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El Dorado Water Agency Launches New Brand

Name and logo represent Agency's modernized and integrated water resource planning approach for El Dorado County

PLACERVILLE, Calif. – The El Dorado Water Agency (formerly El Dorado County Water Agency) recently launched a new name and logo to better represent its modernized and integrated water resource planning approach for El Dorado County. The new brand represents the diverse landscape of the county, including much of our state's headwaters that store our water supply as snowpack, as well as the El Dorado National Forest and rural agriculture. Features include elements that highlight the Agency's innovative water resource planning efforts to support the County's General Plan vision for economic development, environmental protection, and quality of life for all residents.

"The Agency has been a leader in county-wide and statewide water planning for more than 60 years. Its planning efforts have secured and adapted the region's water supply, infrastructure, and management to support changing and evolving demand brought on by drought, climate change, agricultural needs, and other circumstances," said Brian Veerkamp, board chair for the El Dorado Water Agency. "The development of our new brand demonstrates our ongoing commitment to lead water planning efforts that provide efficient solutions for the entire county, in collaboration with the county, rural agriculture community, and other stakeholders."

As reinforced in its 2019 Water Resources Development and Management Plan, the Agency's forward-thinking approach continues to emphasize collaboration and coordinated implementation to ensure the reliability of El Dorado County's water supply for the present and future.

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About the El Dorado Water Agency

The El Dorado Water Agency celebrates 60 years of water resource planning and management, dedicated to ensuring that El Dorado County has adequate water supplies for today and in the future. El Dorado Water Agency is a public agency created under the 1959 El Dorado County Water Agency Act.