



# STAFF REPORT

## CITY of YORBA LINDA

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### PARKS AND RECREATION DEPARTMENT

**DATE:** FEBRUARY 20, 2025

**TO:** HONORABLE CHAIR AND MEMBERS OF THE PARKS AND RECREATION COMMISSION

**FROM:** JEFF RUTH, PARKS AND RECREATION SUPERINTENDENT

**SUBJECT:** ARMED FORCES STREET BANNER PROGRAM

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### RECOMMENDATION

It is recommended that the Parks and Recreation Commission receive public input and approve the staff's proposed changes.

### BACKGROUND

In 2010 at the request of City Council, staff conducted research of successful "Armed Forces" or "Military Banner" programs in neighboring cities with the idea to implement a similar program in Yorba Linda. City staff conducted research and met for twelve (12) months with local organizations including the MOMS of Military support group, Veterans of Foreign Wars, American Legion, and Yorba Linda Veteran's Memorial Association to discuss and develop program parameters for an Armed Forces Street Banner recognition program. In 2011, the City Council approved the implementation of the Armed Forces Street Banner program for Yorba Linda active-duty military and Gold Star military personnel.

### DISCUSSION

Since 2012, the Parks and Recreation Department has been facilitating the installation of banners on light poles along Yorba Linda Boulevard to honor Yorba Linda Gold Star and active-duty military personnel. The program requires families of active-duty military personnel to apply annually and pay a fee for an active-duty military banner to be installed for a one-year period. At the conclusion of the one-year period, banners are removed, cleaned, and returned to the families. Every year prior to the installation period (June), applications are accepted for renewal of new active-duty military personnel, with new banners installed for another one-year period. Gold Star banners are automatically renewed and installed by the City. The program has been very successful, starting with thirty-seven (37) active-duty military banners in 2012 and peaking at eighty (80) active-duty military banners in 2021. Since 2021, new and renewal applications for banners have declined, with fifty-five (55) personnel banners currently installed.

Due to the recent decline in banner applications, the increase in banner printing and

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installation costs, and improvement in the durability and longevity of the banners, staff recommend two modifications to the program. These proposed changes will improve the program by increasing interest and display periods of banners which will fill vacant light poles along Yorba Linda Boulevard with more banners. Additionally, these changes will reduce program costs and save money for families participating in the program. Staff contacted the Veterans Memorial Association and the City's adopted unit, the 11<sup>th</sup> Marine Expeditionary Unit, for their feedback. A representative for the Veterans Memorial Association had positive feedback and is supportive of the changes. The following proposed changes to the program are underlined below

- **Display Term:** A banner will be displayed for a minimum one-year period and no more than three years (continuously) once it has been installed, and will be removed prior to the end of the third year if:
  - The banner becomes damaged due to wind, age, or other reasons as solely determined by the City;
  - The military service person no longer meets the eligibility criteria;
  - The sponsor of the banner fails to submit the annual verification that the military service person continues to meet the eligibility criteria;
  - The banner was installed for the maximum length of three years.

Once the banner is removed, the banner will be given to the applicant/honoree.

- **Application Process:** Twice a year (October and May), Yorba Linda residents may request a banner by completing and applying for participation in the program.

Prior to the application period, all banners installed will be evaluated to determine if they need to be uninstalled due to fading, ripping, or other damage. If the banner is determined to be removed, the banner applicant will be contacted for renewal. If the banner is not renewed, it may be replaced with a new banner honoree or a branch banner. The current banner fee for applicants is \$100, with additional installation costs covered by the City. The proposed changes are anticipated to reduce the costs of the program as banners will be installed longer than a one-year period, reducing annual printing and installation costs.

## ATTACHMENTS

A. Armed Forces Street Banner Advertisement

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