True Market Solutions

SUCCESS STORY: METROPOLITAN GOLF LINKS

Metropolitan Golf Links is a popular 18-hole public golf course located next to Oakland International Airport and the bay waterfront. In addition to the expansive and open golf course that overlooks the bay and downtown San Francisco, Metro's facilities include a golf shop and restaurant, driving range, and a busy wedding and banquet venue.

METROPOLITAN GOLF LINKS GOAL

Metropolitan Golf Links has already garnered recognition for their environmental efforts including a 2003 Governor's Environmental and Economic Leadership Award for sustainable environmental stewardship, Audubon International Cooperative Sanctuary certification, and Environmental Leaders in Golf Awards (ELGA) chapter recognition annually since 2007, but desires to take its sustainability efforts further. Their sustainability vision is to be the leader in golf course sustainability in the San Francisco Bay Area within three years, setting a new standard for golf courses by integrating sustainability practices into every facet of their operations. They hope to inspire co-workers, guests, stakeholders, and the community to participate in natural resource management and environmental stewardship.

"As a golf course we absolutely need to be smart about water and energy. We are also committed to leading the industry in sustainability, but needed help to get there. We now have a very detailed plan, based on actual numbers and realistic projections. We are very excited and confident in our prospects now."
Shelley Hara, General Manager of Metropolitan Golf Links

ACTION PLAN HIGHLIGHTS

Metropolitan Golf Links' Sustainability Action Plan (SAP) incorporates a broad range of 39 initiatives targeting reduced electrical consumption, cuts in water use, reduced waste to landfill via composting and recycling, and a strong emphasis on sustainability leadership.

Select Big Goals

- 5% reduction in electricity consumption and potable water usage by 2015
- Become a Green Certified business by 2016
- 20% reduction in packaging waste by 2016
- Solar installation on multiple buildings
- Reduce carbon footprint by 20 tons (12%) by 2017
- Increase bottom line profit by 10% due to sustainable initiatives by 2020

A sampling of select initiatives:

- Shift cart charging to avoid peak pricing
- Replace lights throughout the facility to LED to reduce energy usage
- Recycling and compost programs for kitchen, clubhouse, and on the course for guests
- HVAC upgrade through AirCarePlus (PG&E program)

RESULTS & BENEFITS

Metropolitan Golf Links projected annual savings include $ 61,798 annual savings; 241,299 kWh; 2,681,320 Gal. Water; and 45 mt CO2. Metro's SAP has so inspired its parent company, CourseCo Inc., that affiliated courses are currently participating in circles and a new golf course and vendor circle is being developed to start in the fall of 2014.

"The Circles have taught me how to better make the business case for sustainability practices in our company. I am much more prepared to get management buy-in on these energy saving projects that make so much sense."
Gary Ingram, Director of Agronomy at Metropolitan Golf Links