



## STAFF REPORT

**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** July 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 June 14, 2015 through July 7, 2015. Also, three *Tell the Board* submissions from customers are attached regarding a complaint about their Homeowner's Association, an issue with accessing their account online, and general concern regarding conservation in the community.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Sr. Hydrologist  
**DATE:** July 6, 2015  
**SUBJECT:** **Operations Report for July 2015 Board Meeting**

---

### (A) Water Supply

**Truckee River Flows** - Truckee River flows are significantly below normal at 90 cubic feet per second (cfs) at the time of this report. Floriston Rates (the required rate of flow at the CA/NV state line) have not been met since April 17<sup>th</sup>. Normal flow is 500 cfs this time of the year.

**Reservoir Storage** - The elevation of Lake Tahoe is 6222.90 feet. This is 0.10 feet below the invert of the outlet channel (6223.00 feet). Storage is -12,000 acre-feet (AF) and releases are not possible from the lake into the Truckee River. Boca Reservoir has approximately 5,300 AF of water in storage, and is currently at 13% of capacity. Donner Lake storage is 6,800 acre-feet, and is 72% of capacity. Independence Lake is at 93% capacity with 16,300 AF in storage. Prosser Reservoir storage is currently 7,900 AF which is 26% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 37,100 AF which is 16% of its maximum capacity of 226,000 acre-feet.

**River Flow** - The required rate of flow at the CA/NV state line this time of the year is 500 cfs. These required flows are not being met. On April 17<sup>th</sup>, the reservoir storage used to help make those rates of flow had become completely exhausted. Several precipitation events during the month of June have helped to keep river flows higher than were originally projected. River flows are receding once again however, and will continue to decline as the summer progresses.

**Outlook** - Despite the rainfall events that have helped to nudge up river flows here and there over the last month the overall outlook for our water supply hasn't changed much. In fact, river flows declined to a point by the middle of last month (6/16) that TMWA had to begin bringing production wells on-line in order to meet customer demand. By 6/19 the vast majority of TMWA's production wells were running and releases of drought reserves from upstream reservoirs became necessary. Since 6/19 TMWA has released 1,495 acre-feet (or 5%) of our total upstream drought reserve water from Boca and Stampede reservoirs respectively. TMWA is still in good shape from a drought supply perspective having in excess of 25,000 acre-feet in storage between Stampede Reservoir, and Donner and Independence lakes at this time. And as

they have only been on-line for a few weeks TMWA's groundwater reserves are also still in good shape as we enter our peak summer demand months.

**(B) Water Production**

**Demand** - Customer demand averaged 94 million gallons per day (MGD) through the first week of July. This is down when compared to the same week last year (and for the month) due to TMWA's call for a 10% reduction in water use and a noticeably wetter than average month of June. At this time the source of supply being used to meet customer demand in the Truckee River Resource Area (TRA) is comprised of roughly 55-60% surface water coming from the Chalk Bluff and Glendale water treatment plants and 40-45% groundwater from our production wells. Customers in TMWA's Non-Truckee River Resource Area are being supplied water from production wells located within their respective pumping zones.

**(C) Hydro Production**

**Generation** - Average Truckee River flow at Farad (CA/NV state line) for the month of June was 134 cubic feet per second (cfs). Normal flows in June are typically in excess of 500 cubic feet per second (CFS). By April 17<sup>th</sup>, the required rate of flow at the CA/NV state line could no longer be met due to insufficient upstream reservoir storage. TMWA's generation has been negatively impacted as a result. Only 280 megawatt hours (Mwh) were able to be generated in June due to these exceptionally low river flows. In fact, the Washoe plant had to be taken off-line on June 1<sup>st</sup>, the Fleish plant June 6<sup>th</sup>, and the Verdi plant on June 13<sup>th</sup> because there wasn't enough water in the river to keep them operational. There has been no generation since June 13<sup>th</sup>. Revenue from the three power plants totaled just \$19,629 for the month, or an average of \$654/day. Unfortunately the outlook for hydro generation is not good. There is no upstream reservoir storage left to support Truckee River flows, which are continuing to drop off daily. Unless the region experiences a very wet fall season, it is projected that TMWA's hydro plants will remain off-line for the remainder of 2015 and possibly into 2016.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Kim Mazeres, Customer Relations Director  
**DATE:** July 6, 2015  
**SUBJECT:** **Customer Service Report**

---

The following is a summary of Customer Service activity since the June Board meeting.

### **Ombudsman**

There were six (6) calls to the Ombudsman in June. They were: a customer regarding a bill that he did not understand, who figured out the issue before our return call; a customer who wanted help with his trees during the drought, who was referred to our contract arborist; a customer who was provided his balance and due date; a customer who wanted to know if the water was on at her rental, who was referred to Customer Service; a customer who wanted information about a specific water-saving device, who was referred to Conservation; and, a customer who made a \$6,000 payment instead of as \$60 who wanted a refund immediately, which was provided.

### **Communications**

Attached is a complete report regarding current drought communications activities, as well as the website / social media report for calendar year-to-date.

Since the June Board meeting there were numerous media articles including: our customers excellent response to conservation; a wide variety of stories on drought in the region, including TMWA's responses to it; the beginning of the use of drought reserves, including an op-ed piece by General Manager Mark Foree; flat-rate ending in October; several letters to the editor on various water subjects; and, assistance to KNPB Public Broadcasting who needed help creating a water puzzle.

Customer outreach included:

- a workshop on drip system maintenance attended by 28 customers
- an interactive presentation on the study of water samples given by two water quality chemists to 150 science students at Mendive Middle School
- a conservation presentation given by Andy Gebhardt to approximately 50 sixth graders at Veteran's Memorial Elementary School
- a presentation on water supply given by John Erwin to 30 realtors

- a training on installing water pipe given by two journeyman fitters to Indian Health Services
- a training on sanitary tank surveys given by two journeyman mechanics to Indian Health Services
- a presentation given by Bill Hauck on our water system to approximately 50 teachers

### **Conservation**

Approximately 1,362 water waste complaints were responded to during the month of June, with the biggest challenges being customers watering in the heat of the day (there is no watering between 11 a.m. and 7 p.m.) and educating former Washoe County of the need to comply with watering days and times. There have been a total of 191 watering variances year-to-date, with 66 currently active – 37 in Reno, 14 in Sparks and 15 in Washoe County.

### **Customer Calls – May**

- 10,906 phone calls handled
- Average handling time of 4 minutes, 42 seconds a call
- Average speed of answer – 49 seconds

### **Billing – May**

- 121,739 bills issued
- 197 (.2%) corrected bills
- 9,272 customers (7.7%) signed up for paperless billing

### **Service Orders – May**

- 9,526 service orders taken
- 5,735 (60%) move-ins / move-outs
- 839 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 826 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 559 (6%) re-read meters
- 395 (4%) zero consumption meter checks
- 397 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 157 (2%) high-bill complaints / audit and water usage review requests
- 116 (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
- 45 (1%) 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

**Remittance – May**

- 39,562 mailed-in payments
- 24,866 electronic payments
- 20,827 payments via RapidPay (EFT)
- 14,556 one-time bank account payments
- 4,303 store payments
- 6,988 credit card payments
- 2,937 payments via drop box or at front desk

**Collections – May**

- 18,225 accounts received a late charge
- Mailed 8,649 10-day delinquent notices, 7.2% of accounts
- Mailed 2,092 48-hour delinquent notices, 1.7% of accounts
- 199 accounts eligible for disconnect
- 184 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks)
- 0.10% write-off to revenue

**New business / New Construction – May**

- 104 active jobs currently in process
- Nearly \$730,000 in new business fees/facility charges collected

**Meter Statistics – Fiscal Year to Date**

- 4 meter retrofits completed
- 259 meters yet to be installed on flat-rate accounts, including some premises that ultimately may not be able to be retrofit
- 397 meter exchanges completed
- 1,207 new business meter sets completed
- 119,612 meters installed (billing and non-billing)
- 4,351 total non-billing meters currently installed



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Kim Mazeres, Director of Customer Relations  
**FROM:** Robert Charpentier, Communications Specialist  
Marlene Olsen, GoodStanding  
**DATE:** July 6, 2015  
**SUBJECT:** **2015 Drought Communication Plan Timeline Update**

---

### INTRODUCTION

The Drought Communications Plan was approved by the TMWA Board of Directors at its March meeting. The Timeline below was included. Attached is the status of each project and completed items. **Those in red** include an attached sample.

### **Tactics, Tools and Timeline**

The attached tactics and tools carry the message to the target audiences, the “blueprint” for the plan.

**Month of June**

Main communications:

Advertising Continues:	TV, radio, print, digital & billboards
TV Weather Segment Sponsorships Continues (featuring watering days and 10% message)	KTVN, KOLO, KRNV
Lotus Radio stations start conservation tips	Completed
Your Turn Column for RGJ (timed for when we are using drought reserves), Headline--Saving 10% More Important Than Ever	Published online July 2 and in print July 5
Microsite Website: tmwa.com/save, 10 Easy Ways to Save 10%	2,269 sessions 2,022 unique visitors 5,507 page views
Press Release: Customers Reduce Use by 19% in May	Covered by all major news outlets
Press Release: Drought Reserves Being Used	Covered by KTVN, KRNV, KUNR, AP, KKOH, RGJ
Respond to media inquiries, interviews Including hour-long radio shows I Love Reno & ESPN Spanish, half hour show on KRNV, Public Records Requests: RGJ on commercial, Water Saved Upon Request, park closings, water watcher ride alongs (3), RGJ Drought Questions of the Week, Drought Infrastructure Projects, groundwater production, and too many to list for RGJ Drought Section and RGJ Water Savers Club	Fielded over 52 (fifty two) requests for info & interviews—in clips report
Conservation staff information packets and visit cards prepared with educational materials.	Distributed: door hanger packets-1,036 and visit cards-1,065
Presentations to community organizations:	10 Completed
Restaurant tabletop tent cards: distributing to requests and tracking restaurants as we hear that they are participating.	ThisisReno files story in June
Frequently Asked Questions distributed as needed	Completed
Social Media updates	35 Facebook, 28 Twitter posts
Contact billboard owners to request space (NDOT, hotels, etc.)	In process
Direct mail: Social norms, neighborhood comparison letters	In development

Supporting:

Bill Insert, featuring conservation heroes: Restaurants recognized	Completed
One-Panel Insert in billing, focusing on 10% message	Completed
Envelope Backer – Save 10% message	Completed
Board Meeting Update	Completed
TMWA employees – at all employee meetings and <i>from the source</i>	Completed



June 1, 2015  
Contact: Marlene Olsen  
marlene@goodstandingoutreach.com  
(775) 829-2810

### **Save at Least 10%--It Really Matters**

As you are all aware, we are in our fourth year of drought here in the Truckee Meadows. In fact, last year was the driest winter in over 100 years. Truckee Meadows Water Authority (TMWA) has planned for this situation and is well prepared to meet the water needs of our customers again this summer. However, as the drought persists, the community's help in conserving water is more important than ever.

Very low Truckee River flows are obvious right now. In a normal year, the Truckee River supplies 85 percent of our community's drinking water. TMWA has planned for decreased river flows and we are now releasing water from our drought storage reservoirs to meet customer demands. We have also turned to our production wells to help meet customer demands. This means that every drop of water saved now—at home and at work—can be held back and stored for next year, should we have another dry winter.

TMWA is asking for *at least* a 10% reduction in water use—both indoors and outdoors—from all of our customers, including homes, businesses, homeowner's associations and apartment complexes. Taking this a step further, we are also extending our conservation request to our community's private well owners. Although these well owners are not TMWA customers, we all use the same water resources and need to work together in our conservation efforts. Remember: any water we save, both upstream and underground, will help all of us.

In May, TMWA's water production was 19% lower compared to May 2013 (the most recent year that conservation was not requested). That means our customers saved over 1,500 acre feet of water, or approximately a half a billion gallons. Thank you to those who turned off their sprinklers while it was raining. We believe strongly that everyone can find a way to save at least 10%. If you're not sure where to start, visit [tmwa.com/save](http://tmwa.com/save) to learn 10 easy ways to save 10%. Our planning and projections show a 10% reduction in water use will allow TMWA to retain 5,000 acre feet of water in upstream drought reserves. That's over 1.6 billion gallons of water. This will help us maintain sufficient reserves for next year, should the drought continue.

Our community has been through these challenges before. Drought is a natural occurrence in the high desert and we are well prepared. The Truckee Meadows region is very fortunate to have substantial community-owned drought reserves in Donner and Independence lakes, as well as Boca and Stampede reservoirs. These reserves are only used when our community needs them—in times of drought. We also have a long-established aquifer storage and recovery program



through which treated surface water is recharged into the underground aquifer in the winter and spring months. This past season we recharged as much as 10 million gallons per day and have stored a total of 3,750 acre-feet or 1.2 billion gallons in the underground aquifer. TMWA will continue its three-day-a-week watering schedule, which has been proven to use less water than twice-a-week watering. If you see water being wasted, please let us know by calling our conservation department at 834-8005 or using the online form: [www.tmwa.com/waste](http://www.tmwa.com/waste). If you would like a water audit to help you determine how best to save water at your home or business, please call 834-8080.

As a community-owned water system with a staff that lives and works here, we share a strong sense of commitment to the quality and availability of our water resources. We know that our customers share that same commitment. In fact, total water use by our customers in 2014 was 12% less than in 2001, the year TMWA was formed. We really are all in this together. Our community has always been diligent about conservation and we encourage everyone to keep up the good work.

**Mark Forcee, General Manager Truckee Meadows Water Authority**

###

*Truckee Meadows Water Authority (TMWA) is a not-for-profit water utility, overseen by elected officials from Reno, Sparks and Washoe County. TMWA employs a highly skilled team who ensure the treatment, delivery and availability of high-quality drinking water around the clock for more than 385,000 residents of the Truckee Meadows.*

..  
..  
..

## Op-ed: Save at least 10 percent — it really matters

Mark Foree 11:03 a.m. PDT July 2, 2015



Mark Foree(Photo: RGJ file)

CONNECT [TWEET](#) [LINKEDIN](#) COMMENT EMAIL MORE

As you are all aware, we are in our fourth year of drought here in the Truckee Meadows. In fact, last year was the driest winter in over 100 years. Truckee Meadows Water Authority (TMWA) has planned for this situation and is well prepared to meet the water needs of our customers again this summer. However, as the drought persists, the community's help in conserving water is more important than ever.

Very low Truckee River flows are obvious right now. In a normal year, the Truckee River supplies 85 percent of our community's drinking water. TMWA has planned for decreased river flows and we are now releasing water from our drought storage reservoirs to meet customer demands. We have also turned to our production wells to help meet customer demands. This means that every drop of water saved now — at home and at work — can be held back and stored for next year, should we have another dry winter.



Buy Photo

The Truckee River barely covers the rocks in its bed as it flows toward downtown Reno on June 17. (Photo: Jason Bean/RGJ)

TMWA is asking for at least a 10 percent reduction in water use — both indoors and outdoors — from all of our customers, including homes, businesses, homeowners' associations and apartment complexes. Taking this a step further, we are also extending our conservation request to our community's private well owners. Although these well owners are not TMWA customers, we all use the same water resources and need to work together in our conservation efforts. Remember: any water we save, both upstream and underground, will help all of us.

[RENO GAZETTE JOURNAL](#)

[Join the RGJ Water Savers Club](#)

In May, TMWA's water production was 19 percent lower compared to May 2013 (the most recent year that conservation was not requested). That means our customers saved over 1,500 acre feet of water, or approximately a half a billion gallons. Thank you to those who turned off your sprinklers while it was raining. We believe strongly that everyone can find a way to save at least 10 percent. If you're not sure where to start, visit [tmwa.com/save](http://tmwa.com/save) to learn 10 easy ways to save 10 percent. Our planning and projections show a 10 percent reduction in water use will allow TMWA to retain 5,000 acre feet of water in upstream drought reserves. That's over 1.6

billion gallons of water. This will help us maintain sufficient reserves for next year, should the drought continue.

Our community has been through these challenges before. Drought is a natural occurrence in the high desert and we are well-prepared. The Truckee Meadows region is very fortunate to have substantial community-owned drought reserves in Donner and Independence lakes, as well as Boca and Stampede reservoirs. These reserves are only used when our community needs them — in times of drought. We also have a long-established aquifer storage and recovery program through which treated surface water is recharged into the underground aquifer in the winter and spring months. This past season we recharged as much as 10 million gallons per day and have stored a total of 3,750 acre-feet, or 1.2 billion gallons, in the underground aquifer. TMWA will continue its three-day-a-week watering schedule, which has been proven to use less water than twice-a-week watering. If you see water being wasted, please let us know by calling our conservation department at 834-8005 or using the online form: [www.tmwa.com/waste](http://www.tmwa.com/waste). If you would like a water audit to help you determine how best to save water at your home or business, please call 834-8080.

As a community-owned water system with a staff that lives and works here, we share a strong sense of commitment to the quality and availability of our water resources. We know that our customers share that same commitment. In fact, total water use by our customers in 2014 was 12 percent less than in 2001, the year TMWA was formed. We really are all in this together. Our community has always been diligent about conservation and we encourage everyone to keep up the good work.

*Mark Foree is the general manager of TMWA. TMWA is a not-for-profit water utility, overseen by elected officials from Reno, Sparks and Washoe County. TMWA employs a highly skilled team who ensure the treatment, delivery and availability of high-quality drinking water around the clock for more than 385,000 residents of the Truckee Meadows.*

CONNECT [TWEET](#) [LINKEDIN](#) COMMENT EMAIL MORE



June 9, 2015  
Contact: Marlene Olsen  
marlene@goodstandingoutreach.com  
(775) 772-0020  
FOR IMMEDIATE RELEASE

## **Water Supply Report: Customers Reduce Use by 19 Percent in May**

(Reno, NV) Recent rains and customer response to a request for a ten percent reduction in water use resulted in good news for the local water supply. Truckee Meadows Water Authority's (TMWA) water production for this May was 19% lower compared to May 2013\*, which is the baseline-use year. That's over 1,500 acre-feet, or approximately half a billion gallons in water savings.

May rainstorms increased Truckee River flows enough that, coupled with decreased customer demand, allowed TMWA to delay the need to bring production wells on-line and to hold off the release of any upstream drought reserves. "This is great news, because every day we can delay the release of upstream reservoir storage, is water in the bank that we can keep upstream for later use, should we need it," explained Bill Hauck, senior hydrologist. "

The reduction in water use shows that TMWA customers are mindful of the drought and are doing their part to minimize water use. They responded to the rain showers in May—meaning they turned off their sprinklers. "This is a good way to start off the irrigation season. So, keep up the good work and keep saving at least 10 percent," Hauck added.

###

*\*Note: TMWA's current request, that all customers reduce their water use by at least 10%, is based on 2013 use. This compares current water savings to 2013 because that was the last year that TMWA operated normally and did not ask customers to conserve water. Those customers who reduced their use by 10% in 2014 have asked if they need to save an additional 10%. The answer is no. They should just keep doing what they are doing.*

*Truckee Meadows Water Authority (TMWA) is a not-for-profit water utility, overseen by elected officials from Reno, Sparks and Washoe County. TMWA employs a highly skilled team who ensure the treatment, delivery and availability of high-quality drinking water around the clock for more than 385,000 residents of the Truckee Meadows.*



June 23, 2015  
Contact: Marlene Olsen  
marlene@goodstandingoutreach.com  
(775) 829-2810 or cell: 772-0020

**TMWA Is Now Using Drought Reserves:  
*Every Drop You Save is Important***

(Reno, NV) Truckee Meadows Water Authority (TMWA) is now tapping upstream drought reserves. According to Bill Hauck, TMWA's senior hydrologist, that means we have entered into a critical period of water-production. Customer conservation will have a direct impact on the amount of water we are able to keep in our upstream reservoirs. This is the time when conservation is critical and when customers can make the most difference by saving *at least* 10 percent and conserving water both indoors and outdoors.

TMWA has planned for the decreased river flows we are currently seeing and is now releasing water from our drought-storage reservoirs to meet customer demand. Production wells are also being tapped to supplement water supply. This means that every drop of water saved now—at home and at work—can be held back and stored for later use should we need it.

TMWA is asking for *at least* a 10% reduction in water use—both indoors and outdoors—from all customers, including homes, businesses, homeowner's associations and apartment complexes. Taking this a step further, the conservation request is also extended to our community's private well owners. Although these well owners are not TMWA customers, we all use the same water resources and need to work together in our conservation efforts. Remember: any water saved now, both upstream and underground, will help the whole community.

Everyone can find a way to save at least 10%. If you're not sure where to start, visit [tmwa.com/save](http://tmwa.com/save) to learn 10 easy ways to save 10%. TMWA's planning and projections show a 10% reduction in water use will allow TMWA to retain 5,000 acre feet of water in upstream drought reserves. That's over 1.6 billion gallons of water. This will help TMWA maintain sufficient reserves for next year, should the drought continue.

-more-



Please continue to observe TMWA’s three-day-a-week watering schedule, watering on your assigned days and not watering between 11:00 a.m. and 7:00 p.m.—the hottest part of the day. Also, if you see water being wasted, please let us know by calling our conservation department at 834-8005 or using the online form: [www.tmwa.com/waste](http://www.tmwa.com/waste). If you would like a water audit to help you determine how best to save water at your home or business, please call 834-8080.

###

*Truckee Meadows Water Authority (TMWA) is a not-for-profit water utility, overseen by elected officials from Reno, Sparks and Washoe County. TMWA employs a highly skilled team who ensure the treatment, delivery and availability of high-quality drinking water around the clock for more than 385,000 residents of the Truckee Meadows.*

2015  
JUNE

## IN THIS ISSUE

- Save At Least 10 Percent this Summer
- Turf Talk
- Restaurants Pitch In
- Board Seeks Input

## TURF TALK

In cooperation with University of Nevada Cooperative Extension and Nevada Landscape Association

➤ As we continue into our fourth year of drought, it's important that you prepare your turf for the dry summer ahead.

- **Raise your mower.**  
Longer grass promotes a more drought-resistant lawn, reduced evaporation and fewer weeds.
- **Step on it.**  
Step on your lawn. If the grass springs back, it doesn't need water.
- **Take a sprinkler break.**  
Grass really doesn't need to be bright green to survive in the summer.
- **Timing is everything.**  
Water in the early morning or late at night when the ground and air temperatures are cool, to beat the daytime evaporation.

Check here monthly for timely landscaping and watering tips.

### REMINDER:

## SAVE 10% AT YOUR HOME AND WORK PLACE

As the drought continues this summer, we are asking for *at least* a 10% reduction in water use – both indoors and outdoors – from all of our customers, including homes, businesses, homeowners associations and apartment complexes. The 10% savings is compared to your 2013 water usage. You can find your 2013 usage by logging into your online account at [www.tmwa.com](http://www.tmwa.com).

For 10 ways to save **10%**  
visit [tmwa.com/save](http://tmwa.com/save)

We are all in this together and there are lots of easy ways to save. The online guide – [tmwa.com/save](http://tmwa.com/save) – will guide you through your home and yard and offer the most convenient ways to save 10%. Whether it's getting your outside watering dialed in, fixing that leaky toilet or taking shorter showers, it all can add up to a lot of water. For instance, by reducing your shower time from 10 minutes to five, you can save 12.5 gallons – per day. Or, get a shut-off nozzle for your hose for outside use. Flow from a hose that is left unattended can waste 10 gallons per minute. It's easy. By going through this online guide and adjusting your water use, you'll be saving 10% in no time.

If we are all saving, what does that mean for the future of our water supply? Our planning and projections show a 10% reduction in water use will allow TMWA to save 5,000 acre feet of water in upstream reserves – that's over **1.6 billion gallons of water** (1,629,266,900 gallons). This will help us maintain a healthy reserve water supply for next year, should the drought continue. We all know that is great insurance to have!

## REPORTING WATER WASTE

We are serious about encouraging responsible water use and preventing waste for all customers. If you see water being wasted, please let us know by calling the conservation department at **834-8005**. Many customers, whether business or residential, simply do not realize they have a leak or broken sprinkler head. Those customers who waste water will be contacted, and, if the waste continues, they can be penalized on their water bill.

## CONSERVATION CHAMPIONS OUR LOCAL RESTAURANTS

Businesses are saving, too. In April, TMWA sent out tabletop tent-cards to area restaurants to help promote the conservation message. The cards are being placed on dining tables to raise awareness of responsible water use, as well as help restaurants conserve by not automatically serving water. This also reduces dishwashing.

We have received calls, e-mails and Facebook posts from our customers, letting us know about restaurants that are participating. At press time, we know of the following restaurants that are on board: Gold 'N Silver Inn, Miguel's Mexican Restaurant, Atlantis Casino Resort (all restaurants), Los Compadres Fine Mexican Food, BJ's Nevada Barbeque, Tamarack Junction Casino, Chili's Grill & Bar, Romano's Macaroni Grill, India Kabab & Curry, Si Amigos Mexican Restaurant, PJ & Company, Mariscos El Pescador, Baldini's Sports Casino, Nu Yalk Pizza, 4th Street Bistro, Oxbow Café & Bistro, Uncle Vinny's Pizza, Alderto's Fresh Mexican Food, and Peg's Glorified Ham & Eggs.

We know there must be more great restaurants out there displaying the cards. If you see one of our tent cards on a table at your favorite dining place, take out your cell phone camera, snap a picture and post it to our Facebook page.

Thanks to the restaurants helping out during the drought. **You are all conservation champions!**

We're proudly  
helping to save...  
**one glass**  
at a time.

It's the **least**  
we can do.

Water served upon request.



## TMWA'S BOARD OF DIRECTORS AND STAFF SEEK YOUR INPUT

In order to better serve our customers, TMWA has many ways for you to provide comment. TMWA's Board of Directors and staff want to hear from you and know what is on your mind regarding your water service. We invite you to attend any of our public meetings, as there is public comment at the beginning and end of each of them. Here is how you can reach out and be heard, and be part of the process:

- Board Meetings – TMWA's Board of Directors typically meets on the third Wednesday of each month at 10 a.m. at the Sparks City Council Chambers, located at 745 Fourth St. in Sparks. Agendas are posted online at least five days in advance. View the full meeting schedule, agendas or past meeting minutes here: [tmwa.com/aboutus/meetingcenter](http://tmwa.com/aboutus/meetingcenter).
- Standing Advisory Committee – TMWA's Standing Advisory Committee (SAC) is an oversight group made up of individuals representing all TMWA customer categories. SAC reviews rate proposals, budgets and other items as requested by our Board of Directors. SAC meetings are held on the first Tuesday of the month at 3 p.m., at TMWA's main office, located at 1355 Capital Blvd. in Reno. All meetings are open to the public and are posted in the "Meeting Center" section at [tmwa.com/meetings](http://tmwa.com/meetings).
- Online at [tmwa.com](http://tmwa.com) – If you are unable to attend a public meeting but still wish to comment on a topic, you can do so by submitting your comment online at least one full week before the date of any meeting. Simply fill out the "Comments to the Board" form here: [tmwa.com/about\\_us/comments](http://tmwa.com/about_us/comments).

### WHERE TO CALL

General Inquiries: ..... 834-8080  
Emergency Repair: ..... 834-8090  
Water Conservation: ..... 834-8005  
Water Quality: ..... 834-8118  
Water Rights: ..... 834-8029  
Ombudsman: ..... 848-0813



Truckee Meadows Water Authority is a not-for-profit, community-owned water utility, overseen by elected officials and citizen appointees from Reno, Sparks and Washoe County.

### HOLIDAYS & EVENTS

Independence Day, TMWA Offices Closed  
July 4

Standing Advisory Committee  
July 7 at 3 p.m.

Board of Directors Meeting  
June 17 at 10 a.m.



Locations and details on all workshops and meetings are found here: [tmwa.com/news/events-calendar](http://tmwa.com/news/events-calendar)

# Reduce your water use by at least 10%

In a normal year, rain and snow would help to replenish Lake Tahoe, the Truckee River, our upstream reserves, and our ground water — giving us the water we need for the summer months.

But this is nowhere near a normal year.

Here's where you can help. By reducing your water use by at least 10%, we will not only meet this challenge, we'll save over 1.6 *billion* gallons of our drought reserves, preparing us for whatever Mother Nature brings our way next year.

**In a drought like this, it's the least you can do.**



**For ten ways to save 10%  
visit [tmwa.com/save](http://tmwa.com/save)**

## **TMWA customers are being asked to reduce their water use by *at least* 10%.**

### **Does this apply to all customers?**

Yes. We are asking for at least 10% reduction in water use from all of our customers – homes, businesses, homeowners associations, apartments, etc. We are all in this together.

### **Why *at least* 10%?**

The seriousness of the drought means everyone needs to find ways to conserve. Many of our customers have always been diligent about responsible water use and are already doing their part. Other customers may be able to cut even more than 10%.

### **Should we focus on outdoor watering?**

Yes. The average customer's water use is approximately four times higher in the summer, due to outdoor water use.

### **What are the best times for lawn watering?**

The best times to water your lawn are late at night or early in the morning when the ground and air temperatures are cool.

### **When are no-watering times in effect?**

The no-watering times will be from 11 a.m. - 7 p.m. through Labor Day, Sept 7. In the Truckee Meadows, this time of the day is typically the hottest and windiest when more water is lost to evaporation.

### **Why don't we go back to Twice-a-Week Watering to save water?**

Research has shown that three-day-a-week watering has resulted in less water use system wide. Most customers were overwatering when on a two-day schedule as there was a bigger time gap between watering days.

### **Can the water we conserve every day be used for growth - to build more houses or businesses?**

The answer is no. Some people mistakenly believe that when our customers use less water through conservation, the water saved is used for growth. That is not what happens. Unused water is retained in our drought reserves or is released to benefit river system health. TMWA does not resell conserved water to serve new houses or businesses.

**For a complete set of FAQs, go to:  
[tmwa.com/conservation/drought-faqs-2015](http://tmwa.com/conservation/drought-faqs-2015)**

www.tmwa.com

## Your watering days

Assigned Day Watering is in effect. Each home has three days to water, listed in this graphic. Keep in mind weather-wise watering; water deeper and less often, water at cooler times of the day, and never water when it's windy or raining.



Because of ongoing drought, no-watering times are now from 11 a.m. to 7 p.m. between Memorial Day and Labor Day.



Learn 10 ways to save 10% at [tmwa.com/save](http://tmwa.com/save)

NO WATERING BETWEEN NOON AND 6 P.M.

TRUCKEE MEADOWS WATER AUTHORITY

MON TUE WED THU FRI SAT SUN

ASSIGNED-DAY WATERING

FROM MEMORIAL DAY THROUGH LABOR DAY.

EVEN ODD

307/68-E-0042 JULY



## STAFF REPORT – Web & Social Media

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier, Communications Specialist  
**DATE:** July 2, 2015  
**SUBJECT:** Web & Social Media Overview for YTD 2015

---

### Web & Social Media Overview – YTD 2015

#### Highlights

- **Website Overview – YTD 2015:** Visitor numbers have increased 30% over the same period last year. Pageviews jumped 33% from 302,709 to 402,662 in the first five months of the year.
- **Launch of tmwa.com/save** June saw the first full month of operation since TMWA launched tmwa.com/save, a microsite dedicated to providing customers with tips on how they can reduce their household water use by at least 10%. 2,022 unique visitors accessed the site.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (23%), and tablet access (40%) but mobile phone use far outpaced both with an increase of 74% over 2014. There has been a slight decrease in tablet-use growth relative to phone-use growth, which may indicate the impact of larger phone screen sizes.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 210% and 22% respectively since the end of June, 2014.

#### tmwa.com — Website Traffic Review – YTD 2015

User traffic to the tmwa.com website in the first six months of the calendar year has grown 33%, from 100,651 visitors in 2014 to 131,106 in 2015. The numbers indicate a drop off in consolidation-related traffic and an increase in drought-related visits. Jan/June 2015 saw 33% more pageviews than the same period in 2014. The average visit duration was well under two minutes, with the majority of visitors focused on employment, payment options, contact information, and the Assigned-Day Watering page.

<u>Year</u>	<u>Visitors</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2014	183,296	47.9%	52.1%	1.65	1:43 min	28.83%
2015	243,795	48.9%	51.2%	1.65	1:28 min	29.09%

**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 employment, residential payment, and “contact us” pages.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>Change</b>
1	Homepage	174,544	+32%
2	Employment	27,190	+7%
3	Residential/Payment Options	24,415	+14%
4	Contact Us	12,362	-18%
5	Assigned-Day Watering	12,166	+76%

**Growth by Platform 2015 vs. 2014:**

Desktop Users	+23%
Mobile Phone	+74%
Tablet Use	+40%

**Traffic to tmwa.com is coming from the following sources (YTD 2015):**

	<b>243,795</b> % of Total: 100.00% (243,795)
1. <a href="#">direct</a> / (none)	<b>102,486</b> (42.04%)
2. <a href="#">google</a> / organic	<b>83,121</b> (34.09%)
3. <a href="#">yahoo</a> / organic	<b>13,099</b> (5.37%)
4. <a href="#">bing</a> / organic	<b>12,317</b> (5.05%)
5. <a href="#">reno.gov</a> / referral	<b>8,028</b> (3.29%)
6. <a href="#">tmwa.com</a> / referral	<b>6,180</b> (2.53%)
7. <a href="#">indeed.com</a> / referral	<b>3,376</b> (1.38%)
8. <a href="#">jobs.tmwa.com</a> / referral	<b>1,523</b> (0.62%)
9. <a href="#">4webmasters.org</a> / referral	<b>1,087</b> (0.45%)
10. <a href="#">trafficmonetize.org</a> / referral	<b>881</b> (0.36%)

## TMWA Social Media



Currently TMWA has **1173 Twitter followers** and **1158 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 videos are intended to provide tips for addressing issues they may face with their water supply, as well as give customers a window into TMWA's everyday operations, showing everything from infrastructure improvements to water-main repairs. In June, 2015 we introduced our newest video, "A Day in the Life of a Water Conservation Consultant." The objective of this video is to inform our customers of the positive role our Conservation Consultants play in helping our community reach its conservation goals.

### "About TMWA" Videos:

- [A Day in the Life of a Water Conservation Consultant](#)
- [TMWA Takes it Personally](#)

### "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](#)

### "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](http://www.communityforestry.org)
- [www.howdoyousave.org](http://www.howdoyousave.org)
- [www.tmwastorage.com](http://www.tmwastorage.com)
- [www.tmwaacademy.com](http://www.tmwaacademy.com)
- [www.tmwandscapeguide.com](http://www.tmwandscapeguide.com)
- [www.truckeeriverfund.org](http://www.truckeeriverfund.org)



**STAFF REPORT**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** John Erwin, Dir Natural Resources  
**DATE:** 7 July 2015  
**SUBJECT:** **Report Water Resource and Annexation Activity**

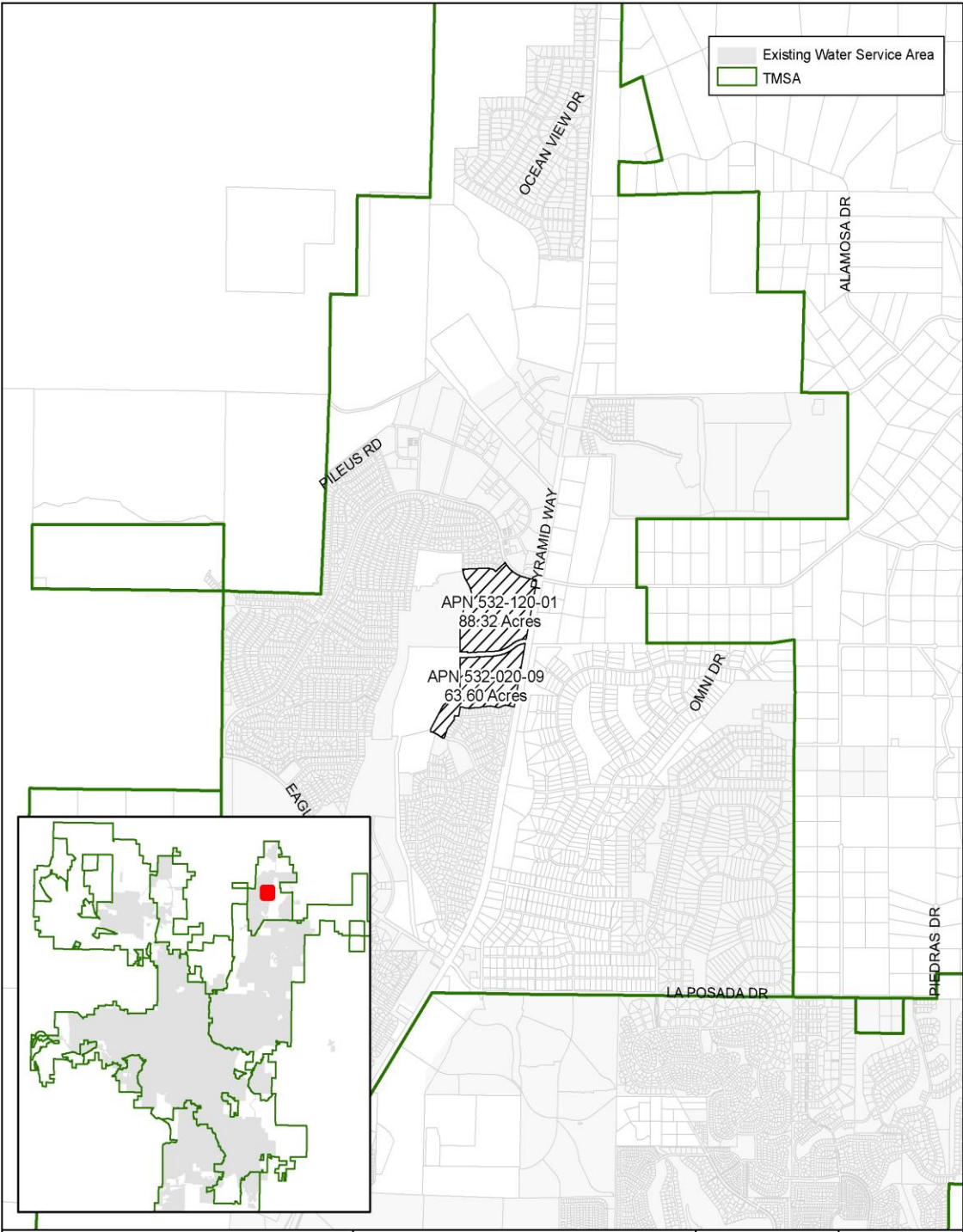
**RULE 7**

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

Beginning Balance		7,412.12 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 0.37 AF	
Adjustment	0.00 AF	
Ending Balance		7,411.75 AF
Price per acre foot at report date:		\$7,500

**WATER SERVICE AREA ANNEXATIONS**

See attached map of a recent annexation to the water service area in Spanish Springs for future residential development.



**TMWA Service Area  
Annexation**  
**APN: 532-120-01 & 532-020-09**

DATE: 6/23/2015  
 MAP BY: AMD  
 REQUESTED BY: JAE  
 SCALE: 1 inch = 3,500 feet

