

COUNCIL GOALS & PRIORITIES

FISCAL YEAR 2023-2024

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 to 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. Explore alternative entryway enhancements
 3. Explore citywide vacant building ordinance options
 4. Explore downtown arts district
- 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 the local workforce
 4. Tourism – continue efforts to establish a local Tourism Based Improvement District (TBID) to enhance existing marketing efforts
 5. Explore an Enhanced Infrastructure Financing District (EIFD)
 6. Explore a Local Apprenticeship Program
 7. Continue to support Airport redevelopment

COUNCIL GOALS & PRIORITIES

Housing & The Unhoused

- a. Unhoused
 1. Continue a 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, advocate for additional vouchers

- b. Housing
 1. Continue to support all Affordable Housing projects
 2. Continue Pro Housing Designation Program application
 3. Continue exploring Housing Trust configuration, i.e., regional, or local, and funding options
 4. Continue regional approach to Housing Element, SB 244
 5. Begin General Plan Update to incorporate Council direction on Housing policies, new State programs
 6. Explore and evaluate rent control and rental inspection policies

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 – Community Economic Resilience Fund partnership
- e. California Violence Intervention and Prevention Program (CalVIP)
- 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
- l. Citywide Community Service Coalition

Natural Disaster/Flood Response

- a. Explore an urgency ordinance
 1. Temporary stay of a rent hike after a natural disaster
 2. Tenant Right of First Refusal for housing
- b. Continued evaluation of FEMA reimbursement
- c. Explore resources to create a pathway to provide coordinated services to residents
- d. Evaluate regional prevention efforts with federal, state, and local partners
- e. Evaluate local issues and system capacity enhancements

COUNCIL GOALS & PRIORITIES

Parks & Recreation

- a. Recreation
 - 1. Youth Investment – led 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 its role with and access to City Manager's Office

- b. Parks
 - 1. Continue to explore opportunities for increased accessibility for all residents
 - 2. Enhanced maintenance – a goal of well-maintained, greener, vibrant park spaces and pathways
 - 3. Explore options for Applegate Zoo management
 - 4. Develop a Parks Master Plan program

Public Safety

- a. Measure C Renewal
 - 1. Consider 2024 ballot initiative
 - 2. Evaluate sustainable FTE solutions
- b. Traffic Solutions & Safety
 - 1. Explore alternative strategies to reduce speeding, including changing signal light lengths, community education campaign, school district coordination, dead ends, red light pilot
- c. Alternative Service Evaluation
 - 1. Explore sworn versus non-sworn service priorities
- d. Community Violence Prevention
 - 1. CalVIP – Continue California Violence Intervention and Prevention program
 - 2. COMMVIP – Explore Community Violence Prevention with schools
- e. Continue planning for future facility and equipment needs for Police and Fire
- f. Continue enhanced community engagement
- g. Explore enhanced Emergency Medical Services (EMS) needs and an Advanced Life Support (ALS) system

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Public Works & City Beautification

- a. Streets – (Measure V, SB1, Measure C)
 1. Produce current projects including repaving streets, sidewalk replacement & expansion
 2. Enhance maintenance program focusing on potholes and larger pothole infill projects
 3. Streetlights – “Safe Streets” program
- b. Sustainability
 1. Water conservation programs
 2. Continue exploring broadband partnerships
 3. General plan elements – SB 1000
- c. Beautification
 1. Explore trash security in Downtown
 2. Explore vacant building ordinance
 3. Continued tree trimming and replacement plan
 4. Continued litter abatement efforts
 5. Explore resources to enhance city entryways
 6. 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. Explore creation and equitable distribution of arts districts, no less than 3
 3. Continue the Open Call for Art Projects

South Merced Study

- a. Evaluate previous study documents
- b. Alleyway reuse
- c. Traffic flow and pedestrian safety
- d. Outreach to the community
- e. General Plan updates

Quality of Life

- a. Citywide commercial truck parking reevaluation
- b. Explore code enforcement options for illegal activity at local hotels
- c. Explore citywide vacant building ordinance options
- d. Explore RV street parking ordinance options
- e. Update the City's Shopping Cart ordinance
- f. Explore options for enhanced community messaging
- g. Evaluate policies to lower the age requirement to 16 years for full city employment