



MERCED

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”**