and provide the opportunity for attendance and participation by state and federal representatives with at least ten (10) working days’ notice.

In addition to the required signage above, project sponsors may also choose to use other media to publicize the project and funding sources.

Documentation verifying that this signage requirement has been met must be submitted to the SRF project manager. If you have any questions on how to meet the signage requirement, contact your SRF project manager.

For more details, see the *EPA Memo “Guidelines for Implementing the Bipartisan Infrastructure Law Signage Term and Condition for the State Revolving Fund Programs,”* December 8, 2022, available via the EPA webpage: <https://www.epa.gov/infrastructure/bipartisan-infrastructure-law-resources-clean-water>.



Attachment A - Example Sign

Federal sign and logo guidelines and specifications can be found in documents noted above. See below for an example sign that meets the requirements in this guide:

