



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: March 10, 2014
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 January 7, 2014 through March 7, 2014.

Also included is a string of emails from a customer who was dissatisfied with TMWA's customer service and responses from Customer Services Manager Andy Gebhardt including attempts to further communicate with the customer – to no avail.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: March 09, 2014
SUBJECT: Operations Report for March 2014 Board Meeting

(A) Water Supply

Truckee River Flows - Truckee River flows at the CA/NV state line are 420 cubic feet per second (cfs) at the moment. This includes 120 cfs of Fish Water being released from Stampede Reservoir. Required Floriston Rates based on the elevation of Lake Tahoe are 300 cfs this time of year. Rates will be met for the foreseeable future due to a series of storms in early February which helped raise the elevation of Lake Tahoe by almost a half a foot.

Reservoir Storage - The elevation of Lake Tahoe is now 6224.12 feet. This is a storage volume of 136,000 acre-feet (AF) and 18% of maximum storage capacity. Boca Reservoir has 7,600 acre-feet of water currently in storage, or 19% of its maximum capacity. Combined, Floriston Rate water storage is approximately 18% of maximum storage capacity. Donner Lake is still at its wintertime operating elevation. Storage is currently 4,350 AF or 46% of maximum capacity. Independence Lake storage is currently 15,000 AF which is 86% of its maximum storage capacity (17,500 AF). Prosser Reservoir storage is currently 9,400 AF which is 32% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently 110,400 AF which is 49% of its maximum capacity of 226,000 acre-feet.

Snowpack - Conditions are still not good, but have improved since the beginning of February where Truckee Basin snowpack was down to just 14% of average and 25% of average in the Tahoe Basin. Truckee Basin snowpack is now at 32% of normal and 46% of normal in the Lake Tahoe Basin thanks to a series of powerful storms that swept across the Sierra Nevada range during the second week of February. It is almost certain now that the region will end the official snowpack building season on a below-average note. This will be the third year in a row with a below average snowpack.

Outlook - A major winter storm the weekend of February 9th put a good sized dent into, but by no means erased the exceptionally dry start to the 2014 water year. Normal river flows are now occurring because a significant amount of that precipitation came in the form of rain which made

its way into Lake Tahoe. It appears that there is enough storage in Tahoe now to help maintain normal Truckee River flows through the summer months.

With snowpack at only about 1/3 of average to start the month of March, the mold has been cast for the region's third dry year in a row. Exactly how dry and what the final snowpack numbers end up looking like on April 1st still remain to be seen. While anything can happen with the mountain snowpack over the next month and a half, it is extremely unlikely that we end up anywhere close to normal and it is safe to say that we are going to end up with our third straight below average runoff year. The latest projection shows Floriston Rates being maintained through the summer and into early September. As always this projection assumes a normal hydrology from this point forward. If the watershed does not get the necessary precipitation in the coming weeks, river flows would definitely fall off sooner.

(B) Water Production

Demand - Water demands are at their wintertime lows. Demands averaged 29 MGD last week reflecting average conditions for this time of year. Through the end of February, TMWA water demands were just slightly less than last year (97%) through the same point in time. The Chalk Bluff water treatment plant is the only source of supply on-line being used to meet customer demand. Aquifer storage and recovery efforts which began in November have continued. TMWA is currently recharging an average of 5 MGD at a dozen well sites located throughout our service territory. River flows are still more than adequate to meet the demands of our water customers.

(C) Hydro Production

Generation – Average Truckee River flow at Farad was 394 cubic feet per second (cfs) during the month of February. A total of 3,063 MW hours were generated. This yielded combined hydropower revenues from the three power plants of \$212,819 for the month, or an average of \$7,601/day. Generation at the Fleish plant averaged \$3,490/day. Generation at the Verdi plant averaged \$2,295/day and generation at the Washoe plant averaged \$1,815/day. Opportunities for hydro generation are good at least for the short-term. It appears there will be enough water in the river to keep the plants on-line through at least the end of August and into September which is a much better forecast than just a month ago due to improved snowpack conditions.



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: March 10, 2014
SUBJECT: **Customer Service Report**

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

Ombudsman

There were six (6) calls to the Ombudsman in January and February. They included: a customer who had an odor in her water, which Water Quality handled; a customer moving out of his home, who was referred to Customer Service; several calls from a customer complaining about a high bill, who was referred to Conservation for a meter test and review service order and who was ultimately helped by Customer Service Manager Andy Gebhardt; a customer who had been cut-out-for-non-payment who was not happy with the deposit that had been added to the account, who was assisted by Joanne herself; and, a customer who was looking for maps of the river system, who was helped by Andy.

Communications

Since the January Board meeting there were media articles and stories on: the impact of the current dry weather on this year's water supply; a phone scam where someone was claiming to be a TMWA employee; the Truckee River Fund; Earthquake Vulnerability on Water Systems (written by TMWA Engineer Ron Penrose); and, AIS (Aquatic Invasive Species).

There have been three presentations given: one on water supply by Mark Foree to the Sparks Sertoma; one on fees and fee methodology by Scott Estes to the Builder's Association of Northern Nevada; and, one on conservation by Necie Schlesener to two first grade classes at Greenbrae Elementary.

Customer Calls – January & February

- 14,675 phone calls handled
- Average handling time of 4 minutes, 1 second a call
- Average speed of answer – 21 seconds

Billing – January & February

- 189,371 bills issued
- 459 (.2%) corrected bills

Service Orders – January & February

- 10,823 service orders taken
- 5,546 (51%) move-ins / move-outs
- 1,414 (13%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 1,239 (11%) zero consumption meter checks
- 836 (8%) new meter sets and meter/register/ERT exchanges and equipment checks
- 379 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 367 (3%) re-read meters
- 308 (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
- 227 (2%) high-bill complaints / audit and water usage review requests
- 144 (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 – January & February

- 60,210 mail-in payments
- 34,821 electronically
- 29,077 payments via RapidPay (EFT)
- 19,320 one-time bank account payments
- 9,096 store payments
- 5,993 payments via drop box or at front desk
- 5,932 credit card payments

Collections – January & February

- 25,365 accounts received a late charge
- Mailed 12,490 10-day delinquent notices, 6.6% of accounts
- Mailed 1,884 48-hour delinquent notices, 1.0% of accounts
- 319 accounts eligible for disconnect
- 393 accounts actually disconnected (includes accounts held from December that were cut in January, as well as accounts that were re-cut out because of bouncing a check to be reconnected from previous disconnection for non-payment)
- 0.21% write-off to revenue

New business / New Construction – January & February

- 31 active jobs currently in process
- Nearly \$176,800 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date (thru February)

- No meter retrofits completed
- 276 meters yet to be installed on flat-rate accounts
- 261 meter exchanges completed
- 386 new business meter sets completed
- 94,140 total meters installed (billing and non-billing)
- 4,591 total non-billing meters currently installed



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Natural Resources
DATE: 11 March 2014
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		7,753.73 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	-5.83 AF	
Adjustment	0.00 AF	
Ending Balance		7,747.90 AF
Price per acre foot at report date:		\$7,660

ANNEXATIONS

No annexations to report.

STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: March 10, 2014
SUBJECT: March 2014 Web Report-www.tmwa.com and additional TMWA websites

tmwa.com — Website Overview – Trends Over the Last Five Years

The growth in user traffic to the tmwa.com website over the last five years has more than doubled, going from 157,724 visitors to 342,275. Given the concurrent economic difficulties and negligible growth in our area, this result points to a significant improvement in the site’s performance among TMWA’s established customers. This conclusion is supported by an increasing shift from returning visitors to new visitors and a significant drop in the bounce rate. Further, once bounce rates are factored in, the number of retained visitors rose from **55,204 in 2009 to 254,550 in 2013 – a 361% increase.**

Other trends worth noting are a 20% decrease in the number of pages visited per user and a 51% increase in the duration of the average visit – an outcome suggesting users are having an easier time finding what they are looking for and are more deeply engaged with the content they find.

<u>Year</u>	<u>Visits</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg Visit Duration</u>	<u>Bounce Rate</u>
2009	157,724	47%	53%	2.04	1:22 min	64.5%
2010	231,539	48.4%	51.6%	2.16	1:36 min	65.6%
2011	278,583	50.4%	49.6%	2.02	1:24 min	69.7%
2012	313,891	54.9%	45.1%	1.73	1:53 min	35.7%
2013	342,275	55.4%	44.6%	1.63	2:04 min	25.6%

Growth in Mobile Traffic 2009 - 2014

There has been a profound growth in the number of users who are accessing tmwa.com via mobile devices – from less than half a percent in 2009 to nearly a quarter of all users in 2014.







2009	0.43%	2012	12.97%
2010	3.23%	2013	20.72%
2011	7.08%	2014 (YTD)	23.20%

Top Content for 2014 YTD (Jan 1 – March 7)

The most visited pages on tmwa.com (listed below) for the beginning of 2014 are similar what we have seen in the past. After the homepage, traffic went mostly to our employment, online payment, and “contact us” pages. We are also seeing an expected rise in visits to the “Doing Business With TMWA” page – which is consistent with annual business cycles.

Rank	Page	Pageviews	%Pageviews
1.....	Homepage	48,390.....	45%
2.....	Employment.....	10,543.....	9.8%
4.....	Residential/Payment Options.....	8,091.....	7.5%
3.....	Contact Us.....	5,259.....	4.9%
5.....	Doing Business With TMWA.....	2,606.....	2.4%


Traffic to tmwa.com is coming from the following sources (YTD 2014):

1.	(direct) / (none)	29,725	 45.13%
2.	google / organic	23,169	 35.17%
3.	bing / organic	3,474	 5.27%
4.	reno.gov / referral	3,132	 4.75%
5.	yahoo / organic	2,065	 3.14%
6.	r.search.yahoo.com / referral	466	 0.71%
7.	us-mg205.mail.yahoo.com / referral	259	0.39%
8.	cityofreno.com / referral	244	0.37%
9.	aol / organic	178	0.27%
10.	m.facebook.com / referral	169	0.26%

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. **Mobile use or tmwa.com has increased 79% for smartphones and 109% for tablets – this represents a growth from 12.9% 2012 to 23.2% today.** With the trend towards mobile devices expected to continue, the Web Team is looking hard at a mobile-specific solution to be sure our site and its content are presented in a both appealing and accessible manner for all of our users.

TMWA Social Media

 Currently TMWA has **907 Twitter followers** and **300 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.

Web & Social Media Report – The “Environmental Working Group (EWG)” Issue.

In the first week of February we saw the reemergence of an issue that has been a thorn in the side of TMWA for some time – the erroneous Environmental Working Group (EWG) report that lists Reno as one of the ten worst cities in the nation for drinking water quality. This report was first published in 2009 and reported on in a “Daily Finance” article in 2011. Though TMWA has repeatedly requested that both the research and article be corrected, no action has been taken by either EWG or Daily Finance. Consequently, links to the story will periodically surface on Facebook and Twitter, causing questions from concerned customers. Through careful monitoring of social media channels, we have been able to identify instances of the false report surfacing and offer correct information when appropriate. It has been particularly gratifying to note the number of community members who have vigorously refuted the bad report without prompting from TMWA. This speaks very well of the positive perception TMWA has in the community.

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



The fourth video in the “TMWA How-To” series has gone live with the launch of “[How to Make an Online Bill Payment from Your Checking Account](#).” As predicted, the how-to videos are generally performing better than the “TMWA at Work” series, with view counts rising more quickly. We expect to make additions to both the “How to” and “At Work” series throughout the year.

Current “TMWA How-to” videos:

- [How to Shut off Your Home's Water in an Emergency](#)
- [How to Use Your Water Meter to Determine if you have a Leak](#)
- [How to Test for and Fix a Leaky Toilet Flapper](#)
- [How to Make an Online Bill Payment from Your Checking Account](#)

Current “TMWA at Work” videos:

- Partnership For Safe Water Award: <https://www.youtube.com/watch?v=14BICQ50gdA&feature=youtu.be>
- 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:

- Spring Irrigation-System Startup
- Understanding Backflow
- Tunnel/Flume Project
- Winterization

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: