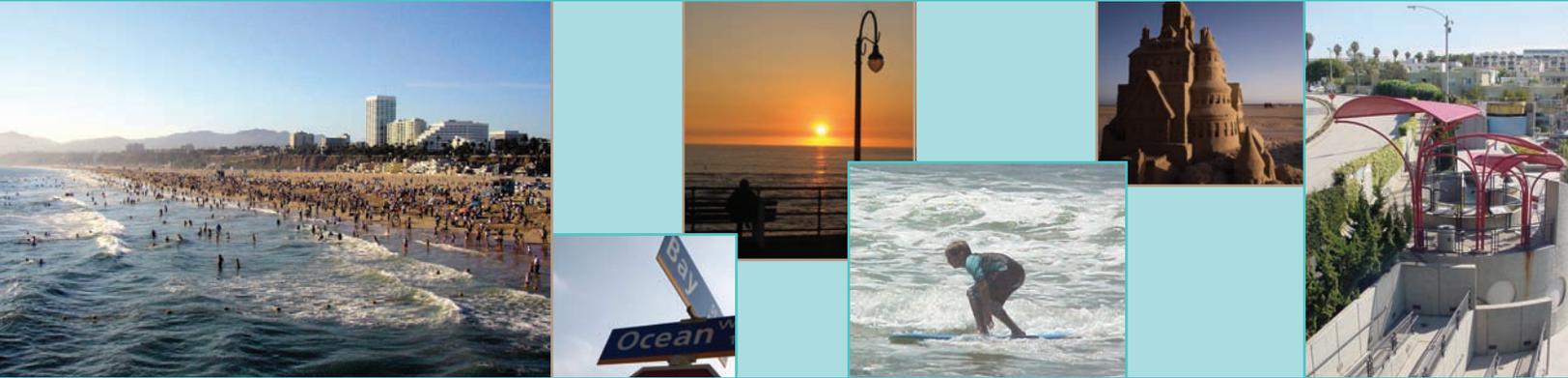


Measure V on the Move:

Background and Information on the Clean Beaches and Ocean Parcel Tax



In November 2006, Santa Monica voters passed Measure V: The Clean Beaches and Ocean Ballot Measure by a margin of 67%. The measure will fund over \$40 million in projects that improve water quality, clean up our beaches, recharge groundwater, collect and reuse water, restore the natural hydrological cycle, and control flooding. It provides funding to implement the City's Watershed Management Plan, which aims to reduce urban runoff pollution; reduce urban flooding; increase water reuse and conservation; increase recreational opportunities and open space; and increase wildlife and marine habitat.

The ordinance established a five-member Measure V Citizens Oversight Committee appointed by City Council to audit the use of Measure V revenues and to prioritize and recommend projects for funding. The current members are Mark Gold (Chair), Mark Peacor (Vice Chair), Susan Bracey, Reza Iranpour and Vanessa Meier. Council provides final authorization of capital projects to be completed using Measure V funds and receives an annual report of the current revenues and expenditures as well as a status report on any projects funded by Measure V revenues.

The Clean Beaches and Oceans Act positions the City of Santa Monica, along with our residents and our partners in the environmental community, as a national leader in the fight against ocean pollution and provides the opportunity to clean and maintain Santa Monica's watershed and the bay for generations to come.

**City of Santa Monica Department of Public Works &
the Office of Sustainability and the Environment**

For more information on the Watershed Management Plan, contact 310-458-8223
or visit www.sustainablesm.org



Measure V Project #1: Pier Storm Drain Improvement Project



The storm drain located under the municipal pier was identified as the highest priority project by City Council. The project eliminates dry weather urban run-off onto the beach which has been a source of bacteria. This was accomplished by constructing a diversion to the sanitary sewer. Therefore during most of the year, especially during the summer, no water will be draining from the end of the storm drain onto the beach. This has eliminated the output from the storm drain as a source of beach water contamination during the dry season.

The City of Santa Monica's Public Works Department is pleased to announce that the Pier Storm Drain Improvement Project has been completed on budget and on time, and appreciates the support from the community, the City Council, Measure V Oversight Committee, and the California Coastal Commission. The installation of the storm drain was completed on May 19, 2009, and clean up will be complete by June 1.



Measure V Project #2: Bicknell Avenue Street Green Project



The Bicknell Avenue Street Green project is a demonstration project that implements various National Stormwater Best Management Practices, including sub-surface infiltration basins, biofilter-swales, solar powered irrigation, and permeable concrete. The numerous innovations built into the completed street project will collect and store urban runoff during a storm event and allow it to return to the groundwater table, rather than enter the storm drain system to the Santa Monica Bay.

The City Council, Measure V Oversight Committee, California Coastal Commission, and the Los Angeles Regional Water Quality Control Board were all integral to the successful completion of the project. The support that the project received from these agencies, as well as from the community at large, ensured that sufficient resources were assigned and communication lines were always kept open. The City of Santa Monica's Public Works Department is pleased to announce that the project was completed in May 2009.

