



**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** December 12, 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*), the web usage report (*Attachment D*) and Tell the Board Submission (*Attachment E*).

Also included in your agenda packet are press clippings from November 8 through December 13, 2011.



**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**DATE:** December 07, 2011  
**SUBJECT:** Operations Report

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### **(A) Water Supply (by Bill Hauck)**

**Truckee River Flows** - As of this report date Truckee River flows at the CA/NV state line were 460 cubic feet per second (cfs). The required rate of flow for this time of the year is 400 cfs. The extra 60 cfs in the river is Independence Lake Privately Owned Stored Water which is being released on top of Floriston Rates.

**Reservoir Storage** - Currently, the elevation of Lake Tahoe is 6226.98 feet. That equates to a storage volume of approximately 484,400 acre-feet (AF) or 65% of maximum storage capacity. Boca Reservoir has 13,100 acre-feet of water in storage, which is 32% of maximum capacity. Combined, Floriston Rate water storage is approximately 497,500 AF or 63% of maximum capacity. Donner and Independence lakes are at their respective wintertime operating elevations. Prosser Reservoir is also at its wintertime operating elevation, which is 33% of its maximum storage capacity. Stampede Reservoir's storage is currently 199,565 AF which is 88% of its maximum capacity.

**Snowpack** - October precipitation was below normal and November precipitation totals were considerably less than average. This trend has continued through the first week December. As such, snowpack totals are running significantly below normal in both the Lake Tahoe and Truckee River basins at 19% of average and 28% of average, respectively. With that being said, winter has not even officially begun yet and December is not considered to be a major snowpack producing month. A couple of good winter storms in the coming weeks could put us right back on track and it is far too early to read too much into these preliminary snowpack numbers.

**Streamflow Runoff** - The Truckee River will continue to flow normally through December and the coming winter months until the springtime snowmelt runoff season occurs. The long term outlook for river flows is very good based on the amount of water currently stored upstream in Truckee River reservoirs. These reservoirs have enough water in storage right now to provide normal river flows for at least one more and likely another two full years.

**Outlook** - The water supply outlook is still very good for the region. With Lake Tahoe at the highest level we've seen in years and the other Truckee River reservoirs about as high as they could be for this time of the year the region's water supply outlook remains very positive.

### **(B) Water Production**

**Demand** - TMWA's demands are at their respective wintertime lows, averaging 31.8 million gallons per day (MGD) for the month of November. This is only slightly less than November 2010 customer demands that averaged 32.0 MGD. For the year to date our customer demand is still approximately 99.1% of 2010. 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 million gallons.

**Sources of Supply** - The Chalk Bluff Water Treatment Plant fed by the Highland Canal was the primary source of water for TMWA's customers. Ninety three percent (93%) of total system demand for the month of November was met from the Highland Canal (averaging 32 MGD). Groundwater production averaged 5.5 MGD for the first 12 days of the month until the wells were shut down for the rest of the year. Recharge which began in late October averaged 2.6 MGD this past month between the six active well sites located between the Truckee Meadows and Lemmon Valley basins.

### **(C) Hydro Production**

**Generation** - Average Truckee River flows at Farad were 488 cubic feet per second (cfs) for the month of November. Total hydro revenue for the month was \$230,327 or an average of \$7,677/day. The Fleish plant was brought back on-line on November 20<sup>th</sup> following completion of flume rehab work. Generation averaged \$1,346/day at the Fleish plant; \$3,520/day at the Verdi plant; and \$2,812/day at the Washoe plant. The generation outlook for the rest of this year and through 2012 is extremely good. We will have full Truckee River flows for the rest of the year and through the winter months for the first time since 2006.



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

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

### **Ombudsman**

There were three (3) calls to the Ombudsman in November. The first was from a customer who was charged an additional deposit as she had been disconnected for non-payment; due to the absolutely horrible credit history on this account, Joanne did not agree to remove the deposit. The second was from a realtor who wanted to know if there was a way *not* to pay deposits on all of the new accounts she was setting up; she and I have been playing phone tag. The third was simply an inquiry regarding whether or not service had been turned on as the customer had requested; it had been.

### **Communications**

Since the November Board meeting there were media articles and stories on: the proposed TMWA rate adjustment and customer workshop; Truckee Meadows Community Forestry Coalition presenting tree care information; the Truckee River Bikeway's work on a TMWA bridge upriver from Verdi; the importance of winterizing the water system at your home; the possible assistance from the Truckee River Fund for the Caughlin Fire Restoration; and, the Washoe County Bond Bank.

Presentations, tours and workshops included: the customer rates workshop on November 9<sup>th</sup> attended by five customers; a tour of the Chalk Bluff Water Treatment Plant to the latest group of twenty IBEW Local 401 apprentices; another tour of Chalk Bluff to a UNR Microbiology class of twenty students; and, a presentation on arsenic mitigation and compliance to a group of twenty attendees of the American Water Works Association Research Committee.

**Customer Calls – November**

- 8,992 phone calls handled
- Average handling time of 4 minutes, 47 seconds a call
- Average speed of answer – 37 seconds

**Billing – November**

- 94,203 bills issued
- 287 (.3%) corrected bills

**Service Orders – November**

- 6,932 service orders taken
- 3,590 (52%) move-ins / move-outs
- 938 (14%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 592 (9%) re-read meters
- 452 (7%) zero consumption meter checks
- 436 (6%) new meter sets and meter/register/ERT exchanges and equipment checks
- 304 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 173 (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
- 152 (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
- 93 (1%) high-bill complaints / audit and water usage review requests

**Remittance – November**

- 35,878 mail-in payments
- 17,351 electronically via Check-Free
- 12,208 payments via RapidPay (EFT)
- 8,302 one-time bank account payments
- 4,937 store payments
- 4,137 payments via drop box or at front desk
- 1,542 credit card payments

**Collections – November**

- 15,161 accounts received a late charge
- Mailed 7,438 10-day delinquent notices, 8.0% of accounts (92884)
- Mailed 2,251 48-hour delinquent notices, 2.4% of accounts
- 330 accounts eligible for disconnect
- 312 accounts actually disconnected
- .19% write-off to revenue

**New business / New Construction – November**

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

**Meter Statistics – Fiscal Year To Date**

- 14 meter retrofits completed
- 57 meter exchanges completed
- 97 new business meter sets completed
- 93,448 total meters installed (billing and non-billing)
- 5,948 total non-billing meters currently installed
- 415 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 December 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.



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**STAFF REPORT**

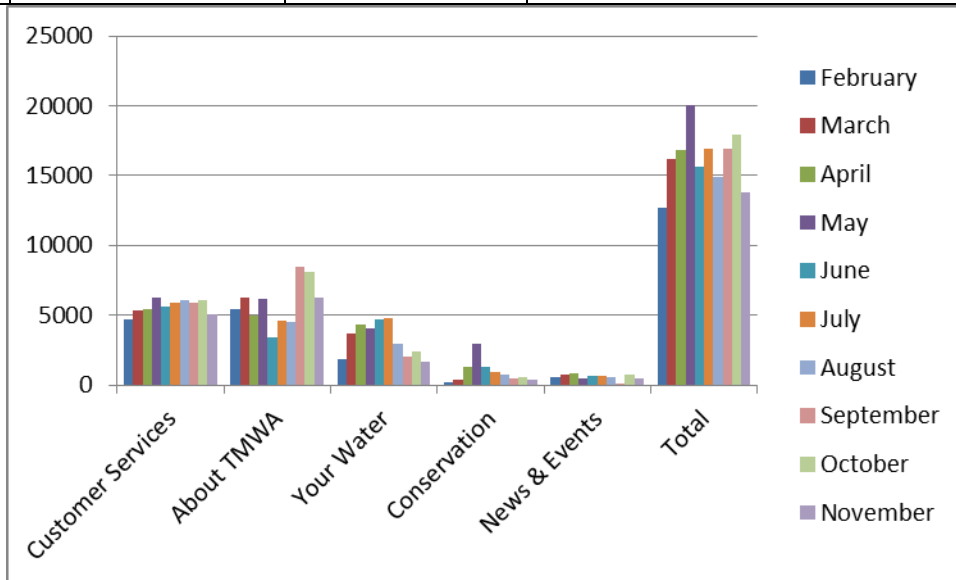
**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Donna Rennea Smit  
**DATE:** December 8, 2011  
**SUBJECT:** November 2011 Web Report-[www.tmwa.com](http://www.tmwa.com)

The TMWA Web Team continues 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 13,830 visits to the website in November 2011. Major initiatives the TMWA Web Team updated in November 2011 are as follows:

- Social media is today what the Internet was to organizations 15 years ago. Social media marketing strategies are now a must for an organization of any size. Building trust with customers support the brand and shows visibility and transparency. TMWA has its own Facebook page and twitter accounts that continue to gain followers and fans. TMWA has 409 Twitter followers and 157 Facebook fans. Link Statistics show hits on the meeting center, find and fix a link, TMCFC clip from KRNv, winterization, Facebook photo of TMWA crews fixing a main break on 4th & Keystone.
- The [www.tmwastorage.com](http://www.tmwastorage.com) page was visited over 245 times.
- The employment continues to be a front runner with page visits totaling over 2400 unique page views.

	<b>Web Site Section</b>	<b>November 2011 Visits</b>	<b>Comments</b>
1	About TMWA	8200	Includes Meeting Center activity
2	Customer Services About TMWA	5060	Includes traffic to My Account

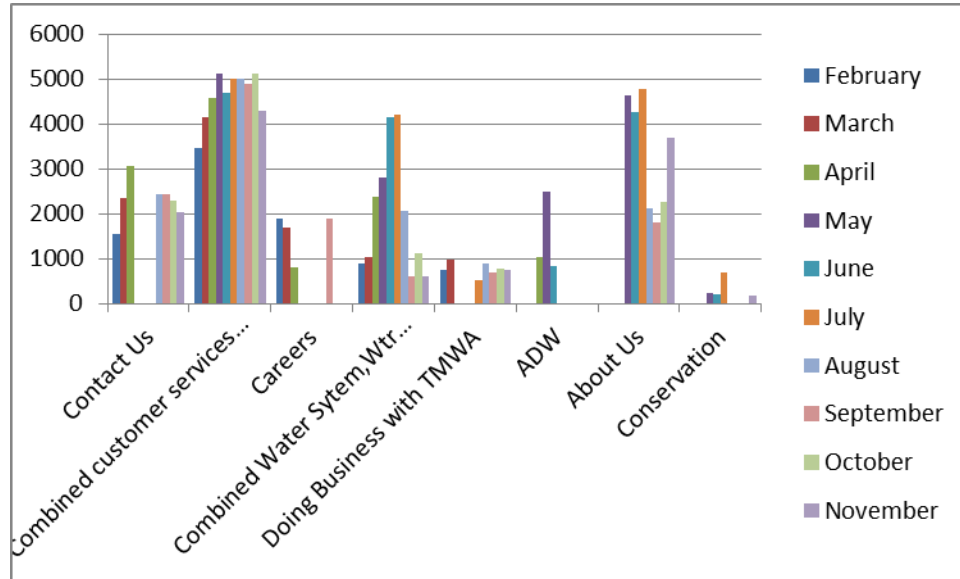
3	Your Water	1670	Includes Water Resource Plan information and download
4	News & Events	440	Includes calendar, public meetings, <i>quality delivered</i> newsletter
5	Conservation	380	Includes calendar, public meetings. Includes report water waste form



	<b>Web Page</b>	<b>November 2011 Visits</b>	<b>Comments</b>
1	Combined Customer Services and Residential Customers landing pages	4300	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	2020	The main contact page listing all departments with email and phone numbers
3	About Us	3700	Employment, FAQ's, meter center
4	Combined Water system, Water Quality/River Flows	590	Includes Lake Tahoe levels, Treatment, Distribution and related topics, downloadable river map, Water Quality Assigned Day watering pages
5	Doing Business with TMWA	740	Bid documents, Addendums, Contract awards



*Quality. Delivered.*



11/22/2011 11:25 a.m.

Dear Lorna:

Thank you for taking the time to submit to Tell the Board on our website. Your comments will be included in the next Board of Director's meeting packet. The meeting is on Dec. 21st at 10 a.m. at Sparks City Council Chambers. You are also welcome to provide comment in person, as well. To save our customers time, we have public comment at the very beginning of the meeting and at the end.

Thanks again for your comments. If I can help in any other way, please don't hesitate to contact me again.

Marlene Olsen  
TMWA Communications

-----Original Message-----

From: Tell the Board [<mailto:ldhoff2000@yahoo.com>]

Sent: Tuesday, November 22, 2011 10:06 AM

To: Marlene Olsen; L Richards

Subject: Tell the Board Submission

Name: Lorna Hoff

Email: [ldhoff2000@yahoo.com](mailto:ldhoff2000@yahoo.com)

*Comments: Board of Directors,*

*I write in opposition to the proposed rate hike. You need to do what all of us must do...cut back. TMWA received an increase a few years ago which should be adequate.*

*One reason given for the hike is a reduction in users. This is not a reason for an increase. Instead, TMWA needs to review and reduce, as necessary, salaries, benefits, number of employee's, and other operating costs to meet the new reality.*

*No to any rate increase!*