



PLACER COUNTY WATER AGENCY  
SINCE 1957

BUSINESS CENTER

144 Ferguson Road

MAIL

P.O. Box 6570

Auburn, CA 95604

PHONE

530.823.4860

530.823.4960 - fax

WWW.PCWA.NET

## NEWS RELEASE

### Contact:

Brie Anne Coleman, Communications Manager  
(530) 863-2883 office, (530) 537-4504 cell, bcoleman@pcwa.net

### FOR IMMEDIATE RELEASE

## PLACER COUNTY WATER AGENCY INTRODUCES DIGITAL ANNUAL REPORT, AVAILABLE ONLINE; REPORT HIGHLIGHTS ACHIEVEMENTS INCLUDING COMMUNITY INVESTMENT, IMPACT

**AUBURN, Calif. (March 31, 2025)** – Staying up to date with the achievements of the Placer County Water Agency (PCWA) is now just a click away.

This week, PCWA debuted its first all-digital annual report online. This new microsite is housed on the agency’s PCWA.net website and offers a transparent look at the agency’s operations, finances, and community impact. The website is visited by thousands of customers each month, so this change will improve accessibility and public awareness.

“Moving to digital aligns with how our customers have said they want to engage with information today – it’s mobile, quick to access, easy to share, searchable, interactive, and dynamic,” said Brie Coleman, PCWA communications manager.

Instead of handing out printed booklets, PCWA officials can share the annual report via a QR code on the back of a business card. The site is optimized for mobile devices, so it can be easily viewed on mobile devices. In this form, the report becomes more than a compilation of data;

it’s a useful, shareable tool with video links and downloadable charts.

With an easy-to-read format, the report breaks down PCWA’s work on four fronts: Water, energy, stewardship and community impact. Each section highlights major achievements as well as continuing commitments.

Find the annual report here:  
[annual-report.pcwa.net](https://annual-report.pcwa.net)



-more-

Recapping 2024, the report includes highlights as well as challenges faced by the agency. The year started with a healthy snowpack but also saw the state's hottest summer on record. PCWA's board approved the first phase of the Ophir Water Treatment Plant, a major milestone for fast-growing Placer County. The agency also had to adapt to the outage of PG&E's Lake Spaulding Powerhouse and ongoing repairs.

Through it all, PCWA lived up to the report's theme: "Reliable, efficient, sustainable – working for a better tomorrow."

PCWA continues to make investments in local projects to assure reliable water for our future. In 2024, \$17.7 million was invested through PCWA's Renewal and Replacement Program. That includes the \$33 million Rocklin Main Replacement Project. This program helps to ensure the system's reliability and sustainability for existing and future customers.

PCWA maintains its leadership in green energy. Since 2013, PCWA's hydropower project, the Middle Fork Project (MFP), has produced an average of 776,000 megawatt hours annually – enough clean energy to power more than 116,000 homes. This hydro project does more than produce energy to the California grid; it's a financial resource that helps the agency keep water rates stable and reinvest in critical water supply and power infrastructure, the report notes. As part of the agency's commitment to efficiency, the project maximizes resources while keeping costs low for ratepayers.

PCWA continues to be a good steward of natural resources, protecting fish and habitat while also providing water, power and recreational opportunities to Placer County residents.

Along with its digital annual report, PCWA made another technological stride with its transition to a new utility billing system and customer portal. Introduced in 2024, this improved platform streamlines account management, integrates key processes, and enhances customer service.

One interesting trend: Although the population in PCWA's service area has grown, overall water production has remained steady over recent years. That possibly reflects a shift toward more efficient water use, new home construction standards, and customer adoption of efficient appliances and landscaping.

To review the annual report and learn more about PCWA's work, visit [pcwa.net](http://pcwa.net).

###

### **About PCWA**

Placer County Water Agency (PCWA) is the primary water resource agency for Placer County, California, with a broad range of responsibilities including water resource planning and management, retail and wholesale supply of drinking water and irrigation water, and production of hydroelectric energy.