



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: June 5, 2013
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*), and the Water Resource and the Annexation Activity Report (*Attachment C*) and the Web Usage and Social Media Report (*Attachment D*).

Also included in your agenda packet are press clippings from May 9, 2013 through June 10, 2013.

At their March, 2013 meeting the Western Regional Water Commission agreed to partially fund TMWA's Water Usage Review Program for 2013 and 2014. This program provides free water audits for TMWA customers who believe that may be using too much water, need assistance with setting their irrigation timers, suspect that they may have a leak, etc. The total amount of funding approved for the two year period was \$131,116 which covers about 60 percent of TMWA's costs to administer the program.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes
BY: Bill Hauck
DATE: June 6, 2013
SUBJECT: Operations Report for June 2013 Board Meeting

(A) Water Supply

Truckee River Flows - Truckee River flows at the CA/NV state line are 670 cubic feet per second (cfs) at the moment. Runoff in the Truckee River peaked in the middle of May with flows right around 1,000 cfs recorded at Farad, CA. Although river flows will continue to drop off a little bit each month from this point forward, we are still on-track for what would be considered normal Truckee River flows for the remainder of 2013.

Reservoir Storage - Upstream reservoir storage is a little more than half full right now. The elevation of Lake Tahoe is 6226.34 feet which equates to a storage volume of 406,300 acre-feet (AF) or 55% of maximum storage capacity. Boca Reservoir is about $\frac{3}{4}$ full with approximately 30,815 acre-feet of water in storage at the moment. It is 75% of its maximum capacity. Combined, Floriston Rate water storage is approximately 446,000 AF or 55% of maximum storage capacity. Donner Lake storage is currently 9,076 AF or 96% of maximum capacity. Independence Lake storage is currently 16,700 AF which is 95% of its maximum storage capacity (17,500 AF). Prosser Reservoir storage is currently 12,200 AF which is 41% of its maximum storage capacity. Stampede Reservoir's storage is currently at 146,000 AF which is 65% of its maximum capacity.

Runoff - Streamflow runoff peaked in the middle of May in both the Truckee River and Lake Tahoe basins. For the year runoff will end up being exceptionally below average due to the second extremely dry winter in a row. Natural runoff is now dropping off quickly and all upstream reservoirs are currently as full as they are going to get in 2013. The elevation of Lake Tahoe rose just about a half a foot (.49') since March 1st. And if not for the rainfall events during the first week of May which added almost $\frac{2}{10}$ th foot of storage to Tahoe as a result of direct precipitation the rise would not have been even that significant. The runoff was however

sufficient enough to fill Boca Reservoir this year (on paper). About 10,000 acre-feet of Boca water is being held in Stampede at the moment.

Outlook - Despite the exceptionally dry winter and below average streamflow runoff that occurred in the Truckee River and Lake Tahoe basins, TMWA is going to make it through one more year without having to operate any differently than we normally would in order to meet customer demand. The highest confidence model runs are still showing that the Truckee River will flow normally for the rest of the year. There is enough carry-over water in storage in Lake Tahoe right now to help supplement natural flow of the Truckee River through 2013. Unfortunately, since they will be relied upon so heavily this summer to make Floriston Rates, both Lake Tahoe and Boca Reservoir storage will be depleted by the end of December. Assuming normal hydrology from this point forward, the elevation of Lake Tahoe will be approximately ½ foot or so above the natural rim. Tahoe will prove once again to be invaluable helping provide for normal river flows through 2013. With normal Truckee River flows, TMWA won't be operating any differently this year than we normally do.

(B) Water Production

Demand - Water demands averaged 89 MGD last week reflecting just about average conditions for this time of year. Through June 2, TMWA water demands were about the same as 2012 (100.5%) through the same point in time. The Chalk Bluff Treatment plant fed by the Highland Canal, along with the Glendale Water Treatment Plant and a series of production wells located throughout TMWA's service territory are on-line in order to meet customer demand.

(C) Hydro Production

Generation - Average Truckee River flow at Farad was 823 cubic feet per second (cfs) during the month of May. A total of 4,801 MW hours were generated. This yielded combined hydropower revenues from the three power plants of \$330,233 for the month or an average of \$10,652/day. Generation at the Washoe plant averaged \$3,155/day. Generation at the Verdi plant averaged \$3,638/day, and the Fleish plant averaged \$3,860/day. The Fleish Hydro plant had to be taken off-line in April for emergency repairs to the canal to flume transition area where a major leak was discovered and did not come back into service until May 3rd. The long range generation outlook still remains good as we anticipate having full Truckee River flows through 2013. Assuming normal hydrologic conditions for the rest of the year, reduced flows of 300 cubic feet per second during the months of November and December are almost certain to occur. This will have a negative impact hydro generation, but is still more than enough flow to keep the plants on-line and operational. If the hydrologic patterns shift and we experience a wet fall, then it is possible that Truckee River flows could be higher.



STAFF REPORT

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

The following is a summary of Customer Service activity since the May Board meeting.

Ombudsman

There were five (5) calls to the Ombudsman in May. They included: a customer inquiring about water rights, who was directed to the correct department; a customer with vibrating water pipes, who spoke to a couple of people here to assist him in figuring out the problem at his facility; a customer who wanted help finding a possible water leak, who was assisted by conservation; a customer who thought a piece of equipment in his garage was owned by us, who was informed that we did not own the equipment; and, a customer who had been disconnected for non-payment five times in the last year who was unhappy about late charges, who did not return the Ombudsman's call.

Communications

Since the May Board meeting there were media articles and stories on: water supply; responsible water use, weather-wise watering and assigned-day watering; the just-released 2012 Water Quality / Consumer Confidence Report; the aquatic invasive species of New Zealand snails found in the Truckee River; and, boat inspections at local reservoirs for aquatic invasive species. In addition, Andy Gebhardt and Bill Hauck were interviewed by Lotus Radio for a half-hour in-depth segment focused on water supply and responsible water use that ran on multiple local stations; Andy was also on the Nevada Matters radio show discussing responsible water use and assigned day watering and this show was rebroadcast numerous times.

Three (3) workshops were held since the last Board meeting, including: Water Quality during Drinking Water Week, Tree Care, and Sprinkler System Maintenance, with a total of over forty (40) attendees. One (1) tour was given of the Chalk Bluff Water Treatment Plant to a class of Sparks High School Special Needs students. One (1) presentation on Using Water Responsibly was given to a group of home-schooled preschoolers. And, we participated with a booth at Kid's Free Fishing Day.

Variances

There are currently 59 active watering day variances: 37 in Reno, 19 in Sparks and 3 in Washoe County. Thus far this year we have granted 135 variances for changing watering days, planting new sod, bringing back dying landscape, etc.

Customer Calls – May

- 8,647 phone calls handled
- Average handling time of 4 minutes, 8 seconds a call
- Average speed of answer – 26 seconds

Billing – May

- 94,698 bills issued
- 215 (.2%) corrected bills

Service Orders – May

- 6,069 service orders taken
- 3,551 (59%) move-ins / move-outs
- 550 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 518 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 345 (6%) zero consumption meter checks
- 294 (5%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 244 (4%) re-read meters
- 139 (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
- 133 (2%) high-bill complaints / audit and water usage review requests
- 96 (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

- 30,152 mail-in payments
- 17,980 electronically via Check-Free
- 14,777 payments via RapidPay (EFT)
- 9,553 one-time bank account payments
- 4,735 store payments
- 3,444 payments via drop box or at front desk
- 1,705 credit card payments

Collections – May

- 15,437 accounts received a late charge
- Mailed 7,683 10-day delinquent notices, 8.2% of accounts
- Mailed 900 48-hour delinquent notices, 1.0% of accounts
- 118 accounts eligible for disconnect
- 103 accounts actually disconnected (includes accounts re-cut out because of bouncing a check to be reconnected from previous disconnection for non-payment)
- 0.12% write-off to revenue

New business / New Construction – May

- 42 active jobs currently in process
- Nearly \$790,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date (thru May)

- 8 meter retrofits completed
- 698 meter exchanges completed
- 356 new business meter sets completed
- 93,753 total meters installed (billing and non-billing)
- 4,931 total non-billing meters currently installed
- 278 meters yet to be installed on flat-rate accounts



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STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Dir. Natural Resources
DATE: 4 June 2013
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		6,826.93 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	3.14 AF	
Adjustment ¹	991.63 AF	
Ending Balance		7,815.42 AF
Price per acre foot at report date:		\$7,660

ANNEXATIONS

No annexations to report.

¹ Beginning Spring 2005, the price of water rights escalated from about \$5,000/acre foot to over \$30,000/acre foot by year-end. At its May 2005 meeting, the Board discussed several ideas in response to the rapidly changing price of water rights. Besides directing staff to continue to actively purchase water rights for sale of will-serve commitments, staff worked to complete filings with the State Engineer applications to perfect water rights previously dedicated to the utility but not permitted due to errors in ownership (title), use, or yield problems before the rights would be available for commitment. Similar adjustments to Rule 7 occurred in 2009, 2010 and 2011 as a result of perfecting the faulty surface water rights deeds or permits; the current adjustment resulted from State Engineer permitting legacy groundwater resources held by TMWA.

STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: June 3, 2013
SUBJECT: May 2013 Web Report-www.tmwa.com and additional TMWA websites

tmwa.com — January-May, 2013 Website Overview

In the first five months of calendar year 2013, the TMWA website has seen a steady increase in traffic over the same period in 2012. Visitor numbers have ticked up 15% — from 123,105 to 141,505. Of this number, 56% were returning visitors and 44% came to tmwa.com for the first time ever (this split is consistent with previous months). The average visit duration remained at a little over two minutes, with the majority of visitors focused on employment, contact information, and payment information.

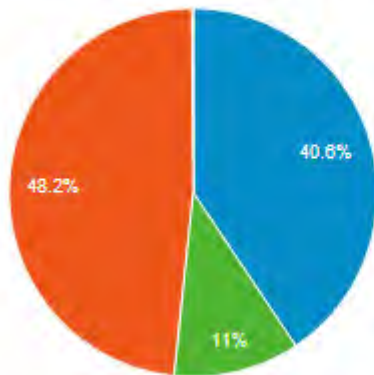
Though the total number of pages visited on tmwa.com dropped by 12%, the bounce rate fell by 55% and the average visit duration increased by 30%. These results indicate that tmwa.com's visitors are having greater success at finding what they are looking for on our site with a minimum number of clicks.

Traffic to tmwa.com is coming from the following sources:

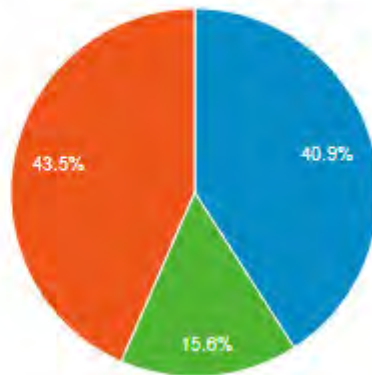
The decline in Referral Traffic in favor of Direct Traffic may indicate that users are more familiar with tmwa.com and how to find it on the Web.

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns

Jan 1, 2013 - May 31, 2013



Jan 1, 2012 - May 31, 2012



Top Content for Jan-May 2013 Period

The most visited pages on tmwa.com (listed below) are similar to those on many corporate and organizational websites; 'home,' 'employment' and 'contact us' pages nearly always rank at the top. An ongoing review of session paths and exit pages will be conducted to identify opportunities to improve the navigation, structure and content on the tmwa.com site.

Rank	Page	Pageviews	%Pageviews
1.....	Homepage	112,972.....	48.15%
2.....	Employment.....	18,115.....	7.72%
3.....	Contact Us.....	14,202.....	6.05%
4.....	Residential/Payment Options.....	11,060.....	4.71%
5.....	Customer Service/Residential.....	6,797.....	2.90%

Website Update and Consolidation Project

In 2013, work on an updated tmwa.com website will commence. Currently, content management system (CMS) options are being explored. The CMS is the foundational technology upon which a website is built. 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 completed in August of 2012. Its findings contain feedback from both internal and external stakeholders as well as a complete analysis of tmwa.com, its constituent sites. This information will be used during planning for, and production of, the new site.

Jan-May 2013, Web & Social Media Report

The monthly web Board reports focus on traffic and usage trends at 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 Social Media



Currently TMWA has **735 Twitter followers** and **249 Facebook fans**. There is a current Twitter feed on the *tmwa.com* homepage that is updated daily to reflect current topics. 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.

TMWA's YouTube Channel: <http://www.youtube.com/user/truckeemeadowswater>



In early March we kicked off our "TMWA at Work" video series with two new videos:

"Ice Fighting" <http://www.youtube.com/watch?v=2n0IT9aRmp4> and

"Highland Canal Improvement Project" <http://www.youtube.com/watch?v=6q-Y87YB-uM>

Pending informational videos include:

- Railcar-Bridge Installation
- Independence Lake Infrastructure Improvements
- Flume Substructure Repair
- Hydro Power Overview
- How to Read Your Meter

The idea behind the "TMWA at Work" videos is to inform our customers about the various projects in progress and demonstrate TMWA's expertise in planning and executing plant operations and infrastructure improvements. Given TMWA's excellent track record in both these categories, these videos should provide valuable reinforcement of our key value proposition: "*Quality. Delivered.*"

TMWA also manages the following informational websites:

- www.communityforestry.org:
- www.howdoyousave.org:
- www.tmwastorage.com:
- www.tmwaacademy.com:
- www.tmwandscapeguide.com:
- www.truckeeriverfund.org: