

COUNCIL GOALS & PRIORITIES

FISCAL YEAR 2021-2022

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 functions.
- 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

1. Public Safety

- a. Measure C Renewal – *hire a consultant to target a November 2022 ballot initiative*
- b. Develop a Reserve Force to provide enhanced services – *resources included in the FY 2021/22 Budget (July 2021)*
- c. Enhance Community Engagement – *Policy Advisory Committee continued efforts (ongoing)*
- d. Community Violence Prevention – *evaluate programs in partnership with Parks & Recreation (ongoing)*
- e. Facility Planning
 - i. Police Station – *Fall 2021*
 - ii. Fire Station – *Will need to hire a consultant to design – begin Fall 2021*

2. Economic Development & Downtown

- a. Downtown
 - i. Adoption of a Downtown Property Based Improvement District – *June 2022*
 - ii. City Investment – *timing dependent on funding*
 1. Bob Hart Square Extension (*one-time funding*)
 2. Entry Ways Improvement (*one-time funding*)
 3. Traffic Flow Pilot & Study (*one-time funding*)
- b. Economic Development – (ongoing)
 - i. Business Friendly Culture – *accommodating to new business development*
 - ii. Community Engagement – *inform community on process and new businesses*
 - iii. Industrial/Tech Park – *focused efforts on good-paying job creation*
 - iv. Workforce Development – *work with local partners to ensure local work force is trained and available for new jobs*
 - v. Tourism – *marketing that focuses on the benefit staying in and traveling to Yosemite through Merced (TBID or marketing funding)*

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(Continued)

3. Parks & Recreation

- a. Recreation (*timing dependent on COVID Restrictions*)
 - i. Youth Investment – *lead by youth input (funding)*
 - ii. Improved Community Facility Coordination (*non-city facilities*)
 - iii. RFQ for Services – *Spring 2021*
 - iv. Enhanced Community Partnerships
- b. Parks (*timing dependent on funding*)
 - i. Applegate Zoo Maintenance (*one-time funding*)
 - ii. Regional Playground Upgrades (*one-time funding*)
 - iii. Park Restroom Upgrades – 7 need funding (*one-time funding*)
 - iv. Continued Enhanced Maintenance
 - v. Evaluate Pool Restoration Costs

4. Housing & Homelessness

- a. Continued Focus on Affordable Housing Projection
 - i. Establish Qualified List of Public/Non-Profit Developers
 - ii. Policy Direction on the following:
 - 1. Inclusionary Zoning – *April 2021*
 - 2. Development Fee – *Summer 2021*
 - 3. Alternative Housing Programs (*i.e. tiny & prefab homes*) – *April 2021*
 - iii. Encampment Support – *April 2021*
 - 1. Interim Services – *Behavior Health, Youth Services, Refuse, Health*
 - 2. Location Direction

5. Public Works & City Beautification

- a. Streets (Measure V, SB1, Measure C)
 - i. Repaving
 - ii. Sidewalks
 - iii. Quiet Zones
 - iv. Streetlights
- b. Sustainability
 - i. Drought-Tolerant Incentives/Policy – *April 2021*
 - ii. Citywide WiFi or Broadband – *feasibility study to begin Fall 2021*
- c. Beautification
 - i. Tree Trimming – *one-time funding for enhancement*
 - ii. Bear Creek Clearance – *timing dependent on permit approval*
 - iii. Litter Abatement – *coordination with Community Service Program*
- d. Public Art
 - i. CalTrans Murals – *dialog in progress*
 - ii. District Formation – *Summer 2021*
 - iii. Grant for Projects – *on-going*