



Agenda Item No. 9B  
September 24, 2019

TO: Honorable Mayor and City Council

FROM: Jeremy Craig, City Manager  
(Staff Contact: Leslie Hoover (707) 449-5611)

**SUBJECT: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VACAVILLE  
ADOPTING A HOMETOWN HERO BANNER POLICY AND PROGRAM**

**DISCUSSION:**

The City of Vacaville and its residents have a long-standing high regard for those who serve, or have served, in the U.S. Armed forces. According to the 2017 US Census there are approximately 8,955 veterans residing in Vacaville. The Hometown Hero Banner Program provides the opportunity for a member of the public to purchase a military recognition banner, and have it displayed on city light posts, to commemorate the service of a Hometown Hero.

Several cities throughout California, and the United States, have implemented military street banner programs. The Hometown Hero Banner Program is based on successes derived from these programs.

The program is open to Vacaville residents, and their immediate family members, who have either served, or currently serving, in the United States Armed Forces (Army, Marine Corps, Navy, Air Force, and Coast Guard). The Hometown Hero banner will be displayed from City owned streetlight poles in designated areas, and will contribute to the City's quality of life while also promoting civic pride.

Staff has looked at several locations throughout the city and has identified a section of Peabody Road for the initial pilot program. This location has 18 city-owned street lights, which provide for a grouping of banners that enhances the impact of the program. In addition, this stretch of road connects many residents to Travis Air Force Base also known as "the Gateway to the Pacific".

The full Hometown Hero program policy and guidelines are included in attachment 1, however, below are some highlights:

- Clearly outlines the program details so the policy document itself can be used to promote the program;
- Provides a process to ensure detailed review of applications to confirm program eligibility;
- Sets initial banner cost at \$200.00, including installation, subject to change based on increased or decreased cost to the City;
- Identifies banner locations, display period, and banner specifications.
- Provides for the creation of a Custodial Fund that allows for sponsorships to support unfunded nominations on a first-come, first-served basis.

**FISCAL IMPACT:**

All banner costs are borne by the applicant; there is no impact to the General Fund. However, a minimal, one-time cost for the light pole bracket sets of approximately \$900 will be paid from Non-Departmental General Fund monies.

**RECOMMENDATION:**

By simple motion, adopt the subject resolution.

**ATTACHMENTS:**

Resolution – Action Item

Attachment 1: Hometown Hero Banner Program Policy and Guidelines

Attachment 2: Hometown Hero Banner Program Map

Attachment 3: Hometown Hero Banner Program Application

Attachment 4: Hometown Hero Banner Program Sample Banner

**RESOLUTION NO. 2019-094**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VACAVILLE ADOPTING A  
HOMETOWN HERO BANNER POLICY AND PROGRAM**

**WHEREAS**, the Vacaville City Council recognizes the sacrifices made by members of the armed forces for services in protecting our nation; and

**WHEREAS**, the City of Vacaville recognizes that Veterans represent nearly 9% of the our population; and

**WHEREAS**, the City of Vacaville has jurisdiction over certain streetlights at various locations within the city; and

**WHEREAS**, the City of Vacaville wishes to adopt a formal policy to commemorate the military service of these individuals; and

**WHEREAS**, there is minimal, one-time, impact of an estimated \$900 to the General Fund as a result on this resolution.

**NOW, THEREFORE, BE IT RESOLVED**, that the City Council of the City of Vacaville does hereby adopt the Hometown Hero Banner Policy and Program.

**I HEREBY CERTIFY** that the foregoing resolution was introduced and passed at a regular meeting of the City Council of the City of Vacaville, held on the 24th day of September, 2019 by the following vote:

AYES: Council members Beaty, Mashburn, Sullivan, Vice Mayor Harris, and Mayor Rowlett

NOES: None

ABSENT: None

ATTEST:

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Michelle A. Thornbrugh, City Clerk