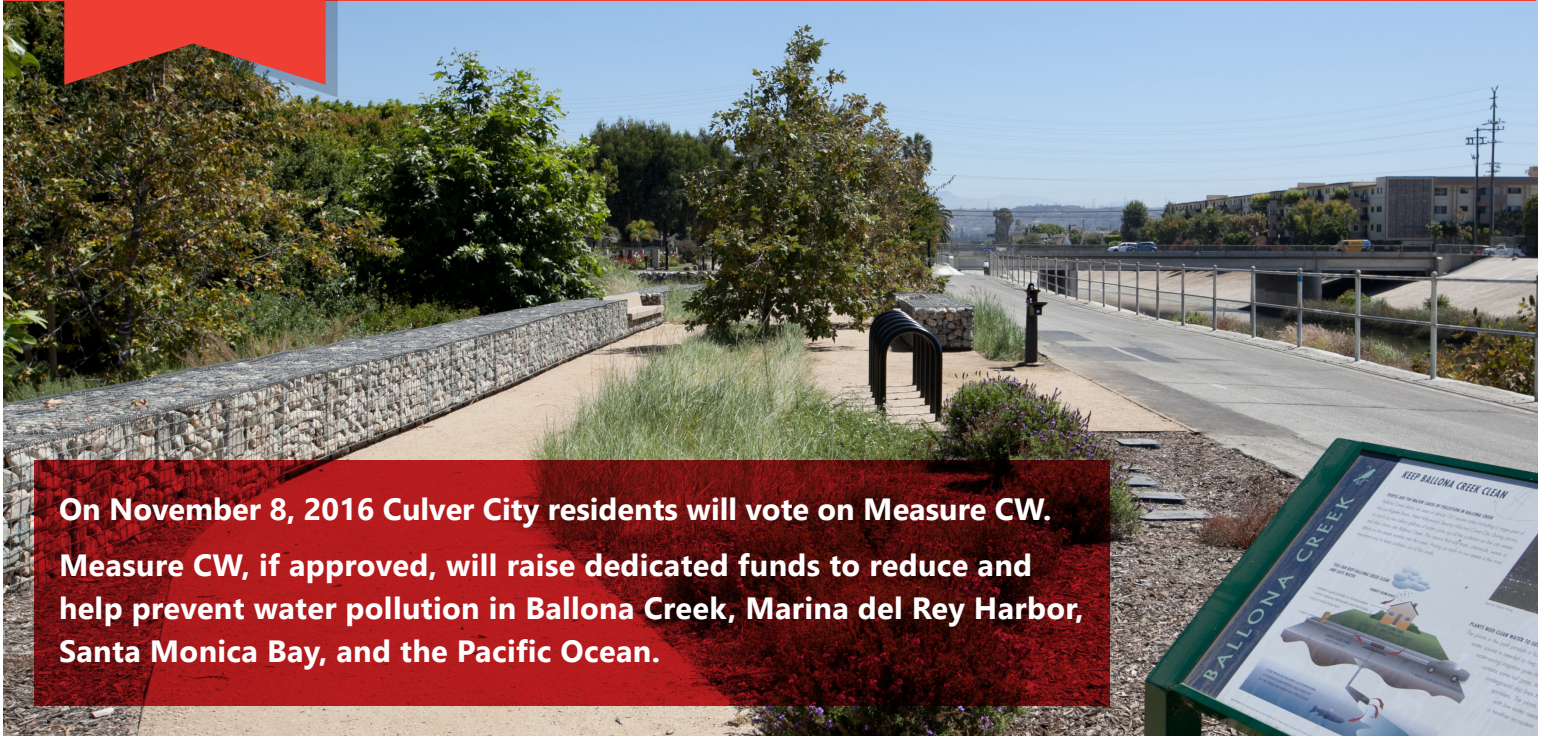


What you need to know about Measure CW

The Clean Water, Clean Beach Parcel Tax



On November 8, 2016 Culver City residents will vote on Measure CW. 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.

Why is it needed?

Dangerous bacteria, pesticides, toxic chemicals, oil and grease, trash and other pollutants are deposited on our roadways and into Ballona Creek, Marina del Rey, and the ocean through our storm drains, by rain, and other runoff water. These pollutants harm fish and wildlife, cause illness and infections for swimmers and surfers, and make beaches unsafe and unsightly for families and visitors. The State and Regional Water Quality Control Boards have implemented very strict pollution reduction regulations for storm water runoff. These regulations require the City of Culver City to develop and implement programs to reduce and prevent water pollution.

How much will it cost?

- \$99 annually per single family residential parcel
- \$69 annually per multi-family residential dwelling unit
- \$1,096 annually per acre of land or portion thereof for non-residential

Tax-exempt parcels would not be charged. If approved, charges would first appear on the tax statements in Fall, 2017.

Measure CW is expected to generate about \$2 million per year. All Measure CW money will be used here in Culver City to reduce water pollution.

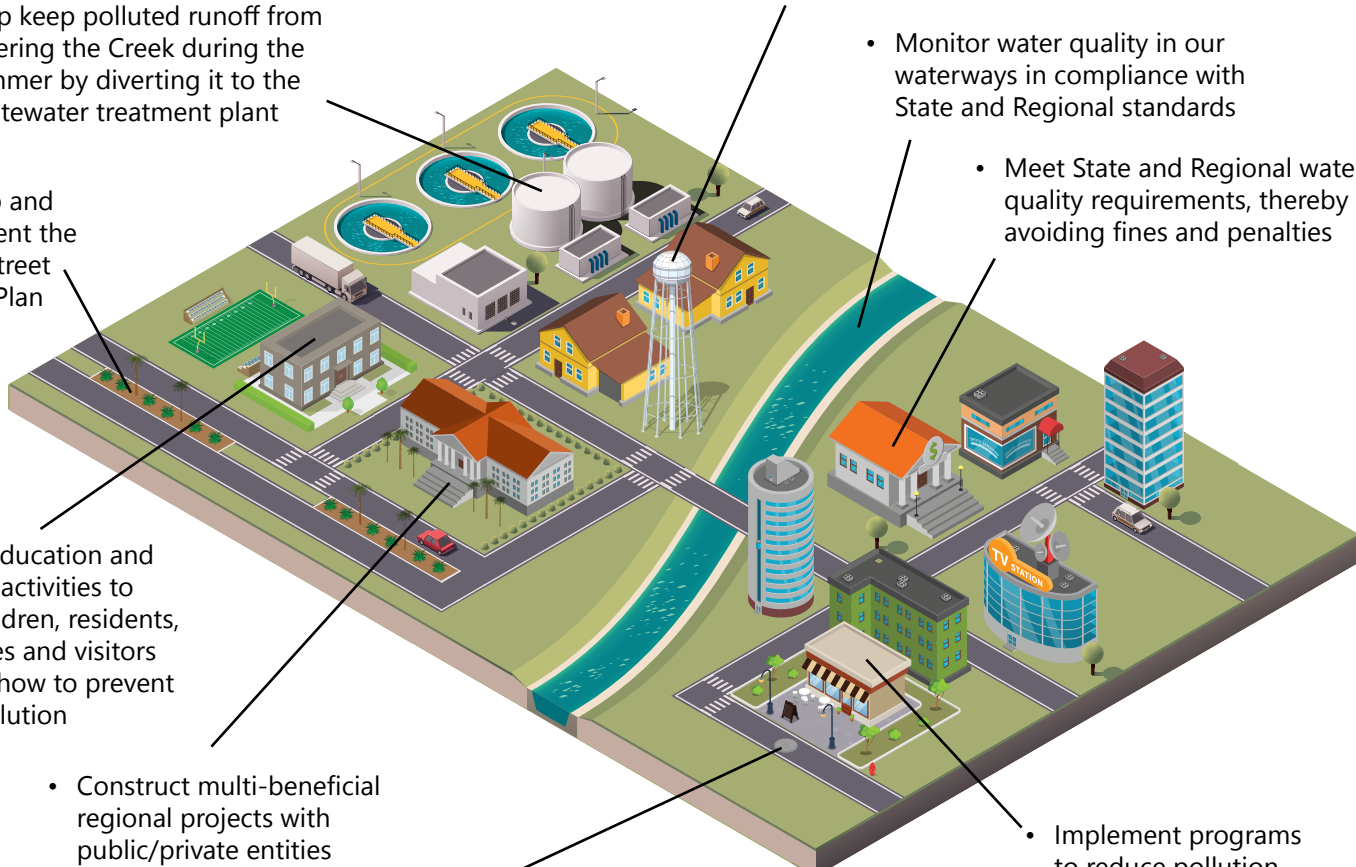
Can the funds be diverted?

No. Measure CW funds will be placed in a special Clean Water, Clean Beaches Fund, and must be used exclusively for reducing and preventing water pollution and managing storm water and urban runoff. The Financial Advisory Committee will oversee how the funds are spent.

What will happen if Measure CW does not pass?

The City is required to comply with State and Regional clean water regulations. Without Measure CW funds, cuts to other City services may be necessary to provide funds for these mandatory programs. Sixty (60) percent of the City's general fund revenues are used for police, fire, and parks and recreation while the remaining forty (40) percentage is used for general government.

What will it be used for?

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- Help keep polluted runoff from entering the Creek during the summer by diverting it to the wastewater treatment plant
 - Infiltrate storm water into the ground, thereby increasing ground water supplies
 - Monitor water quality in our waterways in compliance with State and Regional standards
 - Meet State and Regional water quality requirements, thereby avoiding fines and penalties
 - Develop and implement the Green Street Master Plan
 - Provide education and outreach activities to teach children, residents, businesses and visitors why and how to prevent water pollution
 - Construct multi-beneficial regional projects with public/private entities
 - Regularly clean City storm drain pipes and street inlets to keep trash and pollutants from reaching our waterways and beaches
 - Implement programs to reduce pollution from homes, streets, businesses and industry, such as Clean Beaches Restaurant Certification program



Ballot Measure CW

Measure CW would establish an annual Clean Water, Clean Beaches Parcel Tax in the City of Culver City. Measure CW was placed on the ballot by the Culver City City Council to create a dedicated source of funding to pay for water quality programs that will prevent pollution from reaching our waterways, beaches and the Ballona Creek Estuary. Measure CW will require approval by 2/3 of those voting on the measure.

For Further Information:

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