



Signage to Increase Public Awareness

For State Revolving Fund (SRF) and
Drinking Water Revolving Fund (DWRf) Projects

On June 3, 2015, the United States Environmental Protection Agency (EPA) issued a memorandum that introduced new guidelines with the purpose of increasing public awareness of EPA assistance nationwide. What follows are some suggested methods that communities can use to increase awareness of the funding source for SRF and DWRf projects if they so choose. The Department of Environmental Quality (DEQ) issues a press release post loan closing for all applicants; however, we encourage all applicants to share project information as well.

The following are signage options that communities can use depending upon their specific circumstances or needs:

1. **Standard Signage:** Use of a traditional sign that includes the name of the facility, project, and community; project cost; the DEQ logo; and the EPA logo (see Attachment). This option should be selected for 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.
2. **Posters or Brochures:** The poster should be visible at the facility or community offices and should include the name of the facility, project, and community; brief description of the project; a brief description of the water quality benefits the project will achieve; the DEQ logo; and that the project is wholly or partially funded with EPA funding. If a brochure is used, it could be included in a standard mailing or be available at community offices, public libraries, community centers, or court house. This option may be more appropriate for projects located in rural areas.
3. **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 should contain the name of the facility, project, and community; the DEQ logo; that the project is wholly or partially funded with EPA funding; a brief description of the project; and a brief description of the water quality benefits to be achieved.
4. **Insert or Pamphlet in Water/Sewer Bill:** This approach would effectively publicize the project to those individuals directly benefitting from the project. The insert or pamphlet should include the name of the facility, project, and community; the DEQ logo; that the project is wholly or partially funded with EPA funding; a brief description of the project; and a brief listing of water quality benefits that will be achieved. A sample insert is attached.
5. **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. In the case of some projects, such as nonpoint source projects, there might be additional opportunities for online publicity through partner agencies or organizations. When using this option, the online notice should include the

name of the facility, project, and community; the DEQ logo; that the project was wholly or partially funded with EPA funding; and a brief description of the project and water quality benefits that will be achieved.

Below is sample language that communities may use in any of the above options:

Construction of upgrades and improvements to the [Name of Facility, Project Location, or WWTP] were financed by the [Clean Water/Drinking Water] State Revolving Fund. The [SRF/DWRP] program is administered by the Michigan Department of Environmental Quality with joint funding from the U.S. Environmental Protection Agency and the State of Michigan. This project will [description of project] and will provide water quality benefits [details specifying particular benefits] for community residents and businesses in and near [name of town, city, and/or water body or watershed to benefit from the project]. [SRF/DWRP] 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 nationwide.

If a community chooses to use any of the above signage options, the costs associated with those activities are eligible for SRF or DWRP funding. Ideally, a cost estimate should be included with the Project Plan, and final cost documentation should be submitted with the Part II Application. Communities are encouraged to consider the costs and benefit of each of these options and which would be the most effective in their area. Be sure to provide a hard copy of the selected signage option to the Revolving Loan Section office for documentation. If a sign, poster, or online publicity method is being used please send a Word or PDF copy.

How to Acquire the EPA and DEQ Logos

Attached you will find an electronic copy of the EPA logo (If you need a higher resolution/quality EPA logo, please contact our office). You may use the EPA logo for your signage needs, but be sure to comply with the attached EPA Logo and Seal Specifications memo. Also attached is an electronic copy of the DEQ logo. Please only use these files for your SRF or DWRP signage purposes, any other uses are not permitted.

If you have any questions about this policy or use of the logos you may contact Jaclyn Merchant at 517-284-5412 or by email at merchantj1@michigan.gov.

This publication is intended for guidance only and may be impacted by changes in legislation, rules, policies, and procedures adopted after the date of publication. Although this publication makes every effort to teach users how to meet applicable compliance obligations, use of this publication does not constitute the rendering of legal advice.



EPA

United States

Environmental Protection

Agency

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.



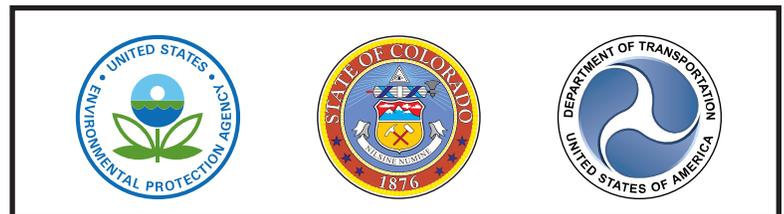
SIZE AND LOGO WITH OTHER LOGOS

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

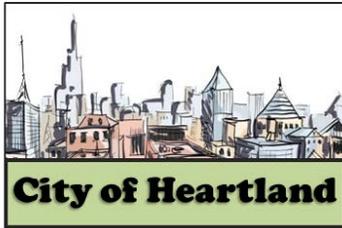
When there are multiple state or Federal seals/circular logos, the use of the EPA seal is appropriate with prior written EPA approval. The EPA seal should be the same size as the seals that accompany it and should be a minimum of 3 inches in height.



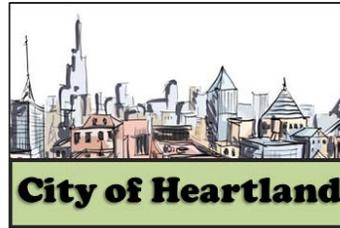
IMPROPER LOGO USAGE



SAMPLE INSERT for Water/Sewer Bill



You may have noticed some construction activity around town! We are currently making improvements to the Heartland Wastewater Treatment Plan located at 100 Heartland Drive. Improvements include the installation of a new pump and clarifier basin improvements. These improvements are being made so that we can continue to treat Heartland's wastewater and maintain the quality of the water that is discharged into Heart River. This project is financed using state and federal funding from the Department of Environmental Quality and the U.S. Environmental Protection Agency. If you have any questions you can contact the city at 111-123-4567.



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