



Measure C Update

CITY OF MERCED
CITY COUNCIL MEETING
MARCH 3, 2020

Overview of Measure C

- Adopted by voters in 2006, $\frac{1}{2}$ cent sales tax sunsets in 2026
- Measure C provides between \$6 mil and \$7 mil annually
- Supports approx. 31 full-time employees and projects throughout the City
 - Fire support – 12 FTE
 - Police support – 19 FTE
 - Streets support – \$100,000 towards projects
- Council provided staff direction to begin evaluating Measure C as a priority in Fall of 2019

Educational Efforts

- Staff amended agreement with Lew Edwards Group (LEG) to develop an outreach and engagement strategy
- Staff amended agreement with FM3 to secure feasibility survey services in Spring of 2020
- A Measure C Outreach Team assembled to engage the community regarding Measure C
- Measure C webpage was updated to include FAQs and priority survey for use of Measure C funds
- Community meetings were identified for enhanced outreach and engagement
- Educational mailers and targeted informational letters were developed to enhance efforts

Next Steps

- March 2020 – Finalize feasibility survey questions and conduct polling
- April 2020 – Return to the Council with findings of the survey, receive direction on November ballot options
- May thru June 2020 – Resume educational outreach on Measure C
- July 2020 – Ordinance to place item on November ballot must be adopted
- August 2020 – Impartial analysis due to County Registrar of Voters
- Sept thru Nov 2020 – Community Committee established to assist with Measure C efforts