

COUNCIL GOALS & PRIORITIES

FISCAL YEAR 2022 - 2023

GUIDING PRINCIPLES

- Building community is essential in supporting the health and wellness of residents within the City of Merced – an effort that the City Council is committed to across all service areas.
- In every way possible, the City of Merced strives to provide equal access to all its residents and supports services and programs that promote inclusivity.
- Serving the residents of the City of Merced is paramount, with a goal of providing excellent customer service across all service areas.
- Maintaining City property enhances the quality of life for all residents. The City will elevate the standard of maintenance across all public resources.

GOALS & PRIORITIES

Downtown & Economic Development

a. Downtown

1. Continue with Property Based Improvement Business District (PBID) implementation
2. Continue with one-way traffic flow evaluation on Main Street
3. Complete the Bob Hart expansion project
4. Explore alternative entryway enhancements
5. Explore citywide vacant building ordinance options

b. Economic Development

1. Business Friendly Culture - continue efforts to provide enhanced business support & outreach
2. Industrial/Tech Park – study future areas for entitlement investments
3. Workforce Development – continue partnerships to enhance local workforce
4. Tourism – continue efforts to establish a local Tourism Based Improvement District (TBID) to enhance existing marketing efforts
5. Community Economic Resilience Fund (CERF) – Regional Economic Development Study

COUNCIL GOALS & PRIORITIES

Housing & Homelessness

- a. Homelessness
 1. Continue coordinated approach to offering housing and supportive services
 2. Enhance public space management to ensure clean, safe access to public facilities
 3. Evaluate alternative housing options to increase available beds
- b. Housing
 1. Continue to financially support all Affordable Housing projects through RFQ process
 2. Continue exploring Housing Trust configuration, i.e. regional or local, and funding options
 3. Begin General Plan Update to incorporate Council direction on Housing policies and new State programs

Merced Unity Project

- a. Stimulus Program - \$500 payments to families
- b. Residential Utility Bill Relief – bill relief for 300 past due accounts
- c. Youth Job Training Program – Summer training and job placement
- d. CERF – Regional Economic Development Study
- e. Community Violence Prevention – Advanced Peace
- f. Community Park 42 – Regional Sports Complex
- g. Community Broadband Access – Regional partnership on citywide network and access
- h. Applegate Zoo Renovation
- i. Non-Profit Support
- j. Community Art Projects
- k. Community Programs, Events, and Messaging

Parks & Recreation

- a. Recreation
 1. Youth Investment – lead by youth input
 2. Provide greater access to alternative recreation options
 3. Improved facility coordination to maximize activities & space
 4. Encourage community-wide tournaments
 5. Continue to offer scholarships for all recreational opportunities
 6. Allow for Youth Council to expand role with and access to City Council
 - b. Parks
 1. Continue to explore opportunities for increased accessibility for all residents
 2. Enhanced maintenance – goal of well-maintained, greener, vibrant park spaces and pathways
 3. Complete restroom restorations
 4. Continue equipment repairs and upgrades
 5. Explore security options for parks & pathways
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COUNCIL GOALS & PRIORITIES

Public Safety

- a. Measure C Renewal – continue efforts to evaluate the viability of a future ballot measure
- b. Traffic Solutions & Safety
 - 1. Explore alternative strategies to reduce speeding, including changing signal light lengths and an education campaign.
- c. Community Violence Prevention – Advance Peace
- d. Continue planning for future facility and equipment needs for Police and Fire
- e. Continue enhanced community engagement

Public Works & City Beautification

- a. Streets – (Measure V, SB1, Measure C)
 - 1. Repaving
 - 2. Sidewalk replacement & expansion
 - 3. Quiet Zones
 - 4. Streetlights – brighter light replacements
- b. Sustainability
 - 1. Water conservation programs
 - 2. Continue exploring broadband partnerships
- c. Beautification
 - 1. Continued tree trimming and replacement plan
 - 2. Continued bike path maintenance
 - 3. Continue litter abatement efforts
 - 4. Explore the creation of a citywide CFD to increase resources for all communities
- d. Public Art
 - 1. Caltrans Murals – Clean California grant implementation of 7 murals
 - 2. Provide results of Open Call for Projects
 - 3. Provide report on Graffiti Abatement services

Quality of Life

- a. Citywide commercial truck parking enforcement
- b. Explore code enforcement options for illegal activity at local hotels
- c. Explore citywide vacant building ordinance options
- d. Update the City's Shopping Cart ordinance
- e. Support the County's enhanced Trap & Release Program for feral cats
- f. Provide the Council with an update on the City's Graffiti Abatement Program