



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: May 10, 2011
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 Water Resource and the Annexation Activity Report (*Attachment C*), the Web Usage Report (*Attachment D*) and Comments to the Board (*Attachment E*).

Also included in your agenda packet are press clippings from March 14, 2012 through May 9, 2012.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
DATE: May 7, 2012
SUBJECT: Operations Report

(A) Water Supply

Truckee River Flows - As of this report date Truckee River flows at the CA/NV state line were 683 cubic feet per second (cfs), which is in excess of the required rate of flow for this time of year. The extra water is unregulated side water contributions from snowmelt runoff.

Reservoir Storage – Upstream reservoir storage is in good shape. Currently, the elevation of Lake Tahoe is 6227.47 feet. That equates to a storage volume of approximately 544,300 acre-feet (AF) or 73% of maximum storage capacity. Boca Reservoir has approximately 21,000 acre-feet of water in storage at the moment. It is close to 51% of maximum capacity. Accounting for some Boca storage in Stampede, combined Floriston Rate water storage is approximately 576,800 AF or 74% of maximum capacity. Donner Lake is currently full, and Independence Lake is at approximately 70% of its maximum storage capacity. Prosser Reservoir's storage is approximately 19,000 AF which is 64% of its maximum storage capacity. Stampede Reservoir's storage is currently at 211,853 AF which is 94% of its maximum capacity.

Snowpack – May 1st snowpack conditions are exceptionally low. This was a lackluster snowpack season to say the least. While March and April did bring decent amounts of precipitation to the region, it was simply a case of too little too late. May 1 snowpack conditions for Lake Tahoe are only 28% of average and a meager 42% of average in the Truckee River Basin. This is in stark contrast to last year's near record breaking season which saw May 1 snowpack totals of 208% of average in the Lake Tahoe and 188% of average in the Truckee River Basin respectfully.

Streamflow Runoff – Dismal season-ending snowpack conditions have translated into significantly below average springtime runoff projections. Runoff in the Lake Tahoe Basin is forecasted at 23% of average and 42% of average for the Truckee River Basin respectfully. Lake Tahoe is projected to rise only another two to three tenths of a foot this spring.

Outlook - Despite these runoff projections, the water supply outlook for the region is still quite good. A significant amount of stored water was carried over into 2012 from last year's near record breaking runoff season. Releases of this carry-over reservoir storage will be made this

summer and later this fall to help augment natural river flows in order to keep the Truckee flowing normally through the end of the year. Floriston Rates are projected to be made for the remainder of the year despite the significantly below average runoff projections. This means that there will be normal river flows and it will be operations as usual for TMWA in 2012. So, as is typically the case, approximately 90% of our annual customer demands will be met from the Truckee River.

(B) Water Production

Demand - TMWA's demands have risen considerably over the past four weeks. Demands are higher than they were over this same period last year. In fact, for the year to date customer consumption is almost 12% higher than 2011. Demands averaged 85 million gallons per day (MGD) last week (the first week of May) and demand was 93.4 MGD on Sunday, May 6th.

Sources of Supply - The Chalk Bluff Water Treatment Plant fed by the Highland Canal is still the primary source of supply, providing over 90% of the water required by our customers at the moment. The remaining 10% of customer demand has been met through groundwater pumping. Five wells are currently in production throughout the Truckee Meadows with several others prepped and ready to be brought on-line as demands dictate.

(C) Hydro Production

Generation - Average Truckee River flows at Farad were 673 cubic feet per second (cfs) for the month of April. Total hydro revenue for the month was \$303,509 or an average of \$10,117/day. Generation at the Fleish plant averaged \$3,970/day, and \$3,487/day at the Verdi plant. Generation at the Washoe plant averaged \$2,621/day. The long range generation outlook is extremely good as we are anticipating having full Truckee River flows through the end of the year.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: May 8, 2012
SUBJECT: **Customer Service Report**

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

Ombudsman

There were four (4) calls to the Ombudsman in March and four (4) in April. March's included: two flat-rate customers questioning the rate increase; a customer disputing her final bill; and, a customer wanting new service. The two flat-rate customers were handled to their satisfaction, including providing them information about how much they would pay if they were on the metered rate; the customer needing new service was referred to the Call Center; and the customer disputing her final bill was given a partial adjustment due to a leak, but was still not satisfied, so if she does not pay the balance, her final bill will be turned over to the collection agency. April's included: an RV Park that was waiting for a new meter vault; an HOA who wanted to know if they could put the water in their name on foreclosed homes; a customer with low water pressure; and, a customer whose mother could not afford to water her trees. The RV Park has had their vault installed and is totally happy; the HOA now understands the pros and cons of putting the water in to their name, and has decided not to do it; we found a leak on the customer's side of the meter that was causing low water pressure; and, the customer with the mom who can't afford her water bill has not called the Ombudsman back after she returned his call.

Communications

In the most exciting media segment in a while, a correspondent from CBS Morning News interviewed several TMWA crew members in conjunction with a nationwide whistleblower lawsuit about defective PVC pipe. While they were here interviewing the Nevada Attorney General, they asked to also interview several crew members who had the unfortunate experience of PVC pipe failing catastrophically when they were actually in the trench. We will keep you posted when we hear the air date of the interview.

Since the March Board meeting there were media articles and stories on: responsible water use, weather-wise watering, assigned day watering, and customer workshops on these topics (several articles); water supply for this coming summer; TWMA's celebration of Drinking Water Week, including the workshop on water quality; Fitch's removal of the negative watch; NV Energy's

check to TMWA for our energy conservation project; TMWA's settlement from Bank of America; the Caughlin and Washoe Fire restoration efforts, including TMWA's support via the Truckee River Fund; the possibility of a right-of-way toll increase by the City of Reno on TMWA's bills; and, TMWA reducing the flow out of Donner Lake to allow the City of Truckee Public Works to fix a problem with a culvert under Cold Stream Road.

Ten (10) presentations were given since the March Board meeting, including: water supply management to the Downtown Reno Rotary Club by Mark Foree; water supply management to the Spanish Springs Rotary Club by John Erwin; a customer workshop on irrigation system start-up by Conservation staff; two customer workshops on tree watering by Conservation staff and Dale Carlon; water supply information to the Caughlin Homeowners Association by Bill Hauck; water quality to the AACT High School Environmental Science class by Will Raymond and Jim Pezonella; water quality to 80 students High Desert Montessori School by Will Raymond; and, the Glendale Water Supply Improvement Project, including innovative methods used on the project, to the Nevada Water Environmental Association Conference by Ron Penrose.

Three (3) tours were given at Chalk Bluff to: a Galena High School class; a Boy Scout Pack and parents; and, a Sierra Nevada Journeys group. Two (2) tours were given of the hydroelectric plant, including information about TMWA's hydro and solar generation projects to: a TMCC Renewable Energy class and the Nevada Water Resources Association.

Conservation – March & April

The watering season has begun! We have granted 41 variances so far this year, with 32 still active – 17 in Reno, 13 in Sparks and 2 in Washoe County. These variances allow customers additional watering days, primarily to deal with new sod or restore dying lawns.

Customer Calls – March & April

- 15,494 phone calls handled
- Average handling time of 4 minutes, 35 seconds a call
- Average speed of answer – 26 seconds

Billing – March & April

- 188,120 bills issued
- 536 (.28%) corrected bills

Service Orders – March & April

- 12,445 service orders taken
- 7,037 (57%) move-ins / move-outs
- 1,166 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 1,146 (9%) zero consumption meter checks
- 654 (5%) new meter sets and meter/register/ERT exchanges and equipment checks
- 462 (4%) re-read meters

- 381 (3%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 299 (2%) 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
- 297 (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
- 158 (1%) high-bill complaints / audit and water usage review requests

Remittance – March & April

- 74,325 mail-in payments
- 32,206 electronically via Check-Free
- 23,675 payments via RapidPay (EFT)
- 16,296 one-time bank account payments
- 9,076 store payments
- 7,590 payments via drop box or at front desk
- 2,783 credit card payments

Collections – March & April

- 23,842 accounts received a late charge
- Mailed 12,051 10-day delinquent notices, 6.5% of accounts
- Mailed 1,861 48-hour delinquent notices, 1.0% of accounts
- 242 accounts eligible for disconnect
- 244 accounts actually disconnected (includes accounts re-cut out because of bouncing a check to be reconnected from previous disconnection for non-payment)
- .24% write-off to revenue

New business / New Construction – March & April

- 38 active jobs currently in process
- Approximately \$116,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year To Date

- 22 meter retrofits completed
- 201 meter exchanges completed
- 218 new business meter sets completed
- 93,509 total meters installed (billing and non-billing)
- 5,580 total non-billing meters currently installed
- 341 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: 9 May 2012
SUBJECT: Report Water Resource and Annexation Activity

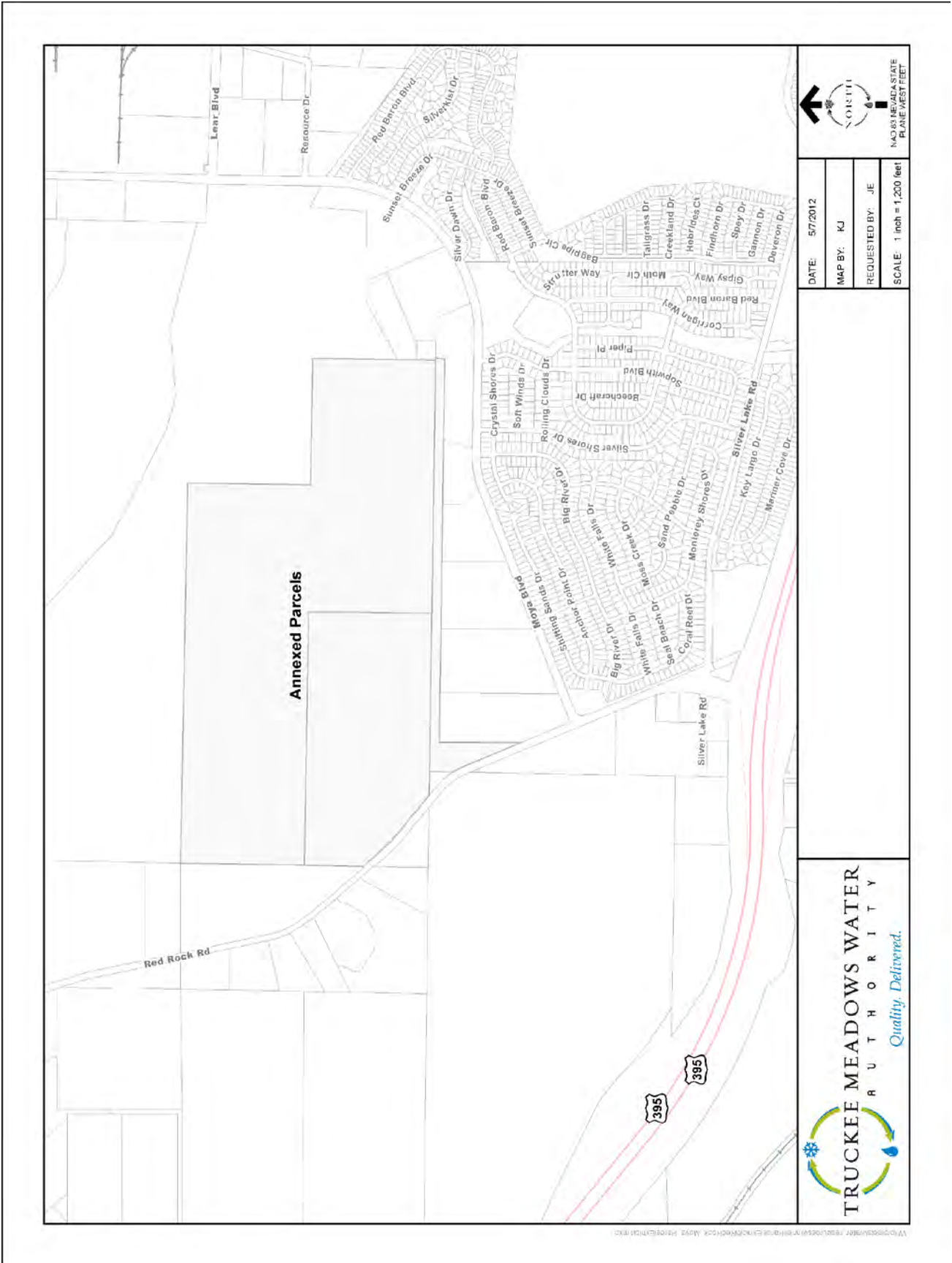
RULE 7

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

Beginning Balance		6,138.76 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	9.37 AF	
Adjustment	0.00 AF	
Ending Balance		6,129.39 AF
Price per acre foot at report date:		\$9,700

ANNEXATIONS

Annexation of 289 acre parcel to the west portion of TMWA's Stead service area in anticipation of industrial development off the Red Rock Road (see attached map).




TRUCKEE MEADOWS WATER
 AUTHORITY
Quality. Delivered.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Donna Rennea Smit
DATE: April 4, 2012
SUBJECT: March, 2012 Web Report-www.tmwa.com and additional TMWA websites

TMWA invests substantial time and resources on effective customer communications. Over the past couple of years, web-based communications with our customers has become our most important, as well as most cost-effective, approach. With more customers enrolling in paperless billing each month, and tools like smart phones and social media sites are a regular part of most people's lives, it is essential that TMWA be able to communicate to its customers in dynamic ways.

TMWA realizes we are the water experts and recognizes the need for collaborating with industry experts in the field of web and user interface. TMWA has partnered with Noble Studios (web design and development company) for a Discovery project that fosters collaborative decision making while trying to consolidate the numerous websites TMWA manages. The monthly Board web reports have focused on traffic and usage trends at www.tmwa.com; however, there are several other TMWA-managed websites that have not been reflected in these traffic numbers. Social media has continued to gain ground and is incorporated within several of the additional websites.

This Discovery project will take approximately 3 months to complete and has already begun by identifying TMWA's user audience, internal and external customers while reinforcing TMWA's mission and values. At the end of the Discovery project, TMWA will address the primary strategies of the website as the most important communication tool, consolidation of web sites, and a uniform platform that allows open source across multiple platforms as well as a user interface that allows easier administrative maintenance internally.

TMWA manages the following websites:

- www.tmwa.com: This is TMWA's main website with customer account access, rates and rules, water quality, conservation, public meetings information, latest news and contact information. For the month of March 2012 the website averaged over **18,048** unique visits per month. Unique visitors are represented by the number of unduplicated (counted only once) visitors to a website over the course of a specified time period. TMWA measures these unique site visits monthly. The five main pages accessed were: **employment, contact us, doing business with TMWA, customer services residential**

and payment options, and lake level. Currently TMWA has **457** twitter followers and **170** Facebook fans. There is a current Twitter feed on the home page of the TMWA website that is updated daily to reflect current topics.

- www.communityforestry.org: This site provides tree care information and climate-compatible trees. Presently this website had over **400** unique visits this month. It also has a healthy social media presence including a Twitter fan base of approximately **600** followers and more than **130** Facebook fans.
- www.howdoyousave.org: This is basically an interactive tips website that allows visitors to post their ideas for how to conserve water. Through the Discovery process, we will either consolidate within the main tmwa.com website or eliminate. There are currently **105** unique visitors this month.
- www.tmwastorage.com: This is an interactive website that shows real-time river flows and storage along with the storage height of Lake Tahoe. This site averages **200-600** unique visits a month.
- www.tmwaacademy.com: This website has lesson plans and education materials for k-12 school children. This site's content is out of date and is being reviewed during the Discovery project. This site has declining unique visitors registering only **25** unique visits this month. TMWA is evaluating co-partnering with other agencies to help teachers and students in water conservation and education programs.
- www.tmwalandscapguide.com: This online searchable plant database allowed for the elimination of a printed book resulting in long-term costs savings, but as TMWA determines future messaging, this may be eliminated or TMWA may partner with an agency that is an expert in plants such as the Nevada Cooperative Extension to have this available. This website is currently averaging **250** unique visitors a month.
- www.truckeeriverfund.org: Administered by a third party partner, this website is used exclusively for projects that protect and enhance water quality or water resources of the Truckee River, or its watershed. No website statistics are available at this time.
- Social media: The analytics for both TMWA.com as well as Truckee Meadows Community Forestry Coalition indicate a growing trend in social media and its value. Social media will be incorporated in the overall strategy of consolidation for all these websites.
- Enewsletter: TMWA's General Manager currently emails newsletters to almost 40,000 customers and community leaders on a quarterly basis. Topics highlight seasonal issues such as water supply updates and outdoor watering information as well as news items such as TMWA's response to the Caughlin Fire or ways to be part of the public process around rate adjustments.

STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Donna Rennea Smit
DATE: May 9, 2012
SUBJECT: April, 2012 Web Report-www.tmwa.com and additional TMWA websites

TMWA invests substantial time and resources on effective customer communications. Over the past several years, web-based communications with our customers has become our most important, as well as most cost-effective, approach. With more customers enrolling in paperless billing each month and tools like smart phones and social media sites becoming a regular part of most people's lives, it is essential that TMWA be able to communicate to its customers in dynamic ways.

While TMWA employees are the water experts, we recognize the need for collaborating with industry experts in the field of web and user interface. TMWA has partnered with Noble Studios (web design and development company) for a Discovery Project that fosters collaborative decision making while trying to consolidate the numerous websites TMWA manages. The monthly web Board reports have focused on traffic and usage trends at www.tmwa.com; however, there are several other TMWA-managed websites that have not been reflected in these traffic numbers. Social media has continued to gain ground and is incorporated within several of the additional websites.

This Discovery Project will take approximately 3 months to complete and has already begun by identifying TMWA's user audience, both internal and external customers, while reinforcing TMWA's mission and values. At the end of the project, TMWA will address the primary strategies of the website as the most important communication tool, consolidation of web sites, and a uniform platform that allows open source across multiple platforms as well as a user interface that allows easier administrative maintenance internally.

TMWA manages the following websites:

- www.tmwa.com: This is TMWA's main website with customer account access, rates and rules, water quality, conservation, public meetings information, latest news and contact information. For the month of April 2012 the website averaged over **19,737** unique visits. Unique visitors are represented by the number of unduplicated (counted only once) visitors to a website over the course of a specified time period. TMWA measures these unique site visits monthly. The interesting statistic about who is visiting our website is almost half of the traffic is from new visitors. The five main pages accessed were: **employment, contact us, assigned-day watering, customer services residential and**

payment options. Currently TMWA has **463** twitter followers and **171** Facebook fans. There is a current Twitter feed on the home page of the TMWA website that is updated daily to reflect current topics.

- www.communityforestry.org: This site provides tree care information and climate-compatible trees. Presently this website had over **576** unique visits this month. It also has a healthy social media presence including a Twitter fan base of approximately **603** followers and more than **138** Facebook fans.
- www.howdoyousave.org: This is basically an interactive tips website that allows visitors to post their ideas for how to conserve water. Through the Discovery process, we will either consolidate this site within the main tmwa.com website or eliminate it. There are currently **109** unique visitors this month.
- www.tmwastorage.com: This is an interactive website that shows real-time river flows and storage along with the storage height of Lake Tahoe. This site had **140** unique visitors this month.
- www.tmwaacademy.com: This website has lesson plans and education materials for K-12 school children. This site's content is out of date and is being reviewed during the Discovery Project. This site has declining unique visitors, registering only **47** unique visits this month. TMWA is evaluating co-partnering with other agencies to help teachers and students in water conservation and education programs.
- www.tmwandscapeguide.com: This online searchable plant database allowed for the elimination of a printed book resulting in long-term costs savings, but as TMWA determines future messaging, this may be eliminated or TMWA may partner with an agency that is an expert in plants such as the Nevada Cooperative Extension to have this resource available. This website is currently averaging **300** unique visitors a month.
- www.truckeeriverfund.org: Administered by a third party partner, this website is used exclusively for projects that protect and enhance water quality or water resources of the Truckee River, or its watershed. No website statistics are available at this time.
- Social media: The analytics for bothtmwa.com as well as Truckee Meadows Community Forestry Coalition indicate a growing trend in social media and its value. Social media will be incorporated in the overall strategy of consolidation for all these websites.
- Enewsletter: TMWA's General Manager currently emails enewsletters to almost 50,000 customers and community leaders on a quarterly basis. Topics highlight seasonal issues such as water supply updates and outdoor watering information as well as news items.

From: Mazeres, Kim
Sent: Monday, April 09, 2012 2:33 PM 5-17-12 BOARD Agenda Item 12 Attachment E
To: Keith
Subject: RE: Extremely Rude Service

Hi Keith –

Unfortunately, there is nothing that TMWA can do about the score Experian is showing. We do not see that score, nor can we correct it. That letter comes direct from the credit bureau.

I did, however, have the Call Center rerun your deposit requirement. It is still showing as “deposit required”, so Experian apparently still has something wrong in their system. (As a result of us re-running the credit check, you may receive another letter from them.)

The best thing for you to do is to contact Experian at the telephone number provided in their letter. If you get the problem squared away with them, let me know and I would be happy to recheck your credit again to see if we can’t waive the deposit. Please let me know if you have any further questions of me / TMWA.

Good luck!

Kim

From: Keith [mailto:keithreno@yahoo.com]
Sent: Monday, April 09, 2012 1:22 PM
To: Mazeres, Kim
Subject: Re: Extremely Rude Service

Hi Kim, I just received the letter from TMWA and it shows my experian score as "70" when in fact it is a "670." this is obviously a mistake so could you please recheck my credit so I do not have to pay the \$100 deposit?

Thank you!
Keith

Sent from Keith's iPhone

On Mar 23, 2012, at 4:41 PM, "Mazeres, Kim" <kmazeres@tmwa.com> wrote:
Mr. Lynch –

First of all, I apologize for the service you received today. I actually monitored Johnny’s most recent call with you from my office – I often listen to “live” calls when I am doing other things in order to ensure our processes and procedures are being followed.

As an offer of explanation (not excuse, just explanation) Johnny is a new representative. He just started this week. So, he is not quite yet familiar with all of the nuances of our Call Center. When our representatives run your credit via our credit bureau service, the only indication they receive is a “pass” or “fail”. If they receive a “fail” indication, they need to charge a deposit. Our representatives have no idea why they are receiving either score. You will be receiving an “Adverse Action Letter” from the credit bureau that has their contact information in order for you to inquire about why they reported a “fail” to us.

As for Jodi, she is one of two representatives who work from home. Being new, Johnny did not know how to contact her directly since she was not sitting next to him in the Call Center. As you observed, however, he did figure that out. Prior to your e-mail to us, Jodi had already sent me an e-mail explaining a problem that she had with her phone system during her call with you. I will also have that phone call pulled by a supervisor to ensure that she did not hang up on you.

I can also assure you that I have reviewed your account, and the service is set to be in your name on Monday, 3/26. Should you experience any difficulties whatsoever with your service, you may contact me directly via e-mail or at either of the phone numbers listed below.

And, last but not least, I will also request a letter of apology be sent to you from Jodi. In addition, by copy of this e-mail, I am asking our Board Secretary to present this e-mail at our next Board meeting in April.

Please do not hesitate to contact me should you have any further questions or problems. Again, I apologize for the issues you had with us today.

Sincerely,

Kim Mazer
Director, Customer Relations
Truckee Meadows Water Authority
775-834-8032 (office)
775-848-6691 (cell)

From: Keith [mailto:keithreno@yahoo.com]
Sent: Friday, March 23, 2012 4:20 PM
To: tmwaboard
Subject: Extremely Rude Service

Dear TMWA Board Member,

I am writing to inform you of an unfortunate incident I experienced on Friday, March 23rd at approximately 3:55pm. I am trying to turn my water on at the new home I purchased in South Reno. Your initial customer service agent, Johnny, was unhelpful in supporting me to waive the deposit of \$100. He could not effectively help me understand the reason a deposit was not waived. He cited a credit issue.

Upon my request, I was then transferred to Jodi (point of contact for the call center). She was aggressive and condescending in her language toward me. For example, she referred to my credit as "negative." I find this interesting as I am capable of purchasing a new home but have "negative" credit. After several uses of the term negative, I told her she was being offensive and asked her to cease using that term as I do have good credit. She then hung up on me.

I called back immediately and Johnny again answered the phone. I asked to speak to Jodi and he stated that she was unavailable. I then asked to confirm my water service would be initiated Monday and Johnny stated that he was unable to do so as it was not entered into the computer. I asked him if he was ready to stop playing games with me and initiate water services. He stated that he would be helpful. He then put me on hold and when he returned to the phone he stated that

he spoke with Jodi (apparently she was indeed available) and that services would be turned on Monday, March 26th. My confirmation number is 0232903-5.

At this point I am concerned there may "mysteriously" be a hiccup in services initiating Monday. If Jodi is willing to be verbally aggressive, condescending, and then hang up on me I am unsure of what else she may do.

In the end, I am genuinely appalled at the service, or lack thereof, that I received today and would appreciate an apology letter from Jodi. I am hopeful that I will not have an unexpected issue with my water being turned on this coming Monday as there are 3 people counting on services.

Lastly, I am requesting this letter be read at the next board hearing as I think the members should be made aware of the difficulties I experienced today in order to prevent further abuse of customers.

Sincerely,

Keith Lynch

Important Notice:

Please be aware that the Truckee Meadows Water Authority is changing its domain name from "tmwa.net" to "tmwa.com". If you have saved any previous contact information for Kim Mazeres please update it to kmazeres@tmwa.com.