



# Community Update

## Your Measure C Tax Dollars at Work

Winter 2019/2020



# About Measure C

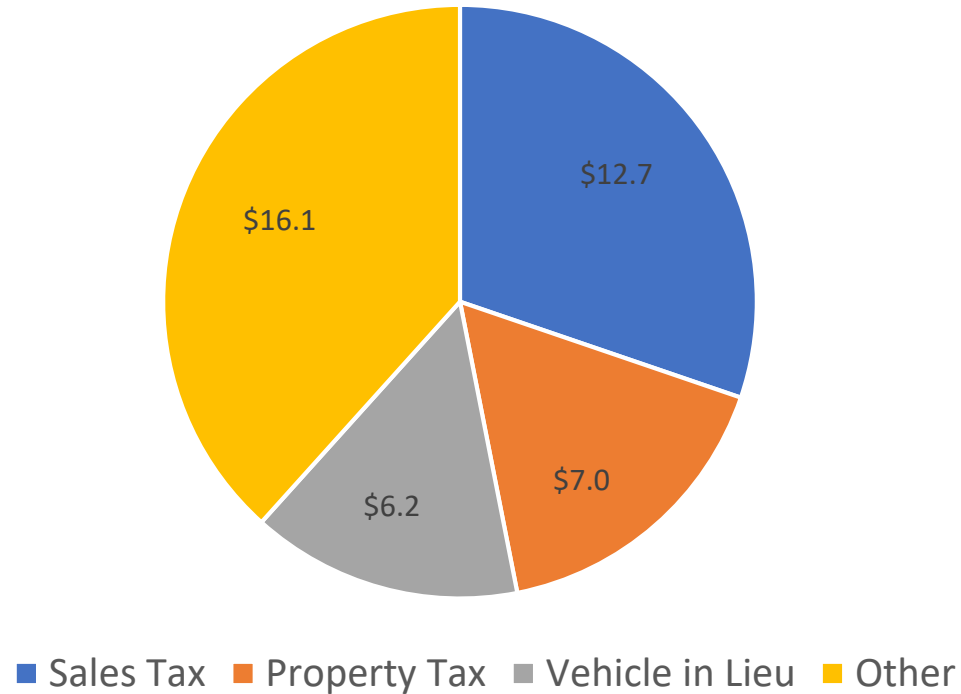
- In 2006, Merced voters approved Measure C, a ½ cent local sales tax.
- Measure C funds have been utilized to address community priorities, including police services, fire protection and street repair.
- Measure C is monitored by Citizen's Oversight Committee, which provides annual reports to the community on spending.





# Funding for City Services

General Fund Revenue  
In Millions



- Measure C generates between \$6 and \$7 million annually
- Supports 12 Fire FTE
- Supports 19 Police FTE
- One-time equipment purchases
- Streets projects approx. \$100k



# Investing in our Community Safety

- Safe neighborhoods and parks lead to a better quality of life
- Ensures Merced PD has the resources for neighborhood police patrols — police can respond quickly to emergencies
- Supports 12 critical fire fighter positions and helps the city modernize firefighting equipment
- Supports 19 police officers, including in specialized units such as the Bomb Unit, Gang Violence Suppression Unit, Traffic, and Disruptive Area Response Team (DART)





# Measure C Keeps Merced Moving

- Due to Measure C funds, the City was able to complete significant street rehabilitation projects including:
  - \* M Street
  - \* R Street
  - \* 18<sup>th</sup> Street
  - \* Olive Avenue
- Today, Measure C helps maintain streets and repair potholes citywide.







# What Has Changed?

## Increased Demand for Fire Services

Merced must bring fire emergency response to current safety practices:

- While Measure C funds 12 firefighting positions, the Merced Fire Department responded to nearly 10,000 calls for service last year — a 114% increase in calls over the last decade.
- In part due to this increased demand, Merced's fire response times are not currently meeting professional best practice standards, according to independent experts.
- Many of Merced's local fire stations are deteriorating, and newer fire trucks cannot fit inside many of our old and deteriorated fire garages.





# What Has Changed?

## Sacramento Money Grabs

- Since Measure C was enacted, Sacramento has taken over \$8,000,000 from City of Merced coffers.
- This money has impacted programs Citywide, forcing Measure C funds to be used to maintain — not expand — critical public safety projects.





# What Has Changed?

## Youth Safety Impacted

- Despite the excellent work of our police force, crime, gang activity, and illegal drugs still filter into Merced, impacting our kids.



- Measure C provides our police officers the support and technology to keep our children out of gangs and away from drugs.
- Because of continued State takeaways, Merced is backfilling cuts, not expanding gang enforcement programs or investing in technology.





# Community Priorities

The City recently conducted a community priorities survey. Some of the priorities identified by your neighbors include:

- ✓ 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





# What's Next for Measure C?

- As the City decides on the future priorities for Measure C funds- we want to hear from you!
- Please fill out a community feedback survey today!
- The community feedback survey is also online at:  
[www.cityofmerced.org/MeasureC](http://www.cityofmerced.org/MeasureC)
- Contact us to schedule a community presentation at  
[citymanager@cityofmerced.org](mailto:citymanager@cityofmerced.org) or (209) 385-6834
- Your input will be used as part of our future community-responsive budget and financial planning processes



Questions?