



---

# TOWN OF HILLSBOROUGH

## FLAG FLYING, PROCLAMATIONS, AND PUBLIC AWARENESS CAMPAIGNS POLICY

---

POLICY 420

CREATED MAY 10, 2021

---

**PURPOSE:** This Flag Flying, Proclamations, and Public Awareness Campaigns Policy establishes guidelines for the flying of flags at facilities owned by the Town of Hillsborough (“Town”) and standards for flag flying, proclamations, and public awareness campaigns. The flying of flags, issuance of proclamations, and public awareness campaigns are not intended to serve as a forum for free expression by the public, but rather an expression of the Town’s official sentiments as authorized by resolution duly adopted by the City Council.

### DEFINITIONS:

- **“Agency”** or **“Town”** means the Town of Hillsborough.
- **“Commemorative Flag”** shall mean any flag which identifies with a specific date, historical event, cause, nation, or group of people, whereby the Town honors or commemorates the date, event, cause, nation, or people by flying the flag. Commemorative Flags shall be displayed at Town facilities identified herein only upon City Council direction, consistent with the Town’s mission and values.
- **“Decorations”** does not include festive or other decorations installed by City Council or a local board or committee of the Town.
- **“Proclamation”** means a public or official announcement or declaration.
- **“Public Awareness Campaign”** means an organized effort to promote a cause, raise awareness or reach a goal and includes but is not limited to using Town communications channels; Decorations; symbolic ribbons, stickers, or lights; or posters, excepting posters placed on Town bulletin boards intended for public use or otherwise regulated by the Town.
- **“Town Flagpole”** shall mean the flagpole situated in the Town Hall parking lot.

### POLICY:

#### Flag Flying

It is the policy of the Town that the display of Commemorative Flags as an expression of the Town shall be made at the sole discretion of the City Council in accordance with the criteria specified in this policy.

## Eligibility

The display of flags other than the flags of the United States of America and State of California, on the Town Flagpole is not permitted except as follows:

- (a) The City Council may, by resolution, direct Town staff to display Commemorative Flags as an expression of the Town's official sentiments by any of the following means:
  - 1. Display on the flagpole located at Town Hall.
- (b) Commemorative Flags shall be displayed for a period of time that is reasonable or customary for the subject that is to be commemorated, but no longer than 30 continuous days.
- (c) A Commemorative Flag shall be flown no more than once per calendar year.
- (d) No Commemorative Flag will be approved where the flag relates to:
  - 1. Political parties or political organizations;
  - 2. Religious organizations or religious events or celebrations;
  - 3. Celebrations, campaigns, or events with no direct relationship to the Town of Hillsborough;
  - 4. Celebrations, campaigns, or events contrary to Town policies or values;
  - 5. Celebrations, campaigns, or events intended for profit making purposes;
  - 6. Attempting to influence government policy; or
  - 7. Supporting discrimination, hatred, violence, or prejudice.

## Procedure

- 1. No other flag shall be placed above the United States Flag and no other flag shall be larger than the United States Flag. Where both the United States Flag and the California State Flags are flown, they shall be of the same size.
- 2. Flags should be hoisted briskly and lowered ceremoniously. The United States Flag should be hoisted first and lowered last.
- 3. When flags are displayed on a single pole, the order from top to bottom shall be: the United States Flag, the California State Flag, and if displayed, additional flags as permitted by this policy.

## **Proclamations**

It is the policy of the Town that proclamations recognizing special events, achievements, or service to the community or Town shall be made at the discretion of the Mayor in accordance with the criteria specified in this policy.

### Eligibility

1. Proclamations may be issued in recognition of the following:

1. Extraordinary achievement or outstanding community service;
2. Charitable fundraising events or local non-profit organizations (i.e., a Hillsborough non-profit or a local branch of a state or national non-profit organization);
3. Milestones for an individual or organization, such as major birthdays or anniversaries;
4. Retirements of individuals who have made significant contributions to the community;
5. Local art and cultural celebrations;
6. Public awareness campaigns.

Proclamations that fall within the categories listed above will be approved by the City Clerk or may be referred to the Mayor at the discretion of the City Clerk. Requests for proclamations that do not meet the criteria listed above will be considered on a case-by-case basis by the Mayor.

The Town retains the right to modify, edit or otherwise amend the proposed proclamation to meet its requirements, needs, or policy determinations. The Town reserves the right to decline any request for a proclamation.

Regardless of whether a proclamation qualifies under the above guidelines, the Town will not issue proclamations related to matters of ideological or religious beliefs, individual conviction, or political and legislative issues which may suggest an official Town position or endorsement. However, this prohibition shall not be interpreted as preventing the Town from recognizing cultural events or holidays celebrated by religious groups in the Town.

Proclamations will not recognize any group whose policies or objectives advocate violence, hatred, or any other position contrary to the well-being of the citizens of the Town.

No proclamation shall be used as a part of an advertisement or commercial promotion without the express permission of the Town in conjunction with the Mayor.

### Procedure

Requests for proclamations may be made by:

1. The Mayor or any member of the City Council
2. A resident of the Town or a representative of a local organization for which the Proclamation is requested.

Requests must be made to the City Clerk in writing via email, hand- delivery, or U.S. mail. **Requests must be made six (6) weeks in advance of the date the proclamation is needed.** Requests made less than six (6) weeks in advance will not be granted, except in limited circumstances.

The following information should be included in each request:

1. Contact person's first and last name, phone number and email address.
2. A brief summary of the event or organization.
3. Specific name and date for the day, week or month or event to be proclaimed.
4. Indicate whether the requester would like the proclamation to be presented at a Council Meeting. Requests must be made six (6) weeks in advance of the date the proclamation is needed.
5. The date of the Council Meeting to be presented or the date by which the proclamation is needed.
6. Draft text of the proclamation, including four to five recitals (i.e., "whereas" clauses).
7. If the proclamation will not be presented at a City Council meeting, provide a mailing address where the final proclamation may be sent or indicate that the proclamation will be picked up, including the receiver's name and title.
8. Proclamations must fit on a single 8 ½" x 11" page and be in 11- or 12-point font, with room remaining for the Mayor's and City Councils' signature.

If a proclamation is presented at a City Council meeting, presentation and receipt of the proclamation shall not exceed five (5) minutes, except as otherwise approved by the Mayor.

If the proclamation will not be presented at a City Council meeting, provide a mailing address where the final proclamation may be sent or indicate that the proclamation will be picked up, including the receiver's name and title.

### **Public Awareness Campaigns**

It is the policy of the Town that participation in a Public Awareness Campaign as an expression of the Town shall be made at the discretion of the City Council in accordance with the criteria specified in this policy.

#### Eligibility

The City Council may, by resolution, direct Town staff to participate in a Public Awareness Campaign as an expression of the Town's official sentiments by any of the following means:

1. Post event dates and information on the Town calendar.

2. Include language or artwork in connection with promotion of a cause or event in Town communications (i.e., e-Announcement, printed Newsletter, Town website, etc.)
3. Use of Town property as a gathering place or meeting point for rallies, marches, or speaking events.

(b) Requests will not be approved where the Public Awareness Campaign support or endorses:

1. Political parties or political organizations;
2. Religious organizations or religious events or celebrations;
3. Celebrations, campaigns, or events with no direct relationship to the Town of Hillsborough;
4. Celebrations, campaigns, or events contrary to Town policies or values;
5. Celebrations, campaigns, or events intended for profit making purposes;
6. Attempting to influence government policy; or
7. Supporting discrimination, hatred, violence, or prejudice.

### Procedure

Requests for Public Awareness Campaigns may be made by:

1. The Mayor or any member of the City Council
2. A resident of the Town or a representative of a local organization for which the Proclamation is requested.

Requests must be made to the City Manager in writing via email, hand-delivery, or U.S. mail. **Requests must be made six (6) weeks in advance of the date that Town support, assistance, or involvement is needed.** Requests made less than six (6) weeks in advance will not be granted, except in limited circumstances.

The following information should be included in each request:

1. Contact person's first and last name, phone number and email address.
2. A brief summary of the cause or event.
3. Specific name and any relevant dates related to the campaign.
4. Indicate the campaign duration and a description requested involvement by the Town, including any or all of the following:
  - a. Inclusion in Town communications
  - b. Use of Town facilities or resources
  - c. Other requested activities (i.e., proclamation)
5. Draft text or artwork (in .jpeg, .pdf, or .png format) to be included in any Town communications.

The Town retains the right to modify, edit or otherwise amend the proposed language to meet its requirements, needs, or policy determinations. The Town reserves the right to decline any request for a Public Awareness Campaign.

Regardless of whether a campaign qualifies under the above guidelines, the Town will not participate in Public Awareness Campaigns related to matters of ideological or religious beliefs, individual conviction, or political and legislative issues which may suggest an official Town position or endorsement. However, this prohibition shall not be interpreted as preventing the Town from recognizing cultural events or holidays celebrated by religious groups in the Town.

Public Awareness Campaigns will not recognize any group whose policies or objectives advocate violence, hatred, or any other position contrary to the well-being of the citizens of the Town.