



**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** September 13, 2011  
**SUBJECT:** **General Manager's Report**

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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 June, July and August, 2011 (*Attachment D*).

Also included in your agenda packet are press clippings from July 5, 2011 through September 13, 2011.

I would like to highlight a very impressive TMWA accomplishment. For FY 2011, TMWA generated more power from its renewable energy sources (primarily hydro) than we consumed in our entire operations. TMWA generated 45,921,238 kwh of power from renewable energy sources and consumed 43,481,862 kwh. For a very power intensive industry, this is outstanding and I would like to commend TMWA's hydro operations staff, our treatment and distribution operations staff and our engineering staff for making this happen.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes  
**DATE:** September 8, 2011  
**SUBJECT:** **Operations Report for September 2011 Board Meeting**

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### (A) Water Supply

**Truckee River Flows** - As of this report date Truckee River flows at the CA/NV state line were 620 cubic feet per second (cfs). The required rate of flow for this time of the year is 500 cfs.

**Reservoir Storage** - Currently, the elevation of Lake Tahoe is 6227.94 feet. The official high elevation for the summer of 2011 was 6228.42' (less than 7/10<sup>th</sup> of a foot from full). Today's elevation equates to a storage volume of approximately 603,000 acre-feet (AF) or 81% of maximum storage capacity. Boca Reservoir is still just about full (@ 94%) and currently has 38,200 acre-feet of water in storage. Combined, Floriston Rate water storage is approximately 640,400 AF or 82% of maximum capacity. Donner and Independence lakes are also full at this point in time. At the end of the month Donner Lake and then Independence Lake will each begin to be drawn down to their respective wintertime operating elevations. Stampede Reservoir which also filled this year is still very high at 92% of capacity and Prosser Reservoir is at 82% of its maximum storage capacity.

**Streamflow Runoff** - This year's snowmelt runoff exceeded all expectations due to the breakout winter we experienced. As a result the Truckee River will flow normally this fall for the first time since 2006. Full river flows of 400 plus cubic feet per second (cfs) will pass the CA/NV state line this fall and continue through February until the required rate of flow jumps to 500 cfs once again on the first of March. The long term outlook for river flows is very good. Even with a below average snowpack year next year, the Truckee River reservoirs have enough water in storage right now to provide normal river flows for at least one more year.

**Outlook** - The water supply outlook is very good for the region. The robustness of our water supply is linked to Lake Tahoe which had a remarkable water year. From its low point on October 1, 2010 the lake rose 4.96 feet. The 2011 water year will rank in the top five all time in terms of the amount of runoff which came into the Lake. Tahoe went from being basically empty to just about full in one water year, which is truly remarkable. With water storage in the rest of the Truckee River Basin at near record levels the outlook for the region's water supply is great.

**(B) Water Production**

**Sources of Supply** - Customer demand for the month of August averaged 109 million gallons per day (MGD). The Chalk Bluff Water Treatment Plant fed by the Highland Canal was the primary source of supply for our water customers meeting 69% of total system demand. The Highland Canal actually supplied 73 of the 75 MGD produced from Chalk Bluff last month. Production from the Glendale Water Treatment Plant averaged 19 MGD and groundwater production averaged 15 MGD.

**Demand** - The peak customer demand day for 2011 was 119.916 million gallons and occurred on Tuesday August 9<sup>th</sup>. This is about 2.5% less than our peak day in 2010 which was 123.025 MG however. Although customer water sales are now tracking very closely with this same time period last year (and have actually been higher than 2010 for the last four weeks) water consumption is still down for the year-to-date. For the year to date our customer demand is approximately 96% of 2010.

**(C) Hydro Production**

**Generation** - Average Truckee River flows at Farad were 640 cubic feet per second (cfs) for the month of August. Hydro-power operations had an even better month than July. Total hydro revenue for the month was \$332,903 or an average of \$10,739/day. Generation at the Fleish plant averaged \$4,054/day, and \$3,650/day at the Verdi plant. Generation at the Washoe plant averaged \$3,035/day. The generation outlook for the rest of this year is extremely good. We will have full Truckee River flows this fall and through the winter for the first time since 2006.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Kim Mazeres, Customer Relations Director  
**DATE:** September 12, 2011  
**SUBJECT:** **Customer Service Update**

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The following bullet points are a summary of activity since the early July Board meeting; this includes June, July, and August's information due to the timing of the July Board meeting.

### **Ombudsman**

There were 15 calls to the Ombudsman in June, July and August; they were for a variety of issues including: raising a meter box to the grade of a customer's newly installed driveway, high bills, new move-ins, water pressure issues, disconnections for non-payment, flooded properties, overwatering of bank-owned homes, wrong numbers, customers that didn't need Joanne's help any longer when she called back, and unreturned calls. All callers were assisted satisfactorily.

### **Communications**

Since the early July board meeting there were media articles and stories on: Assigned-Day Watering, Landscape Awards and Landscape Tour, Poster Art Contest winners, iRefill water bottle program, water supply and snowmelt, annual hydro production exceeding TMWA's annual electric use, the Truckee River Fund's role in invasive species mitigation and cleaning up dumpsites near the Truckee River, Fitch rating TMWA an "A+", and our published financial report.

Staff gave multiple presentations and tours, including: a talk on water quality to 85 Girls Scouts; a talk on conservation to 65 Girl Scouts; a talk on conservation to 40 children at KinderCare; a native plant walk workshop to 44 people at Rancho San Rafael; several workshops to a total of 24 people on xeriscape principles in preparation for entering the landscape awards; a tour of the Verdi hydro and Chalk Bluff plants to 11 educators; a tour of Chalk Bluff to 6 members of the Water Safety Corporation; a TMWA overview presentation by General Manager Mark Foree to 15 attorneys who specialize in environmental issues; a presentation by Water Supply Coordinator Bill Hauck to 45 members of the Newcomers Club; a presentation by Engineer Keith Ristinen to 10 members of the local chapter of the Association of plumbing and Mechanical Building officials on all types of construction standards and practices for water service; a presentation by Resource Economist Shawn Stoddard to 35 professionals at the Association of Environmental and Resource Economists regarding the results of the three-day-a-week watering schedule; and, a

panel presentation that included myself to 24 members of the local chapter of the Public Relations Society of America on the use of social media during a crisis.

Staff also participated in several events, including: staffing a TMWA booth at Kids Free Fishing Day at the Sparks Marina; and, providing giveaways for a UNR class on water resources and for the Special Kids Rodeo.

### **Conservation**

There were 146 watering day variances issued in June, July and August (117 in Reno and 29 in Sparks). Total variances issued year-to-date is 265 with 145 of these still active.

### **Customer Calls – June, July and August**

- 28,907 phone calls handled
- Average handling time of 4 minutes, 38 seconds a call
- Average speed of answer – 27 seconds

### **Billing – June, July and August**

- 282,695 bills issued
- 849 (.3%) corrected bills

### **Service Orders – June, July and August**

- 23,496 service orders taken
- 12,379 (53%) move-ins / move-outs
- 2,229 (10%) new meter sets and meter/register/ERT exchanges and equipment checks
- 2,019 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 1,974 (8%) re-read meters
- 1,466 (6%) zero consumption meter checks
- 827 (3%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, etc.
- 697 (3%) high-bill complaints / audit and water usage review requests
- 508 (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
- 295 (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 – June, July and August**

- 113,999 mail-in payments
- 51,146 electronically via Check-Free
- 34,876 payments via RapidPay (EFT)
- 23,159 one-time bank account payments
- 15,201 store payments
- 11,987 payments via drop box or at front desk
- 4,132 credit card payments

**Collections – June, July and August**

- 47,583 accounts received a late charge
- Mailed 23,230 10-day delinquent notices, 8.3% of accounts
- Mailed 4,898 48-hour delinquent notices, 1.8% of accounts
- 591 accounts eligible for disconnect
- 559 accounts actually disconnected (includes accounts that were re-disconnected after paying with a bad check)
- .23% write-off to revenue

**New business / New Construction – June, July & August**

- 35 active jobs currently in process
- Over \$86,000 in new business fees/facility charges collected

**Meter Statistics – 2011 Fiscal Year End and FY12 Fiscal Year To Date**

- 251 meter retrofits completed last fiscal year and 4 completed year to date
- 149 meter exchanges completed last fiscal year and 28 completed year to date
- 416 new business meter sets completed last fiscal year and 39 completed year to date
- 93,375 total meters installed (billing and non-billing)
- 6,235 total non-billing meters currently installed
- 426 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:** 10 September 2011  
**SUBJECT:** **Report Water Resource and Annexation Activity**

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**Rule 7**

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

Beginning Balance		6,142.71 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	0.00 AF	
Adjustment	0.00 AF	
Ending Balance		6,142.71 AF
Price per acre foot at report date:		\$9,600

**Annexations**

No annexations in the reporting period.

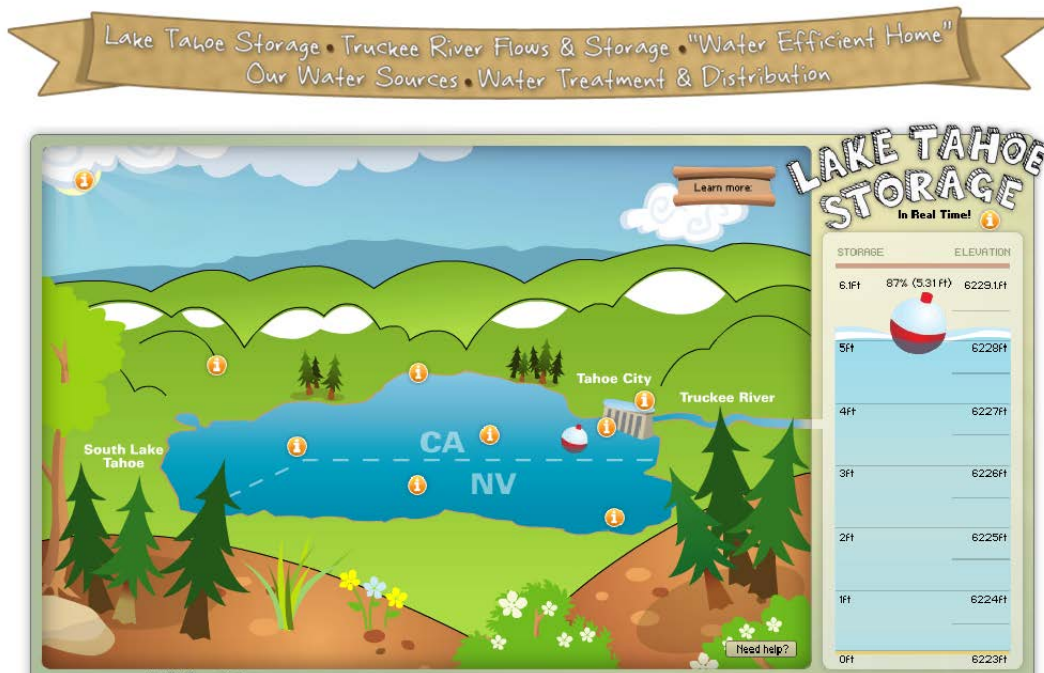
## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Donna Rennea Smit  
**DATE:** June 11, 2011, 2011  
**SUBJECT:** June 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 15,650 visits to the website in June 2011. Major initiatives the TMWA Web Team updated in June 2011 are as follows:

- TMWA's [www.tmwastorage.com](http://www.tmwastorage.com) was visited over 3000 times which shows the levels of TMWA's upland storage reservoirs and Lake Tahoe. Record snow runoffs have filled reservoirs.



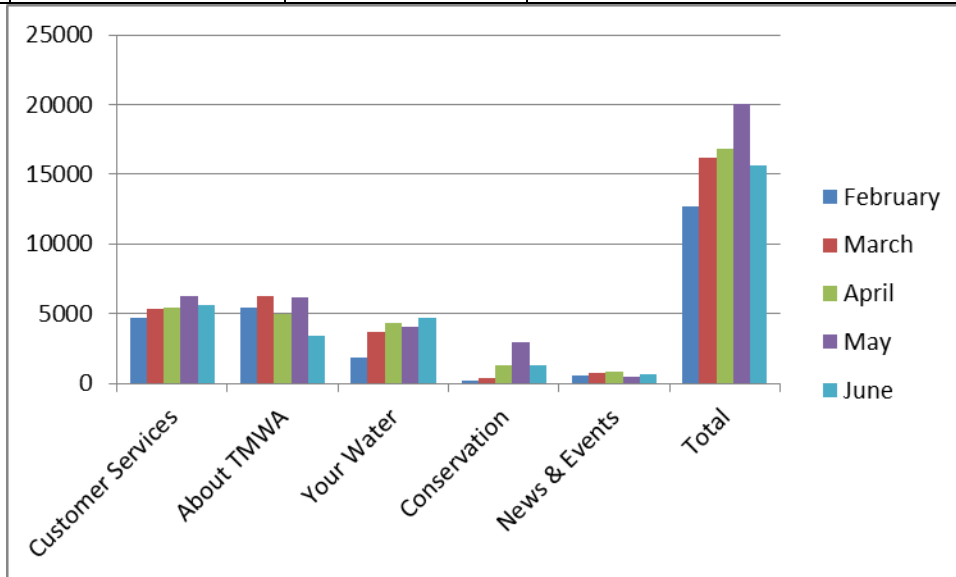
- TMWA has 350 Twitter followers and 139 Facebook fans. Link statistics indicate 15 hits on the water saving science project article, 9 hits on the Landscape Awards, 5 hits on Hug High



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Garden, 3 hits on Nevada native Plants Workshop, and other hits included Kids Free Fishing, paperless billing, conservation and water quality.

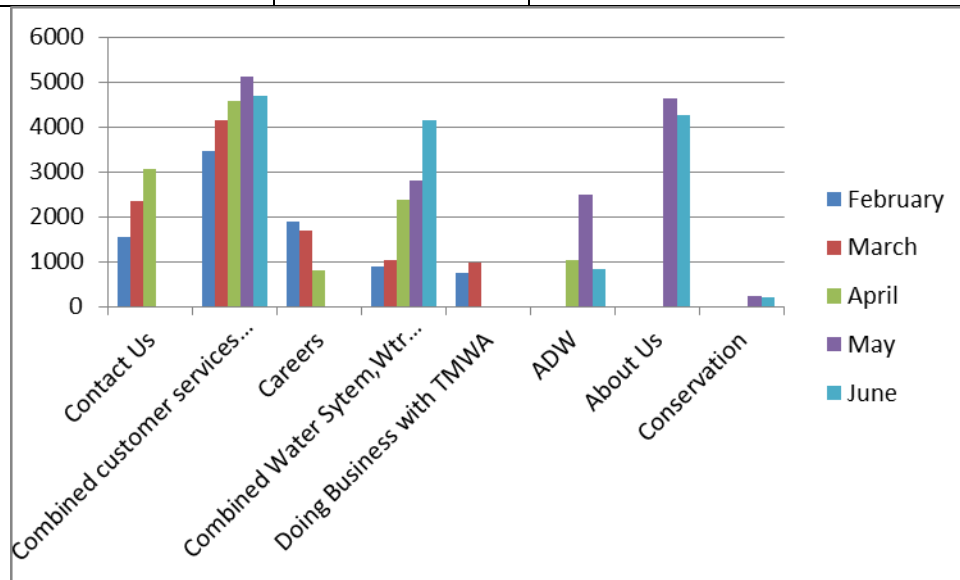
	Web Site Section	June 2011 Visits	Comments
1	Customer Services About TMWA	5600	Includes traffic to My Account
2	Your Water	4700	Includes Water Resource Plan information and download
3	About TMWA	3450	Includes Meeting Center activity
4	Conservation	1250	Includes calendar, public meetings. Includes report water waste form
5	News & Events	650	Includes calendar, public meetings, <i>quality delivered</i> newsletter





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	Web Page	June 2011 Visits	Comments
1	Combined Customer Services and Residential Customers landing pages	4690	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	About Us	4250	Employment, FAQ's, Doing Business with TMWA, meter center, Contacts
3	Combined Water system, Water Quality/River Flows	4150	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map, Water Quality Assigned Day watering pages
4	Assigned Day Watering	835	Assigned Day watering pages
5	Conservation	200	Conservation pages



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## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Donna Rennea Smit  
**DATE:** August 9, 2011  
**SUBJECT:** July 2011 Web Report-www.tmwa.com

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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 **16,905** visits to the website in July 2011. Major initiatives the TMWA Web Team updated in July 2011 are as follows:

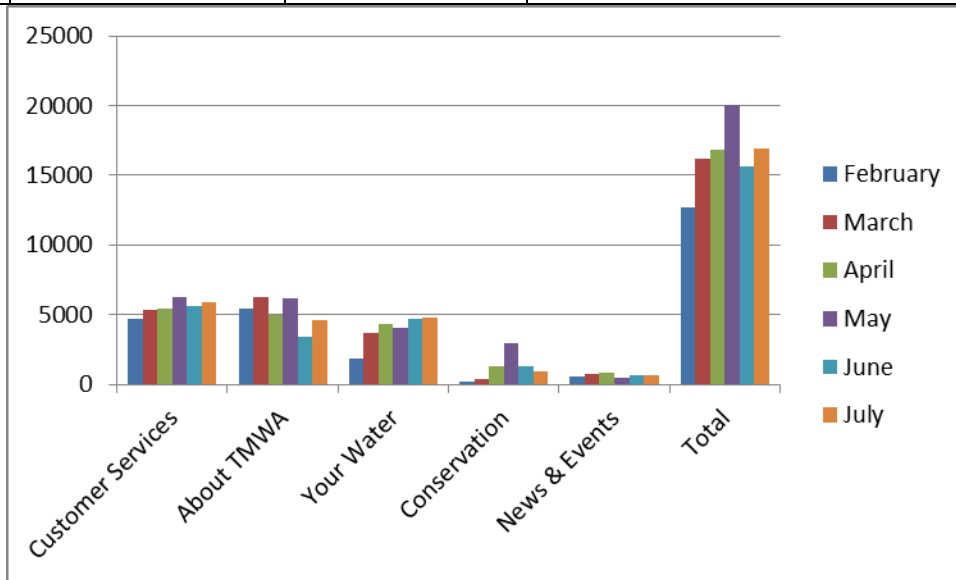
- TMWA's [www.tmwastorage.com](http://www.tmwastorage.com) was visited over 2900 times which shows the levels of TMWA's upland storage reservoirs and Lake Tahoe.
- The Contact Us page was visited over 2100 unique visits and the Truckee River recreational map was downloaded over 340 times.
- TMWA has 356 Twitter followers and 142 Facebook fans. Link statistics indicate 5 hits on the Xeriscape Workshops, 2 hits on the Landscape Awards, 2 hits on the Leaks, and 1 hit on Keeping our Lakes and Rivers Clean.

	<b>Web Site Section</b>	<b>July 2011 Visits</b>	<b>Comments</b>
1	Customer Services About TMWA	5920	Includes traffic to My Account
2	Your Water	4780	Includes Water Resource Plan information and download
3	About TMWA	4625	Includes Meeting Center activity



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4	Conservation	940	Includes calendar, public meetings. Includes report water waste form
5	News & Events	640	Includes calendar, public meetings, <i>quality delivered</i> newsletter

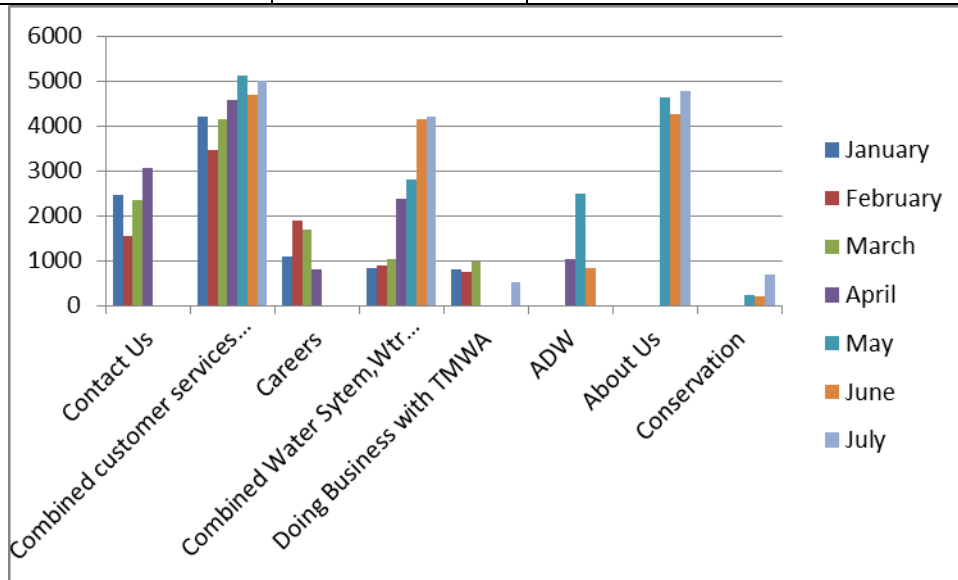


	Web Page	July 2011 Visits	Comments
1	Combined Customer Services and Residential Customers landing pages	5005	Includes new construction, rules and rates, terminating service, meters and conversion, winterization, access your account, construction standards, Includes traffic to My Account, payment options, paperless billing, bill store payment locations, bill info
2	About Us	4770	Employment, FAQ's, Doing Business with TMWA, meter center, Contacts



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3	Combined Water system, Water Quality/River Flows	4200	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map, Water Quality Assigned Day watering pages
4	Conservation	674	Conservation pages , Assigned-Day-Watering
5	Doing Business with TMWA	510	Bid documents, Addendums, Contract awards





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## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Donna Rennea Smit  
**DATE:** September 9, 2011  
**SUBJECT:** August 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 **14,895** visits to the website in August 2011. Major initiatives the TMWA Web Team updated in August 2011 are as follows:

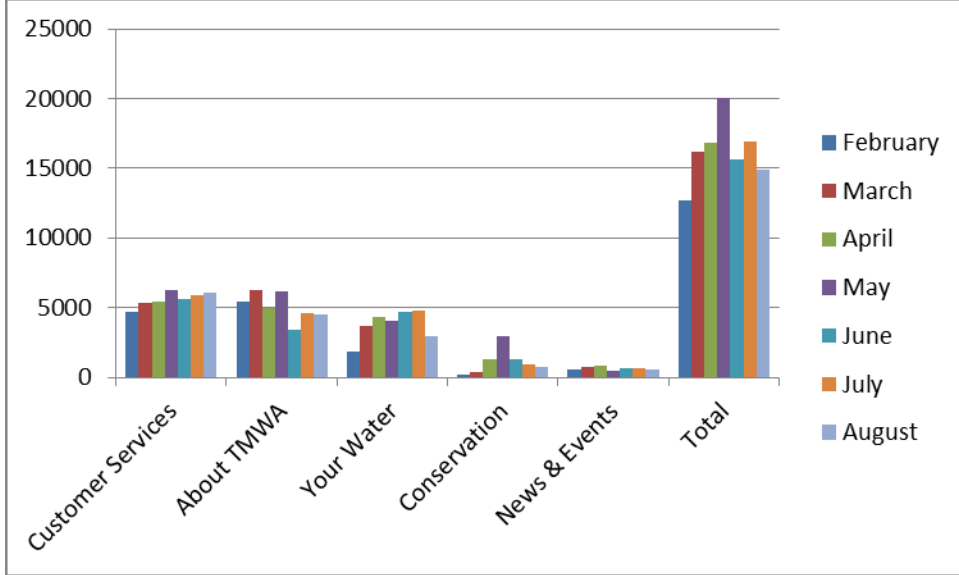
- TMWA’s [www.tmwastorage.com](http://www.tmwastorage.com) was visited over 1100 times which shows the levels of TMWA’s upland storage reservoirs and Lake Tahoe.
- The Contact Us page was visited over 2400 unique visits.
- TMWA has 364 Twitter followers and 149 Facebook fans. Link statistics indicate 15 hits on the Lake Storage Graphic, 6 hits to our Facebook page from Twitter, 5 hits on the Landscape Award winner’s release, 3 hits on the Water Quality report as well as a few hits on Chalk Bluff tours, Lawn Care Guide and Blood Drive appointments.

	<b>Web Site Section</b>	<b>August 2011 Visits</b>	<b>Comments</b>
1	Customer Services About TMWA	6100	Includes traffic to My Account
2	About TMWA	4530	Includes Meeting Center activity
3	Your Water	2950	Includes Water Resource Plan information and download



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4	Conservation	755	Includes calendar, public meetings. Includes report water waste form
5	News & Events	560	Includes calendar, public meetings, <i>quality delivered</i> newsletter



	Web Page	August 2011 Visits	Comments
1	Combined Customer Services and Residential Customers landing pages	5000	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	2430	The main contact page listing all departments with email and phone numbers



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3	About Us	2120	Employment, FAQ's, meter center
4	Combined Water system, Water Quality/River Flows	2050	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map, Water Quality Assigned Day watering pages
5	Doing Business with TMWA	875	Bid documents, Addendums, Contract awards

