

CITY OF EASTVALE Policy	Policy No: A-33
Subject MILITARY BANNER POLICY	Effective Date: February 28, 2024 Page 1 of 2

Purpose:

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 (Air Force, Army, Coast Guard, Marines, Navy, 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, or;
 - the spouse, parent, child, sibling, 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. Proof of relationship to the service person must be verified with by a birth certificate, marriage license, or other form of proof acceptable to the City.
- Serviceperson must be serving on active duty. For the purpose of this program, active duty is defined as 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 may provide additional guidance for the program consistent with this policy, including but not limited to, designating the military banner zones, the fee structure for the program, and the program guidelines.

The applicant must be the service person or an immediate family member (spouse, parent, legal guardian, child, or sibling) of the serviceperson. The applicant must be a City of Eastvale resident and must supply a copy of his/her driver’s license or current utility bill to verify residency. Quantity is limited to one (1) banner per serviceperson and will be installed for the serviceperson’s length of active service. The applicant will need to provide a photograph or digital file (over 1 mb in size) of the service person in uniform with the application. All photos will be scanned and returned. Once approved, applicants are sent an approval email from the City of Eastvale.

Military banners will be installed in the months of May (Memorial Day & Armed Forces Day) and November (Veterans Day). If a banner is stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds, City staff will contact the family to provide reinstallation options pending a verification of active-duty status.

Perpetual Banners

In the event a serviceperson loses their life during active 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. Family can apply for a "Gold Star" banner in the event the service person loses their life and they don't currently have a banner. 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 throughout the year and may be installed at the closest installation period (May or November).
- Once the application is received, each applicant's address must be checked in the City's GIS system to ensure that the applicant lives within the City limits.
- Each application must be time stamped in the event that the program becomes "wait listed" and the City begins creating banners on a first come, first serve basis.
- Begin creating a spreadsheet for that banner installation period of all applications received. Applications MUST be input in the order received in case of a "first come, first serve" situation.
- 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:JohnDoe) and return the picture to the applicant.
- Begin to survey designated zones for banner installation in order to ensure the correct number of viable poles, poles with brackets, and poles with no brackets. There are currently 77 viable poles in the designated military banner zones.
- Create an accurate map of viable poles of the designated zone for Dekra-Lite, the City's banner company.
- Each installation should have a deadline for accepting applications to allow Dekra-Lite a minimum of three (3) weeks for proof of banners and the actual banners to be created.
- Once all applications have been collected, the spreadsheet should be emailed to the assigned sales representative for Dekra-Lite and all images accounted for will have to be mailed on a disc to Dekra-Lite.
- Dekra-Lite will have a turnaround of about one (1) week for creation of the proofs.
- Each proof will have the image of each banner. To ensure accuracy, have applicants review the banner.
- Allow Dekra-Lite a minimum of two (2) weeks' production to print all Military Banners.
- Dekra-Lite will install all banners in their designated location within a one (1) week period.

After installation, City staff will notify family to inform them where their serviceperson's banner 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.

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

- Active Duty is defined as 12 months of continuous service in the Armed Forces.
- The City will contact each applicant in writing for annual verification.
- Each applicant will receive a "Eastvale Military Banner Program Annual Verification" email which is required to be completed and submitted to continue in the program.
- All emails must be received within a certain time to properly prepare for the next installation of banners. Notate on spreadsheet if the annual verification form 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.
- Once all responses have been received, create a spreadsheet indicating those banners that will be removed in the next installation. Replace these banners with banners from the "wait list" as appropriate.

Return of Military Banners: The City Council would like to return the removed banners to the service personnel who have discharged from military service or have their banner removed for other reasons.

- Dekra-Lite will clean and ship the banners back to the City once they have been removed, 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 kept for 90 days from removal. After 90 days, uncollected banners will be destroyed.

Costs:

The City pays the costs to create banners, installation, and banner brackets, except that no more than one (1) banner will be created and installed at the City's expense for a serviceperson. In the event a banner is damaged or destroyed, a replacement banner may be requested by the applicant but the applicant must pay for the cost of printing a replacement banner. If a banner is removed and an applicant later applies for a new banner to be installed for the same serviceperson, the applicant must pay for the cost of printing a new banner for the serviceperson. City will cover the cost of hardware, installation, and labor. The cost of creating a new banner is one hundred forty-eight dollars (\$148.00). **The**

Timeline:

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