

FOR IMMEDIATE RELEASE

Pebble Beach Golf Links to pursue first-in-nation Clean Water Act permit

California Coastkeeper Alliance, The Otter Project, Monterey Waterkeeper, and Pebble Beach Company announce landmark initiative underscoring joint commitment to water quality in the Carmel Bay

Monterey, CA – May 29, 2025– Pebble Beach Company, California Coastkeeper Alliance, The Otter Project, and Monterey Waterkeeper announce a historic alliance to enhance the protection of water quality in the Carmel Bay, which is designated as an [Area of Special Biological Significance](#) (ASBS).

As part of its longstanding commitment to environmental sustainability and stewardship, Pebble Beach Company will, in coordination with its not-for-profit organization colleagues, pursue a first-in-nation Clean Water Act permit for discharges from Pebble Beach Golf Links into the Carmel Bay ASBS. This effort includes increasing water quality monitoring and developing updated best management practices related to dry-weather and stormwater discharges into the Carmel Bay ASBS, building upon the Company’s longstanding discharge management plan. Pebble Beach Company will also donate \$50,000 to the Big Sur Land Trust to support environmental projects related to water quality in the Carmel Bay ASBS and for programs to facilitate access to Carmel Bay for all who live in and visit Monterey County. This groundbreaking initiative underscores a shared commitment to preserving the unique and sensitive ecosystems of Carmel Bay.

“This collaboration represents a significant advancement in our mission to protect California’s coastal waters,” stated Sean Bothwell, executive director of California Coastkeeper Alliance. “Pebble Beach Company’s commitment to our environment is second to none, and its actions here are a model for other companies to follow. We are committed to working with Pebble Beach Company to ensure the long-term health of Carmel Bay through this innovative permitting, monitoring, and reporting framework.”

The Carmel Bay ASBS is one of California’s 34 “Areas of Special Biological Significance,” designated by the State Water Resources Control Board to safeguard distinctive biological species and communities. World-famous Pebble Beach Golf Links, owned and operated by Pebble Beach Company, is one of three entities with outfalls into this protected area.

“This first-of-its-kind cooperative effort will help the Monterey Peninsula’s natural ecosystems thrive in a clean environment free from water pollution,” added Natalie Herendeen, executive director of Monterey Waterkeeper.

David Stivers, president & CEO of Pebble Beach Company, added, “Pebble Beach Company has long been a leader in ensuring environmental sustainability and water quality. We are proud to collaborate with these organizations to further our longstanding environmental commitments through this landmark initiative.”

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About California Coastkeeper Alliance

California Coastkeeper Alliance was founded in 1999 with the belief that clean and healthy water, oceans, and coasts are vital to California's economy, public health and way of life. Using law, policy, science, and creative media, the Alliance advances statewide policies and programs for healthy and clean waters.

About Monterey Waterkeeper

Monterey Waterkeeper is a not-for-profit organization that protects and restores fishable, swimmable and drinkable waters within the Monterey Region and along California's Central Coast for all to enjoy.

About The Otter Project

The Otter Project promotes the rapid recovery of the threatened California sea otter through science-based policy and advocacy. Founded in 1998, The Otter Project has worked to improve nearshore ocean health and resolve the barriers to sea otter recovery.

About Pebble Beach Company

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Golf Links, a Certified Audubon Cooperative Sanctuary and recognized as an important component of the Carmel Bay ASBS. PBC takes great pride in its environmental stewardship of Del Monte Forest and adjacent coastline along 17-Mile Drive. Its commitment to the environment has been continuously recognized by awards such as the CalRecycle Waste Reduction Award Program and the International Association of Golf Tour Operators Sustainability Award