



5 ways Measure W, the Safe Clean Water parcel tax, would affect our beach cities:

It's no secret that we live in a water-scarce region. L.A. County's water system was built 100 years ago to send stormwater out to sea to prevent floods, not capture the water for future use. The way the system is currently designed, the County misses the opportunity to capture more than 100 billion gallons of water each year. L.A. County's stormwater system is designed to move water out to the ocean as fast as possible without filtering out any trash, plastic, or other contaminants. This contamination has the effect of polluting our rivers, waterways and oceans. This contamination has been identified as one of the biggest threats to L.A. County's water quality, as it poses a danger to humans and animals alike.

This November, voters in L.A. County will decide whether to approve Measure W—the Safe Clean Water Program—a parcel tax that would increase L.A. County's local water supply, improve water quality, and invest in making our communities greener and more livable. As described below, the money raised by Measure W would have several impacts on L.A. County's beach cities.

1. Measure W would help clean our beaches and save marine life

More than 4,000 tons of trash are found along our beaches each year. The Safe Clean Water program would keep toxins out of our waterways and protect the birds, fish, and marine mammals that are endangered by our polluted runoff.

2. Measure W would help with supply and sustainability

L.A. County gets two-thirds of its water from hundreds of miles away. That's no longer sustainable. Increasing our local water supply through stormwater capture would reduce the need to import water from increasingly exhausted sources.

3. Measure W would protect our beach economies

L.A. County's beaches are the centerpiece of our \$2 billion tourism industry. Trash and contaminants carried by stormwater and urban runoff not only threaten public health and our quality of life, they also translate into potential losses for our coastal economy. Measure W would help capture that pollution and ensure our iconic beaches continue to attract tourists to our region.

4. Measure W would protect against the effects of climate change

L.A. County's 100-year-old water system was designed to move water out to sea, not capture it. Measure W would modernize our dated system to better protect and use the newly stored water against modern-day threats, like more frequent heat waves, fire, and drought.

5. Measure W would stimulate the local economy

According to the L.A. Alliance for a New Economy (LAANE), the Safe Clean Water program would grow the economy of our entire region. Measure W is estimated to create as many as 9,500 construction and operations jobs over 30 years, stimulating as much as \$14 billion in economic activity.

How Measure W would be funded:

If approved by 66.7 percent of voters in the November 2018 election, Measure W would be funded by a parcel tax of 2.5 cents per square foot of impermeable areas (like concrete) within the County. This would raise approximately \$300 million annually. The median L.A. County single-family residence would pay about \$83. Certain properties, such as public schools, would be exempt from paying the parcel tax.