

Controller Alert: Enhancing Transparency Through Use of the Building a Better America Emblem on Construction Signs

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 inform agencies of the availability of the newly designed, official [Building A Better America emblem](#) and to suggest strategies for use of the emblem to increase the transparency of projects funded in whole or in part by the Infrastructure Investment and Jobs Act (Pub. L. No. 117-58), also known as “IIJA,” “the Bipartisan Infrastructure Law,” or “BIL,” and to make visible to the public the effectiveness of Government efforts to rebuild our Nation’s infrastructure. Providing common and prominent construction signage on IIJA funded projects is consistent with the Government’s commitment of transparency and accountability to the American public.

Executive Order 14052 on “[Implementation of the Infrastructure Investment and Jobs Act](#)” notes that IIJA is “a once-in-a-generation investment in our Nation’s infrastructure and competitiveness.” The Administration believes that clear and prominent public construction signage is one of several ways to inform taxpayers about how IIJA dollars are being spent and advance the goals of accountability and transparency of IIJA spending. Similarly, consistent acknowledgement of the role of IIJA financial support in agency press releases, statements, presentations, and other public communications involving projects and initiatives enabled in whole or in part by IIJA funding will improve public visibility into the effectiveness of Government efforts to rebuild our Nation’s infrastructure.

As such, this Alert encourages the use of public signage on IIJA-funded construction sites as well as acknowledgement of IIJA-funded projects 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 basis, Federal awarding agencies¹ are strongly encouraged to seek opportunities to employ the following strategies, to the extent possible:

1) Develop IIJA-specific construction signage and public acknowledgement requirements for inclusion in the terms and conditions of award agreements between agencies and recipients of IIJA-funded awards.

- 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.

¹ 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 IIJA.

- Terms and conditions requirements should specify guidelines for use of the official Building A Better America emblem available [here](#) and should identify the project as a “project funded by President Biden’s Bipartisan Infrastructure Law.”
 - 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.
- 2) **Engage agency public affairs and communications offices to develop IIJA-focused public outreach campaigns that promote transparency into agency and recipient progress and results in delivering Federal infrastructure projects, while incorporating the official Building A Better America emblem and related statements of acknowledgement in all published materials covering IIJA-funded activities** (e.g., press releases, project fact sheets, reports, agency-developed project websites, flyers, brochures, blogs, editorials).

Please note that IIJA-specific signage and acknowledgements may be used in addition to, or in combination with, an agency’s proprietary signage and acknowledgement language to advance the goals of accountability and transparency of spending. Moreover, it is important that costs associated with signage are reasonable and limited. Signs should not be produced or displayed if doing so results in unreasonable cost, expense, or recipient burden. Clear and prominent public construction signage along with consistent acknowledgement of the role of IIJA funding in agency communications will increase the transparency of IIJA spending and make the effectiveness of Government efforts to rebuild our Nation’s infrastructure visible to the public.

In the event the official Building A Better America emblem is used, agencies should refer to the general guidelines and design specifications for applying the emblem and corresponding logomark, found [here](#).

If you have questions about this Alert, please contact Infrastructure.Implementation@omb.eop.gov.