



**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** October 17, 2012  
**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 Services Report (*Attachment B*), the Water Resource and the Annexation Activity Report (*Attachment C*), the Web Usage Report (*Attachment D*), and one Tell the Board Submission (*Attachment E*).

Also included in your agenda packet are press clippings from September 13, 2012 through October 10, 2012.



**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**DATE:** October 4, 2012  
**SUBJECT: Operations Report for October 2012 Board Meeting**

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

**Truckee River Flows** - Truckee River flows at the CA/NV state line are 400 cubic feet per second (cfs) right now which is the required rate of flow for this time of year.

**Reservoir Storage** - Currently, the elevation of Lake Tahoe is 6225.97 feet. This is a storage volume of 361,100 acre-feet (AF) or 48% of maximum storage capacity. Boca Reservoir has approximately 20,230 acre-feet of water in storage at the moment. It is 49% of its maximum capacity. Combined, Floriston Rate water storage is approximately 378,000 AF or 48% of maximum storage capacity. Donner Lake is currently being drawn down to its wintertime operating elevation. Independence Lake is at approximately 72% of its maximum storage capacity. Prosser Reservoir's storage is approximately 12,300 AF which is 43% of its maximum storage capacity. Stampede Reservoir's storage is currently at 173,400 AF which is 77% of its maximum capacity.

**Truckee River Flow** – The spring runoff season was rather disappointing due to the significantly below average snowpack that both the Truckee and Lake Tahoe basins ended up with. Between March and early June however, the elevation of Lake Tahoe managed to gain 9/10<sup>th</sup> foot of storage behind the dam. Maximum elevation was 6,227.65 feet (4.65 feet of storage). This amount of storage in Tahoe was sufficient enough to ensure that the Truckee River would flow normally for the rest of the year and into 2013.

**Outlook** - The municipal water supply outlook for the region is still good despite the exceptionally dry winter of 2012. Lake Tahoe is in decent shape and is currently about ½ full as we enter the new water year. Much of this stored water will be carried over into 2013. So even though this year's runoff was just a fraction of what would be considered normal, we will have normal Truckee River flows for the remainder of the year and into 2013 because upstream carryover reservoir storage is healthy. This means it will be operations as usual for TMWA for the rest of this year and into 2013.

**(B) Water Production**

**Demand** - Demands have been falling for the last 6 weeks and are very typical for this time of year. For the year to date customer consumption is almost 9% higher than 2011. Demands averaged 88 million gallons per day (MGD) over the last week of September. Our peak demand day for 2012 was 125.6 MG on Thursday July 12<sup>th</sup>.

**Sources of Supply** - The Glendale water treatment plant was shut down for the season on September 24<sup>th</sup>. The Chalk Bluff Water Treatment Plant fed exclusively by the Highland Canal is the primary source of supply for our customers at this time (83%). The remaining 17% of TMWA's customer demand is being met through groundwater pumping. Three PCE Wells and 9 other wells located throughout TMWA's service territory are still on-line.

**(C) Hydro Production**

**Generation** - Average Truckee River flows at Farad were 502 cubic feet per second (cfs) for the month of September. Total hydro revenue for the month was \$267,400 or an average of \$8,913/day. Generation at the Fleish plant averaged \$2,750/day and \$3,755/day at the Verdi plant. Generation at the Washoe plant averaged \$2,409/day. The long range generation outlook remains good as we anticipate having full Truckee River flows through the end of the year and into 2013. As a result, flume reconstruction work normally scheduled for winter months, when flows could be minimal, will be performed in October to avoid weather delays and weather-related cost premiums.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Kim Mazeres, Customer Relations Director  
**DATE:** October 5, 2012  
**SUBJECT:** **Customer Service Report**

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

### **Ombudsman**

There were six (6) calls to the Ombudsman in September. They included: a customer who called after hours because she forgot to call us to have her water turned on; a customer whose problem was resolved before Joanne returned his call; a customer who lives in Washoe County's service area; a commercial customer who thought (incorrectly) that we had turned off their irrigation service; a customer who was concerned about having high pressure at her home; and, a customer who was cut-out-for-non-payment that was upset with the additional deposit. All customers were satisfactorily handled.

### **Communications**

Since the September Board meeting there were media articles and stories on: our water supply, especially as the state continues to face drought conditions; the September tours of our Verdi hydroelectric plant and our Chalk Bluff water treatment plant; a USA Today story, including information provided by TMWA, on rising water costs nationwide; a water main break on Valley Road in Reno; the Pine Middle School vegetable garden; and, the Truckee River Cleanup Day.

We have also been informed that the CBS News story on the JM Pipe federal whistleblower lawsuit will run tomorrow, Saturday, October 6<sup>th</sup>.

Six (6) tours were given since the September Board meeting, including: four (4) of the Verdi Hydro Plant to 67 people; and, three (3) of the Chalk Bluff Water Treatment Plant to 39 people.

One (1) presentation was given since the September Board meeting – General Manager Mark Foree on Water Supply Management in the Truckee Meadows to 100 members of the Sparks Rotary Club.

### **Conservation – September**

We have granted 383 variances so far this year, with 35 still active – 28 in Reno, 6 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 – September**

- 9,542 phone calls handled
- Average handling time of 4 minutes, 22 seconds a call
- Average speed of answer – 27 seconds

### **Billing – September**

- 94,227 bills issued
- 268 (.3%) corrected bills

### **Service Orders – September**

- 6,827 service orders taken
- 3,292 (48%) move-ins / move-outs
- 936 (14%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 823 (12%) new meter sets and meter/register/ERT exchanges and equipment checks
- 470 (7%) re-read meters
- 367 (5%) zero consumption meter checks
- 249 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 195 (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
- 182 (3%) high-bill complaints / audit and water usage review requests
- 77 (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 – September**

- 30,444 mail-in payments
- 15,187 electronically via Check-Free
- 11,000 payments via RapidPay (EFT)
- 8,599 one-time bank account payments
- 4,450 store payments
- 3,433 payments via drop box or at front desk
- 1,792 credit card payments

**Collections – September**

- 12,814 accounts received a late charge
- Mailed 7,090 10-day delinquent notices, 7.6% of accounts
- Mailed 2,167 48-hour delinquent notices, 2.3% of accounts
- 309 accounts eligible for disconnect
- 309 accounts actually disconnected (includes accounts re-cut out because of bouncing a check to be reconnected from previous disconnection for non-payment)
- .26% write-off to revenue

**New business / New Construction – September**

- 32 active jobs currently in process
- Approximately \$21,000 in new business fees/facility charges collected

**Meter Statistics – Fiscal Year to Date**

- 2 meter retrofits completed
- 77 meter exchanges completed
- 114 new business meter sets completed
- 93,646 total meters installed (billing and non-billing)
- 5,356 total non-billing meters currently installed
- 339 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 October 2012  
**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		6,127.90 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	1.03 AF	
Adjustment	0.00 AF	
Ending Balance		6,126.87 AF
Price per acre foot at report date:		\$9,700

**ANNEXATIONS**

No annexations to report.



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## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Donna Rennea Smit  
**DATE:** October 10, 2012  
**SUBJECT:** September 2012 Web Report-[www.tmwa.com](http://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. This Discovery was recently completed August 29, 2012. Further direction on consolidating TMWA's multiple websites will begin once a Communications Specialist is hired to lead this endeavor.

The monthly web Board reports focus on traffic and usage trends at [www.tmwa.com](http://www.tmwa.com); however, there are several other TMWA-managed websites that are now tracked and reported. Social media has continued to gain ground and is incorporated within several of the additional websites.

### TMWA manages the following websites:



[www.tmwa.com](http://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 **September** the website had over **19,596** 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 doing business with TMWA**. Currently TMWA has **524** Twitter followers and **189** 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](http://www.communityforestry.org): This site provides tree care information and climate-compatible trees. This website had over **403** unique visits for **September**. It also has a healthy social media presence including a Twitter fan base with approximately **641** Twitter followers and more than **148** Facebook fans.



[www.howdoyousave.org](http://www.howdoyousave.org): This is basically an interactive tips website that allows visitors to post their ideas for how to conserve water. The url for this website expires the end of October, and through the Discovery process and the limited traffic, TMWA has made the decision to remove this website and incorporate the “tips” into facts with the current website.



[www.tmwastorage.com](http://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 **119** unique visitors for **September**. The numbers tend to fluctuate and increase during winter and summer months.



[www.tmwacademy.com](http://www.tmwacademy.com): This website has lesson plans and education materials for K-12 school children. This site’s content is out of date and was reviewed during the Discovery Project. TMWA is evaluating partnering with other agencies to help teachers and students in water conservation and education programs like the Discovery Museum. This site has declining unique visitors, registering only **5** unique visits for **September**.



[www.tmwlandscapeguide.com](http://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 **200** unique visitors a month.



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[www.truckeeriverfund.org](http://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. Interactions with followers on Facebook increased over this time period.

**Cassell, Corinne**

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**From:** Mazerres, Kim  
**Sent:** Thursday, September 20, 2012 3:03 PM  
**To:** Cassell, Corinne  
**Cc:** marlene@goodstandingoutreach.com  
**Subject:** FW: Request

Corinne – Please include this customer request that came in via the Tell The Board section of the website in the October agenda packet. Thanks!

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**From:** Mazerres, Kim  
**Sent:** Thursday, September 20, 2012 3:02 PM  
**To:** 'nschott@mariposaacademy.net'  
**Subject:** FW: Request

Dear Mr. Schott:

We have received your request regarding funding for the drinking fountain at your school. TMWA funds landscape retrofit programs through our Conservation Department. We also fund projects that improve the water quality of the Truckee River through the Truckee River Fund. As far as funding water fountains, there is no precedent for such requests, nor a funding source.

While we do not have on file any information regarding other organizations that might fund this precise project, here are some thoughts that you might pursue. Your City of Reno Citizens Advisory Board does have discretionary funds, called Community Pride Grants; you can find information about them here: <http://www.reno.gov/Index.aspx?page=64>. Also, since you are a Title 1 school, have you contacted the School District? It might also be worthwhile to investigate whether Haws Corporation has a donation program. They are a local company that manufactures drinking fountains; you can find more about Haws at their website: <http://www.hawsco.com/>

Since you did submit this inquiry to the TMWA Board of Directors, we will include it in the agenda packet for their October meeting.

Good luck with your request. If you have any other questions, please let me know. I will do my best to research them and answer you.

Sincerely,

*Kim Mazerres*  
*Director, Customer Relations*  
*Truckee Meadows Water Authority*  
*775.834.8032*

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**From:** Neil Schott [<mailto:nschott@mariposaacademy.net>]  
**Sent:** Wednesday, September 19, 2012 1:30 PM  
**To:** [tmwboard@tmwa.com](mailto:tmwboard@tmwa.com)  
**Subject:** Request

Dear TMWA Board of Directors:

My name is Neil H. Schott, and I am the Principal of The Mariposa Dual Language Academy, located at 3875 Glen Street, Reno, NV 89502. Mariposa is a Washoe County School District sponsored Charter School, which specializes in Kindergarten through fifth grade dual language education. Due to the high number of children at Mariposa who live in poverty and receive free lunch (100%) we also receive Federal Title I money to help us in family support and the purchasing of supplies and books. The purpose of this letter is to ask for your assistance. Presently on our playground we do not have a drinking fountain for our children. Recently we received a bid to install a drinking fountain at a cost of approximately \$7,000.00. Does Truckee Meadows Water Authority have any grant programs that we could apply for that could be used to install a drinking fountain on a school playground? I'm not quite sure where to begin with this project, but I reasoned that if anyone had the answers it would be the company that already provides water to the Truckee Meadows. At your convenience would someone at TMWA please contact me to discuss this project further.

Thank you for your time and attention. I will look forward to your reply.

Sincerely,

Neil H. Schott  
Principal  
The Mariposa Dual Language Academy  
(775) 826-4040