

**Guidance on
State Revolving Fund
Project Public Awareness**

Overview

In an effort to communicate the positive impact and benefits of State Revolving Fund (SRF) financial assistance, the Environmental Protection Agency (EPA) implemented a new initiative to increase public awareness surrounding the improvements communities receive resulting from SRF financial assistance. It is the desire of the EPA that more communities and citizens of Texas are informed of the direct and tangible benefits that SRF financial assistance provides.

There are now new options available to enhance public awareness of SRF financing:

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

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Enhanced Public Awareness Program

Beginning with State Fiscal Year 2016 SRF program year, all recipients of the Clean Water State Revolving Fund (CWSRF) equivalency and the Drinking Water State Revolving Fund (DWSRF) 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.

Public Awareness Options

There are a number of options available 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 equivalency or DWSRF financial assistance must certify that it is compliant with this initiative and detail the method of implementation. A certification form is available for the convenience of the financial assistance recipient: *State Revolving Fund Project Public Awareness Certification*, TWDB form No. 1109A found at the following link and as “Exhibit A” to this guidance:

<http://www.twdb.texas.gov/financial/instructions/doc/TWDB-1109-A.pdf>

Below are the five acceptable options:

- 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

Each of the options is explained in greater detail below.

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 or Twitter. 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/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 again through social media outlets.

Assistance recipients that will implement this requirement through use of online & 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 project

“Exhibit B” to this guidance gives examples of both an online web notice and a Twitter feed.

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 as a result 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 Associate Director Claudia Hosch, who can be reached at (214) 665-6464 or Hosch.Claudia@epa.gov.

Assistance recipients to implement 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 project
- Brief listing of water quality benefits to be achieved

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

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, also containing a website or other source of information for individuals that 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/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 to 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 project
- Brief listing of water quality benefits to be achieved

Standard Project On-Site Signage

It is recommended 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. Some facilities will not find this an appropriate or cost-effective solution. For example, investing in a large road sign for a facility that is located in a rural area or where access is limited to a smaller service road would likely not be an optimal solution.

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

Assistance recipients to implement 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, the TWDB
- The EPA and State Agency logos (EPA logo may only be used on a sign)

Users should download the [TWDB-logo.zip](#) file, extract the eps file, and then use Illustrator to extract the embedded logo file.

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.

As provided in the sign specifications from the EPA Office of Public Affairs (OPA), the EPA logo is the identifier for assistance agreement projects. The TWDB will ensure that recipients comply with the sign specifications provided by the OPA, available at

<http://www2.epa.gov/grants/epa-logo-seal-specifications-signage-produce-epa-assistance-agreement-recipients>

This guidance outlines the EPA logo & seal specifications for signage produced by EPA assistance agreement recipients.

Exhibit A

TWDB-1109A, Certification Form



P.O. Box 13231, 1700 N. Congress Ave.
Austin, TX 78711-3231, www.twdb.texas.gov
Phone (512) 463-7847, Fax (512) 475-2053

State Revolving Fund Project Public Awareness Certification

This executed certification covering project public awareness is required of all recipients of Clean Water State Revolving Fund (CWSRF) equivalency and Drinking Water State Revolving Fund financial assistance. The requirement for this certification applies to all effected applications received on or after August 26, 2015.

Name of Entity: _____

TWDB Project Number: _____

Project Name: _____

Method of Implementation: ☐ Online signage via website or social media
(see guidance) ☐ Press release
☐ Posters or wall signage
☐ Newspaper or periodical advertisement
☐ Standard signage

The undersigned hereby certifies that the project referenced above meets the requirements listed in TWDB SRF Public Awareness Guidance, Form 1109A that can be found at the following link.

<http://www.twdb.texas.gov/financial/instructions/doc/TWDB-1109.pdf>

Signature of Authorized Official

Date

Printed Name of Authorized Official

Title of Authorized Official

Exhibit B

Exhibit B

Online Web Notice & Social Media required elements-EXAMPLE

- Name of Project and community: Collection System Improvements 2015, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF: Wholly funded by CWSRF
- Brief description of project: Replace collection system lines in five different segments throughout the City

or

- Name of Project and community: Collection System Improvements 2015, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF: Partially funded by CWSRF
- Brief description of project: Replace collection system lines in five different segments throughout the City

Exhibit C

Exhibit C

Press Release required elements-EXAMPLE

- Name of Project and community: Collection System Improvements 2015, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF: Wholly funded by CWSRF
- 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 2015, City of Arlington
- Name of CWSRF administering agency: Texas Water Development Board
- Funded in whole or in part by CWSRF: Partially funded by CWSRF
- 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

Texas Water Development Board Style Sheet

Texas Water Development Board logo style sheet

Last modified Jan 2017

Texas Water Development Board



C80 M46 Y11 K8
Pantone 647



C23 M6 Y2 K0
Pantone 643

Do not use the logo in any other colors or variations than those on this style sheet



Minimum size width = 1 inch



Too small

**Texas Water
Development Board**

Grayscale



C0 M0 Y0 K65
Pantone Cool Gray 9



C0 M0 Y0 K20
Pantone Cool Gray 2

**Texas Water
Development Board**

Black



C0 M0 Y0 K100
Pantone Black

**Texas Water
Development Board**

White



C0 M0 Y0 K0
Pantone -

Assistance agreement recipients are authorized to use the TWDB name and logo in accordance with the format identified in these guidelines and only for printed materials such as onsite signage, advertisements, and wall signage produced to enhance public awareness of the State Revolving Fund (SRF) project or the SRF program.

Always:


- Position the logo for maximum impact and leave adequate space around the logo to ensure visibility and legibility.

Do not:

- Use the logo in text;
- Redesign, redraw, animate, modify, distort, or alter the proportions of the logo;
- Place the logo over a pattern or design;
- Rotate or render the logo three-dimensionally;
- Add words, images, or any other new elements to the logo.

Examples of Do Not:

The Texas Water Development Board logo is our most valuable brand asset.

The  logo is our most valuable brand asset.



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.



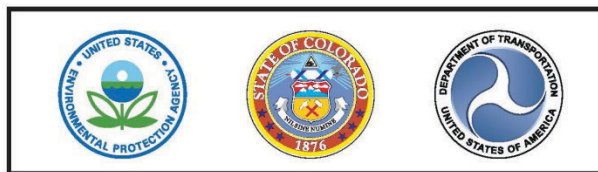
SIZE AND LOGO WITH OTHER LOGOS

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

