

2025/2026

MERCED CITY COUNCIL

GOALS AND PRIORITIES

MISSION STATEMENT

The Mayor and Council members work together as a team, representing all Merced constituents, in order to make Merced a city which:

- Maintains a high quality of life for its citizens;
- Demonstrates a positive attitude and approach in dealing with all segments of the community;
- Shows sensitivity and awareness of community needs and issues;
- Respects the diversity of its community;
- Develops creative and affordable solutions and alternatives to meet community needs;
- Is service-oriented, efficient, and progressive in its approach to problem resolution and use of resources;
- Offers economic development opportunities beneficial to its citizens;
- Maximizes teamwork and encourages individual involvement and personal growth, so that the community achieves its goals and contributes to society as a whole; and,
- Creates and maintains an enjoyable atmosphere in which to live and work.

CITY COUNCIL SUBCOMMITTEES

The following City Council subcommittees provide focused oversight and strategic recommendations to inform the City of Merced's decisions in key areas such as public safety, economic development, infrastructure, and housing

- **Budget** - Reviews the city's annual budget, ensuring responsible allocation of resources and financial sustainability
- **Downtown** - Focuses on downtown revitalization to boost economy, livability, and community engagement
- **Economic Development** - Works on business attraction, job creation, and fostering economic growth.
- **Ethics and Governance** - Ensures transparency, ethical behavior, and accountability in city government.
- **Finance** - Oversees the city's budget, financial health, and fiscal policies.
- **Housing and Planning** - Focuses on housing development, zoning, and urban growth management.
- **Public Safety** - Addresses policing, fire services, and emergency preparedness.
- **Public Works** - Oversees infrastructure, roadways, utilities, and facility maintenance.
- **Recreation and Parks** - Focuses on parks, recreational programs, and community spaces.
- **South Merced** - Addresses issues specific to the South Merced area, including infrastructure and economic development.
- **Transportation** - Reviews engineering aspects of public infrastructure projects.
- **Utilities** - Oversees the provision, maintenance, and planning of essential utility services



2025/2026 MERCED CITY COUNCIL GOALS AND PRIORITIES GOVERNANCE

Foster community well-being, inclusive services, and enhanced quality of life in Merced.

- **5-Year Strategic Plan**

- Tree City, Prohousing City, All America City

- **Financial Stability Plan**

- Ensure the city's long-term financial health
- Develop strategies to reduce costs or increase revenue
- Revise city utility rates
- Adjust user and application fees

- **Transparency & Open Communication**

- Open communication with residents

- **Ethics & Governance Initiatives**

- Promote ethical leadership and practices
- Review Council Code of Conduct

- **Public Document Archive**

- Make resolutions, ordinances, and contracts accessible

- **In-House Hiring & Development**

- Expand internal expertise (Legal Counsel, Engineering)

- **Reinvest in Transparent, Ethical Leadership**

- Ensure accountability and trust in leadership

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Subcommittees

- Ethics and Governance
- Budget
- Utilities



QUALITY OF LIFE

Improve Merced's quality of life through enhanced services, housing, infrastructure, parks, open space, and transportation.

- **Affordable Housing Development**

- Support housing growth by facilitating the acquisition of development grants for affordable housing projects and focusing on targeted infill development.
- Support affordable housing initiatives and smart growth strategies

- **General Plan Update**

- Integrate updated housing element with long-term community goals
- Align land use, transportation, and infrastructure planning
- Support business development through streamlined permitting and zoning flexibility

- **Housing Element**

- Review codes and standards to promote prohousing policies

- **Pedestrian & Traffic Safety and Infrastructure Improvements**

- Enhance safety and usability through improved signage, crossings, enforcement, and lighting in parks and streets.

- **Crosswalks: Elevated & Bike Lane Separation**

- Enhance pedestrian and cyclist safety

- **Lights: Park & Street Improvements**

- Safety and usability through improved lighting

Subcommittees

- Public Safety
- Housing & Planning
- Transportation



QUALITY OF LIFE

Enhance Merced's quality of life by fostering vibrant parks, accessible open spaces, and enriching community services for all.

- **Parks: Cleanliness & Safety**

- Improve maintenance, lighting, and access

- **Improved Park Maintenance**

- Backboards, ivy removal, general upkeep

- **Parks & Open Space**

- Creation and long-term care of green spaces

- **Dog Park Development**

- Build or upgrade facilities for pets

- **Fahrens Bike Park Development**

- Recreational expansion for cyclists

- **Park Improvements**

- Options to support ongoing investments in upgrades and the completion of new parks

- **Arts & Entertainment Expansion**

- Expand cultural programming and events to engage the community.
- Foster local art initiatives and enhance the city's visual appeal.
- Support the development and promotion of arts districts.

- **Youth & Teen Activities**

- Expand programs and recreational opportunities

- **Recreation/Public Safety Partnership**

- Joint programs with recreation for safer spaces

- **Recreation Access & Equity**

- Ensure availability of services across all neighborhoods

- **Community Facilities**

- Youth, senior, and multigenerational centers

Subcommittees

- Recreation & Parks
- Public Safety
- South Merced
- Downtown



ECONOMIC DEVELOPMENT

Boost economic growth by supporting local businesses, entrepreneurship, infrastructure, and tourism.

- **Economic Roundtable**

- Facilitate dialogue among businesses, investors, and contractors

- **Grocery Store Access**

- Support the development of additional grocery options to improve affordability through market competition

- **Business Park Investment**

- Support infrastructure to attract development

- **Downtown & Small Business Development**

- Revitalize and promote local commerce
- Support existing businesses with growth planning

- **Job Creation Centers & Business Clusters**

- Create pathways for local employment
- Encourage innovation and employment hubs
- Support workforce development initiatives

- **Tourism Development (TBID)**

- Strengthen marketing and events to boost tourism

- **Business Recruitment Strategy**

- Attract key industries to the region
- Professional support to guide strategy
- Expand local healthcare and wellness services

- **Jumpstart Local Economy**

- Support growth through sales tax generation

- **Conduct Business Surveys**

- Engage with retailers, developers, property owners

- **High-Speed Rail Project**

- Continue support and development

- **Street Vendor Ordinance**

- Clarify rules for safe and fair commerce

- **Living Expenses**

- Strategies to improve affordability

- **UC Merced Collaboration**

- Enhance economic synergy with the university

Subcommittees

- Economic Development
- South Merced



PUBLIC SAFETY

Strengthen community safety through responsive services, integrated policing, and active engagement.

- **Safe Downtown**
 - Expand DART and law enforcement visibility
- **Homelessness Coordination**
 - Strategic services for transient populations
- **Department Leadership Stability**
 - Ensure strong and consistent leadership
- **Real-Time Crime Center**
 - Modern monitoring and prevention strategies
- **Mobile & Pole Camera Installations**
 - Protect infrastructure and improve security
- **Crime Prevention Strategies**
 - Proactive community-based solutions
- **School District Safety**
 - Collaborate to ensure student protection
- **Community Services Officers Expansion**
 - Add staff for non-sworn enforcement roles
- **Promote Pedestrian and Road Safety**
 - Implement traffic calming measures like speed humps and road narrowing to reduce speeding.
 - Support red light cameras and traffic law enforcement to improve driver compliance.
 - Crosswalk and pedestrian safety tools
 - Improve signage, crossings, enforcement
 - Coffee and Campus Parkway ADA & Pedestrian Crossing
- **New Police & Fire Station Planning**
 - Prepare for future service needs
- **Fire & Police Equipment Replacement**
 - Accelerate upgrade cycles
- **Code Enforcement Strengthening**
 - Improve neighborhood safety and compliance
- **Red Light Camera Expansion**
 - Continue use to promote road safety

Subcommittee

- Public Safety



COMMUNITY INVESTMENT

Strategically invest in community development, including CIP initiatives, to enhance Merced's quality of life.

- **Roads: Comprehensive Maintenance**
 - Citywide upgrades and resurfacing
 - Roads and infrastructure improvements to support growth and ensure a strong transportation base for commerce
- **Greywater Pilot Program**
 - Environmental resource conservation
- **More Public Restrooms & Drinking Fountains**
 - Enhance accessibility and sanitation
- **Campus Parkway Projects**
 - Support community access and infrastructure
- **Core Infrastructure Investment**
 - Prioritize essential services and reliability
- **Planning & Infrastructure Focus**
 - Efficient land use, vibrant neighborhoods, and balanced investment across city services
- **Community Investment through Strategic Planning**
 - Align budgeting with resident needs
- **Community Engagement Projects**
 - Involve residents in city beautification and upkeep
- **Charging Stations Expansion**
 - Support for electric vehicle infrastructure
- **Street for Safety & Livability**
 - Improve neighborhood walkability
- **Welcome to Merced Arch Project**
 - Iconic signage for civic pride

Subcommittees

- Public Safety
- Transportation
- South Merced
- Planning
- Utilities