

MEASURE CW

The Clean Water, Clean Beach Parcel Tax

Background

- Currently, bacteria, pesticides, toxic chemicals, and other pollutants are deposited into Ballona Creek, Marina del Rey, Santa Monica Bay, and the Pacific Ocean through the City's storm drains.
- These pollutants harm sea life and pose a public health threat to residents and visitors.
- The City is required to comply with State and regional regulations with regard to storm water runoff and pollutant discharge, failure to comply with these requirements can result in costly fines to the City.
- The City has a plan to reduce pollutants and contamination. The City has proposed Enhanced Watershed Management Programs and planned infrastructure projects to achieve the reduction of pollutants and prevent further contamination in the City's water sources.
- These programs and projects are costly and cannot be achieved with the City's current budget alone.
- Without funds from the passage of Measure CW, cuts to other City services and programs such as public safety may be necessary to support storm water cleanup efforts.

Measure CW

- On November 8, 2016 Culver City residents will vote on Measure CW.
- Passage of Measure CW, a citywide parcel tax, will provide funding for storm water clean up programs.
- The cost will be \$99 annually per single-family residential unit, \$69 annually per unit for multi-dwelling residential, and \$1,096 annually per acre of non-residential land. Because Measure CW is a tax, 2/3 of those voting on the measure must vote yes for it to pass.
- There will be exemptions available for low-income seniors.

Possible Results

- Measure CW, if approved, will raise dedicated funds to reduce and help prevent water pollution in Ballona Creek, Marina del Rey Harbor, Santa Monica Bay, and the Pacific Ocean.
- The \$2 million generated per year from Measure CW will not pay for all of the infrastructure needed to address storm water clean up for the City, but it is the first step in a long-term plan.
- The City will control Measure CW funds locally and the Finance Advisory Committee will oversee the funds.
- Measure CW funds will be placed in a special Clean Water, Clean Beaches Fund to be used solely for the reduction of water pollution. Funds will be used for important projects including developing and implementing a Green Street Master Plan, regular cleaning of City storm drain pipes and street inlets, monitoring water quality and waterway compliance, and providing education and outreach activities to the public.



*It is important that residents vote on this and other City measures.
City ballot measures will come after Statewide and County measures on the ballot.*