



4 ways Measure W, the Safe Clean Water parcel tax, would affect local businesses

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 business community.

1. 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.

2. Measure W would protect our beach economies

L.A. County's beaches are the centerpiece of our \$2 billion tourism industry. Trash and toxins 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.

3. Measure W would increase our local water supply

Our drought-sensitive region continues to rely on costly imported water for two-thirds of its supply. Without investment in safe, clean water today, we will pay more down the road for the water needed to keep L.A. County vibrant and prosperous.

4. Measure W would credit businesses making sound investments

Many local businesses are making investments in stormwater capture and sustainability. Measure W would reimburse up to 100 percent of the cost of existing and future work.

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.