

CITY OF MERCED

GENERAL PLAN UPDATE AND DOWNTOWN STATION AREA PLAN



mintier
harnish
Planning Tomorrow Today

Citizens Advisory Focus Group (CAFG) Meeting #3

FEBRUARY 25, 2026

Meeting Objectives

Meeting Purpose

- To review recent community outreach for a vision for the future and discuss city assets, issues, and opportunities

Agenda

- Staff Update on High Speed Rail/DSAP
- Where Have We Been?
- Overview of Community Workshop #2 and Online Survey
- Discussion of Issues, Assets, and Opportunities
- Next Steps



STAFF UPDATE ON HIGH SPEED RAIL/DSAP





WHERE HAVE WE BEEN?

General Plan Project Schedule

Phase 2: Existing Conditions and Trends

- CAFG Meeting #1 - **COMPLETE**
- Existing Conditions and Trends Workbook - **COMPLETE**
- CAFG Meeting #2 - **COMPLETE**
- Newsletter #2 - **COMPLETE**
- Community Open House #1 - **COMPLETE**
- CAFG Meeting #3
- Assets, Issues, and Opportunities Report
- City Council/Planning Commission Joint Study Session #1

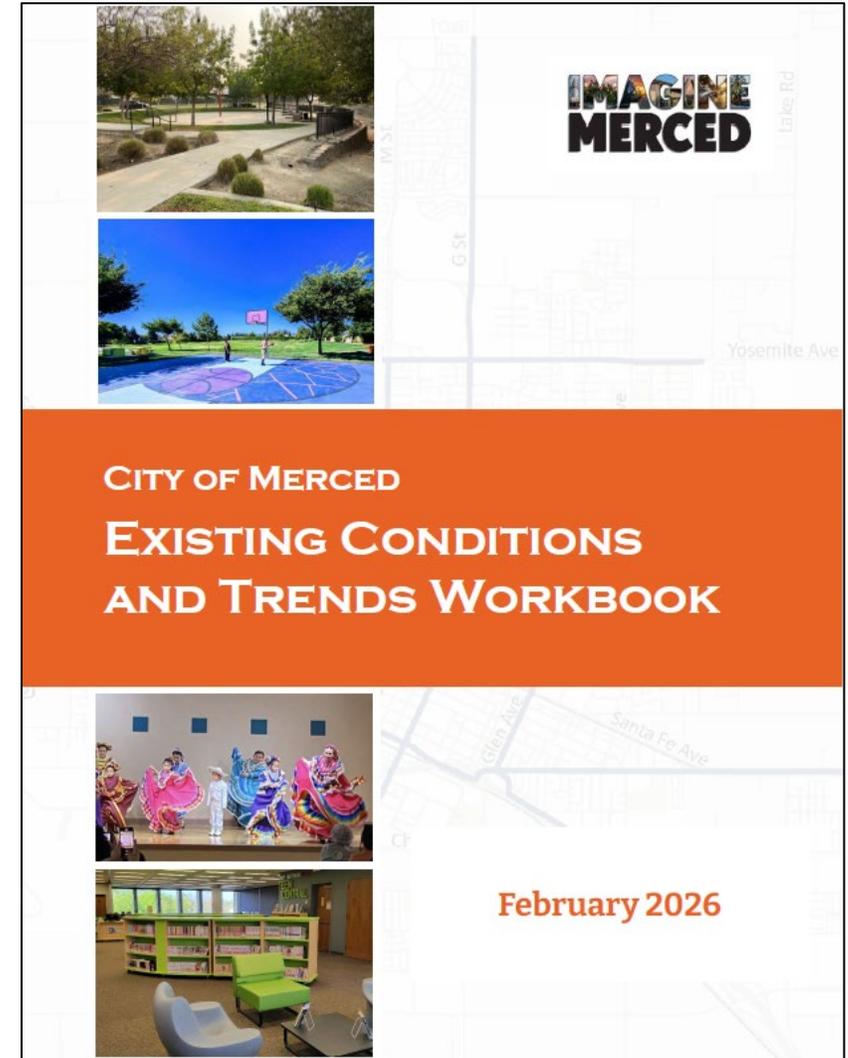
Updated Existing Conditions and Trends Workbook

The Workbook is intended to be:

- A high-level snapshot of existing conditions based on recently published plans, reports, and data.
- A concise, engaging, and highly graphical analysis that incorporates infographics, charts, maps, and photographs.

The Workbook is informed by:

- Existing regional and local data
- Regional plans impacting or involving Merced

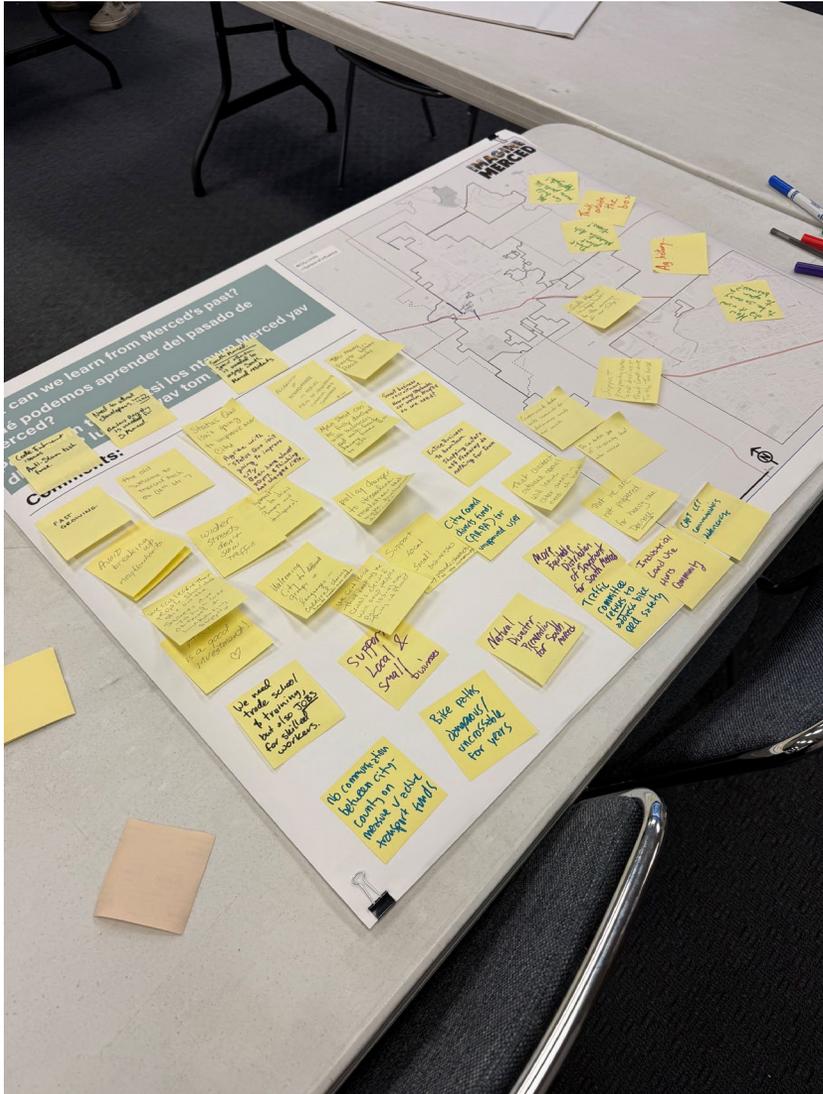


Community Open House #2

Wednesday, January 28, 2026, from 2 p.m. to 6 p.m.

- **Activities covered:**
 - Merced's strengths, issues, and opportunities
 - What residents would like to see in the city's future
 - Lessons learned from the past
- Over 50 attendees
- Activities available in English, Spanish, and Hmong

Community Open House #2



Vision, Assets, Issues, and Opportunities Survey

Digital/Online Version of the Open House Exercises

- Mirrors activities for community members who were unable to attend Community Open House #2
- Available in English, Spanish, and Hmong
- Survey open until **February 28th, 2026**



English (US)

**IMAGINE
MERCED** Vision, Assets, Issues, and
Opportunities Survey
Merced General Plan Update

-- Utiliza la pestaña en la esquina superior derecha para traducir la encuesta al español --
-- Yog xav ua daim ntawv ntsuam xyuas ua lus Hmoob, thov nias [ntawm no](#) --

We need your input!

What are Merced's strengths? What could be improved? And what opportunities does the city have in its future?

This survey will gather feedback on these very questions, which will help the project team create a draft vision statement for the General Plan Update for the City Council's consideration. The vision statement will summarize the community's shared aspirations and expectations for the future of the city, which will guide the direction of all goals, policies, and programs in the General Plan.

This survey is designed to recreate the workshop activities for those who could not make it to the workshop on January 28, 2026. Learn more about past and future workshops and other engagement opportunities [here!](#)

This survey will be available through February 23rd, 2026.

Save Next

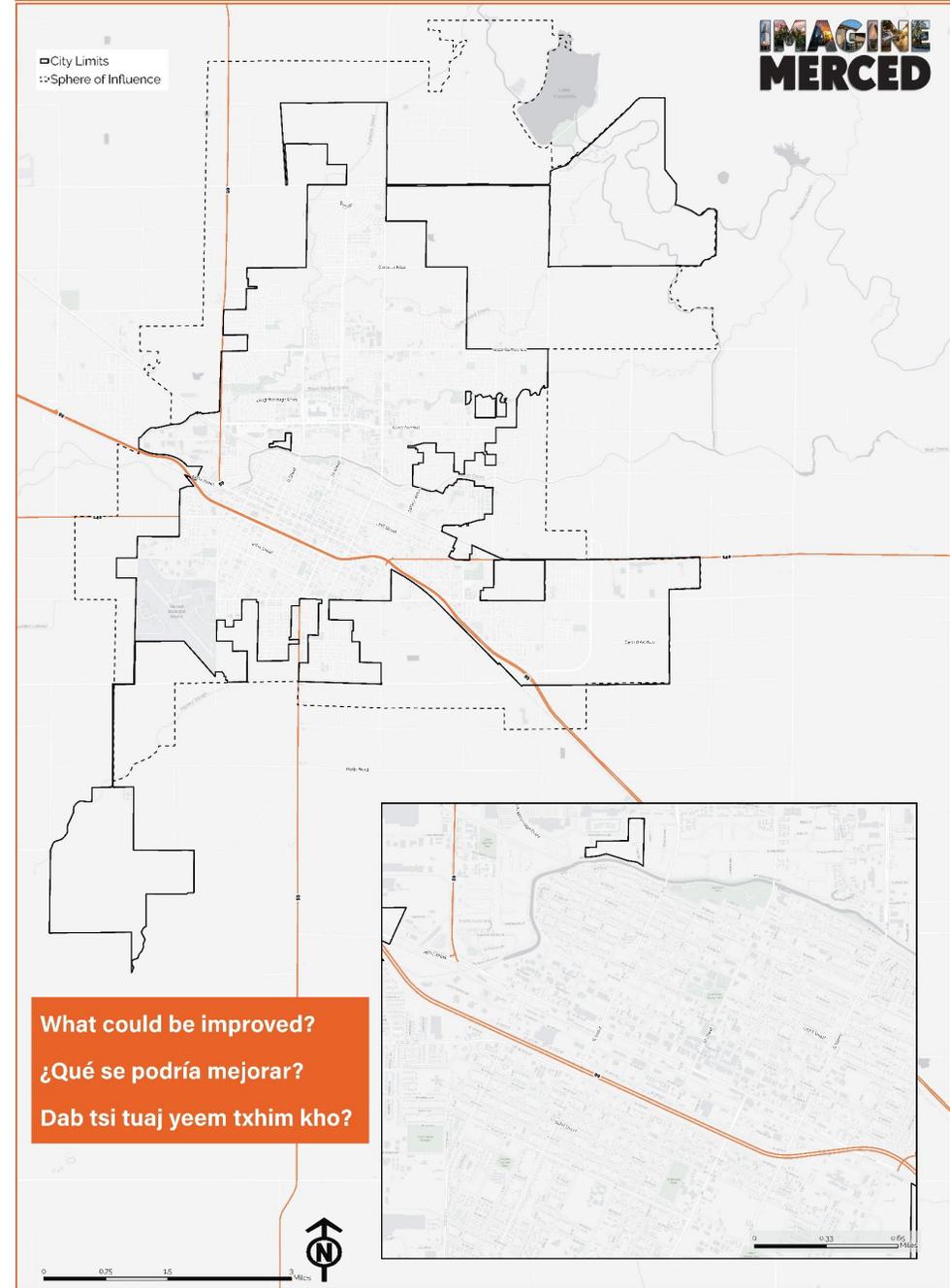


ISSUES, ASSETS, OPPORTUNITIES

Issues

What can be improved in the city?

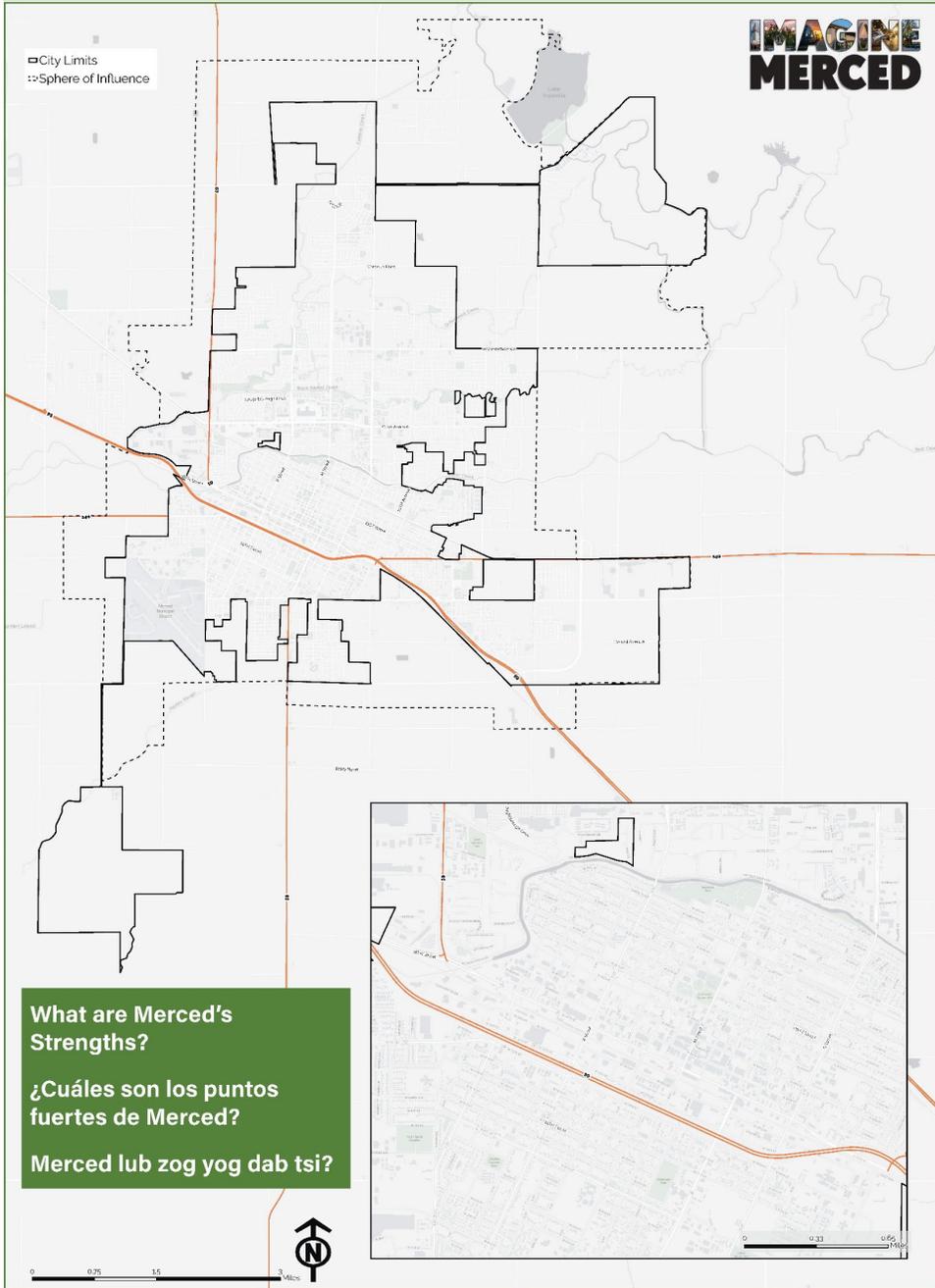
- Citywide issues
- Location-specific issues



Assets

What are Merced's strengths?

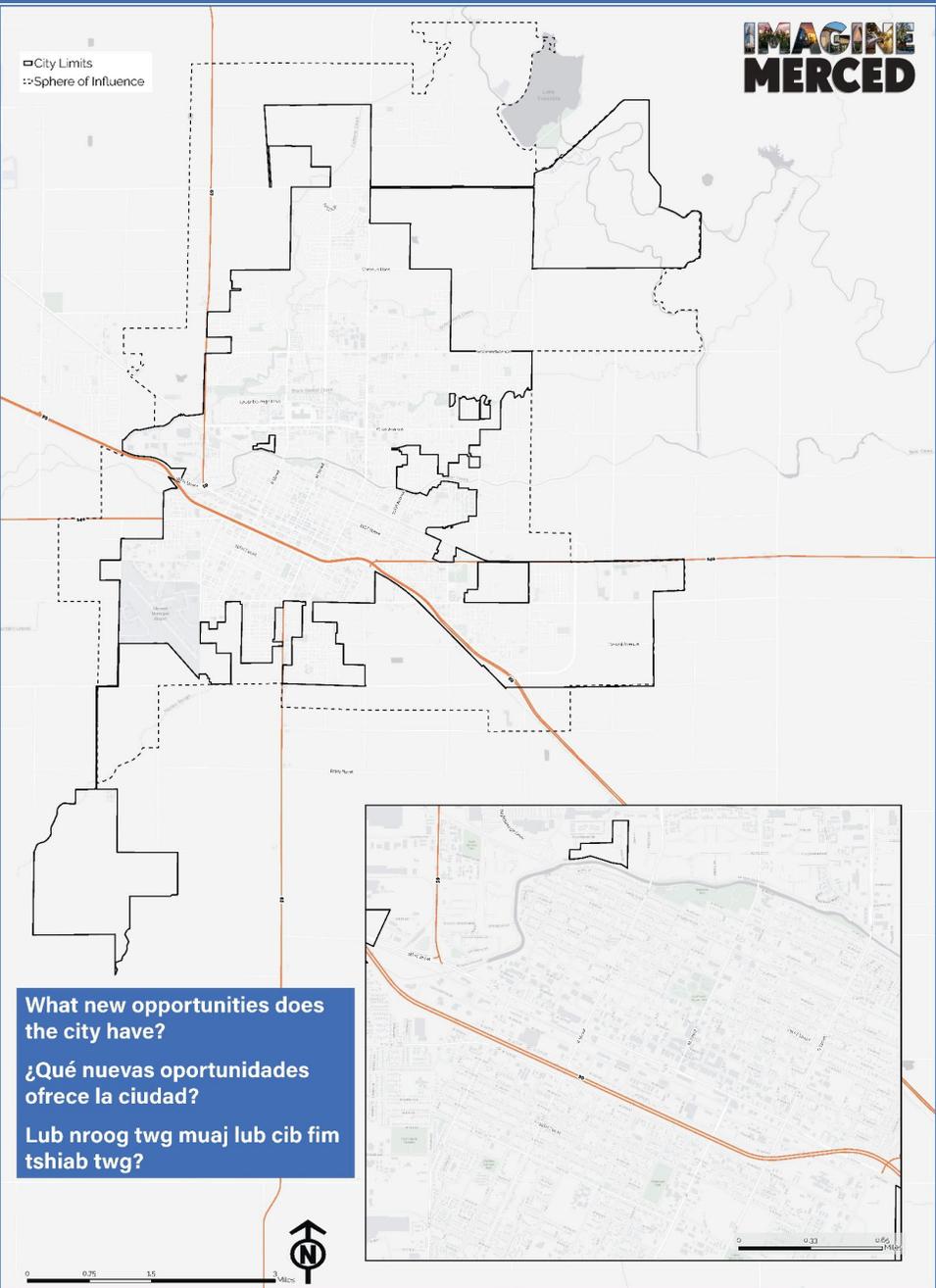
- Citywide strengths
- Location-specific strengths

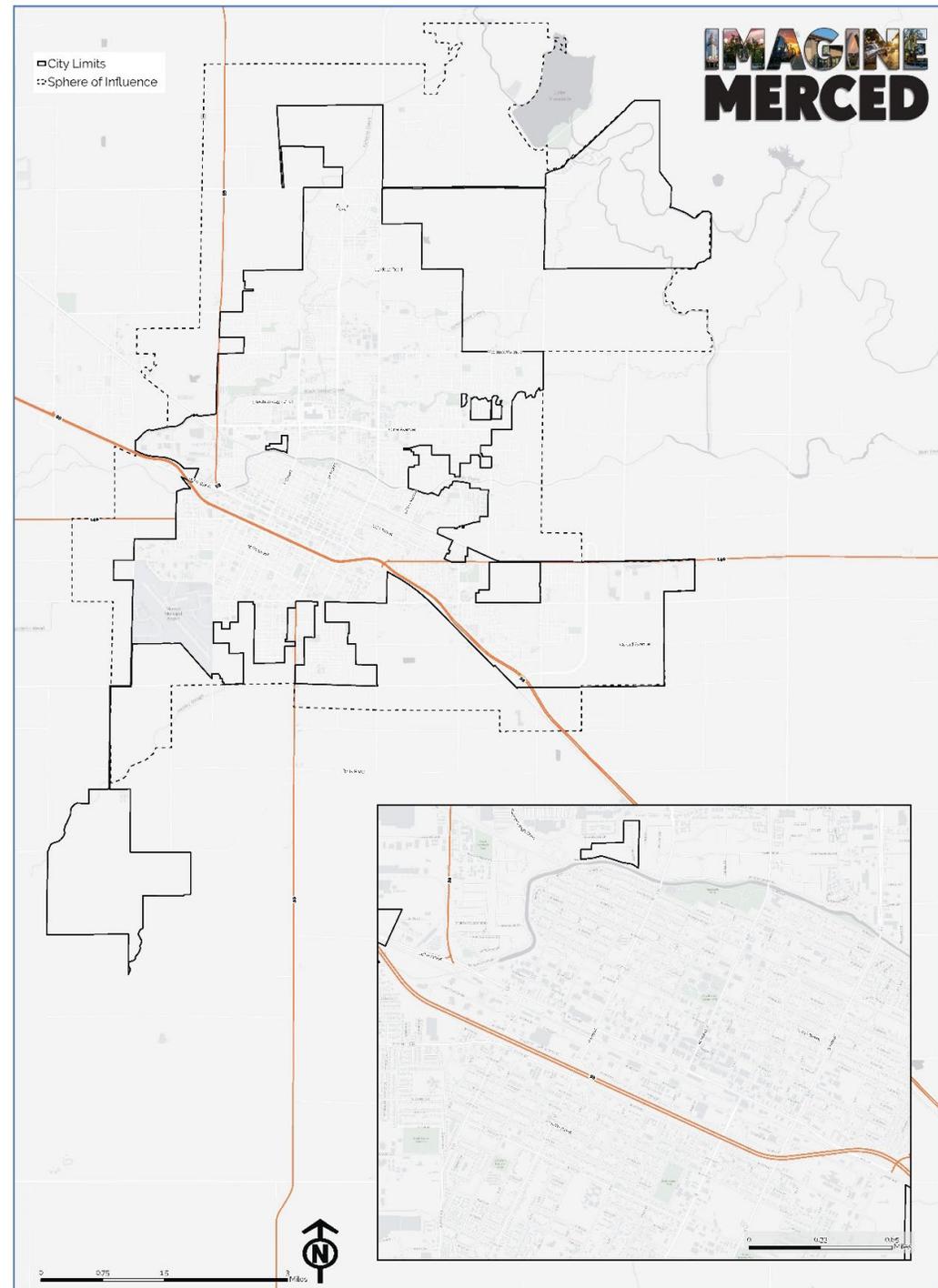


Opportunities

What new opportunities does the city have?

- Citywide opportunities
- Location-specific opportunities





Lessons Learned

- What can we learn from Merced's **past**?
- What do you hope to see in Merced's **future**?

Feedback – Where does it lead?

- Community Open House #2
- Online Feedback
- CAFG contributions

- Purpose:

- Draft a vision statement and guiding principles for the General Plan
- Summarize the community's shared aspirations and expectations for the future of the city
- Guide the direction of all goals, policies, and programs in the General Plan



NEXT STEPS