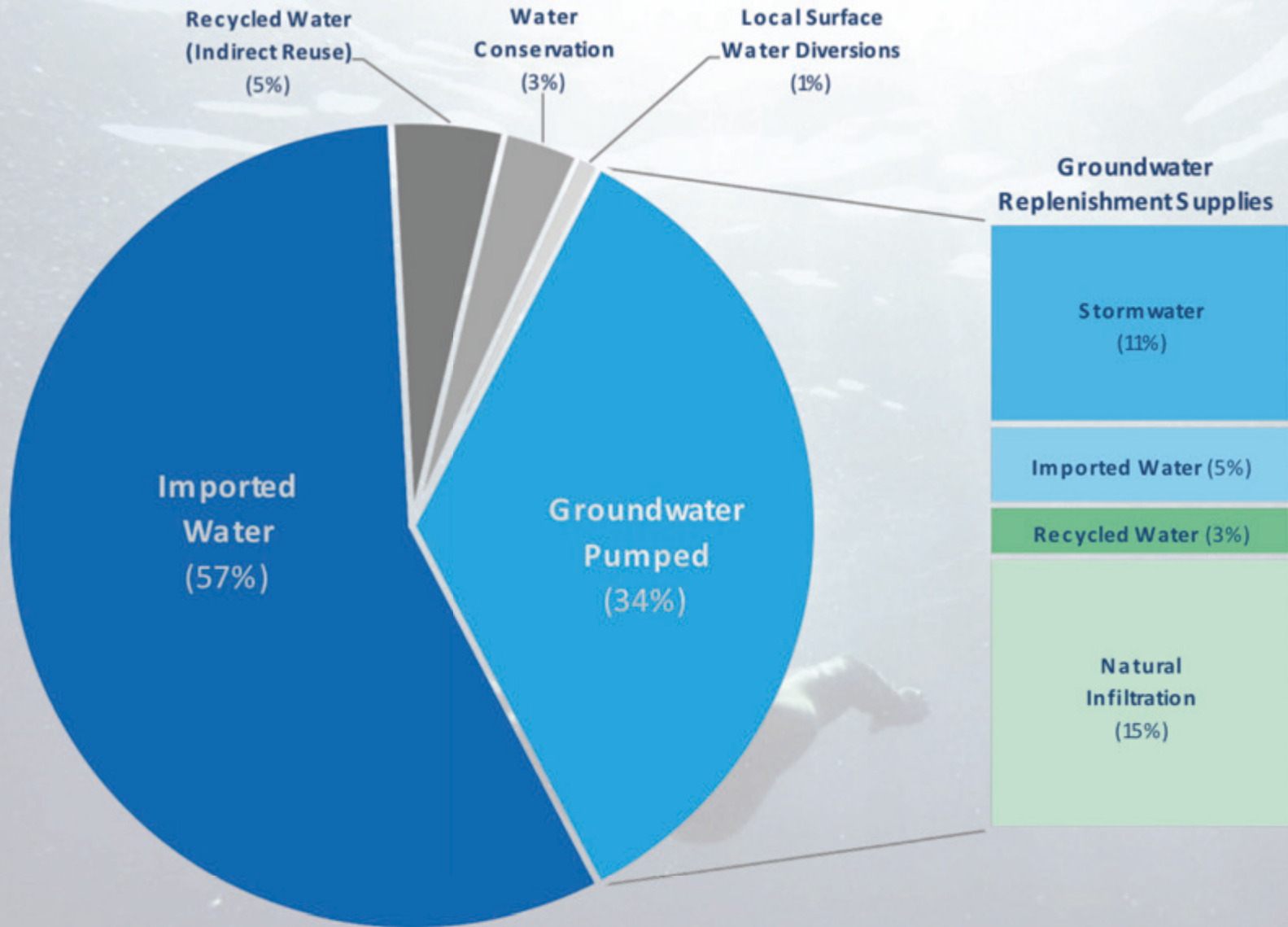





MEASURE W
SAFE CLEAN WATER
PARCEL TAX

WATER PORTFOLIO





Pollution



**Fractured
Jurisdiction**



**Climate
Change**



**Reliance on
Imported
Water**



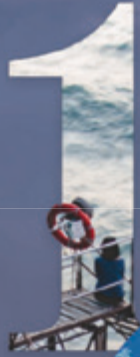
**Limited
Infrastructure**

WATER RESILIENCY CHALLENGES



PROGRAM APPROACH

1

A large white number '1' is positioned on the left side of the slide. Inside the number, there is a small image of a person on a boat with a red life preserver.

Improve Water Quality

2

A large white number '2' is positioned on the left side of the slide. Inside the number, there is a small image of a shark swimming in blue water.

Increase Local Water Supply

3

A large white number '3' is positioned on the left side of the slide. Inside the number, there is a small image of a person in a wetsuit walking with a surfboard.

Enhance Communities

REGIONAL ISSUE...



...REGIONAL APPROACH

Safe, Clean Water Program



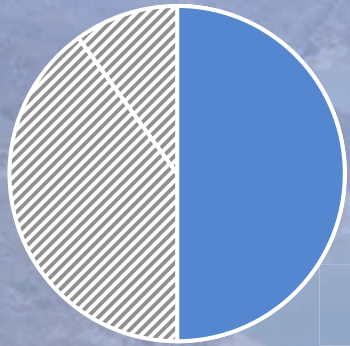
Parcel tax

- 2.5 cents per square foot of impermeable area
- \$300 million annual revenue
- Watershed-based projects
- Local & Regional Projects



Safe, Clean Water Program

Regional Program



50% of total
Program revenue

- Funding returned to each watershed proportional to revenue generated there

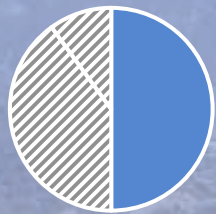
Features

- **Funding for regional infrastructure projects**
- **Multi-benefit projects**
- **Robust stakeholder involvement**
- **Technical assistance**

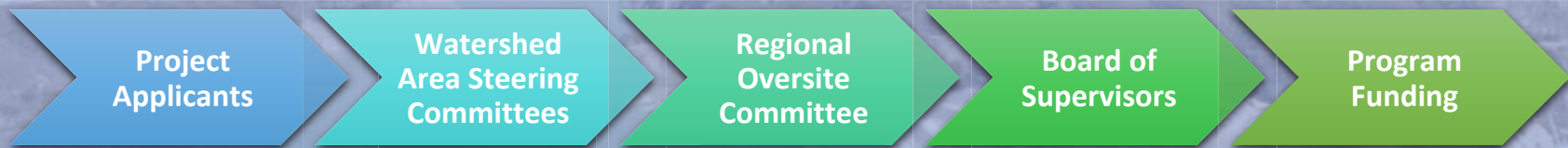


Safe, Clean Water Program

Regional Program



Governance



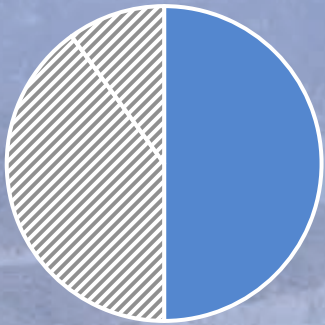
Watershed Area Steering Committee Representatives

- Municipalities
- Water Agencies
- Groundwater Agencies
- Sanitation Agencies
- Parks/Open Space Agencies
- Business
- Environmental Justice
- Environment
- Community
- Flood Control District



Safe, Clean Water Program

Regional Program



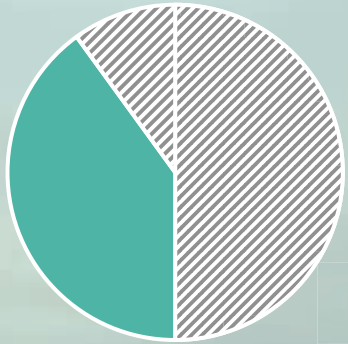
Estimated Revenue

WATERSHED AREA	PROJECTED ANNUAL RETURN
Central Santa Monica Bay	\$18.1 Million
Lower Los Angeles River	\$13.9 Million
Lower San Gabriel River	\$17.4 Million
North Santa Monica Bay	\$2.2 Million
Rio Hondo	\$12 Million
Santa Clara River	\$7.1 Million
South Santa Monica Bay	\$19.5 Million
Upper Los Angeles River	\$39.9 Million
Upper San Gabriel River	\$20.1 Million



Safe, Clean Water Program

Municipal Program



40% of total
Program revenue

- Funding returned to each municipality proportional to revenue generated there

Features

- **Maximum flexibility**
- **Local control of funds**
- **Focus on water quality**
- **Funding for existing activities**



Safe, Clean Water Program

Municipal Program



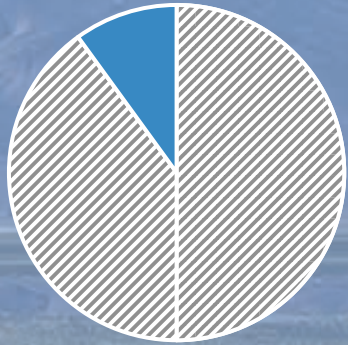
Estimated Revenue

CITY	PROJECTED ANNUAL RETURN
Los Angeles	\$38 Million
Long Beach	\$4.9 Million
Santa Clarita	\$3.6 Million
Carson	\$2.8 Million



Safe, Clean Water Program

District Program



10% of total
Program revenue

- Funding provides District-wide regional support and programs.

Features

- Education programs
- Regional Studies
- Workforce training
- Technical assistance
- Administration



IMPERMEABLE AREA

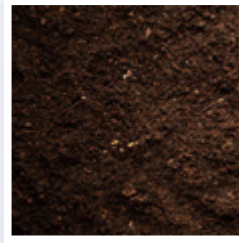
LA County Landcover Survey



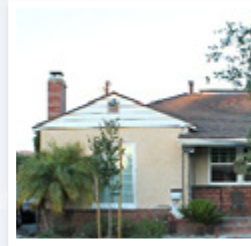
Identifies



VEGETATION



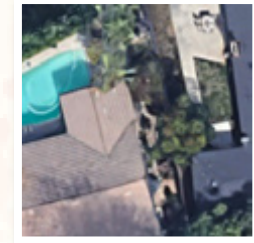
SOIL



STRUCTURES



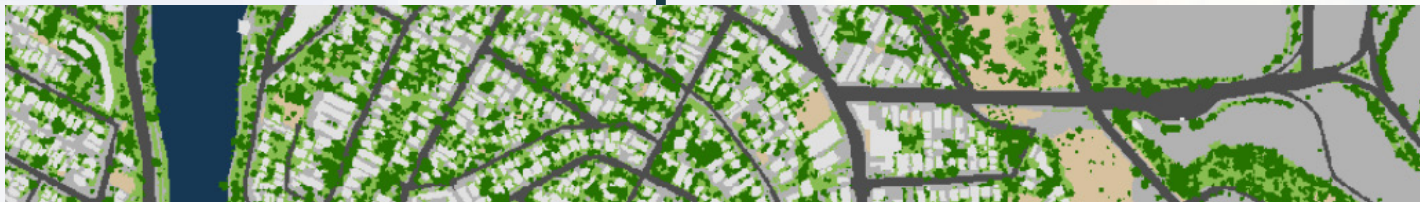
PAVEMENT



OTHER



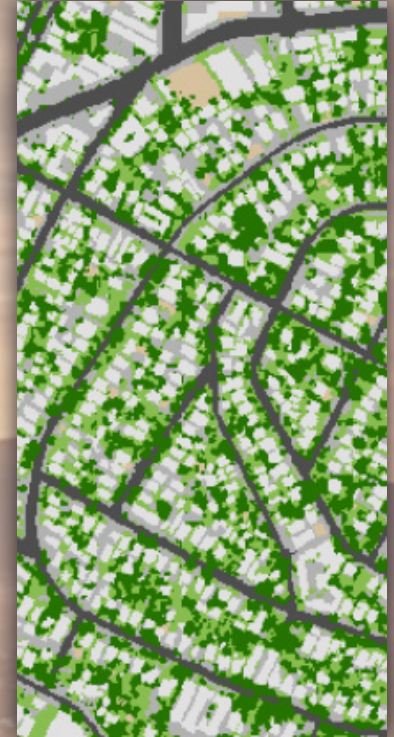
Calculate Impermeable Area



EXEMPTIONS & CREDITS

Exempted Parcels Include:

- Government-owned
- Non-profit-owned
- Antelope Valley
- Low-income senior-owned (with application)



Credits of up to 100%

- Available to all parcel owners
- Up to 80% credit for onsite stormwater improvements
- Up to 100% credit for additional activities



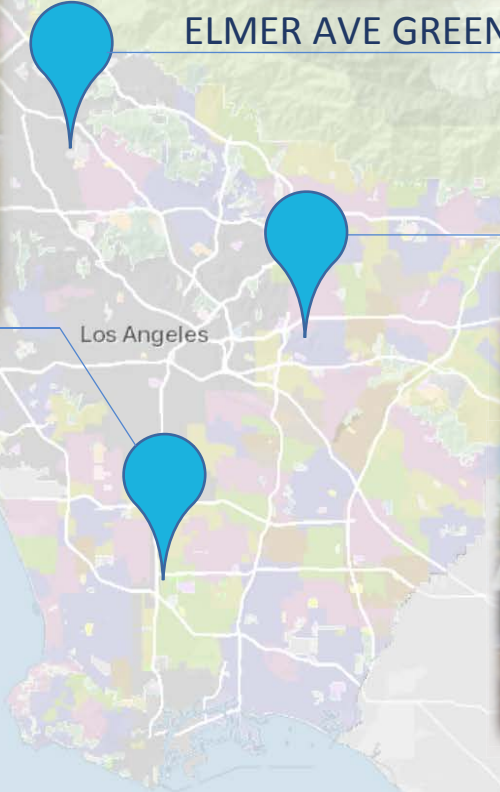
PROJECTS



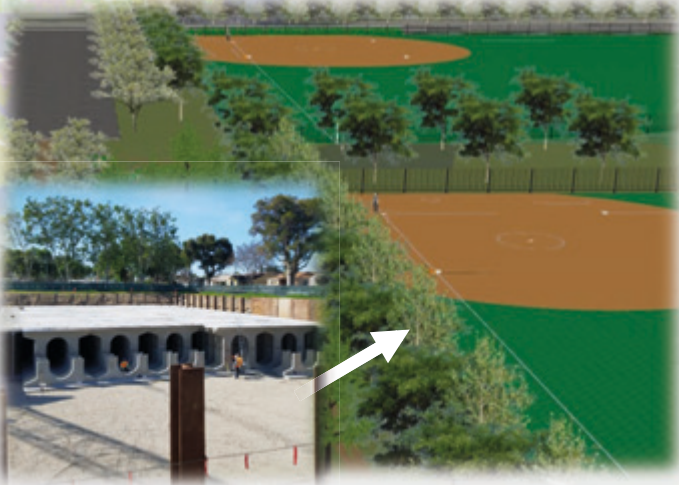
ELMER AVE GREEN STREET



DOMINGUEZ GAP WETLANDS



BASSETT HIGH SCHOOL



BALLOT QUESTION

Los Angeles Region's Public Health and Safe, Clean Water Program

Shall an ordinance improving/protecting water quality; capturing rain/stormwater to increase safe drinking water supplies and prepare for future drought; protecting public health and marine life by reducing pollution, trash, toxins/plastics entering Los Angeles County waterways/bays/beaches; establishing a parcel tax of 2.5¢ per square foot of impermeable area, exempting low-income seniors, raising approximately \$300,000,000 annually until ended by voters, requiring independent audits, oversight and local control be adopted?



Learn more at
[SafeCleanWaterLA.org](https://www.SafeCleanWaterLA.org)