



NEWS RELEASE

FOR IMMEDIATE RELEASE:

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AUBURN -- Directors of the Placer County Water Agency on Thursday (Oct. 4) pledged support to a statewide public awareness campaign titled "California's Water: A Crisis We Can't Ignore."

The educational series was launched in mid-September by the Association of California Water Agencies (ACWA), a coalition of 450 public water agencies, and a group in which PCWA is an active participant.

The purpose of the campaign is to focus public attention on "the critical challenges now confronting the state's water supply and delivery system."

"The PCWA board strongly supports ACWA's new focus and emphasis upon water education," said PCWA Board Chairman Lowell Jarvis. "We appreciate the opportunity to be a partner in this important educational series."

The Board of Directors approved \$30,000 in support for the program. The contribution will go toward ACWA's announced fundraising goal of \$9 million, of which \$6 million already has been pledged by other ACWA member agencies.

The voluntary contributions are supporting a multimedia campaign that includes television, radio and print advertising, and internet and community outreach. The campaign is scheduled to continue through year's end.

Key issues in the statewide campaign are the deepening crisis facing aging water system infrastructure statewide and to meet the need for adequate water for fish in the Sacramento-San Joaquin River Delta while meeting needs for water supply for growing population.

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“We are facing some of the most significant challenges to our water system in a half-century, yet the public is largely unaware of it,” said ACWA Executive Director Timothy Quinn, in announcing the program.

PCWA General Manager David A. Breninger, who serves as chair of ACWA’s Local Government Committee, said “We need to do our part in assisting in educating the public on water conservation and need for safe and reliable water supplies for families, farms and fish.” “When it comes to addressing and fixing these problems, PCWA is proud to be a partner in ACWA’s new water educational program,” said Jarvis

In other business, directors:

- reviewed progress of a public notification program regarding the agency’s proposed water rate increases for 2008. Public hearings on the proposed rates are planned on Nov. 1 and Nov. 15.

- heard a progress report on the American River pump station and river restoration project now under way in the river canyon near Auburn. The \$75 million project is slated for operation early next year.

- The Board heard a report on the Black Oak Road waterline extension project in North Auburn. The three-month project is nearly complete and awaits easement approval and completion of a nearby tank. The agency is contributing through a reimbursement arrangement for infrastructure upsizing.

The Board of Directors will next meet in adjourned session on Thursday (Oct. 11), beginning at noon, in the PCWA Business Center, 144 Ferguson Road, in Auburn.

After routine business, the board will travel to eastern Placer County to continue the meeting beginning at approximately 2:30 p.m. at the Tahoe City Public Utility District, 221 Fairway Drive, in Tahoe City.

The business meeting with eastern county water representatives will be followed by a PCWA 50th Anniversary Reception beginning at 4:30 p.m. at the River Grill, 55 West Lake Blvd., in Tahoe City. The meetings and reception are open to the public. Information on PCWA board meetings is available by calling the Clerk to the Board at (530) 823-4850 or (800) 464-0030.