



Southern California Golf Association
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July 11, 2023

Coachella Valley Water District Board of Directors
51501 Tyler Street
Coachella, CA 92236

Dear President Powell and Members of the Board:

Subject: **Item 7 A. [Action Calendar]** – Authorize submittal of Component 2 proposals for voluntary participation in the U.S. Bureau of Reclamation Lower Colorado River Basin Conservation and Efficiency Program – 10-year golf conservation program.

On behalf of the 200,000 members of the Southern California Golf Association (SCGA) in general and the 120 golf clubs in the Coachella Valley in particular, I am writing to thank CVWD Staff for bringing this action and to encourage the Board of Directors to approve it.

There are more golf courses in the CVWD service area than any other service area in California. By comparison, the Los Angeles Water & Power service area includes 37 golf courses, and San Diego Public Utilities services 22 golf courses. Yet both those service areas and the many other service areas supplied by the Southern California Metropolitan Water District (MWD) have long provided their golf courses with healthy rebate programs of several types – not just turf rebates, but performance-based rebates specifically tailored to and peculiarly beneficial to golf courses seeking to reduce their water consumption. This, notwithstanding the fact that golf courses consume a miniscule fraction of the total water consumed in those service areas. This is not the case in the Coachella Valley, where golf consumes an exceedingly high percentage of the total water used by the service area's customers.

Those large urban retailers, backed by the state's largest wholesaler of water, have the huge customer bases necessary to fund generous rebate programs as a function of billing. CVWD does not possess that capability; there simply are not enough customers. CVWD must rely upon state and federal grants.

Given golf's large presence in the CVWD service area and the practical certainty that come 2026 the Coachella Valley is likely to see its current Colorado River allocation cut and with it the need for this large golf portfolio to cut back its usage in proportion thereto, it makes eminent sense to make the application recommended in Item 7A [10-year golf conservation program].

As the Item makes clear, Staff has spent many hours working with the golf community to tailor the projects enumerated in the grant application to the needs/wants of the region's golf courses; indeed, Staff has pre-identified golf clubs that have a visceral interest in participating.

On behalf of the Association and its members in the Coachella Valley, I want to thank you for considering our views on this matter.

Respectfully Submitted,

Craig Kessler

Craig Kessler
SCGA Director of Public Affairs