



# News Advisory

## Colorado River Basin Water Board selects new executive officer

*Michael Placencia brings 25 years of water-quality work to new role*

November 25, 2024

Contact: [Dimitri Stanich](#), Information Officer

**PALM DESERT** – The [Colorado River Basin Regional Water Quality Control Board](#) has selected Michael Placencia as its new Executive Officer to oversee the regional board’s daily operations and serve as principal advisor on water quality regulation and policy.

“It is an honor to be appointed as Executive Officer of the Colorado River Basin Regional Water Board,” said Placencia. “The region presents unique and pressing challenges, but also promising opportunities. I look forward to engaging with staff, members of the community and partner agencies as we pursue our mission to protect the basin’s water quality.”

Placencia is passionate about regional water resource issues, having lived in the area off and on for many years. He comes to the role with 25 years of experience working in water quality, with a focus on environmental and regulatory compliance, wastewater, stormwater and laboratory sectors. Placencia also has extensive experience in organizational leadership, staff development and program administration—successfully building valuable relationships that delivered beneficial water-quality results.

Most recently, Placencia served as Supervisor of Environmental Services for the Jurupa Community Services District. In that role, he directed, organized and oversaw the section’s day-to-day operations and its related source-control and pretreatment programs, and he managed the preparation and implementation of operating procedures, as well as the allocation of division resources and responsibilities.

Placencia plans to support and promote the board’s critical core mission – preserving, enhancing and protecting the region’s water resources – in his new role. The Colorado River Basin Region spans approximately 13 million acres in the southeastern portion of California, which is the most arid area of the state. But, despite the relatively dry climate, the region contains some substantial surface water bodies, including the Colorado River and the Salton Sea. Many of the alluvial valleys in the region are underlain by groundwater aquifers that in many cases are the sole source of water for local areas. The regional board preserves and protects these vital resources through various regulatory actions that include issuing and enforcing permits, basin planning, and water quality monitoring



Since the board's work can be complex, Placencia believes that transparency, reliable public engagement and collaboration are paramount.

"The benefits of collaborating across multiple disciplines are widely recognized. As our water environment evolves due to climate change impacts, a growing population, emerging constituents of concern and the pressing need for effective resource management, we will all be called upon to revisit and improve our practices to meet these challenges," Placencia added. "When individuals from diverse backgrounds and areas of expertise come together to tackle complex puzzles, they each bring a unique set of skills, perspectives and problem-solving strategies to the table."

An avid cyclist and runner, Placencia has ridden the Tour de Tahoe, completed the L.A. Marathon with his wife and has plans to tackle more outdoor activities as he shares his love of the environment with his three children.

*The California Colorado River Basin Regional Water Quality Control Board's mission is to preserve, enhance, and restore the quality of California's water resources and drinking water for the protection of the environment, public health, and all beneficial uses, and to ensure proper water resource allocation and efficient use, for the benefit of present and future generations.*