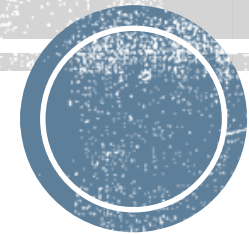


Measure CW



Charles D. Herbertson

Public Works Director/City Engineer, City of Culver City

(310) 253-5630; charles.herbertson@culvercity.org

What is Measure CW?

- Parcel tax that will generate funding (~\$2 million/year) for the City's stormwater/urban runoff compliance efforts.
- Parcel Tax Amounts
 - \$99 annually per **SINGLE FAMILY** residential parcels
 - \$69 annually per **MULTI-FAMILY** residential dwelling units
 - \$1,096 per acre of land or portion thereof for **NON-RESIDENTIAL** parcels annually
- This required 2/3rds voter approval.



History

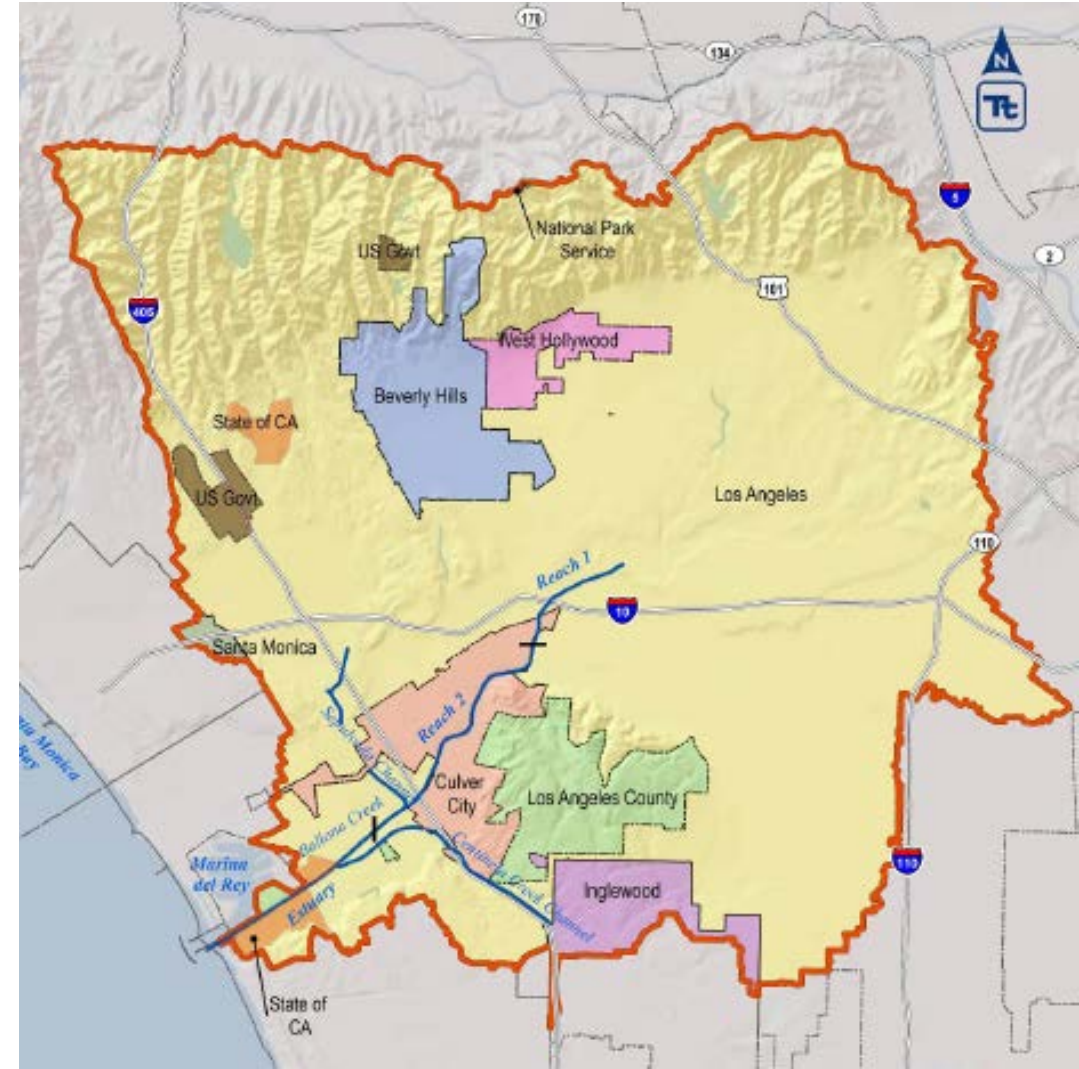
- FEDERAL: Clean Water Act
- STATE: Porter Cologne Act (California Water Code)
- REGIONAL: Region 4, Los Angeles County
 - NPDES Permit Order R4-2012-0175 was adopted December 2012
- LOCAL: Ballona Creek & Marina del Rey Watersheds



Ballona Creek Watershed

Compliance Date for
Total Maximum Daily Loads:

- Trash, 2015
- Metals & Toxic
 - 50% by 2016
 - 100% by 2021
- Bacteria, 2021



Marina del Rey Watershed

Compliance Date for
Total Maximum Daily Loads:

- Metals & Toxic
 - Back Basins, 2018
 - Front Basins, 2021
- Bacteria, 2021



What will it be used for?

- **Enhanced Watershed Management Programs (EWMPs)**
 - Green Street Masterplan
 - Multi-Beneficial Regional Projects
 - Culver Boulevard Infiltration/Retention Project
 - Washington Boulevard Diversion Project (Private-Public Partnership with Costco Wholesale)
 - Low Flow Treatment Facility-1; LFTF-2, Mesmer Pump Station Diversion Project
 - Minimum Control Measures: public outreach, illicit discharges, inspections, etc.
- **Coordinated Integrated Monitoring Plans (CIMPs)**
 - Receiving waters
 - Outfalls
 - Storm drains



What will it be used for?

- **Matching funds for grant applications**
 - Grants average 30-50% of required funding
 - Improves likelihood of receiving grant funding
- **Partnership projects**
 - Culver City Unified School District projects
 - Private projects
 - Multi-jurisdictional public projects
- **Funds must be used exclusively for reducing/preventing water pollution and managing stormwater/urban runoff. Financial Advisory Committee will have oversight of expenditures.**



How did we get there?

1. Educate in Advance to Build Political Support

- City Council - budget discussions - unfunded need identified
- Council appointed Financial Advisory Committee - helped to further expand recognition of the issues.

2. Develop projects to showcase and demonstrate

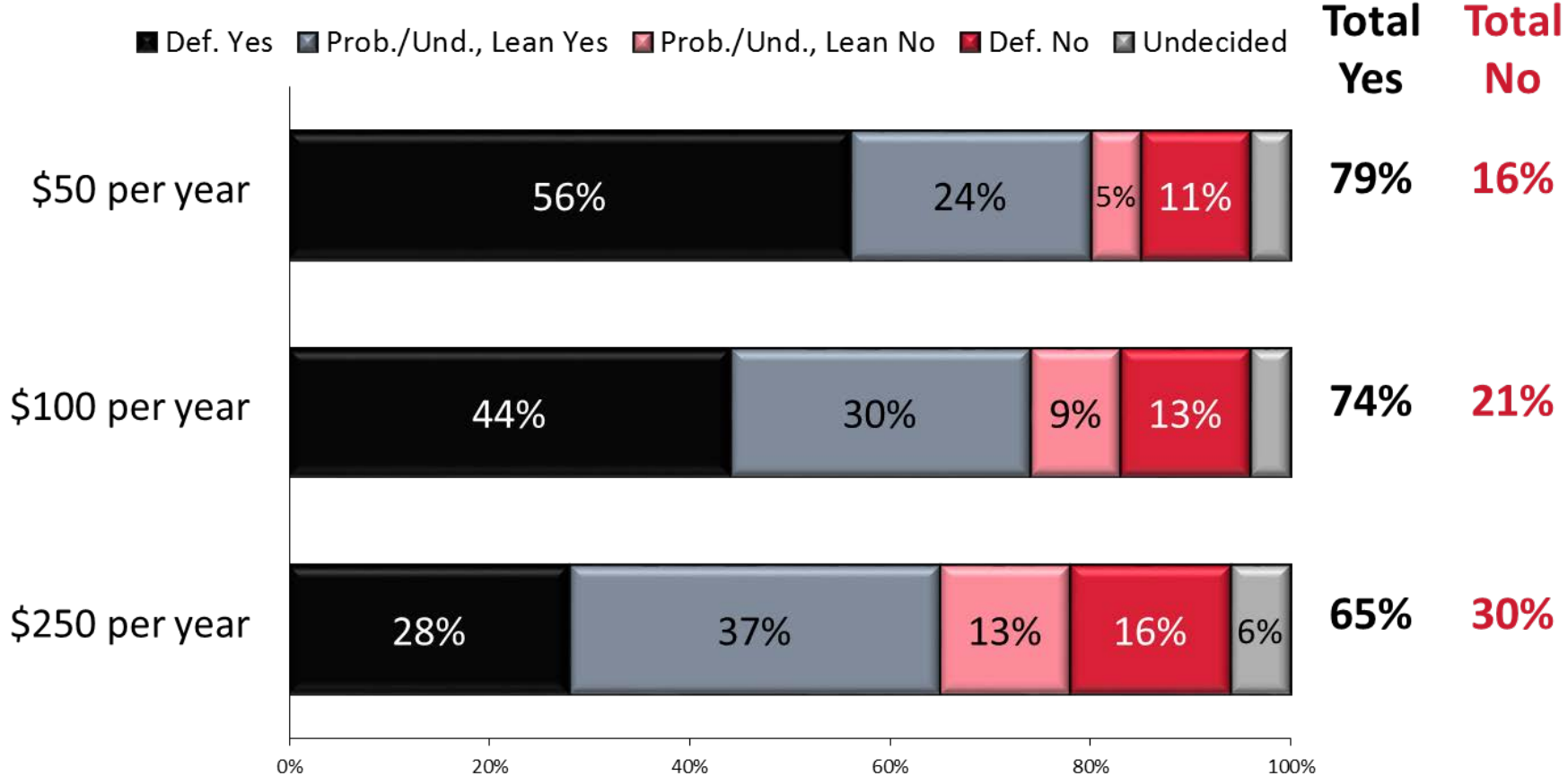
- Use as means to educate public on the issue of stormwater
- Helps to demonstrate costs and complexity of the problem
- Innovative projects such as Costco P3 Project draw attention

3. Gauge public support

- Survey voters to determine what resonates with the public
- Determine what tax level the public is likely to support



Survey Results



How did we get there?

4. Decide

- How much?
- When?



Seek Equitable and Defensible Tax Structure

SCENARIO 1

Single Family Residential (SFR) set to \$99/unit and Multi-Family to \$69/unit while trying to maximize the revenue (\$2M) and get as close as possible to a 70/30 (residential/non-residential) split.

Class	Category	UnitRate	AcreRate	Units	Acres	TaxableAcres	Total Levy	Parcels		
Non-Res	Taxable-Church	0.00	1,007.16	0	0.59	0.59	590.19	3		
Non-Res	Taxable-Non-Res	0.00	1,007.16	0	640.23	640.23	644,809.15	1,100		
Non-Res	Taxable-pkg lot	0.00	1,007.16	0	20.61	20.61	20,759.49	150		
Non-Res	Taxable-pkg stru	0.00	1,007.16	0	10.42	10.42	10,496.57	7	Non-Res total	Non-Res %
Non-Res	Taxable-Priv School	0.00	1,007.16	0	1.90	1.90	1,913.60	6	678,569.00	33.9%
Res	Taxable-Condo	69.00	0.00	4,326	0.00		298,494.00	4,326		
Res	Taxable-MFR	69.00	0.00	6,367	0.00		439,323.00	1,486		
Res	Taxable-SFR	99.00	0.00	5,732	0.00		567,468.00	5,731		
Res	Taxable-SFR-multi	69.00	0.00	20	0.00		1,380.00	9	Res Total	Res %
Res	Taxable-Townhouse	69.00	0.00	214	0.00		14,766.00	214	1,321,431.00	66.1%



Timing can be critical – November 2016 Presidential Election selected

- CC - (1) Discussion of Four (4) Measures Relating to Proposed Charter Amendments Previously Approved by the City Council for a Special Municipal Election to be Consolidated with the Statewide General Election to be Held on Tuesday, November 8, 2016; and (2) Discussion of an Additional Proposed Ballot Measure to Establish a Clean Water Parcel Tax to Fund Compliance Measures Required by the National Pollutant Discharge Elimination Program.



How did we get there?

4. Public Information Campaign

- Informational Brochures
- Ballot Statement
- Public Meetings
- HOA Meetings - go to them



**Culver
CITY**

What you need to know about Measure CW

The Clean Water, Clean Beach Parcel Tax

- Add Sticky Note
- Add Bookmark Ctrl+B
- Select Tool
- Hand Tool
- Marquee Zoom
- Previous View Alt+ Left Arrow
- Rotate Clockwise Shift+Ctrl+Plus
- Print... Ctrl+P
- Find Ctrl+F
- Document Properties...
- Page Display Preferences...

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.



MEASURE CW | The Clean Water, Clean Beach Parcel Tax

Background

- Currently, high levels of 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.



How did we get there?

5. Engage Stakeholders

- Environmental Organizations
- Chamber of Commerce





Heal the Bay



2016 VOTER GUIDE



PROPOSITION 67

YES!

Uphold the ban on single-use plastic carryout bags in California.

Vote #YesOn67!

PROPOSITION 65

NO!

This measure is a smoke screen funded by Big Plastic.

Vote #NoOn65!

MEASURE A*

YES!

Extend funding for L.A.'s parks, beaches, open space, and water resources.

Vote #YesOnA!

MEASURE CW**

YES!

Support cleaner water and enhance Culver City's local water supply.

Vote #YesOnCW!

*Los Angeles County voters only

**Culver City voters only

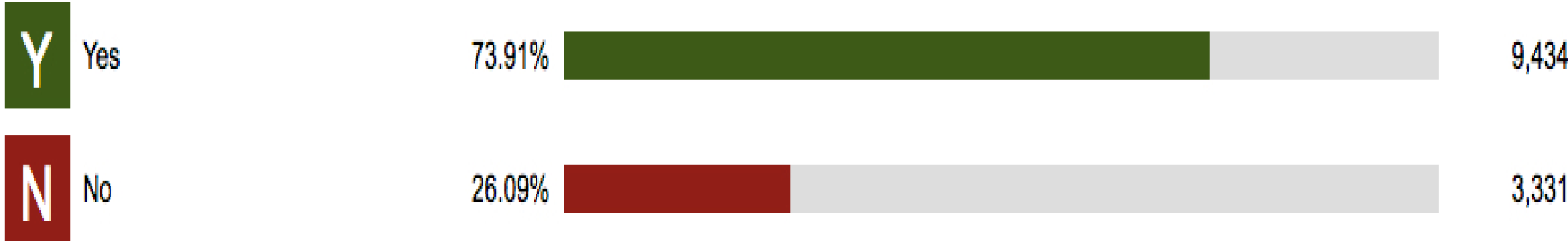


VOTE: November 8, 2016



Culver City Special Municipal Election - Measure CW

Measure CW: CULVER CITY SAFE/CLEAN WATER PROTECTION MEASURE. To protect public health/groundwater su...



25 of 25 precincts reporting (100.0%) | 2/3 of votes cast



Lessons Learned

- Engage early and often
- Go for what you can get
- An informed public that cares about the issue is essential



Thank you

