



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: June 6, 2012
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*) and the Web Usage Report (*Attachment D*).

Also included in your agenda packet are press clippings from May 11, 2012 through June 11, 2012.

I am pleased to announce that Truckee Meadows Water Authority has been awarded The Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association of the United States and Canada for the ninth consecutive year. The group also presented an Award of Financial Reporting Achievement to Chief Financial Officer Jeff Tissier, for his work. This is also Jeff's ninth time receiving the individual award.



STAFF REPORT

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

(A) Water Supply (by Bill Hauck)

Truckee River Flows - Truckee River flows at the CA/NV state line are 500 cubic feet per second (cfs) right now which is the required rate of flow for this time of year.

Reservoir Storage - Upstream reservoir storage has reached its peak. Currently, the elevation of Lake Tahoe is 6227.66 feet. That equates to a storage volume of approximately 568,000 acre-feet (AF) or 76% of maximum storage capacity. Boca Reservoir has approximately 30,400 acre-feet of water in storage at the moment. It is roughly 74% of its maximum capacity. Combined, Floriston Rate water storage is approximately 608,000 AF or 77% of maximum capacity. Donner Lake is currently full, and Independence Lake is at approximately 75% of its maximum storage capacity. Prosser Reservoir's storage is approximately 22,000 AF which is 74% of its maximum storage capacity. Stampede Reservoir's storage is currently at 201,000 AF which is 89% of its maximum capacity.

Snowpack – Our most recent winter will go down in the record books as being exceptionally dry. The official Lake Tahoe Basin April 1 snowpack measurement was 55% of average. The Truckee River Basin finished the season at 59% of average. As of June 1st there was no measurable snow in the Lake Tahoe Basin, and very little measurable snow in the Truckee Basin. There was no measurable snow in the Carson or Walker River Basins.

Streamflow Runoff – Dismal season-ending snowpack conditions have translated into significantly below average springtime runoff. Runoff in the Lake Tahoe Basin ended up about 47% of average, and roughly 54% of average for the Truckee River Basin, respectively. Lake Tahoe gained 0.83 feet of elevation since the beginning of March, reaching a peak elevation on June 6th at 6227.66 feet (4.66 feet of storage above the natural rim of 6223.00'). Springtime Truckee River flows peaked this year at 2,300 cubic feet per second on April 26th as measured at Farad, CA.

Outlook - The water supply outlook for the region is very good despite the dry winter of 2012. A significant amount of stored water was carried over from the near record breaking runoff season we experienced in 2011. So even though this year's runoff was just a fraction of what is

considered normal, we will have full Floriston Rates for the remainder of the year because upstream reservoir storage is in such good shape. So it will be operations as usual for TMWA for the rest of this year and into 2013.

(B) Water Production

Demand - Demands are higher than they were through this same time last year. For the year to date customer consumption is almost 16% higher than 2011. Demands averaged 97 million gallons per day (MGD) over the last week of May. Our peak demand day to date was 104 MG on Sunday June 3rd.

Sources of Supply - The Chalk Bluff Water Treatment Plant, fed almost exclusively by the Highland Canal, is still the primary source of supply, providing 78% of the water demand of our customers at the moment. The remaining 22% of customer demand has been met through groundwater pumping. Three PCE Wells and 14 other wells located throughout TMWA's service territory are on-line at the moment. There are also a couple of other wells prepped and ready to be brought on-line as demands dictate. It remains to be seen whether we can make it to the end of June without the Glendale Water Treatment Plant on line.

(C) Hydro Production

Generation - Average Truckee River flows at Farad were 788 cubic feet per second (cfs) for the month of May. Total hydro revenue for the month was \$313,433 or an average of \$10,110/day. Generation at the Fleish plant averaged \$4,035/day, and \$3,203/day at the Verdi plant. Generation at the Washoe plant averaged \$2,872/day. With one month to go in the fiscal year, we have already exceeded the record hydro revenues produced last year. The long range generation outlook is extremely good as we are anticipating having full Truckee River flows through the end of the year and into 2013.



STAFF REPORT

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

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

Ombudsman

There were three (3) calls to the Ombudsman in May. They included: a high bill complaint (which was resolved when we found an open irrigation valve at the customer's home); a customer who had been disconnected for non-payment who said he had paid the bill (it was found that the payment had been correctly posted to a different account); and, a customer who had been disconnected but did not return either of Joanne's two phone calls.

Communications

Last month I reported that CBS Morning News had interviewed several TMWA crew members in conjunction with a nationwide whistleblower lawsuit about defective PVC pipe. As of this date, we do not yet have an anticipated air date for the interview, but the latest information is that it might be in the next several weeks. We will update you via email regarding the air date once we are notified of it.

Since the May Board meeting there were media articles and stories on: weather-wise watering, responsible water use and assigned days; tree care in the Truckee Meadows; TMWA's receipt of The Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association for the ninth consecutive year; watercraft inspections for invasive species, with mention of the Truckee River Fund's assistance in this effort; and, Keep Truckee Meadows Beautiful annual clean-up with mention of the Truckee River Fund's assistance in this effort.

Four (4) presentations were given since the May Board meeting, including: Weather-Wise Watering and Conservation by Lora Richards to 25 people attending the Caughlin Ranch Homeowner's Association meeting; bidding on public works projects by Justine Chambers to 66 attendees of the Association of General Contractors (AGC); a water supply presentation by Bill Hauck to 30 Sparks High Alumni; and, a Canal and Waterway Safety Best Practices Workshop by Ron Penrose at the AWWA Water Research Foundation.

Conservation – May

We have granted 133 variances so far this year, with 83 still active – 47 in Reno, 35 in Sparks and 1 in Washoe County. These variances allow customers additional watering days, primarily to water new seed/sod or restore dying lawns.

Customer Calls – May

- 8,751 phone calls handled
- Average handling time of 4 minutes, 17 seconds a call
- Average speed of answer – 31 seconds

Billing – May

- 94,452 bills issued
- 236 (.25%) corrected bills

Service Orders – May

- 6,692 service orders taken
- 3,763 (56%) move-ins / move-outs
- 652 (10%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 454 (7%) new meter sets and meter/register/ERT exchanges and equipment checks
- 400 (6%) zero consumption meter checks
- 414 (6%) re-read meters
- 261 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 188 (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
- 137 (2%) high-bill complaints / audit and water usage review requests
- 109 (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

Remittance – May

- 41,293 mail-in payments
- 17,870 electronically via Check-Free
- 13,554 payments via RapidPay (EFT)
- 8,354 one-time bank account payments
- 4,763 store payments
- 4,032 payments via drop box or at front desk
- 1,527 credit card payments

Collections – May

- 16,222 accounts received a late charge
- Mailed 7,230 10-day delinquent notices, 7.8% of accounts
- Mailed 1,105 48-hour delinquent notices, 1.2% of accounts
- 166 accounts eligible for disconnect
- 155 accounts actually disconnected (includes accounts re-cut out because of bouncing a check to be reconnected from previous disconnection for non-payment)
- .16% write-off to revenue

New business / New Construction – May

- 35 active jobs currently in process
- Approximately \$15,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year To Date

- 22 meter retrofits completed
- 216 meter exchanges completed
- 245 new business meter sets completed
- 93,542 total meters installed (billing and non-billing)
- 5,530 total non-billing meters currently installed
- 341 meters yet to be installed on flat-rate accounts

STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Dir. Natural Resources-Planning & Management
DATE: 11 June 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		6,129.39 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	0.00 AF	
Adjustment	0.00 AF	
Ending Balance		6,129.39 AF
Price per acre foot at report date:		\$9,700

ANNEXATIONS

No annexations to report.

STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Donna Rennea Smit
DATE: June 5, 2012
SUBJECT: May 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, which is already under way, began by identifying TMWA's user audience (both internal and external customers) while reinforcing TMWA's vision, 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 May 2012 the website averaged over **20,280** 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

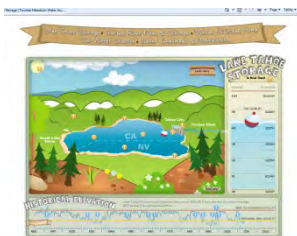
accessed were: **employment, conservation assigned-day watering, contact us, customer services residential, and payment options.** Currently TMWA has **476** twitter followers and **172** Facebook fans. There is a current Twitter feed on the home page of the TMWA website that is updated daily to reflect current topics.



www.communityforestry.org: This site provides tree care information and climate-compatible trees. This website had over **561** unique visits this month. It also has a healthy social media presence including a Twitter fan base with approximately **607** followers and more than **145** 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 were **28** 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 **319** 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 **15** unique visits this month. TMWA is evaluating partnering with other agencies to help teachers and students in water conservation and education programs.



www.tmwlandscapeguide.com: This online searchable plant database allowed for the elimination of a printed book resulting in long-term cost 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 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 quarterly enewsletter from General Manager Mark Foree was emailed on May 3, 2012 to almost 50,000 customers and community leaders. Topics highlighted seasonal issues such as water supply update and outdoor watering information as well as news items.