



Your Measure C Dollars at work

Frequently Asked Questions

Q: What is Measure C?

A: In 2006, Merced voters adopted Measure C, a half-cent local sales tax, to address quality of life services citywide. Following the adoption of Measure C, the City Council, with input from the community, elected to use the funds on priorities the community deemed to be important, including public safety and street repair priorities.

Q: What does Measure C fund?

A: We know that safe neighborhoods and parks lead to a better quality of life. Voter-approved Measure C funding ensures that our local police department have the resources needed to maintain neighborhood police patrols, ensuring police are able to respond quickly in emergencies.

Measure C has provided funding for increased investment in public safety, street repair and other vital city services, including the hiring of 31 additional neighborhood and specialized police officers and firefighters, and the reconstruction of local streets including M, R, 18th and Canal streets and Olive Avenue, among other regular maintenance items.

Measure C is monitored by a Citizen's Oversight Committee. Their reports, along with other Measure C information, can be found online at www.cityofmerced.org/MeasureC.

Q: What has changed since Measure C was enacted?

A: In the last 10 years, the Merced Fire Department has seen a 53% increase in calls, responding over nearly 10,000 calls in the last year alone. Due in part to this increase, independent experts confirmed that Merced's fire response times are not currently meeting professional best practice standards. Additionally many of our local fire stations are deteriorating and in disrepair, and some newer fire trucks can't even fit inside our old, small fire station garages. In the future, the City will need to address these issues in order to bring fire emergency response to current safety practices.

Q: How has the State reacted to these increased fire needs?

A: Unfortunately, Merced has received no additional funding from the State. In fact, over the Over the last few years, Sacramento has taken nearly \$8,000,000 per year in local funding from the City.

Q: Do state takeaways impact public safety?

A: Yes. We've got to protect our kids. Too much crime, gang activity, and illegal drugs filter into Merced. The City will need to continue upgrading its technology to keep our children out of gangs and away from drugs.

Q: Are other priorities impacted by state takeaways?

A: Yes. 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. While the City is committed to this regional partnership, and is moving forward with community input on local solutions for our public spaces, the city must pay its fair share for these solutions.

Q: Has the community identified priorities for Measure C funds going forward?

A: In a recent community survey, your neighbors identified the following priorities:

- 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

Q: Can I provide input on Measure C Priorities?

A: Yes. We want to hear from you! Please join the conversation by visiting www.cityofmerced.org/MeasureC and completing a community survey. This feedback will inform our future decision- making process for this local funding.