

Signage Guide – Base Equivalency



SC Department of Health and Environmental Control

An initiative of the United States Environmental Protection Agency (EPA) to enhance public awareness of EPA assistance agreements nationwide has been passed through to State Revolving Fund programs. The EPA “signage requirement” only applies to SC SRF projects funded by a Base Capitalization Grant identified as having equivalency requirements. SRF projects funded by a grant other than the Base Capitalization grant may have a different signage requirement. **If you do not know if a Base Capitalization Grant funds your project, contact your SRF project manager for assistance.** Complying with the signage requirement is an eligible SRF expense.

Factors for an SRF Project Sponsor to consider when choosing a signage option include the complexity and location of the project and the nature of the community. There are a number of implementation options listed below. **Regardless of the option you choose, contact your SRF project manager to request the DHEC and EPA logos that should be included.**

- **Standard Signage:** Use of a traditional physical sign should include: the name of the facility, project, and community; project cost; the DHEC logo; the EPA logo; and a statement that the funding is provided through (or in part through) EPA. Other information could be included as space allows. This option may be selected for large infrastructure projects where the sign would be easily visible, such as near a major road or thoroughfare or where the facility is in a location where this would effectively publicize the project.

Alternative signage options that are listed below may advertise SRF assistance in different formats, but each option should share the following information:

- 1 *Name of facility, project and community*
 - 2 *Project administered by DHEC’s State Revolving Fund Section*
 - 3 *Project is [wholly / partially] funded with EPA funding*
 - 4 *Brief description of the project*
 - 5 *Brief listing of water quality benefits to be achieved*
- **Online and Social Media Publicity:** Many communities are increasingly finding that the online forum is the most cost-effective approach to publicize their programs and reach a broad audience of stakeholders. Online publicity may appear on the town, community, or facility website if available. Social media sites such as Facebook or Twitter can also be used. This option could be a more cost-effective option than traditional signs or print media. Since the web offers a visual platform, pictures and other visual elements could be incorporated when sharing the information listed above. In the case of some projects, such as nonpoint source projects, there might be additional opportunities for online publicity through partner agencies or organizations.

- **Posters or Brochures:** A poster or brochure would share the information listed above and could include a website address for the SC SRF program (<http://www.scdhec.gov/srf>). Pictures of the proposed facility or project location could also be included in this format. Posters or brochures should be placed in a public location that is accessible to a wide audience of community members (e.g., town or city hall, community center, local park, public library, local government facility, courthouse or other public meeting space). This option may be more appropriate for projects located in rural areas.
- **Newsletter, Periodical, or Press Release:** For communities where there is no suitable public space or where advertisement through signage is unlikely to reach community members effectively, projects may be advertised in a community newsletter or similar periodical. The newsletter, periodical, or press release would contain the information indicated above.
- **Insert or Pamphlet in Water/Sewer Bill:** This approach would effectively publicize the project to those individuals directly benefitting from the project using the information listed above. The layout of such an insert might be an informative paragraph or more like a brochure.

Below is sample language that may be used for any of the above options:

“Construction of upgrades and improvements to the *[Name of Facility or Infrastructure Component @ Project Location]* is being financed by the *[Clean Water/Drinking Water]* State Revolving Fund (SRF). The *[CW/DW]* SRF program is administered by the South Carolina Department of Health and Environmental Control and the SC Rural Infrastructure Authority with joint funding from the U.S. Environmental Protection Agency and the State of South Carolina. This project will *[description of project]* and will provide *[details specifying particular water quality benefits]* for community residents and businesses in and near *[name of town, city, and/or water body or watershed to benefit from the project]*. *[CW/DW]* SRF programs operate around the country to provide states and communities the resources necessary to maintain and improve the infrastructure that protects our valuable water resources.”

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 Enhancing Public Awareness of SRF Assistance Agreements,” June 3, 2015, available via the EPA Webpage: <https://www.epa.gov/cwsrf/enhancing-public-awareness-srf-assistance-agreements>.

