



TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: March 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 reports for January and February, 2011 (*Attachment D*).

As you know, the inaccurate water quality report from the Environmental Working Group (EWG) surfaced again early last month when a reporter from AOLfinance.com accessed the old, inaccurate report from EWG's website. You will recall that over a year ago when TMWA reviewed the data that EWG used we found that 35% of the data was inaccurate; including reporting untreated water test data as water delivered to customers. At that time we contacted EWG and submitted corrected data and they said they would use the corrected data to modify their report. When this did not happen, we sent them a certified letter in August, again transmitting the corrected data and asking them to follow through with their commitment to modify their report. Unfortunately the report was never modified. After the report resurfaced last month, Paul Miller and I did numerous television, radio and print media interviews to again set the record straight about TMWA's water quality. TMWA gets about 90% of our water supply from Lake Tahoe and the Truckee River system and it is an outstanding source of water. All of TMWA's sources of supply meet all federal EPA and state drinking water standards and in fact we have never had a violation of any drinking water standard in our nearly 10 years of existence. EWG now states that they plan to use corrected data supplied by water utilities to modify/update their report in the near future.

The snow pack in the Tahoe Basin and Truckee Basin is 144% and 126% of average, respectively as of March 6.

I'm also attaching the following correspondence from our customers

- Kudos from a flat rate customer (*Attachment E*)
- Tell the Board Submission on xeriscaping incentives (*Attachment F*)

Also included in your agenda packet are press clippings from January 11, 2011 through March 9, 2011.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Bill Hauck, Senior Hydrologist
DATE: March 6, 2011
SUBJECT: Operations Report for March 16, 2011 Board Meeting

Water Supply

Truckee River Flows - As of this report date Truckee River flows at the CA/NV state line were 375 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 6225.00' which equates to a storage volume of approximately 243,000 acre-feet (AF) or 33% of maximum capacity. Boca Reservoir currently has about 22,300 acre-feet of water in storage, or 55% its maximum capacity. Of this, approximately 21,500 AF is Floriston Rate water. Combined Floriston Rate water storage is approximately 265,000 AF or 34% of maximum capacity. Independence Lake is 79% full and Donner Lake is 41% full. Both reservoirs are still at their respective wintertime operating elevations. Additionally, TMWA currently has 8,960 acre-feet in storage between Boca and Stampede reservoirs under the terms of the Interim Storage Contract.

Snowpack - The regional water supply outlook for 2011 is looking great so far. Snowpack at the beginning of the year was about 200% of average. Then the Northern California region experienced an extremely dry January and start to the month of February. But since then we have seen some really good winter storms and have been able to maintain our above average snowpack numbers. Snowpack stands at 126% of average in the Truckee River Basin and 144% of average in the Lake Tahoe Basin, respectively. The meteorological outlook over the next month is showing cooler than normal temperatures and above average precipitation for our region which is good news. This should help to maintain, and even possibly improve, our water supply position for this next year.

River Flows and Supply Outlook – The streamflow runoff forecast and overall supply outlook are much improved compared to the last four dry years. Lake Tahoe is now at elevation 6225.00' (two feet above the natural rim of the lake) due to significant rain and snowfall this season. Tahoe is now actually higher than it has been in almost 3 years (since July 2008) and the snowmelt season has yet to begin. The lake has risen over a foot and a half since its low point this past year on October 22nd at 6223.46'. The streamflow runoff projections are quite promising as well. At this time, all Truckee River reservoirs are expected to fill this spring, including Stampede Reservoir. Projections for Lake Tahoe show a probable rise of at least

another two feet which would put the elevation at approximately 6227.00 feet (about 2 feet from full, which is about four feet above the rim). *These projections and model runs assume a normal winter from this point forward.* If the weather pattern over next month continues to stay wetter and cooler than normal, than this projection is likely conservative and the lake would fill even more.

Water Production - Water demands averaged 30 million gallons a day (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). The Highland Canal has been in-service for the entire winter, a significant savings over paying the power costs to run the Orr Ditch Pump Station. We continue to recharge at several key well sites throughout the Truckee Meadows and Lemmon Valley area. Water consumption for the year to date is 99% of 2010.

Hydro Production - Average Truckee River flows at Farad were 321 cubic feet per second for the month of February. Reduced river flows, icing problems and scheduled maintenance activities last month impacted generation numbers. During the last five days of February TMWA requested and received an additional 100 cfs release from Boca Reservoir to help prevent the buildup of ice and allow the hydropower plants to continue generating through another cold snap. Total hydro revenue for the month of February was \$194,000 or an average of \$6,929/day. Generation at the Verdi Plant averaged \$2,270/day, Washoe \$1,514/day, and Fleish \$3,146/day. The generation outlook for the foreseeable future is very good. Truckee River flows will only increase from this point forward and will not drop below 500 cfs until later next fall.



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: March 8, 2011
SUBJECT: **Customer Service Update**

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

Ombudsman

There were two calls to the Ombudsman in January and two in February. They included: a customer who we have placed multiple calls to but has not called us back; a high bill complaint that we were able to handle to the customer's satisfaction; a customer who had been cut-out-for-non-payment who believed it was taking too long to get her water turned back on after her payment, but she never returned the Ombudsman's call; and, a customer who was on automatic payment whose bank account had been compromised and needed to inform us.

Communications

During the past two months there were media articles and stories on: water supply and snowpack; water quality, including many stories on the re-surfacing of EWG's inaccurate report on Reno's water, as well as a Your Turn column from General Manager Mark Foree; winter tree care; TMWA's participation in the Salvation Army's Angel Tree Program this past holiday season; TMWA's Voluntary Severance Program; and, the Truckee River Bikeway. As an follow-up to the great fact-checker story, where a 4th grade class refuted EWG's findings on our water quality, General Manager Foree invited the class for a tour of the Chalk Bluff Water Treatment Plant, which they will take in April.

Staff made several presentations and tours, including: a presentation by Mark Foree to 150 members of the Nevada Water Resources Association (NWRA) on TMWA water resources and drought planning; a presentation to 16 Classic Residence retirees on water supply; tours of the Chalk Bluff Water Treatment Plant to a UNR class, 40 home-schooled students and parents, Standing Advisory Committee members, and a handful of customers; a tour of TMWA's water supply and diversion structures along the Truckee River for 35 members of the NWRA; and, a tour of the recently completed Glendale Diversion Structure and Glendale Water Treatment Plant for 50 members of the NWRA.

In addition, Water Treatment Plant Operator Scott Knecht judged the “Awesome Aquifers” section of the Science Olympiad, and he is also assisting several Dilworth students with their project for the state meet; I am participating as an advisory member of O’Brien Middle School’s STEM Academy; and, TMWA employees collected 43 old cellular phones to ship off to a recycling program that in turn provides soldiers with calling cards and communications devices to call home.

Conservation

Conservation staff has been working proactively with flat-rate customers experiencing high usage during the winter months, as they are deeply committed to ensuring all TMWA customers use water responsibly. While most of our educational programs focus on eliminating water waste due to outdoor watering, winter is the best time of year to target other leaks as irrigation systems are off and indoor water use is isolated. The average metered household uses less than 6,000 gallons per month. Flat rate customers frequently experience usage that is more than 10 times the metered average in the wintertime. Because they pay the same monthly amount for their water bill regardless of how much they use, many of these customers don't notice the fluctuations in their water usage even though it is printed on their bills.

Staff notifies these flat rate customers of possible leaks. **Over the last two months, they have proactively visited 70 flat rate residences with higher than average usage; 48 of those residences had leaks detected, totaling nearly 2 million gallons of water leaked per month.** The majority of flat-rate customers who were contacted were simply unaware their usage was above average and were appreciative of our help. In some cases, properties are vacant. Flat rate customers are encouraged to watch their bills after repairing leaks and convert to metered billing if they choose.

Customer Calls – January & February

- 14,922 phone calls handled
- Average handling time of 4 minutes, 46 seconds a call
- Average speed of answer – 26 seconds

Billing – January & February

- 187,324 bills issued
- 692 (.4%) corrected bills

Service Orders – January & February

- 12,578 service orders taken
- 6,185 (49%) move-ins / move-outs
- 1,791 (14%) zero consumption meter checks
- 1,312 (10%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 555 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, etc.
- 544 (4%) new meter sets and meter/register/ERT exchanges and equipment checks
- 477 (4%) re-read meters

- 433 (3%) 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
- 325 (3%) various collection actions, including hanging 48-hour notices for elderly and disabled customers, returned mail and/or unpaid deposits, and handling of additional deposits
- 314 (3%) high-bill complaints / audit and water usage review requests

Remittance – January & February

- 70,598 mail-in payments
- 30,751 electronically via Check-Free
- 20,895 payments via RapidPay (EFT)
- 13,588 one-time bank account payments
- 9,645 store payments
- 7,610 payments via drop box or at front desk
- 2,443 credit card payments

Collections – January

- 26,129 accounts received a late charge
- Mailed 11,960 10-day delinquent notices, 6.5% of accounts
- Mailed 2,227 48-hour delinquent notices, 1.2% of accounts
- 375 accounts eligible for disconnect
- 397 accounts actually disconnected (includes accounts that were re-disconnected after paying with a bad check)
- .37% write-off to revenue

New business / New Construction – January & February

- 32 active jobs currently in process
- Over \$170,000 in new business fees/facility charges collected

Meter Statistics – 2011 Fiscal Year

- 187 meter retrofits completed
- 93 meter exchanges completed
- 182 new business meter sets completed
- 93,136 total meters installed (billing and non-billing)
- 6,564 total non-billing meters currently installed
- 487 meters yet to be installed on flat-rate accounts



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Dir. Natural Resources-Planning & Management
DATE: 7 March 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: February 8, 2011
SUBJECT: **January 2011 Web Report-www.tmwa.com**

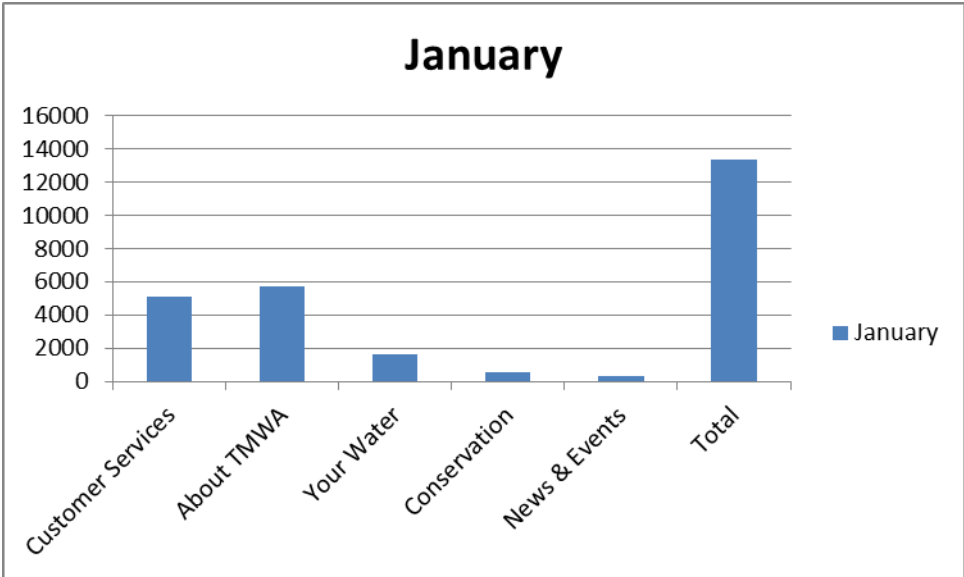
The TMWA Web Team is continuing to focus its efforts in 2011 on the user interface, navigation, and ways to help customers access the most accurate information. This includes reducing costs and finding better efficiencies that utilize the website for day-to-day activities.

The performance measures listed below estimate approximately 13,375 visits to the website in January 2011.

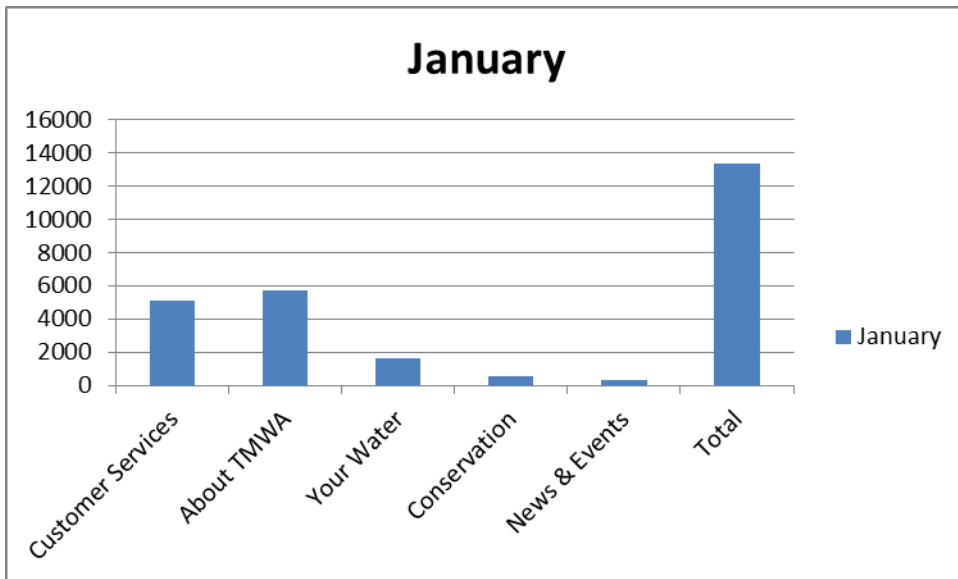
Major initiatives the TMWA Web Team updated in January 2011 are as follows:

- TMWA continues to migrate more of the content management responsibility internally to minimize external costs and utilize existing personnel.
- TMWA is developing a “green” area on the website to showcase the hydro’s, mogul bypass, solar and other renewable energy initiatives.
- TMWA has 253 Twitter followers and 122 Facebook fans. Link statistics indicate the majority of tweets were on the EWG story, water quality report, and SAC releases.
- Board meetings are downloadable from the website and are now being tracked indicating 39 external viewers of the January 19, 2011 Board meeting. These statistics are included in this package and TMWA will update as a line item in the future.
- Migration continues of the www.tmwa.com which will replace the old url of www.tmh2o.com in the next coming months.

	Web Site Section	January 2011 Visits	Comments
1	About TMWA	5700	Includes Meeting Center activity
2	Customer services	5100	Includes traffic to My Account
3	Your Water	1650	Includes Water Resource Plan information and download
4	News & Events	350	Includes calendar, public meetings
5	Conservation	575	Includes calendar, public meetings Includes report water waste form



	Web Page	January 2011 Visits	Comments
1	Combined Customer Services and Residential Customers landing pages	4200	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	2450	Customer contacts, Board members, careers, meeting center, emergency numbers, FAQ's
3	Careers	1100	Employment
4	Combined Water System, Water Quality, River Flows & Storage	840	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map
5	Doing Business with TMWA	805	Bidding information for external customers

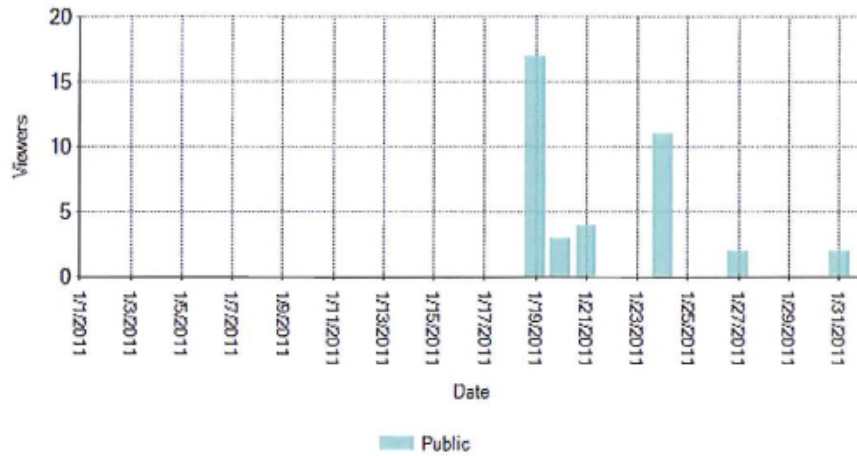




Total Viewers Report

Views of selected clips from Truckee Meadows Water Authority from 1/1/2011 to 1/31/2011 viewed by public viewers only.

Total results from date range: 39



Total



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Donna Rennea Smit, Web Team Member
DATE: March 8, 2011
SUBJECT: **February 2011 Web Report-www.tmwa.com**

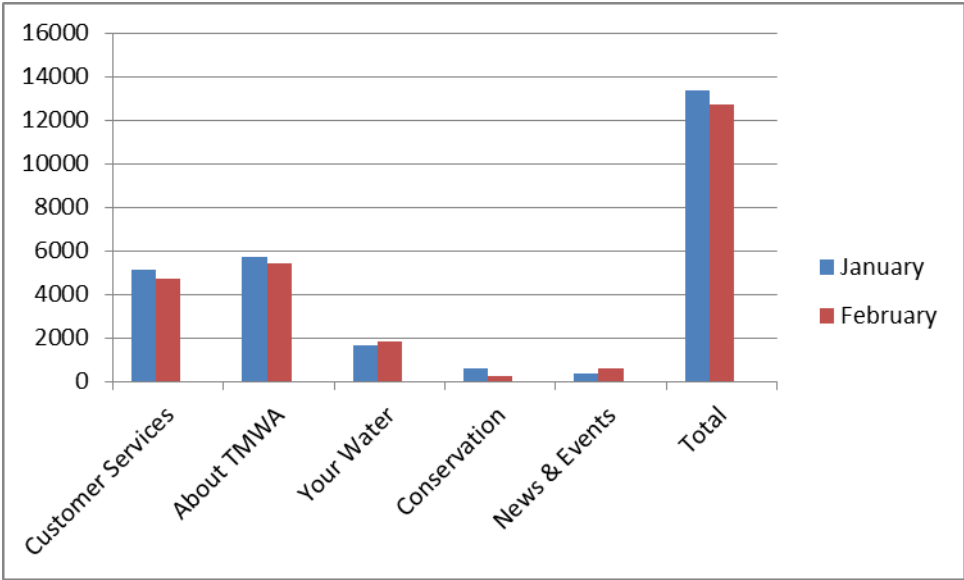
The TMWA Web Team is continuing to focus its efforts in 2011 on the user interface, navigation, and ways to help customers access the most accurate information. This includes reducing costs and finding better efficiencies that utilize the website for day-to-day activities.

The performance measures listed below estimate approximately 12,720 visits to the website in February 2011.

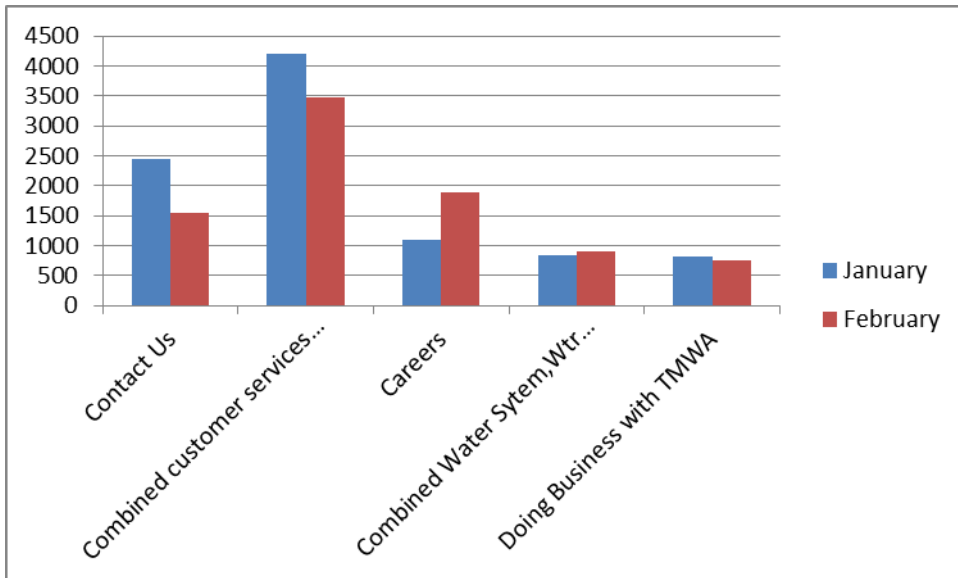
Major initiatives the TMWA Web Team updated in February 2011 are as follows:

- The major initiative currently impacting the website is pursuing the possible use of “Wordpress” which is web software that is free and will allow content contributors more flexibility. The upcoming web stats and trends may be affected when the web team migrates the entire website.
- Migration continues of www.tmwa.com which will replace the old URL of www.tmh2o.com through the next coming months.
- TMWA continues to migrate more of the content management responsibility internally to minimize external costs and utilize existing personnel.
- TMWA is developing a “green” area on the website to showcase the hydroelectric plants, mogul bypass, solar and other renewable energy initiatives.
- TMWA has 265 Twitter followers and 125 Facebook fans. Link statistics indicate the majority of tweets were on the EWG story, and water filtration systems.

	Web Site Section	February 2011 Visits	Comments
1	About TMWA	5400	Includes Meeting Center activity
2	Customer services	4700	Includes traffic to My Account
3	Your Water	1800	Includes Water Resource Plan information and download
4	News & Events	590	Includes calendar, public meetings
5	Conservation	230	Includes calendar, public meetings Includes report water waste form



	Web Page	February 2011 Visits	Comments
1	Combined Customer Services and Residential Customers landing pages	3470	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	1540	Customer contacts, Board members, meeting center, emergency numbers, FAQ's
3	Careers	1880	Employment and About Us
4	Combined Water System, Water Quality, River Flows & Storage	900	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map
5	Doing Business with TMWA	750	Bidding information for external customers



From: TGJMSTEW@aol.com [mailto:TGJMSTEW@aol.com]
Sent: Wednesday, February 16, 2011 5:20 PM
To: tmwaboard@tmwa.net
Subject: kudos

Greetings,

I am a TMWA customer who has lived in Reno for over 40 years.

I recently was notified that I was using an unusual amount of water at my residence, and received a notice to call the office.

After speaking a few times with Ms. Laura Richards, who was extremely knowledgeable and diplomatic, a home visit was scheduled for investigation into the problem.

The team that arrived was not only timely, and courteous, they also quickly found the problem, and my husband and I were thrilled. Nysee, Carl, and Paul are a valuable asset to your company, and in this day of little funding, and little integrity, I for one would like to thank them for a job well done.

My leak will be fixed in the next few days, and thanks to the persistence of Laura Richards, and the quality of work by Nysee, Carl, and Paul many gallons of precious water daily will be spared from waste.

Kudos TMWA! You truly stand behind your mission.

Sincerely,
Gayle and Tom Stewart

[Type text]

Hello Lora,

My largest of apologies for the late reply, as I'm just now getting to the bottom of a large heap of emails that covered me over the holidays.

Thank you for your notes on the tier usage rates. I look forward to also checking out your guide on Xeriscaping in the area. It seems to be a valuable resource moving into planning stages for my front yard. I'll also pass it along to others that are moving in that direction.

I'd love for you to pass along my request to your board for an increase in rates, using the extra money as subsidy incentives for those that xeriscape their property. Please feel free to contact me if the board would like ideas on how that might be actualized.

Thanks again for reaching out,
Cary

On Tue, Dec 14, 2010 at 1:54 PM, Richards, Lora <lrichards@tmwa.net> wrote:
Dear Cary,

Thank you for contacting Truckee Meadows Water Authority. We appreciate your interest in conservation, xeriscaping and water rates.

You are correct that we use far more water in our region during the summer months when we water outdoors than during the winter months. We have numerous outreach efforts and educational materials that promote responsible water use. Have you seen our Water-efficient Landscape Guide?
www.tmwalandscapeguide.com

As you are aware, our water rates are designed to promote conservation through tiered usage charges: the more a customer uses, the higher the cost per unit (1,000 gallons). The best explanation of how we set water rates can be found in our [Water Topic Paper on Rates](#).

Our [Board of Directors](#) is ultimately responsible for setting our policies and direction on rates. Would you like me to forward your comments to them for consideration at their next meeting?

Sincerely,
Lora Rose Richards
* * * * *

-----Original Message-----
From: Tell the Board [<mailto:cdcrites@gmail.com>]
Sent: Wednesday, December 08, 2010 12:15 PM

[Type text]

To: Olsen, Marlene; Richards, Lora
Subject: Tell the Board Submission

Name: Cary Crites
Email: cdcrites@gmail.com

Comments: Thank you for your great work TMWA.

Being in a water-stricken area such as we are, I'd like to offer my support of a water-saving solution that you've probably already considered... creating significant xeriscaping incentives from raising the price of water in our area.

Recently having purchased a home, I have come to realize that our rates are ridiculously low, even for large-scale use of water.

Since landscaping is the #1 consumer of water, and not quite the necessity as showers and drinking water, I ask you to consider raising the rate of water to help curb excessive water use, and encourage responsible landscaping in our water-sensitive area.

Please feel free to contact me if you'd like additional ideas on how this could look. Thanks!

--

Cary D. Crites
775-742-6982

[Type text]