About the City of Merced

- Diverse culture with more than 87,000 residents
- Economy centered on retail, construction, agribusiness and higher education
- Among California cities with populations over 30,000, Merced ranks second among the 10 fastest growing cities
Social Cohesion

Occurs when people willingly work and cooperate despite the existing differences in their beliefs, culture and conduct or behavior.
Process

- Annual Community Town Halls
- Strategic Planning
- Council Goals & Priorities
- Budget Planning
- Budget Implementation
- Continued Engagement
Affordable Housing

- Provide data driven responses to housing needs
- Encourage affordable housing production
- Infill housing request proposals
- Household financial tools and education
- Pro-housing policies
Internal and External Strategies

- Entitlements & By-Right
- State Code Updates
- “Affordable By Design”

- Capacity for affordable housing
- Financial local support
- State and Federal grants
Intentional Engagement

- Know your stakeholders in all sectors
- Listen for opportunities
- Create clear and simple messaging
- Reduce “government speak”