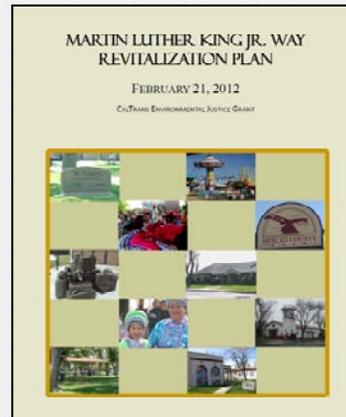




South Highway 59 Revitalization Strategy

City of Merced

Environmental Justice
FY 09-10 Grant Cycle
District 10
Grant Award Amount: \$250,000



Project Summary:

The South Highway 59 Revitalization Strategy is a comprehensive study that will address the negative impacts of State Route 59 on the community of South Merced. The study will explore mitigation measures that enhance mobility and safety for pedestrians and bicyclists. It will also establish a plan for stimulating economic recovery and promoting affordable housing in a diverse and impoverished community. The final deliverable is intended to become a roadmap for the revitalization of the State Route 59 corridor and will focus on four areas: transportation, design guidelines, development, and safety.

Community Outreach

- Created an ad-hoc Advisory Committee.
- Inserted newsletter about project in utility bills for all residents of the City.
- Held booths at the Merced County Fair and SummerFest events.
- Radio announcements.
- Surveys/questionnaires.
- A “Walkable Community Workshop” including a presentation and a walk audit.
- Representatives from all public agencies with jurisdiction along the corridor were invited to participate.

Environmental Justice Community Outreach:

- The plan was driven by minority populations in South Merced including the Merced Lao Family Community, Inc., Merced Hispanic Chamber, South Merced Neighborhood Council, and various South Merced neighborhood groups.

Project Outcome

- A conceptual plan that offers a long-term vision for the plan area.
- A main purpose of the plan is to guide revitalization efforts of the corridor and adjacent neighborhoods.

Successes & Next Steps

- The plan functions as a tool that will allow the City to position itself to compete for state and federal funds for project implementation in the coming years.
- The plan was created on a strong foundation of public participation to promote ownership and support for the plan.
- One of the City’s Council members stated, “the plan has very practical action items that encourages implementation”.
- Next steps are to seek funding sources to implement the action items.