

DWA Water Counts Academy

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Introduction

- **The what**
- **The why**
- **The how**
- **The where and when**



Coachella Valley Golf & Water Task Force

CVWD Golf & Water Task Force

- Created 2014 to achieve the following:
 - To ensure a sustainable water supply for future generations.
 - To meet if not exceed the goals of the Coachella Valley Water Management Plan.
 - To pursue all feasible water conservation measures.
 - To promote and expedite the use of non-potable water.
 - To educate Valley residents regarding the importance of pursuing these goals for the environmental and economic quality of life in the Coachella Valley.



Coachella Valley
Golf & Water Task Force



PGA

Southern California



**GOLDEN STATE
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



Hi-Lo Desert Chapter

GCSAA

Golf Course Superintendents Association of America

SCGA

SOUTHERN CALIFORNIA GOLF ASSOCIATION®

CVWD Golf & Water Task Force

- Composition – GCSAA, SCGA, SCPGA, CMAA, GM's and Superintendents, CVWD Staff, and 2 members of CVWD Board of Directors.

Why a Task Force?

- Market incentives/conditions and regulatory/legislative mandates badly misaligned.
 - Water plentiful and inexpensive in conjunction with a legislative requirement to reduce aggregate usage **10%** over a fixed baseline year (2010) that turned out to be an outlier; to meet that goal, which was predicated upon a significant growth in the Valley golf industry that turned out to be shrinkage (128 courses down to 121), the golf community's aggregate reduction would have had to have been 17% over any set of 5 averaged years.
 - **“Tragedy of the Commons”** phenomenon.
 - The expensive technologies that golf has invested in and upgraded continuously over time are quick to be adopted where the price mechanism practically demands their use but slow to be adopted where a parallel incentive does not exist.
 - **Proposition 218** precludes the use of the price mechanism beyond simple blunderbuss tiering, and then only for the sale of domestic or “potable” water, which is not the source for the Coachella Valley's golf courses.



Coachella Valley
Golf & Water Task Force

Why a Task Force?



Coachella Valley Golf & Water Task Force

- Tools available in urban districts (Coastal counties) not available in Coachella Valley.
 - Tiered pricing [requires the sale of “potable” water]
 - Allocation budgeting paradigm
 - LADWP followed by others – “velvet covered hammers” in the form of certain privileges available to those golf courses that irrigate no more than 80% of ETO on an annualized basis.
 - Cost of service pricing structures sufficiently high to render investments in conservation technologies and infrastructure upgrades solid returns on investment.
 - Substantial turf and other rebates available through large public utilities (e.g., LADWP and San Diego PU) and the 19-million customer MWD.
- “Aquifer at Risk” series in Desert Sun.
 - Anomalies and methodological flaws built into 2010 update of the Coachella Valley Water Management Plan grossly overstated the CV golf community’s required conservation contribution to bringing the aquifer into stasis by 2020.

Results



Coachella Valley Golf & Water Task Force

- Resolve to employ a **5-year rolling average methodology** to determine the golf community's conservation contribution in the next update of the CVWMP and substitution of a most average year (2013) for the anomalous 2010 year that was established in the current "Plan."
- Aggregate savings averaged to reflect the loss of 7 golf courses have hovered between 6-8% the last two years based on that 2013 baseline.
- Two (2) sets of grant funded **turf rebate programs** were created and made available.
- Although not as large as hoped, a large number of courses have been hooked up to receive **raw water from the Colorado River to displace pumping**, most recently the Plantation; a long-range plan to hook up virtually all within range of the pipeline is firmly in place.
- A widening gap between the East Valley RAC rate and the Class of Canal Rate accessed by golf courses has been closed to obviate what was becoming a disincentive to the canal hookups central to the CVWMP's strategy to wean golf courses off pumping.
- **Education:** Given all the disincentives to investments and commitments to conservation, financial, aesthetic and otherwise, arguably the most important contribution of the Task Force has been to persuade the CV golf community to do that hardest of all human endeavors – think beyond the immediate to the long term.

Where from Here?

- **SGMA** – availability of tools to incentivize conservation.
- **Updated CVWMP**
- **Education**

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