Clean Water, Clean Beaches
water quality funding measure

the problem  the vision

Los Angeles County Flood Control District
Our Water Resources

- Rivers, lakes, oceans and beaches
- We use water for:
  - Drinking
  - Recreation
  - Habitat
  - Commercial/Industrial
  - Regional economy
The Problem

- Stormwater rushes down the street, picking up trash and toxic pollutants

- On a rainy day, over 10 billion gallons of contaminated stormwater flows directly—untreated—to the ocean
Environmental Impacts

• Contaminants include: chemicals, heavy metals, bacteria and viruses, oil and grease, pesticides, fertilizers, animal waste & trash

• Toxins and trash affect our health, drinking water supplies, and marine life

• 3 million tons of trash on the beach

• Hundreds of dolphins, seals and sea lions die

• Pollutants extend 30-40 miles into the ocean
Health Impacts

• Exposure to contaminated stormwater can cause:
  • Gastroenteritis
  • Acute respiratory disease
  • Eye, ear and skin infections
  • Other severe illnesses including hepatitis

• Children, the elderly, pregnant women & those with compromised immune systems are at greatest risk

• Up to 1.8 million people get sick every year

• LA County posts more beach water quality advisories than any other county in California
Economic Impacts

• 130 million trips to LA County beaches each year, generating $3.5 billion in spending

• Tourism & ocean-related industries provide:
  – 400,000 jobs,
  – $10 billion in wages
  – $20 billion in goods and services

• Stormwater-related gastroenteritis in LA and Orange counties costs more $51 million per year

• Lost tourist dollars hurts the local economy—clean beaches help it thrive

• One study found that improving water quality in Long Beach would result in $8.8 million in economic benefits over a 10 year period
Cleaning Up Rivers, Lakes, Beaches, & Coastal Waters

The Problem

The Vision
A Solution: Clean Water, Clean Beaches

• Funds would be available to:
  
  • Protect local drinking water sources from contamination
  
  • Increase available drinking water supplies; decrease imported water
  
  • Generate thousands of jobs in construction, engineering, landscaping and environmental clean up

• Create more community spaces
$290 Million Annual Revenue

Municipalities 40%  
$116 million

Flood Control District 10%  
$29 million

Watershed Area Groups 50%  
$145 million

* Based on typical SFR fee of $54
Map: Watershed Authority Groups
Sun Valley Park

• Improves water quality
• Provides flood protection
• Replenishes groundwater
• Provides a new park
Elmer Avenue
Clean Stormdrains

• Funds would be available to:
  – Install thousands of storm drain screens and filters
  – And keep them clean!
A Solution: Clean Water, Clean Beaches

- Funds would be available to:

  - Increase local sources of drinking water
  - Capture and use some of the billions of gallons of water currently sent to the ocean
Multiple Benefits

- Funds spent locally
- Thousands of local jobs
- Each $1 investment generates $2 in economic activity
- Stable, less expensive water supply: less dependence on imported water
- Community-based education programs for children and adults
- New amenities in park-poor communities
- Reduce fiscal impacts on cities
- Maintain quality of beaches and coastal waters for commercial and tourist industries
A Clean Water Fee

- Fees vary based on the size of the property and its use
  - 80% of single-family homes $54 or less a year
  - Condos $20 or less a year
  - 75% of commercial parcels less than $420 a year
  - Typical convenience store or fast food restaurant: $250 a year
  - Typical “big box” or home improvement store: $11,000 a year
The Proposed Fee

• Must be approved by majority vote
• Must be spent only on water quality projects
• Cannot be diverted by the state
• Cannot be used for anything else
• Cannot be increased without another majority vote of property owners
• Funds must be returned where they are raised
Accountability

- Stakeholder Advisory Panels
- Annual financial and performance audits
- Independent Oversight Board of citizens and scientists
- LA County Board of Supervisors
Next Steps

• Notices Sent to Property Owners

• Board of Supervisors Holds Public Hearing

• Outreach and Education
  • Community Forums
  • Public Health Forum
  • Media Campaign
  • New Media

• Potential Vote