

# USING SIGNAGE TO IMPROVE PUBLIC AWARENESS OF THE STATE REVOLVING FUND (SRF) LOAN PROGRAMS

The United States Environmental Protection Agency (USEPA) is implementing a nationwide initiative focused on enhancing public awareness of EPA financial assistance. Illinois EPA is the recipient of a USEPA grant which has a Term and Condition which applies to construction projects funded in whole or in part by President Biden’s Bipartisan Infrastructure Law (BIL).

The goal is to communicate to the largest audience possible about the positive role that BIL funding is having on the community. This may include communicating in multiple languages. If a municipality has a significant number of non-English speaking citizens, notice should be made in the appropriate language(s) (excluding the official Investing in America emblem or EPA logo or seal). Each project and community is unique so the choice of communication method, information to include, graphics, and languages must be made locally.

In order to comply with the new requirements related to the Investing in America Signage Term and Condition contained within the grant received by IEPA, IEPA recommends loan recipients read through the details below:

1. A physical sign with the official Investing in America emblem and EPA logo must be placed at construction sites for all IEPA SRF projects funded in whole or in part by BIL funds.
2. The sign must be placed in an easily visible location that can be directly linked to the work taking place.
3. The sign must be maintained in good condition throughout the construction period.
4. 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 the work area.
5. The recipient will ensure compliance with the guidelines and design specifications provided by EPA for using the official Investing in America emblem available at: <https://www.epa.gov/invest/investing-america-signage>.
6. Consistent with section 6002 of RCRA, 42 U.S.C. 6962, and 2 CFR 200.323, recipients are encouraged to use recycled or recovered materials when 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, 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, provided the costs are reasonable.
7. Complete and submit to the IEPA Post-Construction Unit a SRF Public Notification/Signage Requirement Certificate of Completion Form upon submittal of the SRF Loan Recipient’s 1<sup>st</sup> Disbursement Request: <https://epa.illinois.gov/content/dam/soi/en/web/epa/topics/grants-loans/state-revolving-fund/documents/SIGNAGE-FORM.pdf>

## BIPARTISAN INFRASTRUCTURE LAW SIGNS

**All signs should be printed 72 in (W) x 48 in (H)**

- [Blue Background Bipartisan Infrastructure Law Signage \(pdf\)](#)
- [White Background Bipartisan Infrastructure Law Signage \(pdf\)](#)

To add a logo of the partner organization, you can use the Photoshop template linked below. The design file contains gray outlines for both rectangle and circle logos/seals, and please use that as a sizing guide when adding logos.

**NOTE:** Logos of contractors are not permitted on signage.

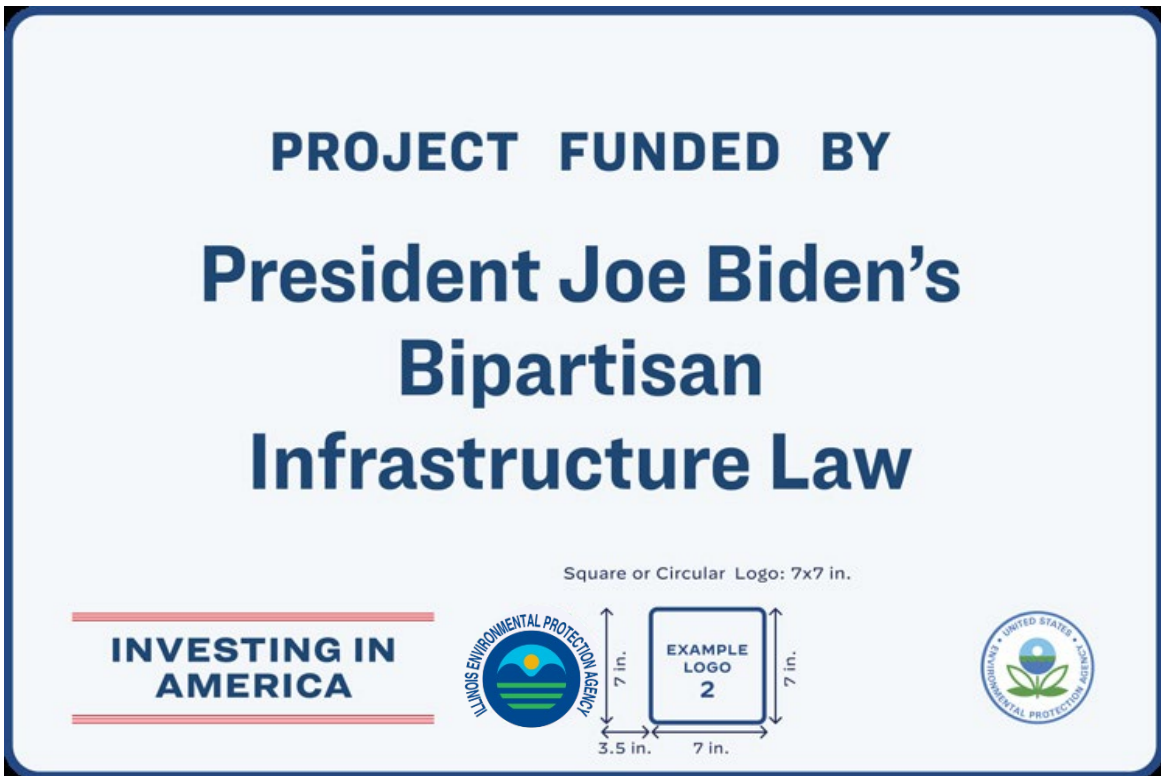
- [Customizable Bipartisan Infrastructure Law Signage \(pdf\)](#)

**For questions, please call IEPA’s Infrastructure Financial Assistance Section at (217)782-2027.**

IF other Logos are added:

\*NOTE - Construction Company logos cannot be added.

1. BIL Template with Square Logo:



2. BIL Template with Rectangle Logo:

