

Signage

The purpose of signage is to increase public awareness of the Environmental Protection Agency (EPA) assistance agreements statewide. This requirement only applies to certain projects, so please speak with the Drinking Water State Revolving Fund (DWSRF) engineer if your project will need to comply with the signage requirement. If a project isn't required to comply with signage, the Borrower may still choose to notify the public of the benefits of the project and the role of the SRF.

Borrowers are encouraged to include translations of their signs into appropriate non-English languages, if necessary. The costs of such translations are allowable SRF costs, provided the costs are reasonable.

To make this requirement as flexible and cost and effort effective as possible, EPA allows multiple options to comply with signage. The options are:

- Standard signage
- 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
- Online signage placed on community website or social media outlet
- Press release

OPTION: STANDARD SIGNAGE

Who or what type of project is this option for?

- Large projects that involve significant expansion or construction of a new facility
- 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

You may not want to choose this option if:

- The project sign or facility is located in a rural area or where access is limited to a smaller service road
- Systems find this is not an appropriate or cost-effective solution

Required elements to include in this option

This option shall be implemented through use of a traditional sign that includes the following:

- The name of the facility, project, and community
- Project cost
- The State Agency/SRF administering the program ("Hawaii Department of Health Drinking Water State Revolving Fund")
- The EPA and State Agency logos (The EPA logo may only be used on a sign)
 - 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.
 - The EPA logo must comply with sign specifications provided by the EPA Office of Public Affairs (OPA), available at <https://www.epa.gov/stylebook/using-epa-seal-and-logo>

- To obtain the appropriate EPA logo graphic, the recipient should send a request directly to OPA and include the EPA Project Officer in the communication.

OPTION: POSTERS OR BROCHURES

Who or what type of project is this option for?

- Smaller projects
- Projects located in rural areas
- Those who would find this option more cost-effective and practical

Where to implement this option

The poster or brochure should be visible, as well as a website or other source of information for individuals that may be curious about the SRF program. The pamphlet or brochure that is 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.

Required elements to include in this option

Ensure posters or brochures include the following:

- The name of the facility, project, and community
- The State Agency/SRF administering the program (“Hawaii Department of Health Drinking Water State Revolving Fund”)
- Project is wholly or partially funded with EPA funding
- Brief description of project
- Brief description of the water quality benefits the project will achieve

OPTION: NEWSLETTER, PERIODICAL, OR PRESS RELEASE

Who or what type of project is this option for?

- Communities where there is no suitable public space
- Communities where advertisement through signage is unlikely to reach community members effectively

Where to implement this option (all types do not have to be done)

- Advertised in a community newsletter or similar periodical. Community Center

- For new construction, if a groundbreaking ceremony is to be held, an announcement could publicize or accompany publicity for the event
- In some cases, a formal press release announcing the construction of a new facility

Required elements to include in this option

- The name of the facility, project, and community
- The State Agency/SRF administering the program (“Hawaii Department of Health Drinking Water State Revolving Fund”)
- Project is wholly or partially funded with EPA funding
- Brief description of the project
- Brief listing of water quality benefits to be achieved

Important to note

- Distributing a single prepared statement concisely summarizing the project purpose and the joint funding from EPA and state resources can reach a wide audience as the statement goes through multiple news outlets.
- If holding a public or media event to publicize the accomplishment of significant events related to construction as a result of EPA support, EPA must be provided with at least a ten working day notice of the event and provided the opportunity to attend and participate in the event.

OPTION: INSERT OR PAMPHLET IN WATER BILL

Who or what type of project is this option for?

- Communities that would like to effectively publicize the project to individuals directly benefitting from the project
- Communities that would like to emphasize the interest rate and financial savings (especially in relation to the accompanying bill) that the community achieved by taking advantage of SRF funds as well as the environmental and public health benefits to the community

Required elements to include in this option

- The name of the facility, project, and community
- The State Agency/SRF administering the program (“Hawaii Department of Health Drinking Water State Revolving Fund”)
- Project is wholly or partially funded with EPA funding
- Brief description of the project
- Brief listing of water quality benefits to be achieved

OPTION: ONLINE AND SOCIAL MEDIA PUBLICITY

Who or what type of project is this option for?

- Communities with access to active social media accounts and wanting to choose the most cost-effective approach for reaching out to a broad audience of stakeholders
- Communities with multiple social media options (town, community, facility website, Facebook, Twitter, etc.)
- Communities where physical signage would not be visible to a wide audience

- Communities where its website is a well-recognized source of information for its residents
- Communities with opportunities for online publicity through partner agencies' or organizations' website or social media outlets

Required elements to include in this option

- The name of the facility, project, and community
- The State Agency/SRF administering the program ("Hawaii Department of Health Drinking Water State Revolving Fund")
- Project is wholly or partially funded with EPA funding
- Brief description of the project
- Brief listing of water quality benefits to be achieved

SUGGESTED LANGUAGE FOR ALTERNATE OPTIONS

The language below is offered as an option for use in posters, pamphlets, brochures, press releases, or online materials.

"Construction of upgrades and improvements to the [Name of Facility, Project Location, or WTP] were financed by the Hawaii Drinking Water State Revolving Fund (DWSRF). The DWSRF program is administered by the Hawaii Department of Health, Safe Drinking Water Branch with joint funding from the U.S. Environmental Protection Agency and the State of Hawaii. 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 project.] DWSRF programs operate around the country to provide states and communities the resources necessary to maintain and improve the infrastructure that protects our vulnerable water resources nationwide."

For projects in certain areas, consideration should be made as to whether or not it is appropriate to include additional details about the project(s). Specific benefits, such as lessening of nutrient pollution, reducing contaminant levels or water pumping costs, improving waterlines to reduce watermain breaks, or the use of sustainable or green infrastructure may be of interest to community residents. In these cases, including them would further serve to showcase positive efforts financed by the SRF programs. Certain highlights may be quantified such as when discussing energy efficiency, water conservation,