



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: November 10, 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 October 17, 2015 through November 10, 2015. Also, there was a *Tell the Board* submission for a customer inquiry on rebate programs for grass removal. He was informed TMWA does not have such a program at this time.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: November 5, 2015
SUBJECT: **Operations Report**

(A) Water Supply

Truckee River Flows - Discharge averaged only 97 cubic feet per second (cfs) for the month of October at the CA/NV state line. The required rate of flow during the month of October is 400 cubic feet per second. Required rates of flow (Floriston Rates) haven't been met since the middle of April.

Reservoir Storage - The elevation of Lake Tahoe is 6221.77 feet. This is 1.23 feet below the invert of the outlet channel (6223.00 feet). Storage is -149,000 acre-feet (AF) and releases have not been possible from the lake into the Truckee River since October 2014. Boca Reservoir has approximately 5,500 AF of water in storage, and is currently at 13% of capacity. Donner Lake storage is 3,600 acre-feet, and is 38% of capacity. Independence Lake is at 78% capacity with 13,700 AF in storage. Prosser Reservoir storage is currently 7,600 AF which is 25% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 28,200 AF which is 12% of its maximum capacity of 226,000 acre-feet.

Outlook - The region is still in the midst of an exceptional drought and the status of the water supply remains unchanged. Upstream reservoir storage is in extremely poor shape. Since Lake Tahoe is below its natural outlet, upstream storage is at 0% of capacity (between Tahoe and Boca which are used to make Floriston Rates). TMWA's privately-owned upstream drought storage however, has been holding its own and will rather remarkably once again be in solid shape by next summer (regardless of what this coming winter brings as far as snowpack is concerned). Even in the driest winter on record (2015), TMWA's Donner and Independence lakes re-filled to a certain extent. So even with a repeat of 2015 hydrological conditions this year TMWA will go into next summer with approximately 80% of the upstream reserves it had at the start of last summer (about 21,000 acre-feet), which is good news in case this drought continues. This is more than enough reservoir storage to augment Truckee River flows once again next summer if needed to keep TMWA's surface-water treatment plants on-line if the drought should continue.

(B) Water Production

Demand - Customer demand averaged 50 million gallons per day (MGD) through the last week of October. This is right in-line with where it should be for this time of the year. And now with cooler temperatures really setting-in, demands will begin to fall off dramatically and should be at or near wintertime lows by the end of second week of November. Most of TMWA's production wells are now off-line, and the majority of customer demand is being met with surface water from the Chalk Bluff treatment plant.

(C) Hydro Production

Generation - Average Truckee River flow at Farad (CA/NV state line) for the month of October was 97 cubic feet per second (cfs). This was not enough water for TMWA to generate with so, all three of TMWA's hydro-electric plants remained off-line once again during the entire month. It is projected that TMWA's hydro plants will remain off-line for at least the rest of 2015 and may possibly not be turned back on again until the spring of 2016 when there is a sufficient amount of water in the river.



STAFF REPORT

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

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

Ombudsman

There were six (6) calls to the Ombudsman in October. They were: two customers who were having trouble making a payment via the phone system – both were assisted by the call center; a customer who wanted to make sure her tree roots were not going to cause a problem for either her water line or her neighbors – a technician investigated and assured her they were not a problem; an elderly customer who wanted to know if we offered financial assistance – she was advised of the 2-1-1 service, as well as the availability of payment arrangements, budget billing and water audits to help reduce water use; a vendor who wanted to speak to someone about new water technology – he was referred to our Water Resources Department; and, a flat-rate customer who was concerned about the size of her first metered bill – she was referred to our Conservation Department for assistance with how to lower her bill.

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 September Board meeting there were numerous media articles including: several articles on low reservoir levels and drought; our winterization workshops and how to keep pipes from freezing during winter months; the Board of Director's October Strategic Planning Workshop; the Truckee River Fund's grant to the water quality project at Virginia Lake; and, an employee injury following a failure of a pressurized line at one of our treatment plants.

Customer outreach included:

- Two winterization workshops given by our Conservation staff attended by 43 customers.
- A presentation on drought, water supply and conservation given by Bill Hauck to 25 members of the American Association of University Women.

- A presentation on conservation and the water system given by Necie Schlesener to 13 members of a Girl Scout troop.
- A presentation on drought and conservation given by Andy Gebhardt to 16 members of the Reno Kiwanis Club.
- A presentation on water supply and drought operations given by Bill Hauck to 75 people at the Nevada Water Resource Association's Fall Symposium.
- A presentation on water supply and drought given by Bill Hauck to 100 UNR students in a Principles of Ecohydrology class.
- A presentation on the use and application of water demand studies by Shawn Stoddard to 40 members of the Nevada Chapter of the American Statistical Association.
- Four tours of the Chalk Bluff Water Treatment Plant: one given by water treatment plants operators Scott Knecht and Ben Goodrich to 38 students from Excel Christian School; one given by Ben Goodrich to 20 students from Northern Nevada Home Schools; one given by plant operator Tim Flanagan to 4 UNR students; and, one given by supervisor Will Raymond to 12 customers from Cascades of the Sierra Assisted Living.
- One tour of the Verdi Hydroelectric Generation Plan given by Pat Nielson and Brent Eisert to 18 students from the Discovery Museum's Science Camp.

Conservation

During this year's summer irrigation season, Conservation Department activity included:

- Responded to 7,816 water waste calls
- Responded to 1,554 water waste e-mails
- Visited 3,651 actual customers, including giving conservation materials
- Performed 1,739 Revues
- Issued a total of 309 watering variances, with 5 currently active – 3 in Reno, none in Sparks and 2 in Washoe County

All three local government agencies (Reno, Sparks and Washoe County) have applied or will be applying for significant Landscape Retrofit funds. Washoe County has been approved for nearly \$100,000 to retrofit their 9th Street administration complex. City of Reno has been approved for approximately \$80,000 to retrofit their Neil Road complex / Miguel Ribera Park.

Several staff members attended the WaterSmart Innovations Conference – a complete report from that conference is attached.

Customer Calls – October

- 9,809 phone calls handled
- Average handling time of 4 minutes, 32 seconds a call
- Average speed of answer – 35 seconds

Billing – October

- 122,561 bills issued
- 189 (.2%) corrected bills
- 10,245 customers (8.5%) signed up for paperless billing

Service Orders – October

- 8,249 service orders taken
- 4,172 (51%) move-ins / move-outs
- 1084 (13%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 941 (11%) new meter sets and meter/register/ERT exchanges and equipment checks
- 736 (9%) re-read meters
- 521 (6%) zero consumption meter checks
- 323 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 198 (2%) high-bill complaints / audit and water usage review requests
- 60 (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 – October

- 32,433 mailed-in payments
- 25,986 electronic payments
- 21,760 payments via RapidPay (EFT)
- 14,563 one-time bank account payments
- 5,174 credit card payments
- 3,803 store payments
- 2,910 payments via drop box or at front desk

Collections – October

- 15,953 accounts received a late charge
- Mailed 8,955 10-day delinquent notices, 7.4% of accounts
- Mailed 2,245 48-hour delinquent notices, 1.9% of accounts
- 334 accounts eligible for disconnect
- 253 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks)
- 0.14% write-off to revenue

New business / New Construction – October

- 118 active jobs currently in process
- Collected over \$550,000 in new business fees/facility charges

Meter Statistics – Fiscal Year to Date

- 6 meter retrofits completed
- 202 meter exchanges completed
- 516 new business meter sets completed
- 120,084 meters currently installed

WaterSmart Innovations Conference Report

Robert Charpentier, TMWA Communications Specialist
Marci Westlake, TMWA Office Supervisor

More than 1,000 professionals working in a wide range of water-related disciplines gathered to network and share experiences and ideas at the eighth annual WaterSmart Innovations (WSI) Conference and Exposition, held October 7-9 in Las Vegas.

The WSI program included comprehensive professional sessions, panel discussions, pre-conference workshops and a sold-out expo hall. It also featured an opening keynote address by Mary Ann Dickinson, president and CEO of the Alliance for Water Efficiency.

Below is a list of sessions we attended and the key takeaways gained from each. In general, it bears mentioning that most of the conservation strategies and tactics discussed in these sessions are already being implemented by TMWA in some respect.

- **Water Tours Program Transforms Customers into Conservation Ambassadors** ([PDF](#))
 - California's Cucamonga Valley Water District conducts significantly more complex facilities tours than TMWA, including a two day "State Water Project Tour." They also cost significantly more, with tour program budgets ranging from \$5,000 to \$25,000 per tour program. Tours include:
 - Two-Day tours of water system.
 - Day-long tours of water treatment plants.
 - A single treatment plant tour - walks 100 people through the entire treatment process.
 - Legislative tours -- for local legislators.
 - Garden tours -- features about 15 water-savvy landscapes at the homes of local residents who won their landscaping contest.
 - They provide extensive A-Z guides to landscaping improvement.
- Turf Conversion Benefits Relating to Water Conservation ([PDF](#))
- **Double-Down on Outreach: Educating Commercial & Residential in One Hand** ([PDF](#)) **Irvine Ranch Water District**
 - Covers 20% of Orange County - 500,000 customers
 - Water savings goal of 16% district wide
 - Businesses held special events so utility could conduct on-site conservation workshops for employees.
 - Even if you are already saving, there is always something more you can do ...
 - Used water smart reports to analyze water use ...
 - Installed timed shower heads that self shut-off as the time ran out.
 - "RightScape Workshop (see photo) shows landscaping tactics to be more drought efficient
 - Question: What do you say to customers that are already doing a great job saving water?
- **Social Media - The New Rules Of The Road** ([PDF](#))
 - This workshop was surprisingly outdated and presented the issue as though it were this new-fangled thing that most of us had maybe heard of but were probably too afraid to try.
- **Water Matters More: Thought Leadership Through LinkedIn Publish** ([PDF](#))
 - This session covered the use of LinkedIn blogs as a way for subject matter experts to both share information with and interact with other professionals in their field. My estimate is that it

LinkedIn as a communications platform presents a prohibitively-limited communications platform for any of our identified audiences.

- **Trashy Advertising or Public Education-Water Conservation is Smart/Sexy [\(PDF\)](#)**
 - This is an advertising campaign by the San Francisco Power and Water company that uses sexually evocative messaging—playfully—to grab attention and promote the conservation messaging
 - Two months before we aired our ads, they were being played by local media. The edginess of the campaign made it a more attractive story to cover—i.e., the media coverage was more about the tone than the substance of the campaign. My view is that the media coverage was worth whatever negative feedback the tone may have drawn.
 - Ad Slogans/Titles
 - Dirty Hands
 - Jiggle it
 - Doing it -- "replace your old toilets and get paid for 'doing it.'"
 - Satisfied
 - Quickie—make showers a quickie
 - By the end of the year the utility exceeded their 10% goal by 2% for a 12% savings.
 - 2015: because of the residual effect of the messaging in 2014, drought goals were being met much earlier in the year.

- **Taking the Plunge with the 2015 WaterSense H2Otel Challenge [\(PDF\)](#)**
 - “The H2Otel Challenge” was a program run by the EPA to get hotels to improve conservation by challenging hotels to, “Take the pledge to ACT:”
 - Assess
 - Change
 - Track
 - This was an awareness campaign, not a labeling campaign such as the highly successful EnergyStar program. Though it did enjoy the participation of 850 hotels, the EPA did not have the staff or resources to monitor the savings of the participants. I think a program like this could be highly successful if it were a labeling program, as that would give hotels an incentive to participate—something to brag about and market on. A labeling program, however, would have required a great deal more funding than was available.

- **New Media Platforms for Cost-Effective Targeted Conservation Messaging [\(PDF\)](#)**
 - This session focused on the use of YouTube advertising for geo-targeted messaging. Because it is easy to use and control, it may be worth looking into should we need to increase our drought-messaging coverage in 2016.

- **Conservation for Schools: Meeting Goals of Education & Water Savings [\(PDF\)](#)**
 - 9-month project by the Center for Resource Conservation (CRC), working with students at a single, Colorado school.
 - The CRC is a small, non-profit based in Boulder Colorado—though they work throughout the region, largely with youth engagement for energy conservation.
 - For this project, the CRC worked directly with the local water provider—which funded the program.
 - Bottom Line: I think it was a good program but is not sustainable or well suited for autonomous teacher implementation. The key to making a program like this work, is mapping it very precisely to the standards of the school district that is using it and packaging the activities in a way that they can be integrated directly into teacher lesson plans with a minimum amount of hassle. To engage

the teachers, you need to provide useful materials they can use “out of the can” in their classrooms—materials that are compliant with the standards they need to meet and appropriate—to the greatest extent possible—for their grade level.

- **Communicating the Value of Water with the Resources You Have** ([PDF](#))
 - This seminar was interesting in that it outlined many of the tactics TMWA already uses in communicating our drought—and other—messages. One key takeaway-sentiment buried in the subtext of this and other presentations is that the ability to get customers to conserve water is somewhat limited to their good will and conservation ethic. As with energy conservation, pricing is a powerful incentive.
- **Messaging our way from Conservation to #WaterEfficiency** ([PDF](#))
 - A discussion of how to get customers to participate in rebate programs.
- **Using AMI Data to Communicate and Target Water Conservation Efforts** ([PDF](#))
 - Sacramento will not be fully metered until 2020. It had previously been 2025, but they accelerated the program. They are currently only 56% metered.
 - Like many of these sessions, they are just starting to do things we've been doing for years.
 - They have dramatically increased their water watcher staff and run it seven days a week
 - On the second violation they issue a \$50 fine, but it is possible to get the fine waived if you attend a conservation workshop.
 - About 16% of their customers are AMI enabled. They can log in and get hourly data—though there is a one-day lag from when the data is generated to when it is accessible by the customer.
- **Eating the Social Media Elephant: One-Bite Strategies for Success** ([PDF](#))
 - Lots of useful, little nuggets here on improving social engagement. Most of it we already do but there were a couple of tools mentioned that are worth looking into.
- **#WNWwednesday: Building Social Media Presence in Drought Conditions** ([PDF](#))
 - Interesting tips on engaging the community in conservation by having individuals participate in a YouTube campaign in which they talk about the importance of conservation.
 -
- **The Emergence of Computerized Sprinklers: Saving Water with Technology** ([PDF](#))
 - Interesting technology that actually does not overspray beyond the area that is being watered.
 - Everything is managed by a computer program and the spray adjusts according to the shape of the landscape.
- **Best Bang for the Buck; Which Program Cuts Lawn Watering the Most?** ([PDF](#))
 - San Antonio has a unique situation- They have a 2006 Ordinance that requires an Irrigation check-up for large properties and large irrigation users every year.
 - They focus on education and outreach, working closely with industry professionals and property managers. GardenstyleSA.com
- **Cash for Grass - The Evolution Year One** ([PDF](#))
 - This program did not encourage replacing grass for turf as they are trying to change their aesthetics of the community and add native grasses and plants to give the yards a more practical look and reduce the amount of green you see.
 - This would be a very time consuming program and not sure it would be worth all of the efforts that employees would put into it.

- The customer would have to first fill out an application for the “cash for grass” and then employees would have to go and measure and actually see what they have in the area they are requesting to replace. Seemed very frustrated with the overall experience, not sure that it is worth the customer’s or employee’s time. The online application is very extensive and they felt that several people gave up, because it just wasn’t worth their time.

- **Put Your Badge Away: Leak Academy, The Alternative to Water Cops (PDF)**
 - Irving California allocates water for each premises depending on the size and how many are in the home. They have to fill out information regarding how many are in the home and have to prove by birth certificates or other forms of id. This information has to be renewed every year. They also adjust for livestock and that information is verified.
 - They educate customers by going out to their premises and showing them different ways to detect leaks. Giving the customer an information folder after an audit with tips and water wise ideas.
 - They have 4 tiers of water- 1st tier is low volume -\$1.11 per thousand, 2nd tier is Base rate-\$1.62 per thousand, 3rd tier is Inefficient- \$3.92 per thousand and the 4th tier is Wasteful-\$14.53 per thousand.

- **What are the High Efficiency Homes of the Future? (PDF)**
 - Homes of the future will include HET toilets
 - Energy Star Clothes Washers
 - Water Sense Showers
 - Water Sense Faucets for Kitchen and Bath
 - Leak Detection and Control
 - Greywater recycling for toilet flushing
 - Structured hot water systems
 - Real time feedback



STAFF REPORT

TO: Chairman and Board Members
THRU: Kim Mazeres, Director of Customer Relations
FROM: Robert Charpentier, Communications Specialist
 Marlene Olsen, GoodStanding
DATE: November 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. Each tactic has October’s total and also total for the entire campaign (April – October).

Tactics, Tools and Timeline

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

Month of October and totals for entire campaign (April – October)

Main communications:

Advertising ended on Sep. 15	none
TV Weather Segment Sponsorships: several stations voluntarily continued the reminder of watering days and times: (no watering 11-7)	KTVN, KOLO
Digital Advertisings: Campaign over, fall watering and workshops sponsored message	ThisisReno.com
Microsite Website: tmwa.com/save	Total traffic for June-Oct.:8,082 sessions; 7,220 unique sessions; and 16,381 page views

Press Releases: Winterization Workshops—Now is the time to shut down your watering.	Covered by: 1. ThisisReno, KOLO and KTVN—in clip report
Respond to media inquiries, interviews including: Ask the RGJ (When is conservation too much and results in rate hikes), Meter conversion—KOLO, river water levels and drought—KUNR, Leaks-KRNV, and Slice of Nevada on America Matters Radio half hour show on drought, conservation and TROA.	Fielded over 8 (eight) requests for info & interviews—in clips report. Total interviews and requests for April – Sept: 216
Conservation staff information packets and visit cards delivered with educational materials.	Distributed: door hanger packets-66 and visit cards-73. Total for May – Oct.: hanger packets: 3,444 visit cards: 3,651
Conservation staff fielded hotline and email (waste complaints and inquiries)	Hotline calls: 307, Emails: 77. Total for May - Oct: Hotline calls: 7,816, emails: 1554.
Water usage reviews: annual total	1,739 reviews
Presentations to community organizations: Includes two winterization workshops on shutting down sprinkler systems.	15 completed, 474 attendees. Total presentations from April – Oct.: 68
Restaurant tabletop tent cards: distributing to requests and tracking restaurants as we hear that they are participating.	Completed Total restaurants that received tent cards: 245.
Frequently Asked Questions distributed as needed	Completed
Social Media updates: Facebook followers as of 11/5: 1,278. Twitter followers as of 11/5: 1,239	28 Facebook posts, 22 Twitter posts. Total from April – October: 199- Facebook post and 191- Twitter posts.

<p>TMWA Videos Distributed via Social Media:</p> <ul style="list-style-type: none"> • How to Test and Fix a Leaky Toilet • How to Use Your Water Meter to Determine if you Have a Leak • A Day in the Life of a Water Conservation Consultant <p>Understanding TMWA’s Water Resource Management</p>	
<p>Direct mail: Social norms, neighborhood comparison letters. (two versions).</p>	<p>Project ended, now in analysis phase. Letter 1: 3,063 & 3022. Letter 2: 3,051 & 3,033. Letter 3: 3,057 & 3,023. Letter 4: 3,045 & 3,051. Letter 5: 3,051 & 3,002</p>

Supporting:

<p>Bill Insert: Still using drought reserves-top story. Conservation Hero and Winterization Workshops</p>	<p>Completed</p>
<p>Envelope Backer – Winterization</p>	<p>Completed</p>
<p>Bill Message: Cut back on watering</p>	<p>Completed</p>
<p>Board Meeting Update</p>	<p>Completed</p>
<p>TMWA employees – at all employee meetings and <i>from the source</i></p>	<p>Completed</p>

Time to Winterize Your Irrigation System

Workshops offered in October and November.

FREE REGISTRATION



Time to Winterize Your Irrigation System

Workshops offered in October and November.



FREE REGISTRATION



TRUCKEE MEADOWS WATER
AUTHORITY

Quality. Delivered.

OCTOBER



IN THIS ISSUE

- **Keep Up the Good Work in Saving 10%**
- **Truckee River Fund Update**
- **Turf Talk**
- **Winterization Workshops Offered this Fall**
- **Reno Resident is a Conservation Hero**
- **Need a Water Expert?**

TURF TALK

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

➤ As we continue into our fourth year of drought, it's important that you condition your turf to better tolerate our typically dry conditions.

- **TIME TO COOL DOWN:** As the temperatures get cooler, lawn growth will begin to slow. Reducing the run times and number of cycles slowly will help your lawn go dormant for the winter months.
- **WHEN IT IS WINDY:** We have more windy days in the fall. Please do not water the lawn on windy days because much of it will be lost to evaporation or blown onto sidewalks and streets where it does no good.
- **LET YOUR LAWN GO DORMANT:** Now is the time to shut down and drain your sprinkler system. For information on how to do this yourself, sign up for one of TMWA's winterization workshops. Information on dates and times on back.

We're Still Using Our Drought Reserves:

Please Continue to Use Water Responsibly

TMWA is still using drought reserves from its upstream reservoirs to supplement water supplies. That means the water you see flowing in the Truckee River is the community's drought reserves. Even in the fall when everyone is using less water on their landscape, remember that every gallon you conserve will be saved upstream in our reservoirs should we have another poor snow season.

After forecasting water usage against the need to keep our drought reserves as full as possible, a conservation goal of 5,000-acre feet, or over 1.6 billion gallons, of water was established by the TMWA Board for this year. Factoring in the nine percent savings in August, approximately 4,800 acre-feet, or 1.5 billion gallons, of water has been saved by customers through the first four months of TMWA's conservation campaign. With your continued focus on water use at home and at work, we are confident we will exceed the goal some time in September. As expected, the community has really stepped up and done an outstanding job. Thank you!

Please keep up the good work and help us finish strong through the end of this irrigation season. Remember, every gallon you save now can be held in upstream reservoirs and will put us in good shape for next year.

TRUCKEE RIVER FUND UPDATE

The Truckee River Fund is working year round to protect our water quality and watershed. It was established by TMWA in 2005 to protect and enhance the water quality of the Truckee River, our main water source. The Fund researches and finances projects that protect the water quality or water resources of the Truckee River and its watershed, which benefits the community's primary water source and TMWA customers. Every project is required to provide matching grants, thus maximizing the impact of TMWA's contribution. Since its inception, more than \$10.5 million has been approved for distribution from the fund to 126 qualifying projects, with nearly \$18.8 million matched.

Recently funded projects include Johnson Canyon Westside Restoration, Virginia Lake Water Quality Improvements, Cemetery Drain Water Quality, Truckee River Cleanup and Invasive Weed Pull, Invasive Species Prevention and Control, Watershed Initiative, and Rosewood and Third Creeks Invasive Weed Removal. View current and completed TRF projects with our interactive project map, at www.truckeeriverfund.org.

WINTERIZE YOUR IRRIGATION SYSTEM WORKSHOPS THIS FALL

It's not too early to plan for winter. TMWA has scheduled winterization workshops to help you prepare your home for the coming cold weather. Join TMWA's conservation staff and learn how to turn off your sprinkler system and help protect pipes from breaking this winter. The workshops will take place on Wednesday, Oct. 14, Wednesday, Oct. 28, Tuesday, Nov. 10 and Tuesday, Nov. 17. All workshops start at 5:30 p.m. and will be led by TMWA's conservation staff at our main office, located at 1355 Capital Blvd. in Reno. To RSVP, please e-mail conservation@tmwa.com or call **834-8005**.

CONSERVATION CHAMPION: RENO RESIDENT SAVES MORE THAN 20 PERCENT

One of our longtime Reno residents appreciates the excellent quality of life here in the Truckee Meadows and is more than interested in keeping it that way. That is why she is doing everything she can to save water. Nancy Eklof, who lives in Old Southwest Reno, says that she is not doing anything complicated or hard. "I'm just very cognizant of the water I use every day," she said. That includes turning down the run times on her sprinkler system by about one-third. She's noticed that the landscaping might be surviving even better than when she was using more water. She also has been loading up the dishwasher and clothes washer and only running them with full loads.



Her water bills show she has saved at least 20 percent each month since May, when TMWA started asking for a voluntary 10 percent reduction in water use. Saving water also pays off in the wallet, as she has saved at least \$20 on each bill this summer. So, the conservation effort has been very easy. "I care about the community, the Truckee River and Lake Tahoe. Whatever I can do to help is worth the great quality of life we have here," she added. For ten ways to save 10 percent visit: www.tmwa.com/save.

NEED A WATER EXPERT? TMWA SPEAKERS ARE AVAILABLE

Presentations and speakers are available to local clubs and organizations interested in learning more about local water topics. Our speakers are prepared to address community groups and organizations large and small.

Topics include responsible water use, drought planning, water supply, our water system, water quality and many others. If you are interested in booking a speaker, please call the Community Communications Hotline at **(775) 834-8290** or submit a request online at tmwa.com/news/presentation.

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

Standing Advisory Committee
November 3 at 3 p.m.

Workshop: Winterize Your Irrigation System (see above)
October 14 and 18
November 10 and 17

Veterans Day Holiday
November 11 (offices closed)

Board of Directors Meeting
November 18 at 10 a.m.

Thanksgiving Holiday
November 26 & 27 (offices closed)

Locations and details on all workshops and meetings are found here: tmwa.com/news/events-calendar



October 30768-I-0059 2015



www.tmwa.com



Visit www.tmwa.com for winterization tips that will help protect your home from frozen pipes and possibly save you hundreds of dollars in repair costs and water bills.

30768-E-0045 October





STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier, TMWA Communications Specialist
DATE: November 6, 2015
SUBJECT: Web & Social Media Overview for YTD 2015

Web & Social Media Overview – YTD 2015

Highlights

- **Website Overview – YTD 2015:** Visitor numbers have increased 26% over the same period last year. Pageviews also jumped 26% from 521,895 to 655,673 in the first ten months of the year.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (21%), and tablet access (28%) but mobile phone use far outpaced both with an increase of 58% over 2014. Mobile devices now account for 31% of tmwa.com’s total visitors.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 160% and 20% respectively since the end of October, 2014.

tmwa.com — Website Traffic Review – YTD 2015

Traffic to the tmwa.com website in the first nine months of the calendar year has grown 29%, from 313,997 visitors in 2014 to 403,745 in 2015. Jan-October 2015 saw 29% more pageviews than the same period in 2014. The average visit duration was 1.25 minutes, with the majority of visitors focused on employment, payment options, contact information, and our Assigned-Day Watering page.

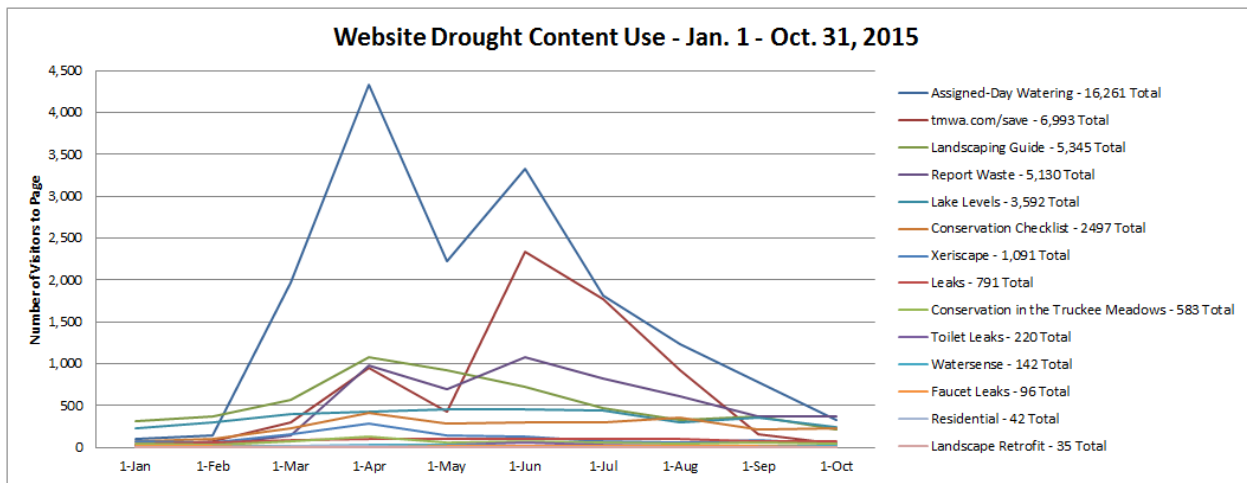
Year	Visitors	New	Returning	Pages/Visit	Avg. Visit Duration	Bounce Rate
2014	313,997	47.7%	53.2%	1.66	1:40 min	34.34%
2015	403,745	48.2%	51.8%	1.62	1:25 min	29.94%

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.

Rank	Page	Pageviews	Change
1	Homepage	292,272	+28%
2	Employment	44,409	+19%
3	Residential/Payment Options	39,412	+6%
4	Contact Us	20,471	-19%
5	Assigned-Day Watering	16,311	+59%

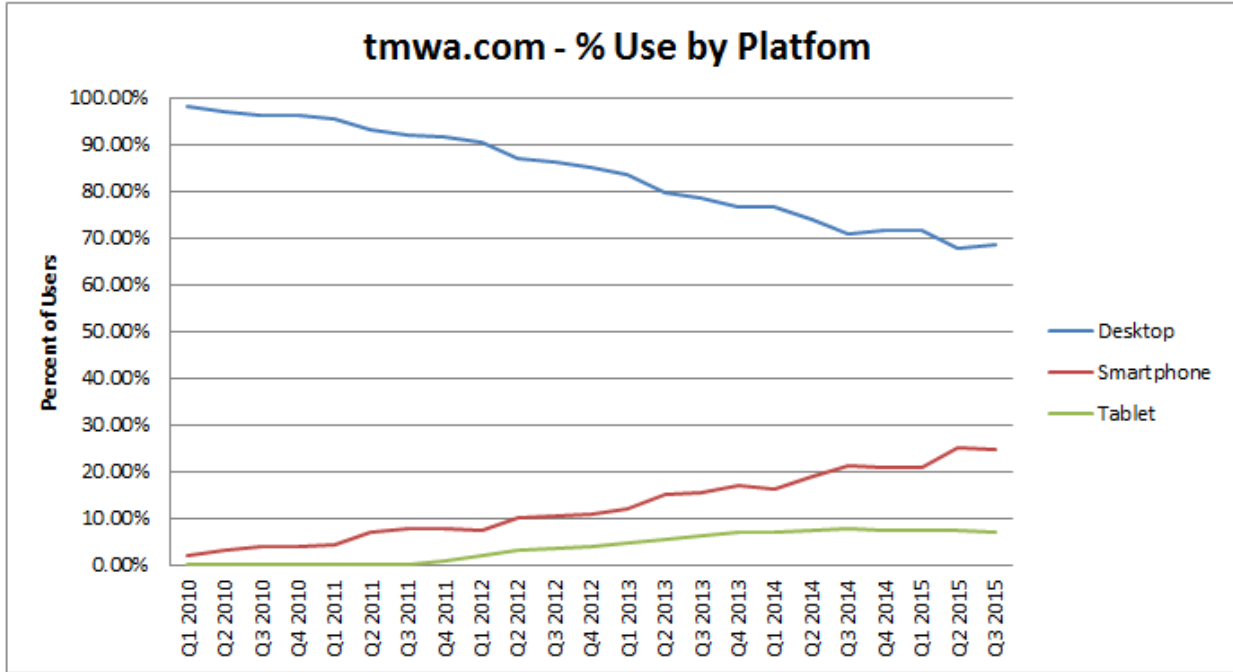
Performance of Drought-Related Content (YTD 2015)



Growth by Platform 2015 vs. 2014:

Desktop Users	+21%
Mobile Phone	+58%
Tablet Use	+28%

The chart below shows a quarterly breakdown of platform-use trends since Jan 1, 2010. Smartphone access to tmwa.com now accounts for a full 25% of user sessions while desktop sessions fell under 70% for the first time in Q2 of 2015. Tablet use, though increasing slightly, has more or less leveled off since Q3 of 2013. This trend may be attributable to users opting for larger smartphones rather than tablets.



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

		403,745 % of Total: 100.00% (403,745)
<input type="checkbox"/>	1. (direct) / (none)	172,609 (42.75%)
<input type="checkbox"/>	2. google / organic	137,252 (33.99%)
<input type="checkbox"/>	3. yahoo / organic	21,014 (5.20%)
<input type="checkbox"/>	4. bing / organic	19,335 (4.79%)
<input type="checkbox"/>	5. reno.gov / referral	13,918 (3.45%)
<input type="checkbox"/>	6. tmwa.com / referral	9,317 (2.31%)
<input type="checkbox"/>	7. indeed.com / referral	4,759 (1.18%)
<input type="checkbox"/>	8. jobs.tmwa.com / referral	2,241 (0.56%)
<input type="checkbox"/>	9. bing.com / referral	1,852 (0.46%)
<input type="checkbox"/>	10. 4webmasters.org / referral	1,681 (0.42%)

TMWA Social Media



Currently TMWA has **1,239 Twitter followers** and **1,278 Facebook followers**. 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.

“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:
- 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 November 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		7,285.20 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 80.87 AF	
Adjustments	0.00 AF	
Ending Balance		7,204.33 AF
Price per acre foot at report date:		\$7,520

WATER SERVICE AREA ANNEXATIONS

No annexations to report.