



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: March 6, 2015
SUBJECT: **General Manager's Report**

Attached please find the written reports from the Management team including the Operations Report (*Attachment A*), the Customer Services Report (*Attachment B*), the Web Usage and Social Media Report (*Attachment C*), and the Water Resource and the Annexation Activity Report (*Attachment D*).

Also included in your agenda packet are press clippings from January 20, 2015 through March 11, 2015. Also, a *Tell the Board* submission from a customer is attached inquiring about a turf rebate program along with a response to her inquiry.

At the January meeting, Reno Council Member Brekhuis requested that staff provide information regarding TMWA's role regarding proposed water transfers within the region (*see Attachment E for this discussion*).



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: March 9, 2015
SUBJECT: **Operations Report for March 2015 Board Meeting**

(A) Water Supply

Truckee River Flows - Except for several spikes in river flows in response to rainstorm events over the winter months, required rates of flow in the river at the CA/NV state line have not been met since the end of July. Truckee River flows were approximately 325 cubic feet per second (cfs) at the time of this report.

Reservoir Storage - The elevation of Lake Tahoe is now 6222.83 feet. This is still 0.17 feet below the invert of the outlet channel (6223.00 feet). Storage is -20,600 acre-feet (AF) and releases are not possible from the lake into the Truckee River. Boca Reservoir has 11,100 AF of Floriston Rate water in storage, and is currently 32% of capacity. Donner Lake storage is 5,075 acre-feet, and is 53% of capacity. TMWA was granted a variance to fill the lake early this year based on the water supply outlook for the Truckee River. Independence Lake is at 87% capacity with 15,160 AF in storage. Prosser Reservoir storage is currently 7,930 AF which is 27% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently 51,300 AF which is 23% of its maximum capacity of 226,000 acre-feet.

Snowpack – The Sierra Nevada snowpack has fallen off the curve. Snowpack (particularly in the Lake Tahoe Basin) is extremely below average. Snowpack in the Lake Tahoe Basin is just 19% of normal at the time of this writing. Truckee Basin snowpack is 33% of average. Although anything can happen with the weather over the next couple of months, the snowpack situation is not good at all. Especially since the main snowpack building months have already passed and winter appears to be coming to an end.

Outlook – The snowpack building season is quickly winding down and the outlook for our water supply this summer is very poor. While there is still a good deal of variability in the latest streamflow runoff forecast, it is apparent that the region is in store for its fourth straight significantly below average runoff year. Unless the weather takes a dramatically different turn for the better over the next month, it is very possible that TMWA will be making releases from

upstream reservoirs and ramping up our production wells by the end of June in order to meet customer demand. TMWA will however, begin the summer of 2015 in solid shape from a drought supply perspective. It is projected that TMWA will go into this summer with about 27,500 acre-feet of upstream drought reserves (roughly the same amount we had in storage last year), and that is positive news. TMWA has been injecting water back into the aquifer at record rates this winter as part of our aquifer storage and recovery program (ASR).

(B) Water Production

Demand - Customer demand averaged 34 million gallons per day (MGD) last week reflecting just about average conditions for this time of year. The majority of the water being used to meet customer demand in the Truckee River Resource Area (TRA) is surface water coming from the Chalk Bluff water treatment plant. A much smaller portion is coming from various production wells located throughout the TRA. Customers in TMWA's Non-Truckee River Resource Area are being supplied water by production wells located within each zone. TMWA's recharge program is well underway and at the time of this report we are injecting approximately 7 MGD in various wells throughout the basin. This recharge rate is 2-3 times the volume recharged previously during years with normal precipitation.

(C) Hydro Production

Generation - While still below normal, river flows have remained high enough during February to keep all three plants on-line (except for the Verdi Plant which had to be taken off-line to repair a leak in the canal). The Verdi Hydro Plant was placed back in service as of today's date. Average Truckee River flow at Farad (CA/NV state line) for the month of February was 438 cubic feet per second (cfs). A total of 2,743 megawatt hours (Mwh) were generated. This yielded combined hydropower revenue from TMWA's three power plants of \$193,000 for the month, or an average of \$6,893/day. Generation at the Fleish plant averaged \$3,709/day. Generation at the Verdi plant averaged \$1,070/day, and generation at the Washoe plant averaged \$2,105/day. Truckee River flows are still holding for now and the opportunity continued limited generation during the month of March looks good.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: March 9, 2015
SUBJECT: **Customer Service Report**

The following is a summary of Customer Service activity since the January Board meeting. This is our first two months of combined service with our 24,000 new customers from Washoe County and STMGID, so many of the numbers have increased substantially.

Ombudsman

There were six (6) calls to the Ombudsman in January and February. They included: a customer who wanted to switch from flat-rate billing to metered rate billing; a customer who wanted to sign up for new service; a customer with a question about why her account balance was so high; a customer who was concerned about having to give us his social security number; a customer who wanted service in his name at a second address; and, a customer who simply left a message but could not be reached on call-back. The five customers the Ombudsman reached were satisfied with her response, especially the customer who found out he did not have to give us his social security number.

Communications

Since the January Board meeting there were numerous media articles including: continuation of the drought and impacts on our water supply; TMWA's storing of water underground via our Aquifer Storage and Recovery (ASR) Program; impacts of the continued dry weather on landscaping and the need to water the trees and shrubs; a phone payment scam; and, a letter to the editor regarding our payment options (I spoke to the author before it was published, and explained all of the rationale behind our options – however, he had already sent the letter to the paper).

Customer outreach included:

- General Manager Mark Foree and Senior Hydrologist Bill Hauck spoke to over 100 individuals at the Nevada Rural Water Association Conference on the subjects of Water Consolidation, Implementing a Drought Supply Plan and Energy.
- Mark Foree also presented to the International Women's Forum about consolidation and drought planning.

- Customer Service Manager Andy Gebhardt spoke to 40 members of the Nevada Landscape Association on “Water in the Truckee Meadows” including the drought, impacts to our water supply, and assistance we need from landscapers to ensure proper watering techniques and water waste avoidance.
- Senior Conservation Coordinator Necie Schlesener gave a presentation on conservation to 24 people at the National Active and Retired Federal Employees Association.
- Necie also provided conservation materials to 120 students at Dilworth STEM Academy for their water conservation project.
- Operational Strategies Manager John Enloe presented to a UNR Engineering class on indirect potable reuse as a potential water supply.
- Manager of Distribution Maintenance & Generation Pat Nielson gave a tour of the Verdi Hydro to a UNR Environmental class.
- Water Operations Supervisor Will Raymond gave four (4) tours of the Chalk Bluff Water Treatment Plant to a UNR College of Education class, two high school AP Environmental classes, and a group from the Cascades of the Sierra.
- Senior Resource Economist Shawn Stoddard met with a delegation from Indonesia that was being hosted by the Northern Nevada International Center about watershed management and conservation.
- Project Manager Jack Byrom and Safety Coordinator Chris Cenac presented TMWA’s water contingency plan for emergencies to the Regional Emergency Operation Center group.
- Senior Engineer Steve Volk volunteered for the Northern Nevada STEM Contest at Swope Middle School.

Attached is the website / social media report for calendar year-to-date.

Customer Calls – January & February

- 20,191 phone calls handled
- Average handling time of 4 minutes, 48 seconds a call
- Average speed of answer – 49 seconds

Billing – January & February

- 241,105 bills issued
- 467 (.2%) corrected bills

Service Orders – January & February

- 16,291 service orders taken
- 7,956 (49%) move-ins / move-outs
- 1,858 (11%) zero consumption meter checks
- 1,588 (10%) re-read meters
- 1,291 (8%) new meter sets and meter/register/ERT exchanges and equipment checks
- 1,195 (7%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper

- 757 (5%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 386 (2%) meter retrofit, including billing and non-billing meter sets, requests to go to the metered rate and mandatory conversions to the metered rate for new tenants
- 177 (1%) high-bill complaints / audit and water usage review requests
- 103 (1%) various collection actions, including hanging 48-hour notices for elderly and disabled customers, returned mail and/or unpaid deposits, and handling of additional deposits

Remittance – January & February

- 62,786 mailed-in payments
- 44,979 electronic payments
- 30,358 payments via RapidPay (EFT)
- 24,410 one-time bank account payments
- 8,099 store payments
- 7,991 credit card payments
- 7,234 payments via drop box or at front desk

Collections – January & February

- 26,113 accounts received a late charge
- Mailed 12,734 10-day delinquent notices, 5.3% of accounts
- Mailed 2,132 48-hour delinquent notices, .9% of accounts
- 356 accounts eligible for disconnect
- 407 accounts actually disconnected (also includes accounts eligible for disconnection in December, but were not turned off due to the holidays, and accounts that bounced a check in order to prevent disconnect or to restore service)
- 0.20% write-off to revenue

New business / New Construction – January & February

- 93 active jobs currently in process
- Over \$315,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date

- 2 meter retrofits completed
- 269 meters yet to be installed on flat-rate accounts, including some premises that ultimately may not be able to be retrofit
- 175 meter exchanges completed
- 591 new business meter sets completed
- 119,074 meters installed (billing and non-billing)
- 4,492 total non-billing meters currently installed



STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: March 5, 2015
SUBJECT: Web & Social Media Overview for YTD 2015 + Five-Year Review

Web & Social Media Overview – YTD 2015 + Five-Year Review

Highlights

- **Website Overview – Trends over the Last Five Years:** visitor numbers have increased 63% since 2010. Mobile use surged from 3.2% to 26% in the same period.
- **Consolidation Traffic:** visits to TMWA’s online account access and Consolidation webpages grew by 177% and 2,700% respectively. Also, the new “Welcome to TMWA” webpage received over 2,000 visits in the first month after consolidation.
- **Social Media Engagement Grows:** TMWA’s Facebook and Twitter followers have increased by 135% and 19% respectively since February of 2014.

tmwa.com — Website Review – Trends Over the Last Five Years

The growth in user traffic to the tmwa.com website over the last five years has grown from 231,539 visitors in 2010 to 377,618 in 2014. Given the economic difficulties and negligible growth in our area during this period, the results point to a significant improvement in tmwa.com’s performance among established customers. Page-traffic analysis also shows some use increase due to TMWA’s recently-completed consolidation with WCDWR and STMGID.

<u>Year</u>	<u>Visits</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2010	231,539	48.4%	51.6%	2.16	1:36 min	65.6%
2011	278,583	50.4%	49.6%	2.02	1:24 min	69.7%
2012	313,891	54.9%	45.1%	1.73	1:53 min	35.7%
2013	342,275	55.4%	44.6%	1.63	2:04 min	25.6%
2014	377,618	47.4%	52.6%	1.65	1:36 min	39.39%

Growth in Mobile Traffic 2010 - 2014

There has been substantial growth in the number of users who access tmwa.com via mobile devices – from a little over three percent in 2010 to over a quarter of all users in 2014

2010	3.23%	2013	20.72%
2011	7.08%	2014	26.66%
2012	12.97%		

Website Results for YTD 2015 vs. 2014

This admittedly-thin sampling of web data wouldn’t normally be useful but the numbers do indicate significant consolidation-related traffic. Jan/Feb 2015 saw 36% more user sessions and 43% more pageviews than the same period in 2014. The average visit duration was just under two minutes, with the majority of visitors focused on payment options, employment, contact information, and the new customer, “Welcome to TMWA” page.

Top Content (YTD 2015)

The most visited pages on tmwa.com (listed below) are similar what we have seen in the past. After the homepage—our most visited page—traffic went mostly to our residential payment, employment and “contact us” pages. It bears mentioning that visits to pages related to consolidation have dropped by approximately half from January to February.

Rank	Page	Pageviews	%Pageviews
1	Homepage	61,099	42%
2	Residential/Payment Options.....	10,855	7%
3	Employment.....	10,479	7%
4	Contact Us	4,562	3%
5	Customer Service, Welcome	3,092	2%

Notable Webpages With Traffic Increases:

Consolidation	+1,212%
Conservation	+260%
Account Access.....	+99%
News	+150%
Water Meters.....	+86%

TMWA Social Media



Currently TMWA has **1083 Twitter followers** and **705 Facebook fans**. There is a current

Twitter feed on the *tmwa.com* homepage that is updated daily to reflect current topics.

TMWA's YouTube Channel: <http://www.youtube.com/user/truckeemeadowswater>



TMWA submitted a video entry in Truckee Meadows Tomorrow's "Take it Personally" contest. TMT is a nonprofit organization dedicated to improving the quality of life in the Truckee Meadows. Their "Take it Personally" contest is an opportunity for local individuals and organizations to highlight the ways they are working to improve our community. All of us at TMWA definitely "take it personally" and we wanted to spotlight the great work that all of you do. With that in mind we put together a 60-second video highlighting our participation in Keep Truckee Meadows Beautiful's Adopt-a-River program. It is available on YouTube here: <http://youtu.be/Q3jYE4PkNSO>

Current "TMWA How-to" videos:

- [Household Winterization – Get Ready for the Cold](#)
- [How to Reduce Your Water Use 10%](#)
- [Spring Sprinkler System Start-Up](#)
- [How to Shut off Your Home's Water in an Emergency](#)
- [How to Use Your Water Meter to Determine if you have a Leak](#)
- [How to Test for and Fix a Leaky Toilet Flapper](#)
- [How to Make an Online Bill Payment from Your Checking Account](#)

Current "TMWA at Work" videos:

- [Stead Water Tank Rehabilitation](#)
- [Partnership For Safe Water Award](#)
- [Idlewild Pump Station Improvements](#)
- [Steamboat Spillway, Flume Repair](#)
- [Fleish 'Railcar Bridge](#)
- [Water Main Repair on Haskell St.](#)
- [Highland Canal Improvement Project](#)
- [Ice Fighting](#)

TMWA also manages the following informational websites:

- www.communityforestry.org:
- www.howdoyousave.org:
- www.tmwastorage.com:
- www.tmwaacademy.com:
- www.tmwandscapeguide.com:
- www.truckeeriverfund.org:



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Dir Natural Resources
DATE: 9 March 2015
SUBJECT: **Report Water Resource and Annexation Activity**

RULE 7

Rule 7 water resource purchases and will-serve commitment sales against purchased water resources through this reporting period:

Beginning Balance		7,556.01 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 46.04 AF	
Adjustment	0.00 AF	
Ending Balance		7,509.97 AF
Price per acre foot at report date:		\$7,740

ANNEXATIONS

No annexations to report.

Attachment E – Water Transfer Question and TMWA’s Role

With respect to water right transfers, TMWA staff monitors all applications to change the point of diversion, manner of use or place of use of Truckee River decree rights and all groundwater rights in basins where TMWA has water resources and/or facilities. The purpose is to check these applications to ensure TMWA’s rights are not impacted by these types of applications. If TMWA staff determines that TMWA rights would be adversely impacted, a protest is filed. The State Engineer considers the application, all protests to the application and data and evidence provided and will either rule on the application or set it for hearing. If a hearing is held, the State Engineer will consider all data and evidence submitted by the applicant and the protestants and will render a decision on the application. The majority of applications in and around the Truckee Meadows are to change the use of a water right from irrigation to municipal use by TMWA.

For those applications in basins beyond TMWA areas of interest, for example a proposed plan for an inter-basin transfer from Humboldt County to Washoe County, TMWA staff along with staff of the Western Regional Water Commission monitor these applications in regard to the viability or future potential benefits that may be developed for the greater Truckee Meadows region.. These applications are generally speculative in nature and fraught with numerous obstacles (e.g., local opposition and protests from within the basin, the size of the application versus the amount of water available in the basin, pipeline right-of-way issues, the need for numerous state, local and federal permits and approvals, etc.) such that the viability of the water right transfer application is suspect and the applications are usually rejected by the State Engineer.