



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: December 4, 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 October 8, 2013 through December 4, 2013.

During the review and processing of a recent general contractor progress payment, it was brought to our attention that there was an equity issue regarding TMWA's retention policy. Regarding payments from a public body to a General Contractor, NRS 338.515 states that: "Not more than 90 percent of the amount of any progress payment may be paid until 50 percent of the work required by the contract has been performed." Therefore, TMWA's policy was to retain 10% of each progress payment until 50% of the work was complete. However, regarding payments from a General Contractor to a subcontractor, NRS 338.555 states: "... the contractor may withhold as retainage not more than 5 percent from the amount of any progress payment due under a subcontract which is made before 50 percent of the work has been completed...". Based on the Legislative Council's Digest of AB413, the original intent of the legislation was to limit the retention on General Contractor progress payments to 5%. Although TMWA's retention policy met the literal requirement of NRS 338.515, we understand the equity issue that was created and decided to revise our contract language to mirror the 5% retention requirement in NRS 338.555.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Water Supply Coordinator
DATE: December 04, 2013
SUBJECT: **Operations Report for December 2013 Board Meeting**

(A) Water Supply

Truckee River Flows - Truckee River flows at the CA/NV state line are 380 cubic feet per second (cfs) at the moment. This is the Floriston Rate for this time of year (300 cfs) plus an additional eighty (80 cfs) of Fish Water which is being released from Stampede Reservoir. The vast majority (85%) of Truckee River flow is being released from storage out of Lake Tahoe and Boca Reservoir. The rate of release from Lake Tahoe is 130 cfs and the release rate from Boca is 185 cfs. River flows will be dropping off later this month as Boca Reservoir storage becomes depleted and Floriston rates are no longer able to be met.

Reservoir Storage - The elevation of Lake Tahoe is 6223.81 feet. This is a storage volume of 98,320 acre-feet (AF) and 13% of maximum storage capacity. Boca Reservoir is now less than ¼ full with 8,135 acre-feet of water currently in storage, or 20% of its maximum capacity. Combined, Floriston Rate water storage is approximately 102,020 AF or 13% of maximum storage capacity. Donner Lake is now at its wintertime operating elevation. Storage is currently 3,310 AF or 35% of maximum capacity. Independence Lake storage is currently 14,175 AF which is 81% of its maximum storage capacity (17,500 AF). Prosser Reservoir storage is currently 6,584 AF which is 23% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently 117,860 AF which is 52% of its maximum capacity of 226,000 acre-feet.

Outlook - The last few months have been extremely dry in the Truckee River basin. This has negatively impacted upstream reservoir storage in both Lake Tahoe and Boca Reservoir which are used to provide Truckee River flows. As a result of Tahoe and Boca having to release more water than projected to augment the natural flow of the Truckee, reservoir elevations have dropped quicker than originally anticipated. It appears now that Floriston Rates are going to fall off prior to the end of the year as carry-over storage in Boca Reservoir is used up and the elevation of Lake Tahoe continues to approach its natural rim. This is the result of two back-to-back exceptionally dry snowpack years (2012 and 2013 respectfully), an extremely dry fall and a weak start to this winter. Although this is not a great way to end the year, hydrological conditions can change very quickly, and if they do this outlook is sure to improve.

(B) Water Production

Demand - Water demands are at their wintertime lows. Demands averaged 31 MGD last week reflecting just about average conditions for this time of year. Through the first week of November, TMWA water demands were just slightly less than those of 2012 (97.8%) through the same point in time. At the moment the Chalk Bluff water treatment plant and two production wells (used for the remediation of contaminated groundwater through PCE treatment facilities) are the only sources of supply on-line and being used to meet customer demand. We also began our aquifer storage and recovery efforts in November and are currently recharging on average 3 MGD. Even with the lower than normal river flows we are anticipating in the coming weeks TMWA will not be operating any differently than usual in order to meet customer demand because there will still be sufficient flow in the river.

(C) Hydro Production

Generation - Average Truckee River flow at Farad was 377 cubic feet per second (cfs) during the month of November. A total of 3,224 MW hours were generated. This yielded combined hydropower revenues from the three power plants of \$222,375 for the month or an average of \$7,413/day. Generation at the Fleish plant averaged \$2,840/day. Generation at the Verdi plant averaged \$3,300/day. Generation at the Washoe plant averaged \$1,273/day. The Fleish hydropower plant was put back into service on November 8th after being down for scheduled flume maintenance. As scheduled, the Washoe plant went off-line on November 18th and was out of service for the remainder of November.

The generation outlook has deteriorated a bit for the month of December and the start to 2014 as Floriston Rates are projected to fall off sometime later this month. It was an exceptionally dry fall, and winter snowpack is only about one half of what it should be for this time of the year. Even though Floriston Rates are projected to fall off, there should still be enough flow in the river to keep the plants on-line and operational. And if the hydrologic pattern shifts and we experience wetter conditions over the next couple of weeks it is quite possible that Truckee River flows will be higher and lead to increased opportunities for hydro generation.

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TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: November 27, 2013
SUBJECT: **Customer Service Report**

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

Ombudsman

There were four (4) calls to the Ombudsman in October. They included: a vendor whose information was passed along to the appropriate area; a customer concerned about the possibility of fluoride in her water, who we assured there was not; a customer who wanted to get her service turned on, who was referred to Customer Service; and, a customer who was struggling to pay his bills, who Joanne set up on a lengthy payment arrangement.

Communications

Since the October Board meeting there were media articles and stories on: the tenth straight year for TMWA winning the Award of Financial Reporting Achievement from the Government Finance Officers Association for the agency's comprehensive annual financial report; information regarding our hydroelectric generation plants along the Truckee River; TMWA's tips for winterizing your irrigation system; the successful lawsuit regarding substandard JM Eagle pipe; and, several letters to the editor regarding fluoride.

Two Winterization Workshops were conducted to educate customers on winterizing their irrigation systems – nearly 100 people attended. Three tours of the Chalk Bluff Water Treatment Plant were given to a UNR Journalism class and two TMCC Environmental Sciences classes. A tour of the Verdi Hydroelectric Power Generation Plant was given to two UNR Water Resources classes. Four presentations were given – two by Mark Foree to the Northern Nevada Network and to the Mavericks (both groups of influential business people in the area), one on Water Conservation to the Osher Lifelong Learning Institute, one on Water Treatment to a class at Swope Middle School, and one on Water Science to a third grade class at Roy Gomm Elementary.

Customer Calls – October

- 9,818 phone calls handled
- Average handling time of 4 minutes, 7 seconds a call
- Average speed of answer – 24 seconds

Billing – October

- 95,200 bills issued
- 214 (.2%) corrected bills

Service Orders – October

- 6,407 service orders taken
- 3,278 (51%) move-ins / move-outs
- 1,131 (18%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 607 (10%) new meter sets and meter/register/ERT exchanges and equipment checks
- 288 (5%) zero consumption meter checks
- 269 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 197 (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
- 184 (3%) re-read meters
- 112 (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 – October

- 36,115 mail-in payments
- 19,363 electronically via Check-Free
- 16,726 payments via RapidPay (EFT)
- 10,703 one-time bank account payments
- 5,190 store payments
- 3,922 payments via drop box or at front desk
- 2,409 credit card payments

Collections – October

- 15,807 accounts received a late charge
- Mailed 8,019 10-day delinquent notices, 8.5% of accounts
- Mailed 2,144 48-hour delinquent notices, 2.3% of accounts
- 364 accounts eligible for disconnect
- 346 accounts actually disconnected (includes accounts re-cut out because of bouncing a check to be reconnected from previous disconnection for non-payment)
- 0.05% write-off to revenue

New business / New Construction – October

- 30 active jobs currently in process
- Just over \$60,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date (thru October)

- No meter retrofits completed
- 278 meters yet to be installed on flat-rate accounts
- 115 meter exchanges completed
- 188 new business meter sets completed
- 93,989 total meters installed (billing and non-billing)
- 4,763 total non-billing meters currently installed



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Natural Resources
DATE: December 2, 2013
SUBJECT: **Water Resources 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		7,761.49 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	-19.49 AF	
Adjustment	4.12 AF	
Ending Balance		7,746.12 AF
Price per acre foot at report date:		\$7,660

ANNEXATIONS

No annexations to report.



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STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: December 05, 2013
SUBJECT: December 2013 Web Report-www.tmwa.com and additional TMWA websites

tmwa.com — January-November, 2013 Website Overview

In the first 11 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 nearly 10% — from 288,137 to 315,502. Of this number, 55% were returning visitors and 45% came to tmwa.com for the first time ever. 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 6.4%, the bounce rate fell by 31% and the average visit duration increased by 11%. 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.











Top Content for Jan-November. 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	246,681.....	48%
2.....	Employment.....	41,140.....	8%
3.....	Contact Us.....	30,410.....	6%
4.....	Residential/Payment Options.....	28,591.....	5.5%
5.....	Customer Service/Residential.....	15,515.....	3%

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

The top five sources of traffic to the tmwa.com website have remained more or less the same from 2012 to 2013, with a slight rise in direct traffic, suggesting an incremental improvement in the percentage of users who have bookmarked the site. That fact that the percentage of direct traffic exceeds the combined percentage for search-generated traffic speaks very well for the general “brand” recognition for TMWA and tmwa.com amongst our user groups.

1.	direct / (none)		
	Jan 1, 2013 - Nov 30, 2013	149,575	 47.41%
	Jan 1, 2012 - Nov 30, 2012	125,552	 43.57%
2.	google / organic		
	Jan 1, 2013 - Nov 30, 2013	100,297	 31.79%
	Jan 1, 2012 - Nov 30, 2012	89,769	 31.15%
3.	bing / organic		
	Jan 1, 2013 - Nov 30, 2013	15,282	 4.84%
	Jan 1, 2012 - Nov 30, 2012	12,883	 4.47%
4.	yahoo / organic		
	Jan 1, 2013 - Nov 30, 2013	15,161	 4.81%
	Jan 1, 2012 - Nov 30, 2012	12,793	 4.44%
5.	reno.gov / referral		
	Jan 1, 2013 - Nov 30, 2013	7,658	 2.43%
	Jan 1, 2012 - Nov 30, 2012	6,871	 2.38%

Website Update and Consolidation Project

Assessment work on an updated tmwa.com website continues with a rigorous review of the existing “discovery process” that assesses TMWA’s changing Web requirements. **Year-over-year mobile use has increased 71% for smartphones and 109% for tablets – this represents a growth from 12.5% to 21% of tmwa.com’s overall inbound traffic in a single year.** With the trend towards mobile devices expected to continue, the Web Team is looking hard at a “responsive formatting” solution to be sure our site and its content are presented in a both appealing and accessible manor for all of our users.

Jan-Nov. 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 **840 Twitter followers** and **279 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>

The first video in the “**TMWA How-To**” series has gone live with the launch of the “[How to Shut Off Your Home's Water in an Emergency](#)” video. Though we do intend to continue production of the “TMWA at Work” series of videos – which shows various field projects in progress – we are very curious to see if we can attract more traffic with content that has a direct, practical application for our YouTube Channel visitors.

Current “TMWA at Work” videos:

- Partnership For Safe Water Award: youtu.be/14BICQ50gdA
- Idlewild Pump Station Improvements: <http://www.youtube.com/watch?v=8YZZ8Zzm6sc>
- Steamboat Spillway, Flume Repair: http://www.youtube.com/watch?v=g_nCxXRfEgw
- Fleish ‘Railcar Bridge’
<http://www.youtube.com/watch?v=K77IOsexcDQ&feature=youtu.be>
- Water Main Repair on Haskell St.: <http://www.youtube.com/watch?v=5n516dIn4yE>
- Highland Canal Improvement Project: <http://www.youtube.com/watch?v=6q-Y87YB-uM>
- Ice Fighting: <http://www.youtube.com/watch?v=2n0IT9aRmp4>

Pending videos include:

- How to use Your Water Meter to Determine if You have a Leak
- How to Pay Your Water Bill on the TMWA Website
- Fleish Flume Rebuild
- How to shut of your water in an emergency
- Hydro Power Overview
- How to Read Your Meter

The idea behind the production of TMWA videos is to provide useful, hands-on tips and information to our customers while also informing them about the various projects we have in progress. The latter demonstrates 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: