

MILITARY BANNER PROGRAM OVERVIEW

Summary: The Military Banner program was created to recognize and celebrate Corona 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 Corona resident. Residency must be verified with a recent utility bill, driver's license, or other form of identification listing a current City of Corona address.
- ❖ Applicant's that reside outside of City limits will be responsible for fees associated with printing, installing, hardware and labor costs.
- ❖ Serviceperson is the spouse, mother, father, daughter, son, brother, sister, or legal guardian of a current City of Corona resident. Residency must be verified with a recent utility bill, driver's license, or other form of identification listing a current City of Corona address.
- ❖ 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

Process: The Public Services Committee will provide the 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, legal guardian, child, or sibling) of the service person. The applicant must be a City of Corona 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. 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 1 mb in size) of the service person in uniform needs to be submitted with the application. All photos will be scanned and returned. Once approved, applicants are sent an approval letter from the Management Services Department.

Per the military banner program policy, 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. In this case, a "Gold Star" banner would remain installed perpetually. The City of Corona 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. Mark the application with an "R" if City resident or an "NR" if a non-resident.
- **Applicant's that reside outside of City limits will be responsible for fees associated with printing, installing, hardware and labor costs.**
- 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 (ie: May 2010 Installation) 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 amount of viable poles, poles with brackets, and poles with no brackets. There are currently 235 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. **Contact information for Dekra-Lite is contained at the end of the document.*
- Each installation should 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. ~~**See sample implementation schedules on next page.*~~
- Once all applications have been collected, the spreadsheet should be emailed to **Dave Medina of 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 turn around of about one (1) week for creation of the proofs.
- Each proof will have the image of each banner. To ensure accuracy, have a minimum of three (3) people review all proofs with applications. Have each person initial the bottom of the proof once reviewed.
- 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.
- 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. Family members will begin calling the office with questions regarding where their son/daughter was placed. 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 Corona and active duty status).

- Active Duty is defined as 12 months of continuous service in the Armed Forces.
- ~~About 10 months after installation occurs, t~~The City will contact each applicant in writing for annual verification.
- Each applicant will receive a "Corona Military Banner Program Annual Verification" letter which is required to be completed and submitted in order to continue in the program.
- All letters must be received within a certain time in order 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.

- ❖ 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.
- **Costs:** Currently the City pays the costs for the military banner program including the creation and installation of the banners and the purchase and install of banner brackets as needed. Applicant's that reside outside of City limits will be responsible for all fees associated with printing, hardware, installation and labor costs.

<u>Description</u>	<u>U/M</u>	<u>Unit Cost</u>
<u>Cost for new 30" x 94" Single banner design and fabrication per spec.</u>	<u>/ea</u>	<u>\$ 70.65</u>
<u>Installation Cost of 30" x 94" Single Banner on Existing Hardware</u>	<u>/ea</u>	<u>\$ 21.00</u>
<u>Removal Cost of 30" x 94" Single Banner</u>	<u>/pole</u>	<u>\$ 11.00</u>
<u>Cost for new Windbreaker Bracket Single Set 30" with Band It</u>	<u>/pole</u>	<u>\$ 66.50</u>
<u>Installation Cost of 30" x 94" Single Banner with New Bracket</u>	<u>/pole</u>	<u>\$ 34.00</u>
<u>Banner Change Out of 30" x 94" Single Banner on Existing Hardware</u>	<u>/pole</u>	<u>\$ 31.00</u>
<u>Removal Cost of Bracket</u>	<u>/pole</u>	<u>\$ 11.00</u>
<u>Cleaning and Repair</u>	<u>/ea</u>	<u>\$ 11.00</u>
<u>Services Call to Repair damaged 30" x 94" Single Banner/bracket</u>	<u>/pole</u>	<u>\$175.00</u>

Creation of a military banner: ~~———— \$70.65~~

~~———— Install of a military banner: \$20.00 (labor on existing bracket)~~

~~———— Removal of a military banner: \$11.00~~

~~———— New banner bracket: ————— \$64.35 (hardware)~~

~~———— Install of banner and bracket: ————— \$31.00 (labor of banner install and bracket)~~

Miscellaneous Information:

Banner Company:

The City of Corona has contracted with Dekra-Lite Industries as its vendor for production and installation of banners. Contact information for Dekra-Lite is Scot Behnke, Account Executive, who can be reached at (800) 436-3627 ext. 262 or scotb@dekra-lite.com

Sample Implementation Schedule: May Installation:

Mid-November– Early April: City accepts Military Banner Applications

Early April – Mid April: 1 ½ weeks - Proofs and Approval of Military Banner Applications

Mid April – Late April: 2 weeks production - Dekra-Lite prints Military Banners

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

** Installation dates may vary depending on Dekra-Lite availability schedule. **

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

** Installation dates may vary depending on Dekra-Lite availability schedule. **