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NEWS RELEASE

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FOR IMMEDIATE RELEASE

KVIE/PBS Rob on the Road Features French Meadows Forest Restoration Project

AUBURN, Calif. (November 6, 2020) — Placer County Water Agency (PCWA) and the French Meadows Partnership will be featured on Rob Stewart of KVIE's "Rob on the Road" on November 9 at 7:30 p.m. on Channel 6, a PBS station. The 30-minute segment features the French Meadows Forest Restoration Project. PCWA General Manager Andy Fecko and Jay Ziegler, Director of External Affairs and Policy at The Nature Conservancy, spoke with Rob over Zoom in a virtual format.

After the 2014 King Fire in California's Sierra Nevada Mountains, it became clear that megafires are becoming more common and destructive year after year. The fires not only impact homes, businesses and people, they also severely damage water quality, hydroelectric systems, forests, watersheds, soil, trees, wildlife, and mountain recreation.

Unless something immediate was implemented to begin turning the tide toward active forest management, the devastation would continue and permanently damage forests to the point of no return. To help reduce the risk of wildfires, PCWA, The Nature Conservancy, National Forest Service, Placer County, and other non-profit organizations and research universities created a coalition to secure funding and technical expertise for a first-of-its-kind, ecologically-based forest project: the French Meadows Forest Restoration Project. After years of planning, initial forest management work started in 2019 and is fully underway in 2020.

Two-thirds of California's water supply comes from at-risk watersheds similar to the American River watershed where the project is located. The French Meadows Restoration Project is unique and aims to restore watersheds to help preserve ecosystems including plants, animals, creeks and rivers. The French Meadows Project is the best example in the country of active forest management using prescribed fire, tree thinning, planting and other ecologically-based techniques to ensure forests and everything within them are protected.

To view the show after it airs, visit pbs.org/show/rob-road or kvie.org/robontheroad.

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