



Community Update

Your Measure C Tax Dollars at Work

Winter 2019/2020



About the City of Merced

- Incorporated in 1889, Merced's population has grown faster than the state average since 1980.
- Today, Merced has a population of about 87,110, and serves as the county seat.
- The economy is diverse, relying on a mixture of retail, construction, agribusiness, and higher education. It has a varied industrial profile that includes printing, fiberglass boat building, warehousing and distribution, and packaging industries. The City is home to locally owned start-ups and nationally renowned companies.





About Measure C

- In 2006, Merced voters approved Measure C, a ½ cent local sales tax.
- Measure C funds have been utilized to address community priorities, including public safety and street repair.
- Measure C is monitored by a Citizen's Oversight Committee, who provides annual reports to the community on spending.





Investing in our Community Safety

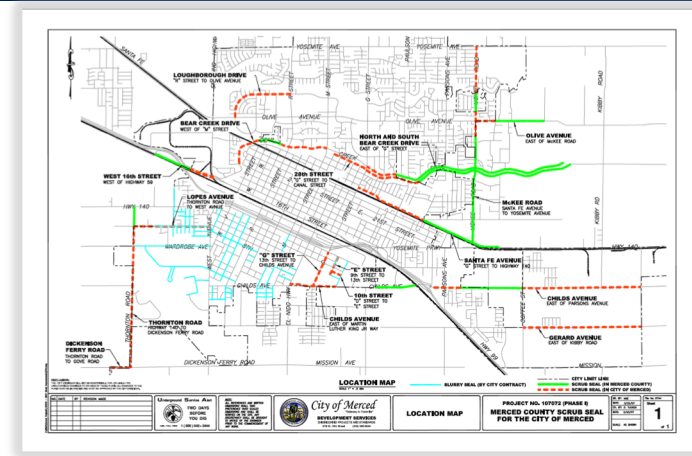
- Safe neighborhoods and parks lead to a better quality of life.
- Measure C funding has ensured Merced PD has the resources for neighborhood police patrols — ensuring police can respond quickly in emergencies.
- Measure C funds 19 police officers, including in specialized units such as the Bomb Unit, Gang Violence Suppression Unit, and Domestic Violence Response Team.





Measure C Keeps Merced Moving

- Due to Measure C funds, the City was able to complete significant street rehabilitation projects including:
 - * M Street
 - * R Street
 - * 18th Street
 - * Olive Avenue
- Today, Measure C helps maintain streets and repair potholes citywide.





What Has Changed? Increased Risk From Fire

Merced must bring fire emergency response to current safety practices:

- While Measure C funds 12 firefighting positions, the Merced Fire Department responded to nearly 10,000 calls for service last year — a 53% increase in calls over the last decade.
- Merced's fire response times are not currently meeting professional best practice standards, according to independent experts.
- Many of Merced's local fire stations are deteriorating, and newer fire trucks cannot fit inside many of our old and deteriorated fire garages.





What Has Changed?

Sacramento Money Grabs

- Since Measure C was enacted, Sacramento has taken over \$8,000,000 from City of Merced coffers.
- This money has impacted programs Citywide, forcing Measure C funds to be used to maintain — not expand — critical public safety projects.





Youth Safety Impacted

- Despite the excellent work of our police force, crime, gang activity, and illegal drugs still filter into Merced, impacting our kids.
- Measure C provides our police officers the support and technology our police need to keep our children out of gangs and away from drugs.

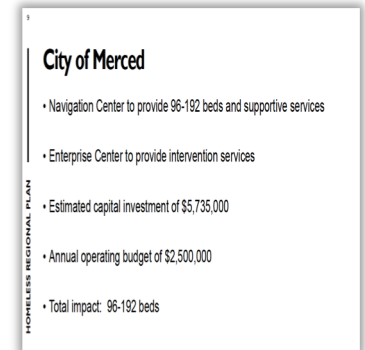


- Because of State takeaways of local funds, Merced cannot expand gang enforcement personnel or technology.



Addressing Homelessness

- The City is committed to investing in proactive measures that address homelessness — such as regional partnerships to expand affordable housing or supportive services — that will help people get back on their feet while making sure our public areas are safe and secure for everyone.
- To participate in this critical regional program, the City must contribute its fair share.



Excerpts from the County regional homelessness plan





Community Priorities

The City recently conducted a community priorities survey. Some of the priorities identified by your neighbors include:

- ✓ Ensuring that any voter-approved funding continues to be used only in Merced
- ✓ Protecting and maintaining 911 fire/police response times
- ✓ Addressing homelessness
- ✓ Responding quickly to neighborhood fires
- ✓ Preventing gang activity in the city
- ✓ Maintaining fire protection services
- ✓ Maintaining neighborhood-based policing
- ✓ Improving safety at our schools and parks
- ✓ Making park restrooms cleaner and safer





What's Next for Measure C?

- As the City decides on the future priorities for Measure C funds- we want to hear from you!
- Please fill out a community feedback survey today!
- The community feedback survey is also online at:
www.cityofmerced.org/MeasureC
- Contact us to schedule a community presentation at
citymanager@cityofmerced.org or (209) -385-6834.
- Your input will be used as part of our future community-responsive budget and financial planning processes.



Questions?