



## CITY OF EASTVALE MILITARY BANNER PROGRAM POLICY

**Summary:** The Military Banner program was created to recognize and celebrate Eastvale residents or their immediate family members (spouse, parents, children, or siblings) who are currently serving on active duty in the United States Armed Forces (Army, Navy, Air Force, Marines, Coast Guard, or National Guard).

Eligibility for the program is as follows:

- ❖ Serviceperson is a current City of Eastvale resident. Residency must be verified with a recent utility bill, driver's license, or other form of identification listing a current City of Eastvale address.
- ❖ Serviceperson is the spouse, mother, father, daughter, son, brother, sister, grandchild, or legal guardian of a current City of Eastvale resident. Residency must be verified with a recent utility bill, driver's license, or other form of identification listing a current City of Eastvale address.
- ❖ Serviceperson must be serving on active duty. For the purpose of this program, active duty is defined as twelve (12) months of continuous service in the United States Armed Forces.
- ❖ Serviceperson must have a minimum of 6 months of active duty service remaining at the time of application submittal.

**Process:** The City Manager's office will provide guidance for the program including, but not limited to program policy, designating the military banner zones, the fee structure for the program, and all application guidelines.

The applicant must be an immediate family member (spouse, parent, grandparent, legal guardian, child, or sibling) of the service person. The applicant must be a City of Eastvale resident and must supply a copy of his/her driver's license and current utility bill to verify residency. Banners can be created with the service person's portrait or without it. If the applicant desires a picture banner, a photograph or digital file over 1MB in size (JPG or PNG) of the service person in uniform needs to be submitted with the application. All photos submitted will not be returned. Once approved, applicants are sent an approval letter via email from the City Manager's Office.

Military banners will be installed in the months of May (Memorial Day & Armed Forces Day) and November (Veterans Day). Dekra-Lite will come out twice annually in addition to the installation dates to conduct maintenance and repairs, as necessary.

Military banners will be installed for the remaining length of Active Duty status, pending verification. Each application is treated as a case by case basis.

The City of Eastvale is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds, with the exception of perpetual banners (see below). If a banner is stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds the service member's family can pay for the cost to replace/repair and install the banner. (See price list attached; Rates subject to change.)



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### ***Perpetual Banners***

In the event a serviceperson is killed in the line of duty, his/her banner will be removed and presented to his/her family at a City Council meeting depending on the family's wishes and replaced with a "Gold Star" banner indicating their sacrifice. In this case, a "Gold Star" banner would remain installed perpetually. The City of Eastvale will incur the cost to replace a "Gold Star" banner if it is stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds

### ***Installation Process:***

- Applications are accepted Early January – Mid March and Early June – Late September and may be installed at the closest installation period (May or November).
- Once the application is received, each applicant's address will be checked to ensure that the applicant lives within the City limits. The application will be marked an "R" if City resident or an "NR" if a non-resident.
- Each application must be time stamped and an Excel workbook will be made for each banner installation period (ie: May 2016 Installation) of all applications received.
- Applications **MUST** be inputted in the order received in the event that the program becomes "wait listed" and the City begins creating banners on a first come, first serve basis.
- If the application comes with a picture, each picture must be scanned at a 1MB resolution for quality purposes. Entitle each picture the serviceperson's name (ie: John Doe). Photos will be held with application and not returned.
- Survey designated zones for banner installation in order to ensure the correct amount of viable poles and space.
- A map of viable poles for the designated zones was provided by Dekra-Lite.
- Each installation will have a deadline for accepting applications to allow Dekra-Lite a minimum of three (3) weeks for proofs of banners and the actual banners to be created.
- Each proof will have the image of each banner. To ensure accuracy, proofs will be sent to the applicant for approval before the banner is produced.
- Compare applications to proofs for errors such as incorrect NAME spelling, incorrect BRANCH of service, and incorrect IMAGE of serviceperson.
- Once all proofs have been compared with applications, review, sign, and forward all proofs back to Dekra-Lite for production of banners to begin.
- Dekra-Lite will install all banners in their designated location. Placement of banners is determined by City staff based on the availability of poles.
- After installation, City staff will notify family to inform them where their serviceperson was placed. Time and date of installation is not available to applicant prior to or during installation. Once all banners have been installed, print maps of designated locations to survey where each serviceperson's banner was installed and create a map with locations for reference.

***Verification:*** Verification is an essential part of the program to ensure banner applicants continue to meet the eligibility requirements for the program (resident within the City of Eastvale and active duty status).

- Active Duty is defined as twelve (12) months of continuous service in the United States Armed Forces.
- The City will contact each applicant in writing via letter or email for verification of active duty status.



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- Each applicant will receive an “Eastvale Military Banner Program Verification” letter which is required to be completed and returned to City Hall in order to continue in the program.
- Letters will be sent ten (10) months following date of initial installation. (i.e.: Installation November 2016 – Verification letter sent – September 2017 OR Installation May 2017 – Verification letter sent – March 2018)
- All letters must be returned to City Hall by the date stated in the letter in order to properly prepare for the next installation of banners. A notation will be made on the spreadsheet if the quarterly verification has been completed.
- Every effort should be made to contact the banner applicant prior to removal of the banner so please call if you do not receive a response.
- Prepare list of banners to remain and those which will be removed. Replace these banners with banners from the “wait list” as appropriate.

### ***Return of Military Banners:***

- ❖ Dekra-Lite will remove the banners and return to the City which should take approximately two (2) weeks.
- ❖ The families of the service personnel should be contacted to arrange for the service personnel to appear at a City Council meeting. If the service person is unable to attend the meeting, the banners should be given to the family members.
- ❖ Banners will be available for pick up at City Hall up to 90 days after the designated City Council Meeting.

**Costs:** The military banner program is funded through donations including the creation and installation of the banners and the purchase and install of banner brackets.

Price of 30" x 96" (26oz total) banner with 3 reinforced wind slits	Per Banner	\$179.80
Price of Single Windbreaker Bracket System w/Band-It Hardware and Installation	Per Set	\$ 170.14
Removal cost of Banner and Windbreaker bracket w/bandit	Per Set	\$ 30.00
Installation Cost of Just Banner, Existing Hardware	Per Banner	\$ 20.00
Removal Cost of Just Banner	Per Banner	\$ 20.00
Service Call to Repair Bracket/Banner (Not under warrantee)	Per Call	\$ 190.00
Banner Change-Out	Per Change-Out	\$ 42.50
Windbreaker Bracket Pole Only 30"	Per Banner	\$ 32.50
Repair and Cleaning cost of Banner	Per Banner	\$ 10.00



## **CITY OF EASTVALE MILITARY BANNER PROGRAM POLICY**

### **Miscellaneous Information:**

#### ***Banner and Installation Company:***

The City of Eastvale utilizes Dekra-Lite for banner printing and installations.  
Contact Information:

Scot Behnke - Dekra-Lite Industries, Inc.

3102 W Alton Ave.

Santa Ana, CA 92704

(800) 436-3627 ext. 262

[scotb@dekra-lite.com](mailto:scotb@dekra-lite.com)

#### ***Implementation Schedule: May Installation:***

Early January – Mid March: City accepts Military Banner Applications

Early April – Mid April: 2 ½ weeks –Approval and Proofs of Military Banner Applications

Mid April – Late April: 3 weeks production – Dekra-Lite submits proofs and prints Military Banners

Install May: Dekra-Lite installs Military Banners at designated locations

#### ***Implementation Schedule: November Installation:***

Early June – Late September: City accepts Military Banner Applications

Late September – Early October: 2 ½ weeks –Approval and Proofs of Military Banner Applications

Mid October – Late October: 3 weeks production – Dekra-Lite submits proofs and prints Military Banners

Install November: Dekra-Lite installs Military Banners at designated locations