




FEMA

**Hazard Mitigation Assistance Grant Programs Information Bulletin
on Encouraging Project Applicants to Engage in Implementation of Signage For
Bipartisan Infrastructure Law (BIL)-Funded, and Non-BIL-Funded, Project Sites, as
well as the Good Jobs and Buy Clean Initiatives
October 23, 2023**

MEMORANDUM FOR: Building Resilient Infrastructure and Communities (BRIC), Flood Mitigation Assistance (FMA) and the Rehabilitation of High Hazard Potential Dams Grant (HHPD) within the National Dam Safety Program Grant Program Recipients and Subrecipients

FROM: Victoria Salinas 
Senior Official Performing the Duties of Deputy Administrator for Resilience

SUBJECT: Implementation of Signage For BIL-Funded, and Non-BIL-Funded, Project Sites, and Participation in the Good Jobs and Buy Clean Initiatives

I. Purpose

The White House Office of Management and Budget's (OMB) February 24, 2023 Controller Alert on [Enhancing Transparency Through the Use of Investing in American Emblem on Signs](#) encourages the use of public signage on projects funded by certain federal laws, including the Bipartisan Infrastructure Law (BIL).¹ This Information Bulletin describes procedures for implementing FEMA's signage initiatives, as well as other federal initiatives. FEMA will be responsible for tracking progress on usage of signage near BIL-funded project sites, as well as providing real time guidance on any potential barriers in signage implementation.

II. Applicability

This Information Bulletin will take effect immediately to encourage signage participation for BRIC, FMA and HHPD grant recipients. **Please note, these actions are highly encouraged but are not required.**

III. Guidance for the Use of Signage in BRIC, FMA, and HHPD Grant Programs

The Infrastructure Investment and Jobs Act of 2021, also known as the Bipartisan Infrastructure Law (BIL), appropriated billions of dollars to FEMA to promote resilient infrastructure. At project sites where BIL funding is being used for hazard mitigation projects, the use of public signage is a way to inform taxpayers about how BIL funds are being spent and advance the goals of accountability and transparency in federal spending. For more information on the federal government's signage

¹ [CA-23-06_Enhancing Transparency Through Use of the Investing in America Emblem on Signs.pdf \(cfo.gov\)](#)

initiative, see the Office of Management and Budget’s February 24, 2023, Controller Alert, “[CA-23-6, Enhancing Transparency Through Use of the Investing in America Emblem on Signs \(UPDATED\)](#).”

Additionally, for construction projects that are not funded by the BIL, publicly visible signage identifying the BRIC, FMA, or HHPD funding source of the project promotes public awareness, participation in the program, and investment in building a resilient nation. Signage examples are depicted below:



Subrecipients are encouraged to place signs at project sites identifying the funding source of the project. The cost of such signs is an eligible project cost. The BRIC, FMA and NDSP Notices of Funding Opportunity will provide the maximum amount that may be requested per project for costs relating to signage. Project costs for signage are subject to the applicable cost-sharing requirements. If a subrecipient decides to place signage at a project site, the contents and other details of the signage must be in accordance with the following guidance:

- For construction projects funded in whole or in part by the Bipartisan Infrastructure Law (BIL), subrecipients must place a sign at the construction site that displays the Investing in America emblem, identifies the project as a “Project Funded by Bipartisan Infrastructure Law,” identifies the FEMA program through which the funding was made available, and includes the logo or name of the recipient and/or subrecipient, as shown in the signage examples above. For construction projects that were not funded by the BIL, the signage must only identify the FEMA program through which the funding was made available and include the name or logo of the recipient and/or subrecipient. The sign must be in an easily visible location that can be directly linked to the work taking place and must be maintained in good condition throughout the construction period.
- PDF files of these signs that are print-ready, as well as a template that can be customized to include the logo or name of the recipient and/or subrecipient, are available for download from FEMA’s BIL website page at: <https://www.fema.gov/grants/policy-guidance/bipartisan-infrastructure-law>. Please select your preferred background color (either blue or white).

Size

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

Placement

Not behind other signs, trees, or buildings. Signs should be plainly seen from the main thoroughfare.

NOTE: Logos of contractors are not permitted on signage.

For assistance with template design, and further guidance on utilization of signage, please email: design@fema.dhs.gov. The DHS Standard Terms and Conditions require approval for use of the DHS Seal and FEMA Logo.

Good Jobs (BRIC, FMA, and HHPD grant programs)

The [Good Jobs Initiative](#)² is a Department of Labor-led initiative that provides critical information to workers, employers, and government agencies as they work to improve job quality and create access to good jobs free from discrimination and harassment for all working people. This includes an emphasis on underserved communities, including BIPOC individuals, LGBTQ+ individuals, women, immigrants, veterans, individuals with disabilities, individuals in rural communities, individuals without a college degree, individuals with or recovering from a substance use disorder, and justice-involved individuals). During the implementation of a hazard mitigation project, applicants are encouraged to leverage the Good Jobs Initiative for information and resources on these topics. To learn more about the Good Jobs Initiative visit <https://www.dol.gov/general/good-jobs>.³

Buy Clean (FMA)

Executive Order 14057, “Catalyzing Clean Energy Industries and Jobs Through Federal Sustainability,” established the Buy Clean initiative, which implements a federal policy to promote purchase of construction materials with lower embodied emissions, taking into account the life-cycle emissions associated with the production of those materials. As the Buy Clean initiative is developed and implemented, FMA applicants are encouraged to seek ways to leverage the Buy Clean initiative to advance its purpose through hazard mitigation projects. To learn more about the Buy Clean initiative visit <https://www.sustainability.gov/buyclean/>.⁴

IV. Notifying FEMA of Signage Usage

Increasing the public visibility of federal investments is critical in building transparency and trust pertaining to the usage of taxpayer dollars in strengthening community infrastructure and resilience. Therefore, FEMA requests that, when applicants do utilize BIL-related signage, applicants should make efforts to reflect the number and location of signs used around project sites in documentation they submit to FEMA.

V. Questions

Any questions regarding this Information Bulletin may be directed to the Bipartisan Infrastructure Law Office at the following email address: fema-bil-admin@fema.dhs.gov. For questions about Hazard Mitigation Assistance Grants, please contact the following email address: hmaguidance@fema.dhs.gov

² [Biden-Harris Administration Roadmap to Support Good Jobs | The White House](#)

³ [The Good Jobs Initiative | U.S. Department of Labor \(dol.gov\)](#)

⁴ [Federal Buy Clean Initiative | Office of the Federal Chief Sustainability Officer](#)