



**EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503**

February 24, 2023

CA-23-6, Enhancing Transparency Through Use of the Investing in America Emblem on Signs (UPDATED)

This Controller Alert updates and replaces the alert previously issued on August 22, 2022.

Controller Alerts are designed to highlight emerging financial management issues that may require agency attention or action. These Alerts are intended to inform the Chief Financial Officer (CFO) community of key issues where the Office of Management and Budget (OMB) believes further action may be warranted, but do not constitute official guidance or prescribe specific tasks for agencies beyond consideration of appropriate steps to address the issue.

The purpose of this Controller Alert is to suggest strategies, including the use of public signage, to increase the transparency of projects funded in whole or in part by the following legislation: the American Rescue Plan Act of 2021 (ARP); the Infrastructure Investment and Jobs Act of 2021, also known as the Bipartisan Infrastructure Law (BIL); the Creating Helpful Incentives to Produce Semiconductors and Science Act of 2022 (CHIPS and Science Act); and the Inflation Reduction Act of 2022 (IRA) and other appropriations as appropriate. Such strategies can make visible to the public the effectiveness of Government efforts to invest in our Nation's infrastructure and competitiveness. Providing common and prominent signage on projects with Federal funding under these laws is consistent with the Government's commitment to transparency and accountability to the American public.

The Administration believes that clear and prominent signage on projects is one of several ways to inform taxpayers about how Federal funds from these laws are being spent and advance the goals of accountability and transparency of Federal spending. Similarly, consistent acknowledgement of the role of Federal financial support in agency press releases, statements, presentations, commemorative items (i.e., plaques), and other public communications involving projects and activities enabled in whole or in part by funding provided through these laws will improve public visibility into the effectiveness of Government efforts to rebuild our Nation's infrastructure and invest in U.S. competitiveness.

As such, this alert encourages the use of public signage on projects funded by these laws as well as acknowledgement of such Federal funding in other public materials as appropriate, in furtherance of openness and transparency. While specific requirements regarding usage of signage must be applied on an agency-by-agency and program-by-program basis, Federal awarding agencies¹ are strongly encouraged to seek opportunities to employ the following strategies, to the extent possible:

- 1. Develop signage and public acknowledgement requirements specific to Federal funding provided through the relevant laws (ARP, BIL, CHIPS and Science Act, and IRA) for inclusion in the terms and conditions of award agreements between agencies and recipients of such Federal financial assistance**
 - Federal award terms and conditions requirements should specify guidelines for use of the official Investing in America emblem. In the event the official Investing in America emblem is used, agencies should refer to the general guidelines and design specifications for applying the emblem and corresponding logomark available in the Official Investing in America Emblem Style Guide: <https://www.whitehouse.gov/wp-content/uploads/2023/02/Investing-in-America-Brand-Guide.pdf>
 - Federal award terms and conditions should specify guidelines for signage and communications materials to identify the project as a “project funded by [Insert name of the law].” Similarly, if the project is installing a plaque citing the origins or history of the project, the plaque should identify the project as a “project funded by [Insert name of the law].”
 - Such acknowledgement of the Federal financial assistance provided through these laws may be used in addition to, or in combination with, an agency’s standard signage and acknowledgement language to advance the goals of accountability and transparency of Federal spending.
 - Terms and conditions should stipulate that costs associated with signage must be reasonable and limited, and that recipients are encouraged to use recycled or recovered materials when procuring signs. Signs should not be produced or displayed if doing so results in unreasonable cost, expense, or recipient burden.
 - In the event that signage is displayed on construction sites, it is recommended that it be displayed throughout the construction phase of the project in an easily visible location that can be directly linked to the work taking place, and be maintained in good condition throughout the construction period.
 - Agencies may also develop signage guidelines for projects funded by other laws.

- 2. Engage agency public affairs and communications offices to: (a) develop public outreach campaigns that promote transparency into agency and recipient progress and results in delivering construction and non-construction projects and activities funded through ARP, BIL, CHIPS and Science Act, and IRA; and (b) incorporate statements of acknowledgement in all published materials covering activities funded by these laws (e.g., press releases, project fact sheets, reports, agency-developed project websites, flyers, brochures, blogs, editorials). For example, a project award funded by the Bipartisan Infrastructure Law should include an acknowledgement that it is “funded by President Biden’s Bipartisan Infrastructure Law.”**

Clear and prominent public construction signage, along with consistent acknowledgement of the role of infrastructure, competitiveness, and clean energy funding in agency communications, will

increase the transparency of Federal spending and make the effectiveness of Government efforts to rebuild our Nation's infrastructure visible to the public.

If you have questions about this alert, please contact
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/s/

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ⁱ An "agency" for purpose of this alert means any authority of the United States that: (1) is an "agency" under 44 U.S.C. § 3502(1), other than an independent regulatory agency, as defined in 44 U.S.C. § 3502(5), and (2) has responsibilities under the BIL, ARP, CHIPS and Science Act, or IRA.