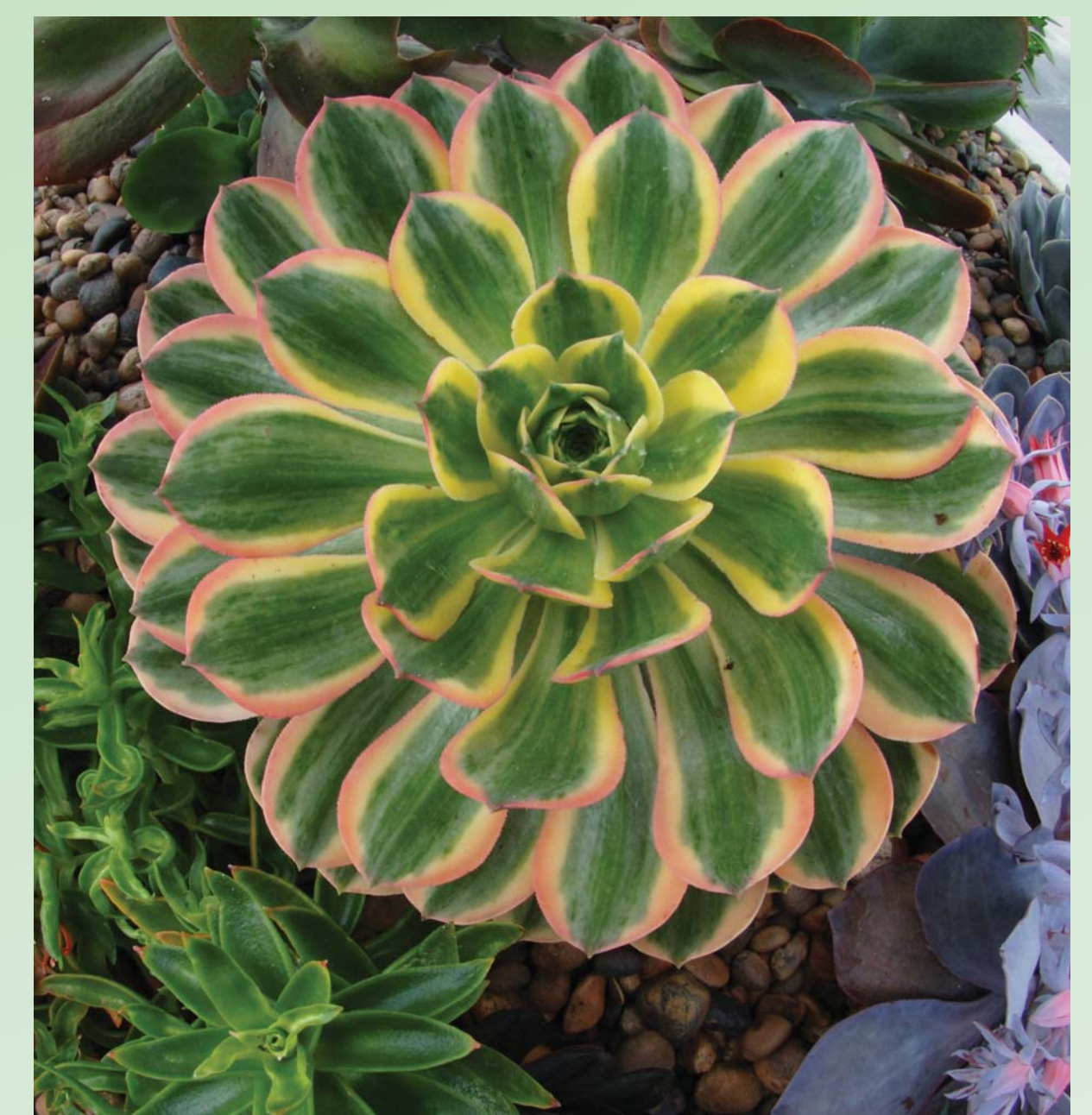


GOLF INDUSTRY WATER CONSERVATION TASK FORCE

Keeping The Green in L.A.'s Golf Courses While Saving Water Too

Successful Collaboration Between LADWP and Golf Industry Results in 20% Water Conservation at 35 Los Angeles Golf Courses



When LADWP introduced Mandatory Water Conservation in 2009, representatives from the golf industry approached LADWP with ideas on how golf courses could reduce the impact of the strict new outdoor watering restrictions on the quality of their turf. Recognizing the special irrigation needs of golf courses, LADWP joined conservation, golf, and turf experts from throughout Southern California in forming the **Golf Industry Water Conservation Task Force**.

Task Force Key Accomplishments:

- Developed an "alternative method" for compliance with Los Angeles' Water Conservation Ordinance, which allowed irrigation flexibility necessary for golf courses to remain viable while achieving 20% water savings
- Promoted water conservation education and participation via golf industry's Water Stewardship Program;
- Provided free Golf Course Irrigation Auditor training for all superintendents; and,
- Established an open dialogue between LADWP and the golf industry, leading the way for future constructive partnerships.

Partners:

American Golf Corporation

Bel Air Country Club

Bruce Williams Golf Consulting

County of Los Angeles Department of Parks and Recreation

Golf Course Superintendents Association of Southern California - Los Angeles Chapter
Irrigation & Turfgrass Services

City of Los Angeles Department of Recreation and Parks

Los Angeles Department of Water and Power

Northern California Golf Association

Professional Golfers' Association of America - Southern California Section

Spot Water Management Inc.

Southern California Golf Association

Toro Irrigation

United States Golf Association Green Section - Southwest Region

University of California, Riverside

For more information contact:

Penny Falcon
LADWP Water Conservation Policy
penny.falcon@ladwp.com
(213) 367-4647

Rick Silva
LADWP Water Conservation Programs
enrique.silva@ladwp.com
(213) 367-0893

Brian Sullivan
Bel Air Country Club
belairccbrian@aol.com
(310) 440-2428