



TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: January 7, 2011
SUBJECT: **General Manager's Report**

Attached please find the written reports from the Management team including the Operations Report (*Attachment A*), the Customer Service Report (*Attachment B*), the Water Resource and the Annexation Activity Report (*Attachment C*) and the web usage report (*Attachment D*).

Also included in your agenda packet are press clippings from December 9, 2010 through January 10, 2011.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
DATE: January 10, 2011
SUBJECT: **Operations Report for 1/19/11 Board Meeting**

Water Supply (by Bill Hauck)

Truckee River Flows - As of this report date Truckee River flows at the CA/NV state line were 294 cubic feet per second (cfs). The required Floriston Rate for this time of the year is 300 cfs.

Reservoir Storage - Currently, the elevation of Lake Tahoe is 6224.54' which equates to a storage volume of approximately 189,500 acre-feet (AF) or 25% of maximum capacity. Boca Reservoir currently has about 19,100 acre-feet of water in storage, or 47% its maximum capacity. Of this, approximately 9,000 AF is Floriston Rate water. Combined Floriston Rate water storage is approximately 199,000 AF or 25% of maximum capacity. Independence Lake is 82% full and Donner Lake is 41% full. Both reservoirs are now down to their respective wintertime operating elevations. Additionally, TMWA currently has 9,000 acre-feet in storage between Boca and Stampede reservoirs under the terms of the Interim Storage Contract.

Snowpack - Snowpack stands at 173% of average in the Truckee River Basin and 193% of average in the Lake Tahoe Basin, respectively. With a snowpack and underlying soil moisture conditions almost twice the norm, we are definitely off to a phenomenal start as far as our water supply for next year is concerned. However, these La Nina patterns, which can bring us so much mountain snow early on in the season, typically tend to fizzle out later in the winter, so we'll just have to wait and see exactly how this snowpack season ends up. We are definitely going to need more snow between now and the first of April to end the season on a strong note. However, based on where we are right now statistics tell us that we could end the season with an above average snowpack, which is welcome news indeed.

River Flows and Supply Outlook - Lake Tahoe has come up almost a foot as a result of all the precipitation we have experienced over the last two months. River flows are expected to be more than sufficient enough to keep the hydro plants on-line and meet TMWA's M&I needs over the coming winter months. In fact, based on preliminary runoff model runs we will very likely have normal Truckee River flows for the rest of 2011 and into the following year, as all Truckee River reservoirs are currently expected to fill this spring. Projections for Lake Tahoe

show a likely rise of another 3.0 feet which would put the elevation approximately 1.5 feet from its maximum elevation of 6229.10'. *These projections and model runs assume a normal winter from this point forward.* If the La Nina weather pattern begins to dry up and we don't get the storms we need between now and April the forecast will definitely turn dryer. If on the other hand, we continue to see these wet winter storms over the next couple of months the forecast could even improve.

Water Production - Water demands averaged 32 MGD last week reflecting normal wintertime lows. The Chalk Bluff Plant fed by the Highland Canal is the sole source of supply for our customers right now (100% surface water). We were able to keep the canal in service through the recent cold snap due to facility improvements completed in the last few years and also due to hard work by our Operations personnel. We continue to recharge at several key well sites throughout the Truckee Meadows and Lemmon Valley area.

For the calendar year ending December 31, 2010 consumption was 96.2% as compared to 2009. This is the third consecutive year-over-year decrease in annual consumption; however, the rate of decrease has slowed considerably as compared to two years ago.

Hydro Production - Average Truckee River flows at Farad were 525 cubic feet per second for the month of December. The Fleish Power Plant was taken off-line in mid-November for flume maintenance and did not operate during the month of December. The combination of low river flows and extreme cold that began around Thanksgiving produced severe icing that lingered into the first few days of December. For a short period of time, TMWA requested and received an additional 130 cfs release from Boca Reservoir to help prevent the buildup of ice and allow the hydropower plants to continue generating through the cold snap. Several warmer storm systems soon followed which allowed generation to continue throughout the remainder of the month. Total hydro revenue for the month of December was \$161,857 or an average of \$5,221/day. Generation at the Verdi Plant averaged \$2,963/day and Washoe \$2,258/day. Unless icing problems return, the generation outlook for the foreseeable future is good. The flow in the Truckee River over the next couple of months should be sufficient enough to keep generating at all hydropower plants until the spring runoff season begins.



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: January 7, 2010
SUBJECT: **Customer Service Update**

The following bullet points are a summary of activity since the December Board meeting.

Ombudsman

There were two calls to the Ombudsman in December. They included: a person from the EPA who had lost the phone number of the employee she needed to contact; and, a customer who not only had been taken care of before Joanne called him back but who was *absolutely thrilled* at the service that had been provided to him by the Call Center Representative who answered his questions.

Communications

During the past month there were media articles and stories on: snowpack and water supply; the water main leak at Prater Way and Sparks Boulevard on Christmas Eve and Christmas; recruitment for Standing Advisory Committee (SAC) members; TMWA's water-efficient landscape guide; the Truckee River Fund's support of river clean-up and wrapping trees to prevent damage from beavers; the success of going from two to three days a week for assigned-day watering; future consolidation of TMWA and WCDWR, in the context of other consolidation discussions; the possible combining of of RTC, RPGB and WRWC; and, a TMWA construction railroad crossing in West Reno that may be able to be eliminated.

Staff made several presentations, including Mark Foree to Reno Sunrise Rotary and Scott Knecht (Water Treatment Plant Operator) to an environmental class at Fernley High School. In addition, Steve Volk was a debate team judge at Reno High School.

Customer Calls – December

- 8,253 phone calls handled
- Average handling time of 4 minutes, 33 seconds a call
- Average speed of answer – 22 seconds

Billing – December

- 93,672 bills issued
- 410 (.4%) corrected bills

Service Orders – December

- 6,335 service orders taken
- 2,885 (46%) move-ins / move-outs
- 781 (12%) zero consumption meter checks
- 669 (11%) cut-out-for-non-payment and cut-in after receiving payments, including deposits
- 523 (8%) new meter sets and meter/register/ERT exchanges and equipment checks
- 361 (6%) re-read meters
- 263 (4%) high-bill complaints / audit and water usage review requests
- 234 (4%) 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
- 193 (3%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, etc.
- 140 (2%) 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 – December

- 38,712 mail-in payments
- 16,633 electronically via Check-Free
- 10,590 payments via RapidPay (EFT)
- 7,194 one-time bank account payments
- 4,707 store payments
- 4,341 payments via drop box or at front desk
- 1,360 credit card payments

Collections – December

- 16,617 accounts received a late charge
- Mailed 7,593 10-day delinquent notices, 8.2% of accounts
- Mailed 1,627 48-hour delinquent notices, 1.8% of accounts
- 285 accounts eligible for disconnect
- 231 accounts actually disconnected
- .49% write-off to revenue

New business / New Construction – December

- 36 active jobs currently in process
- Over \$27,000 in new business fees/facility charges collected

Meter Statistics – 2011 Fiscal Year

- 118 meter retrofits completed
- 78 meter exchanges completed
- 142 new business meter sets completed
- 93,005 total meters installed (billing and non-billing)
- 6,811 total non-billing meters currently installed
- 556 meters yet to be installed on flat-rate accounts



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Director Natural Resources-Planning & Management
DATE: 3 January 2011
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		5,913.31 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales of will-serves	0.00 AF	
Adjustment	0.00 AF	
Ending Balance		5,913.31 AF

Price per acre foot at report date: \$11,750

ANNEXATIONS

No annexations in the reporting period.



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Donna Rennea Smit, Web Team Strategy member
DATE: January 7, 2010
SUBJECT: **December 2010 Web Report-www.tmwa.com**

The TMWA Web Team is focusing its efforts in 2010 on the user interface, navigation, and ways to help customers access the most accurate information. This includes reducing costs and finding better efficiencies that utilize the website for day-to-day activities.

The performance measures listed below estimate approximately 12,330 visits to the website in December 2010. The total visits for the entire year was 162,750.

Major initiatives the TMWA Web Team updated or consolidated in December 2010 are as follows:

- TMWA has 232 Twitter followers and 111 Facebook fans. Link statistics indicate hits on Christmas Eve main break, public comment, and SAC releases.
- The “Contact Us” page has been revamped to allow users to find departments and contacts easier in a table format and continues to be in the top ten pages.
- The quality delivered newsletter continues to get more hits each month with 99 views. The newsletter is the current monthly a bill insert sent to TMWA customers.
- The tmwastorage.com page was visited over 800 times which is a direct result from the many storms the Truckee Meadows experienced in December.
- The “Doing Business with TMWA” page had over 1200 visits section and continues to lead the pack as one of the main pages to visit. Customers can view recent bids, awarded bids and procedures.
- The www.tmwa.com will replace the old url of www.tmh2o.com in the next coming months.

	Web Site Section	December 2010 Visits	Comments
1	About TMWA	4900	Includes Meeting Center activity
2	Customer services	4850	Includes traffic to My Account
3	Your Water	1600	Includes Water Resource Plan information and download
4	Conservation	450	Includes report water waste form
5	News & Events	530	Includes calendar, public meetings

	Web Page	December 2010 Visits	Comments
1	Combined Customer Services and Residential Customers landing pages	4100	Includes new construction, rules and rates, terminating service, meters and conversion, winterization, access your account, construction standards, Includes traffic to My Account, payment options, paperless billing, bill store payment locations, bill info
2	Contact Us	1920	Customer contacts, Board members, careers, meeting center, emergency numbers, FAQ's
3	Doing Business with TMWA	1050	Bidding information for external customers
4	Combined Water System, Water Quality, River Flows & Storage	730	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map
5	Careers	610	Employment

Top content Trends for www.tmwa.com						
Month	Customer Services	About TMWA	Your Water	Conservation	News & Events	Total
January	5100	3800	900	40	400	10240
February	4300	3200	1100	250	410	9260
March	5700	5000	1640	1670	510	14520
April	6150	5900	1850	1650	800	16350
May	6250	4350	2800	1850	800	16050
June	6450	5400	2650	1850	700	17050
July	6000	3650	2800	1230	550	14230
August	6100	5250	2260	630	530	14770
September	5450	4850	1600	350	450	12700
October	5370	3400	1700	500	2050	13020
November	4850	4900	1560	540	380	12230
December	4850	4900	1600	450	530	12330
Total	66570	54600	22460	11010	8110	162750

