



What will my cost be if Measure E passes?

Owners would pay:

- A flat \$28 per year for parcels with a single family dwelling;
- \$94 per year for all other developed parcels;
- \$10 per year for undeveloped parcels.

Tax-exempt parcels would not be charged. If approved, charges would first appear on tax statements in fall 2009.



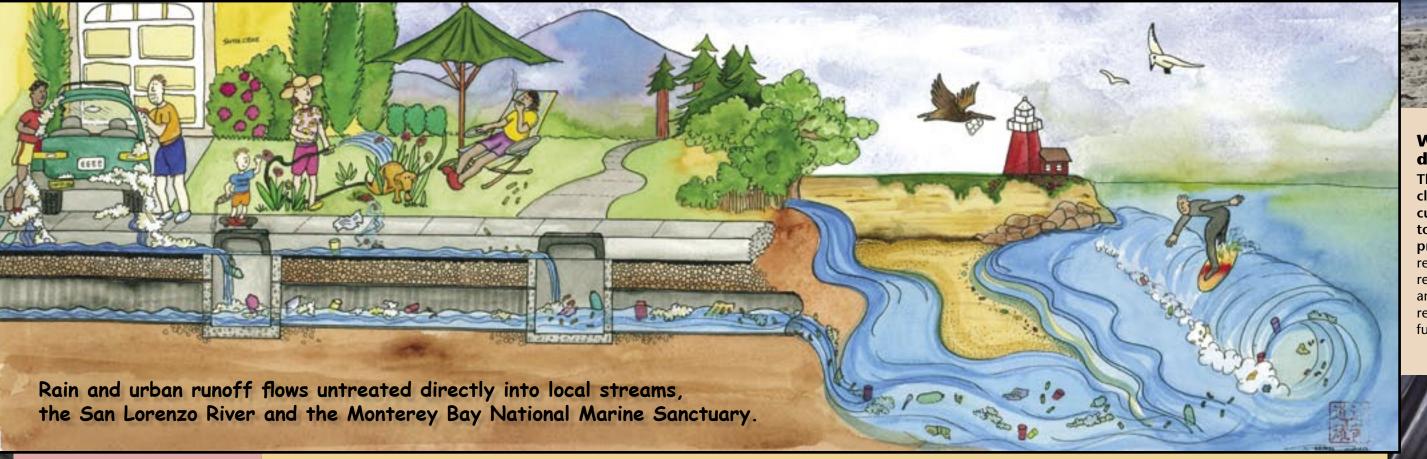
Why is Measure E needed?

Dangerous bacteria, pesticides, toxic chemicals, oil and grease, trash and other pollutants are deposited on our beaches and into our creeks, river, bay and 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.

Very strict pollution reduction laws for storm water runoff have been recently passed by the federal and state governments. These laws require the City of Santa Cruz to develop and implement programs to reduce and prevent water pollution.

Can Measure E funds be diverted to other City programs?

No. Measure E funds will be placed in a special Clean River, Beaches and Ocean Fund, and must be used exclusively for reducing and preventing water pollution and managing storm water runoff. An independent Citizens Oversight Committee will oversee how funds are spent.



How much money will Measure E raise?

Measure E is expected to generate about \$625,000 per year. All Measure E money will be used here in Santa Cruz to reduce water pollution.

What will the City do with the Measure E money? Funds will be used to:

- Maintain and improve our storm water collection systems;
- Meet state and federal water quality requirements, thereby avoiding fines and penalties;
- Enforce new state rules to prevent pollution, including erosion, from construction projects and new developments;
- Provide education and outreach activities to teach children, residents, businesses and visitors why and how to prevent water pollution;
- Implement programs to reduce pollution from homes, streets, businesses and industry, such as the Green Business Certification program;
- Regularly clean City storm drain pipes and street inlets to keep trash and pollutants from reaching our waterways and beaches;
- Monitor water quality in our creeks and the San Lorenzo River for compliance with State standards;
- Help keep polluted runoff from entering the river during the summer by diverting it to the wastewater treatment plant.



What will happen if Measure E does not pass?

The City is required to comply with State clean water laws. Without Measure E funds, cuts to other City services will be necessary to provide funds for these new mandatory programs. 75% of the City's general fund revenues are used for police, fire, and parks and recreation. Because additional cutbacks to fire and police programs are very difficult, parks, recreation and community programs would face further cuts if Measure E does not pass.





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Information on Ballot Measure E for Santa Cruz City Voters

Measure E would establish a Clean River, Beaches and Ocean Special Parcel Tax in the City of Santa Cruz. Measure E was placed on the ballot by the Santa Cruz 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 Monterey Bay National Marine Sanctuary. Measure E will require approval by 2/3 of those voting on the measure.

To learn more contact: Mary Arman, Public Works Operations Manager, 831–420–5160

For more information:

http://www.ci.santa-cruz.ca.us/cc/election/index.html http://www.ci.santa-cruz.ca.us/pw/ep/stormwater.html

