

City of Merced

Community Conversation on Public Safety Needs



What is the Issue?

- ▶ Merced has significant law enforcement, fire, and public safety needs.
- ▶ To improve our public safety, we need independent, locally-controlled revenue.
- ▶ We also need to improve our Emergency Operations facilities and 911 communication technology
- ▶ In a fall 2017 Merced Community Survey, 62% of residents believe that crime has increased over the last few years.
- ▶ Our priority is to continue to make our city a safe and desirable place to live.



Police Public Safety Services



Police Public Safety

- ▶ We must give our local police officers the Emergency Operations facilities and 911 technology they need to keep our community safe.
- ▶ Our key priorities are:
 - ▶ Retaining qualified police officers.
 - ▶ Preventing gang activity in the City.
 - ▶ Protecting and maintaining 9-1-1 police response times.
 - ▶ Maintaining neighborhood-based policing.



Fire Safety Services



Fire Public Safety

- ▶ National best practice standards recommend 7 fire stations for a community of our size. Merced only has 5 fire stations.
 - ▶ The American Heart Association says brain deterioration starts four to six minutes after a person stops breathing, but our average 9-1-1 response times are more than 6 minutes.
 - ▶ Merced's emergency responders act on 22,000 calls per year.
 - ▶ Seconds count when you have an emergency – our residents need to receive urgent medical care as quickly as possible.



Merced's Fire Response Times Must Improve

- ▶ Independent experts recently determined that Merced Fire's call processing performance is 40% slower than professional best practice standards.
 - ▶ The Communication Center is chronically understaffed and not equipped to receive the roughly 500,000 calls received annually.
 - ▶ Not all of the areas in the City are receiving recommended emergency response times in compliance with recommended practices.
 - ▶ Fire service demands are projected to increase 5-10 percent annually over the next 13 years.
 - ▶ City emergency communications must improve to protect residents' safety.



What is Measure Y?

- ▶ On March 6, 2018, the Merced City Council unanimously placed Measure Y on the June ballot.
- ▶ Measure Y is a local commercial cannabis measure that, if enacted by voters, will provide locally-controlled funding for police, fire, and parks and recreation services.



Why was Measure Y placed on the ballot?

- ▶ Over the last 10 years, Sacramento has taken millions of dollars in locally controlled funding from Merced.
- ▶ We simply do not have the resources to provide the police, fire, parks and recreation services our residents need and deserve.
- ▶ Measure Y, if passed, would provide stable, locally-controlled funding that cannot be taken by the state or used for other services.



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Why was Measure Y placed on the ballot?

- ▶ Measure Y provides a guaranteed source of local funding for police, fire, parks and recreation services.
- ▶ If approved by voters, Measure Y would help:
 - ✓ Maintain fire protection services and rapid responses to neighborhood fires
 - ✓ Improve 9-1-1 emergency response times
 - ✓ Maintain and improve neighborhood police patrols
 - ✓ Prevent gang activity in the City and preventing youth violence and drug use
 - ✓ Maintain and improve neighborhood parks and make park bathrooms safer



What does Measure Y cost?

- ▶ If enacted, Measure Y will tax commercial cannabis activity at a rate of \$25 per square foot of cultivation space or 10% of gross receipts.
- ▶ This will generate approximately \$1 Million every year for public safety/parks/recreation.
- ▶ Measure Y funds would be subject to strict accountability provisions, including:
 - ✓ Annual independent audits
 - ✓ Independent Citizen Oversight
- ▶ All Measure Y funds are required to be used ONLY for police, fire, parks and recreation services in Merced. Sacramento could not take any Measure Y funds



When is the Measure Y Election?

- ▶ Measure Y is on the June 5, 2018.
- ▶ To register to vote online, please visit: registertovote.ca.gov
- ▶ To find out more information about Measure Y, please visit: www.cityofmerced.org



Summary of Priorities

- ▶ While Measure Y would fund some services, we still need to improve our Emergency Operations facilities and 911 technology.
- ▶ As we plan for our future, we want to hear from YOU!
- ▶ Please complete and return the Community Feedback Form.
- ▶ Or, complete online at: www.cityofmerced.org



What's the Next Step?

- ▶ Do you know of other individuals or organizations that should receive this information?
- ▶ All responses will be considered we develop strategies to address these public safety needs.
- ▶ We will continue to keep the community informed about these issues and others facing the City.

