



Texas Water Development Board

Guidance on State Revolving Fund  
Project Public Awareness

## Table of Contents

I. OVERVIEW	4
II. ENHANCED PUBLIC AWARENESS PROGRAM	4
III. PUBLIC AWARENESS OPTIONS	5
1. Online & Social Media	5
2. Press Release, Newsletter, or Periodical	6
3. Posters or Brochures	7
4. Standard Project On-Site Signage	8
IV. TWDB and EPA Logos	8
V. Special Signage Requirements for IIJA Projects	9
Exhibit A	10
Exhibit B	11
Exhibit C	12
Exhibit D	13
Texas Water Development Board Style Sheet	13
EPA Logo & Seal Specifications	14
EPA Funded Projects Sign Templates	15

**Forms and Guidance:**

The Texas Water Development Board (TWDB) forms and guidance documents noted in this instruction document may be accessed through the TWDB Financial Assistance website at:

[www.twdb.texas.gov/financial/instructions/](http://www.twdb.texas.gov/financial/instructions/)

Search by either the document number or name.

## I. OVERVIEW

The Environmental Protection Agency (EPA) implemented an initiative to increase public awareness by communicating the positive impacts and benefits provided to State Revolving Fund (SRF) financial assistance recipients. This effort requires SRF financial assistance recipients to identify SRF infrastructure projects highlighting direct and tangible benefits to communities and citizens.

Options available to enhance public awareness of SRF financing include:

- Online signage placed on community website or social media outlet
- Press release
- Posters or wall signage in a public building or location
- Newspaper or periodical advertisement for project construction, groundbreaking ceremony, or operation of the new or improved facility
- Standard on-site signage

For projects funded in whole or in part by the Bipartisan Infrastructure Law (BIL)/Infrastructure Investment and Jobs Act (IIJA), the special sign requirement to post a specific sign at the construction site during construction has been rescinded. These projects will still need to follow the EPA's public notification requirements. Purchases by financial assistance recipients for these special signs may still have those costs reimbursed through use of SRF funds, provided they have met all other procurement requirements.

For these purposes, the TWDB has created this guidance, based on EPA's initiative guidance, to assist our customers achieve the goals laid out above.

## II. ENHANCED PUBLIC AWARENESS PROGRAM

Beginning with State Fiscal Year 2016 SRF program year, all recipients of the CWSRF and DWSRF equivalency financial assistance must enhance public awareness of their project and of SRF programs by making certain information available to the broadest audience possible relevant to those who will benefit from the project. This initiative enhances the previous standard sign policy and provides communities with more options to enhance public awareness that are more cost effective than standard signage.

Communities should consider which method best fits their project and discuss options with TWDB staff as early as the required pre-application conference. The final method will be detailed to the TWDB no later than the pre-construction conference.

For projects funded in whole or in part by the Bipartisan Infrastructure Law (BIL)/Infrastructure Investment and Jobs Act (IIJA), the special sign requirement to post a specific sign at the construction site during construction has been rescinded. These projects will still need to follow the EPA's public notification requirements.

### III. PUBLIC AWARENESS OPTIONS

A number of options are available that communities can explore to implement this initiative. The option selected should meet all of the basic requirements while remaining cost-effective and accessible to a broad audience. Each recipient of CWSRF or DWSRF equivalency financial assistance must certify that it is compliant with this initiative and detail the method of implementation. **Each recipient of CWSRF or DWSRF equivalency financial assistance is solely responsible for keeping and maintaining records of proof of compliance.**

Certification forms are available for the convenience of the financial assistance recipient and found in “Exhibit A” to this guidance.

- State Revolving Fund Project Public Awareness Certification, TWDB form No. 1109A found at the following link:  
<http://www.twdb.texas.gov/financial/instructions/doc/TWDB-1109-A.pdf>
- *BIL/IIJA State Revolving Fund Project Signage Certification, TWDB Form No. 1109B, has been discontinued.*

The Certification form (TWDB-1109A) must be completed and submitted to TWDB with the initial request for release of construction funds. The certification form must be signed by the recipient’s governing body or its official signatory delegate. Note that evidence of implementation using the selected public awareness option must be kept by the recipient and made available upon request.

Below are the five acceptable options for Public Awareness:

1. Online signage placed on community website or social media outlet
2. Press release
3. Posters or wall signage in a public building or location
4. Newspaper or periodical advertisement for project construction, groundbreaking ceremony, or operation of the new or improved facility
5. Standard on-site signage

Each of the options is explained in greater detail below.

#### 1. Online & Social Media

Many communities increasingly find that the online forum is the most cost-effective approach to publicizing their SRF programs and reaching a broad audience of stakeholders. Online “signage” should follow the minimum information guidelines below and may appear on the town, community, or facility website, if available. In some cases, communities may be active on social media sites such as Facebook, LinkedIn, X (formerly Twitter), or BlueSky. These can be used as an opportunity for publicizing projects and information about how SRF funds are being used in the community.

These online announcements or notices may be appropriate for settings where physical signage would not be visible to a wide audience. They can be a more cost-effective option than traditional signs or publicity in print media outlets. This option may be most useful where the community’s website is a well-recognized source of information for its residents.

In the case of some projects, such as nonpoint source or sponsorship projects, there might be additional opportunities for online publicity through partner agencies or organizations.

This could take place either on the organization's website or through social media outlets, but assistance recipients should refer to the requirements for those other agencies if applicable.

Assistance recipients that will implement this requirement through use of online and social media publicity should ensure the following are included:

- Name of facility, project and community
- State agency administering the SRF program, the TWDB
- Project was wholly or partially funded with SRF funding through the EPA
- Brief description of the full project
- Brief listing of water quality benefits to be achieved

Note that the EPA logo may not be used with this option.

“Exhibit B” to this guidance gives examples of both an online web notice and a shorter e-blast-type feed.

The records, to be kept by the recipient, demonstrating compliance through this option must include full screenshots of the posting(s) showing the five required items listed above and the website or social media used.

## **2. Press Release, Newsletter, or Periodical**

For communities where there is no suitable public space or where advertisement through signage is unlikely to reach community members effectively, projects can be advertised in a community newsletter or similar periodical. For new construction, if a groundbreaking ceremony is to be held, an announcement could publicize or accompany publicity for this event.

Distributing a single prepared statement concisely summarizing the project purpose and the joint funding from the SRF through the EPA and TWDB resources can reach a wide audience as the statement goes through multiple news outlets.

If a recipient decides on a public or media event to publicize the accomplishment of significant events related to construction because of SRF support through the EPA, the EPA must be provided with at least a ten working-day notice of the event and provided the opportunity to attend and participate. Please contact Section Supervisor Denise Hamilton, who can be reached at (214) 665-2775 or [Hamilton.Denise@epa.gov](mailto:Hamilton.Denise@epa.gov).

Assistance recipients in implementing this requirement through use of a newsletter, periodical, or press release should ensure the following are included:

- Name of facility, project, and community
- State agency administering the SRF program, the TWDB
- Project was wholly or partially funded with SRF funding through the EPA
- Brief description of the full project

- Brief listing of water quality benefits to be achieved

Note that the EPA logo may not be used with this option.

“Exhibit C” to this guidance gives an example of a project press release.

The records, to be kept by the recipient, demonstrating compliance through this option must include copies of the published press releases, newsletter, or periodical that show the five required items listed above.

### 3. Posters or Brochures

Smaller projects, projects located in rural areas, and other efforts may find that it is more cost effective and practical to advertise efforts through creation of a poster or smaller sign. If the project involves nonpoint source or green infrastructure components, those can be described at the discretion of the state or community.

The poster or brochure and acknowledgement should be visible and contain a website or other source of information for individuals who may be curious about the SRF program. The community could also implement this option as a short pamphlet or brochure that is placed in one of these locations for community members to read.

Posters or brochures should be placed in a public location that is accessible to a wide audience of community members. This can include, but is not limited to:

- Town or City Hall
- Community Center
- Locally owned or operated park or recreational facility
- Public Library
- County or municipal government facilities
- Court house or other public meeting space

Given the low cost for producing multiple copies of the same poster, pamphlet, or brochure, communities can explore options for displaying these posters in several locations simultaneously. This would achieve the overall objective of reaching a broad audience and publicizing the project.

Assistance recipients who implement this requirement through use of posters or brochures should ensure the following are included:

- Name of facility, project and community
- State agency administering the SRF program, the TWDB
- Project was wholly or partially funded with SRF funding through the EPA
- Brief description of the full project
- Brief listing of water quality benefits to be achieved

Note that the EPA logo may not be used with this option.

The records, to be kept by the recipient, demonstrating compliance through this option must include pictures of the posted posters or brochures that show the five required

items listed above.

#### 4. Standard Project On-Site Signage

The TWDB recommends that large projects that involve significant expansion or construction of a new facility elect to publicize through standard signage. This option should be selected for projects where the sign would be near a major road or thoroughfare or where the facility is in a location at which this would effectively publicize the upgrades. The sign must be maintained in good condition throughout the construction period. Some facilities will not find this an appropriate or cost-effective solution. For example, investing in a large road sign would likely not be an optimal solution for a facility located in a rural area or where access is limited to a smaller service road.

Signs can also be located away from the project site if there is another reasonable alternative that still provides a visual link to the work taking place. For example, a community may elect to place a sign advertising the project near a public access point to a body of water that receives discharge from a particular facility.

For Lead Service Line Replacement projects, where the area of construction can move periodically as services lines are replaced, it is strongly recommended that the recipient produce and maintain a mobile sign that meets the signage design requirements.

Assistance recipients in implementing this requirement through use of a traditional sign should ensure the following are included:

- The name of the facility, project, and community
- Project cost
- State agency administering the SRF program (i.e., the TWDB)
- The EPA and State Agency logos (EPA logo may only be used on a sign)

The records, to be kept by the recipient, demonstrating compliance through this option must include photographs of the sign(s) that show the four required items listed above.

## IV. TWDB and EPA Logos

Users can download the TWDB logo and reference the logo use guidelines for project public awareness signage: <https://www.twdb.texas.gov/financial/instructions/doc/twdb-logo.zip>. If you have questions about TWDB logo use or need a different file type, please email [twdbcommunications@twdb.texas.gov](mailto:twdbcommunications@twdb.texas.gov) and reference that usage is per TWDB-1109 Guidance for state revolving fund projects. Use of the TWDB logo is permitted only for this purpose.

EPA logo may only be used on a sign. If the EPA logo is displayed along with logos of other participating entities, the EPA logo must not be displayed in a manner that implies that EPA itself is conducting the project. Instead, the EPA logo must be accompanied with a statement indicating that the recipient received financial assistance from EPA for the project.



Sign specifications must follow the EPA Office of Public Affairs' (OPA) requirements. The EPA logo is the identifier for assistance agreement projects. Recipients must comply with the sign specifications provided by the EPA, available at: [www.epa.gov/grants/epa-logo-seal-specifications-signage-produced-epa-assistance-agreement-recipients](http://www.epa.gov/grants/epa-logo-seal-specifications-signage-produced-epa-assistance-agreement-recipients). Proof of compliance must be provided to TWDB.

Exhibit D to this guidance outlines the EPA logo and seal specifications for signage produced by EPA assistance agreement recipients.

## **V. Special Signage Requirements for IIJA Projects**

For projects funded in whole or in part by the Bipartisan Infrastructure Law (BIL)/Infrastructure Investment and Jobs Act (IIJA), the special sign requirement to post a specific sign at the construction site during construction has been rescinded. These projects will still need to follow the EPA's public notification requirements. Purchases by financial assistance recipients for these special signs may still have those costs reimbursed through use of SRF funds, provided they have met all other procurement requirements.

## **Exhibit A**

### **TWDB-1109-A – Certification Form for SRF Projects**

Available at: [www.twdb.texas.gov/financial/instructions/doc/TWDB-1109-A.pdf](http://www.twdb.texas.gov/financial/instructions/doc/TWDB-1109-A.pdf)

## Exhibit B

### Online Web Notice & Social Media required elements.

#### EXAMPLE

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Wholly funded by CWSRF from the EPA and the TWDB
- Brief description of project: Replace collection system lines in five different segments throughout the City.
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration.

**or**

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Partially funded by CWSRF from the EPA and the TWDB, with other funds from (insert other funding sources)
- Brief description of project: Replace collection system lines in five different segments throughout the City.
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration.

## Exhibit C

### Press Release required elements

#### EXAMPLE

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Wholly funded by CWSRF from the EPA and the TWDB
- Brief description of project: Replace collection system lines in five different segments throughout the City
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration

**or**

- Name of Project and community: Collection System Improvements 2023, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF through the EPA: Partially funded by CWSRF from the EPA and the TWDB, with other funds from (insert other funding sources)
- Brief description of project: Replace collection system lines in five different segments throughout the City
- Brief listing of water quality benefits: reduce/eliminate sanitary sewer overflows, improve performance of WW collection system, reduce energy consumption at WWTP by reducing inflow/infiltration

## **Exhibit D**

### **Texas Water Development Board Style Sheet**

The Texas Water Development Board logo is the most immediate representation of our organization to the world. It is a valuable brand asset that must be used consistently in the proper, approved forms.

## Primary Logo

## VERTICAL LOGO

## HORIZONTAL LOGO

For legibility issues, it's important that each logo asset does not get scaled-down past a defined size. They each have a breaking point where they will become illegible when reduced too small. The smallest sizes are listed with each logo on this page.

Use the **BRAND COLOR PALETTE** for all first touch points and for collateral related to our brand and message as a whole.

For each color shown on this page, there are different formulas given to use on digital screens (RGB, HEX) vs. print media (PMS, CMYK). Always use the correct formula for the correct media.

**BLUE**

PMS 7690 CP  
CMYK 89 34 2 9  
RGB 0 125 184  
HEX #007DB8

**GREEN**

PMS 2464 CP  
CMYK 55 0 68 0  
RGB 126 189 115  
HEX #7EBD73

**YELLOW**

**PMS** 7549 CP  
**CMYK** 0 22 100 0  
**RGB** 255 197 0  
**HEX** #FFC500

An ample amount of **CLEAR SPACE** around the logo ensures that text or other visual elements do not encroach on its legibility.

Each Texas Water Development Board logo asset should always be surrounded by a minimum space indicated by the capital T shape (T) that is in the logotype. **Wherever possible, allowing for more clear space is preferred.**

The blue guides around each logo asset shown here indicate the minimum amount of clear space.

## VERTICAL LOGO



## HORIZONTAL LOGO



### SECONDARY MARK



Proper use of the logo assets will ensure a consistent brand presence across digital and print media. Each logo asset should be used in its full-color version whenever possible. Acceptable uses in the order of preference are shown and described on this page.

- 1 FULL-COLOR** versions of the logo should always be used against a white background to maintain legibility and proper contrast.



- 2 REVERSED** versions of the logo may be used on black, as well as against photography—as long as there is an optimum amount of contrast between the logo and the background image.



- 3 SOLID WHITE** versions of the logo may also be used on brand colors as well as against photography, as long as there is an optimum amount of contrast between the logo and the background image.



- The logo may be used in **SOLID BLACK OR BLUE** on a white background only when necessary (e.g., for 1-color printing).



Improper use of logos will create confusion and dilute the overall brand presence among our audiences. It is imperative the logo assets be used as provided by the marketing department across all digital and print media.

### The following rules go for ANY of the logo assets:

- 1 DO NOT** distort the logo in any way, including squeezing or stretching.
- 2 DO NOT** add any special effects to the logo.
- 3 DO NOT** switch the brand colors used in the logo.
- 4 DO NOT** change the colors of the logo.
- 5 DO NOT** replace any of the logo fonts or reshape the mark. Do not redraw the logo. Use only provided artwork from the marketing department.
- 6 DO NOT** reduce the opacity of the logo, whether against a light or dark background, making it hard to read.
- 7 DO NOT** place the logo against any unapproved colors.
- 8 DO NOT** place the logo against an image that makes any part of the lockup hard to read.



## EPA Logo & Seal Specifications

### 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.



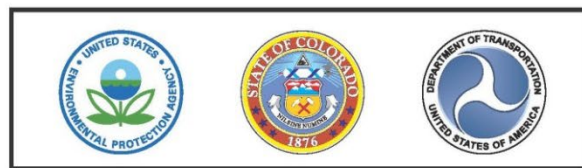
#### SIZE AND LOGO WITH OTHER LOGOS

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





## EPA Funded Projects Sign Templates

All signs to be printed 72 in (width) x 48 in (height). EPA has provided PDFs. Logos of contractors are **NOT** permitted on signage.

Reference:

<https://www.epa.gov/aboutepa/signage>

### EPA Signs

