

City of Merced *Your City Connection* .org

APRIL 2011

We need your thoughts, ideas and comments

The City of Merced is facing a budget shortfall next year in excess of \$5 million. Even with additional revenue, City services will have to be cut. We are asking you for help in giving us your priorities. Please fill out this survey and mail it to us, drop it off at City Hall or fill it out online.

Mail the survey to:

City of Merced SURVEY

678 W. 18th St.

Merced CA 95340

or take it online at

Cityofmerced.org

What services does the City perform that you think are NOT generally considered "core" or essential services?

Are there any specific City services or functions that you think should be performed by or with another agency (County, CalFire, County Sheriff, Merced Irrigation, other Cities, etc)?

Can you identify any department or area in the City where you can see the need for greater efficiencies?

GENERAL FUND PRIORITIES:

The following functions receive General Fund financial support. Please rank order the following functions as 1 through 12, with 1 being the most important. Please don't assign the same value to more than one area.

Airport	_____
Code Enforcement	_____
Economic Development	_____
Fire	_____
Parks	_____
Planning	_____
Police	_____
Recreation	_____
Streets	_____
Street Trees	_____
Visitor Services	_____
Zoo	_____

FIRE

Please indicate priority services 1 through 9 within the Fire Department, using the same ranking system as above.

Fire Inspection	_____
Fire Response	_____
Hazardous Materials	_____
Medical Call	_____
Prevention Services	_____
Public Education	_____
Rescue	_____
Special Events	_____
Weed Abatement	_____

PARKS & COMMUNITY SERVICES

Please indicate priority services 1 through 14 within the Parks and Community Services Department, using the same ranking system as above.

Adult Sports	_____
After School Drop Ins	_____
Culture	_____
Leisure Classes	_____
Other Youth Services	_____
Park Development	_____
Pools/Open Swim	_____
Senior Services	_____
Skate Park	_____
Special Events	_____

Sports Field Maintenance	_____
Swim Lessons	_____
Youth Basketball	_____
Zoo	_____

POLICE

Please indicate priority services 1 through 12 within the Police Department, using the same ranking system as above.

Patrol	_____
Gang Enforcement/Prevention	_____
Dispatch (911)	_____
Investigations	_____
Crime Response Team	_____
Traffic	_____
School Resource Officers	_____
Graffiti Investigation	_____
Canine Unit	_____
Animal Control	_____
Public Education (prevention)	_____
Special Events/Parades	_____

SPECIAL EVENTS

Each of these 16 community events consumes substantial staff time and resources. Please rank them in order of priority with 1 being the highest.

Baseball Parade	_____
Cap & Town	_____
Central CA Band Review	_____
Christmas Parade	_____
County Fair Traffic Control	_____
March Against Meth (Ain't Your Mama's Church)	_____
March of the Cross (Sacred Heart)	_____
Martin Luther King Jr. March	_____
Merced Criterium	_____
Merced High Homecoming Parade	_____
MERCO Bike Races	_____
Power Sports Poker Run	_____
Red Ribbon Parade	_____
SummerFest	_____
Take Back the Night March	_____
Veterans Day Parade	_____

Thank you for your help!

Merced City Council

Mayor Bill Spriggs
Council Members:
Bill Blake
John Carlisle
Michele Gabriault-Acosta
Noah Lor
Josh Pedrozo
Mary-Michal Rawling

Contact the City Council by email at Citycouncil@cityofmerced.org, by calling 385-6834 or writing to Council members at the Civic Center address below.

Council meetings

The Council meets on the first and third Monday of the month at 7 p.m. in the Council Chambers in the Civic Center. The agenda is posted online at www.CityofMerced.org.

Contacting us

The Web site, www.CityofMerced.org, contains City Council information, the Muni Code, General Plan and other information. Contact the Newsletter at newsletter@CityofMerced.org, call the Public Information Office at 385-6232 or write:

Merced Civic Center
Attn: Public Information Office
678 W. 18th St.
Merced CA 95340

The Civic Center is open Monday-Friday 8 a.m. - 5 p.m., except holidays.

Call us

City Council	385-6834
City Manager	385-6834
City Attorney	385-6868
City Clerk	388-7100
Airport	385-6873
Code Enforcement.....	385-6861
Finance	388-7900
Inspection Services	385-6861
Personnel.....	388-7100
Planning Department.....	385-6858
Public Works (7:30-4:30) ...	385-6800
After hours	385-6905
Parks/CommServices	385-6855
Utility payments.....	388-7289

IN AN EMERGENCY DIAL 911

Fire Department..... 385-6891
Police Department 385-6912

Ask the City: Businesses are open on 18th Street

Ask the City is an ongoing column answering questions that have been submitted to us by mail, email or phone. Readers can submit their questions to the addresses in the column on the left.

Can you use one of those road signs to let people know we are open for business?

Asked at a recent breakfast of Downtown Merchants



The City is resurfacing and reconstructing 18th Street between N and G streets and improving storm drainage, landscaping and adding diagonal street parking.

The City will use \$2 million in American Recovery and Reinvestment Act (ARRA) funds to complete the work.

During construction, expected to last

until mid-July, shoppers will be able to find plenty of nearby parking in City lots.

The shops and stores on 18th Street are open for business, so we had the contractor change the signs to emphasize that fact. (And so are the businesses on G Street that are affected by the Railroad Underpass Project that will be completed in December.)

CitizenObserver to help police

CitizenObserver is a new tool enabling residents to receive and respond to text, email, and web alerts and send in anonymous tips.

Currently, the Merced Police Department is using the tip line feature to take anonymous tips for major crimes.

To use the Tip Line text Tip 411 (847411) and begin the text message with the word COMVIP. The text message will be sent anonymously to Merced Police Department.

Sign up for the alerts at CitizenObserver.com and fill out a short form. In the future, the service also will be used by Neighborhood Watch. Also try out the new crimemapping.com.

Local school districts also joined CitizenObserver so they can interconnect their campuses and communicate quickly. Some schools are planning on using the tip line starting in the fall so student can anonymously report crimes, bullying and other problems.

Graffiti hotline 385-8807

The City hired a new contractor for graffiti abatement. The two-year contract with Environmental Compliance Resources saves the City nearly \$70,000 a year.

The firm will remove graffiti on public buildings and document it for the police.

The company has a special truck that can match paints to the exterior colors of the walls.

Think Green

A font by any other name would still use ink

There is a mini controversy going on about what font to use in printers.

Fonts are the typefaces that we select for printing. This typeface, for example, is a Times New Roman, while the Think Green at the very top of this box is in Arial Italic.

This all started when University of Wisconsin at Green Bay announced it would be shifting from Arial to Century Gothic for its printing needs. Because it is a thinner typeface, (see the

word ink) Century Gothic would use less ink and save the university up to \$10,000 on printing.

But let the flame wars begin, as they say online.

Critics pointed out that while Century Gothic is skinnier in its lines, it is wider overall, so it could actually use more paper.

And computer experts say that Century Gothic is better suited for computer screen readability, rather than the printed word.

Another font called Eco-

font takes regular fonts and puts tiny holes in them to save ink. This works while the font is small, but when it is blown up in size it doesn't look good.

Times New Roman is a good compromise font, not using a lot of ink or paper.

The City recently shifted from printing agendas in Arial to Times New Roman to save ink and paper.

But to save on ink, use the draft mode of your printer. And to save on ink and paper, don't print it out.