



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: December 8, 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*), the Web Usage and Social Media Report (*Attachment C*), and the Water Resource and the Annexation Activity Report (*Attachment D*).

Also included in your agenda packet are press clippings from November 14 through December 10, 2014.

At last month's meeting, Commissioner Jung requested that staff report to the Board the findings and conclusions of the Bureau of Reclamation's Truckee Basin Study and its possible effects on the Truckee River Operating Agreement. While a draft report is due to be published this month, as of this writing, it is not yet available. Once the draft report has been published and staff has been able to review it, we will prepare a report for the Board.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: December 04, 2014
SUBJECT: **Operations Report for November 2014 Board Meeting**

(A) Water Supply

Truckee River Flows - Required rates of flow at the CA/NV state line (Floriston Rates) of 300 cubic feet per second (cfs) are not being met despite recent rainstorm events that came through our region. Required river flows have actually not been met since July 30th when the outlet gates at Boca Reservoir were closed as there was no more Floriston Rate water left in storage. River flows did pick up however, and are higher than they have been for the last several months. Flows at the CA/NV state line were approximately 200 cfs at the time of this report. There is still no water coming out of Lake Tahoe as it is below its natural rim and water cannot be released from the lake.

Reservoir Storage - The elevation of Lake Tahoe is now 6222.65 feet. There is no water in storage behind the dam (0% capacity), and there is no water available for release into the Truckee River. Boca Reservoir has no Floriston Rate water in storage and is currently @ 24% of capacity. There is no Floriston Rate water stored in the Truckee River system. Donner Lake is still being drawn down and is approaching its wintertime operating elevation. It is now 45% of capacity with 4,332 AF in storage. Independence Lake is at 91% capacity with 16,017 AF in storage. Prosser Reservoir storage is currently 8,603 AF which is 29% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently 54,445 AF which is 24% of its maximum capacity of 226,000 acre-feet.

Snowpack - A series of warm winter storms that came through the area early this month have provided much needed rainfall to the basin. In addition to rainfall, the upper elevations of the both the Lake Tahoe and Truckee River watersheds received a fair amount of snow during those storms. As the time of this report snowpack in the Lake Tahoe Basin is 50% of average, and snowpack in the Truckee River Basin is 86% of average.

Outlook - The summer of 2014 was the first time in 20 years that the community had to rely on upstream drought reserves to meet the demands of its water customers during the summer months. A total of 4,900 acre-feet of surface water from a combination of Boca Reservoir,

Stampede Reservoir and Donner Lake was used over a sixty day (60) period to create a water supply for the community because of insufficient flows in the Truckee River. This, in addition to increased groundwater pumping enabled TMWA to meet our summertime water demands. While TMWA ended up using roughly 18% of our upstream drought reserves to make it through the third straight dry year in a row, statistics show that all of that water will be replenished this next spring even with another dry winter. Regardless of what kind of winter we end up with, TMWA will begin the summer of 2015 in solid shape from a drought supply perspective. It is projected that TMWA will go into next summer with about 29,500 acre-feet of upstream drought reserves.

(B) Water Production

Demand - Customer demand averaged 31 million gallons per day (mgd) last week reflecting just about average conditions for this time of year. TMWA water demands are just about the same as last year (99.6%) through this same point in time. The Chalk Bluff water treatment plant is currently shouldering the vast majority of the load, with just a few production wells still operating. TMWA's recharge program has resumed and at the time of this report is injecting approximately 1.5 million gallons per day (MGD) into various wells throughout the basin.

(C) Hydro Production

Generation - For the fourth straight month there was no hydro-power generation due to the significantly below average flow of the Truckee River. Average Truckee River flow at Farad (CA/NV state line) for the month was just 90 cubic feet per second (cfs). Truckee River flows during the month of November are by Decree supposed to be 400 cfs. But since there is no upstream reservoir storage available for release in to the Truckee River, the required rate of flow of 400 cfs cannot be met. Recent rainfall in the Sierra Nevada has helped to pick up river flows enough to allow limited generation at the Verdi Hydro plant, but not enough to allow for full hydro generation to occur.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: December 8, 2014
SUBJECT: **Customer Service Report**

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

Ombudsman

There were five (5) calls to the Ombudsman in November. They included: a follow-up thank you call from a customer that Joanne had assisted regarding a neighbor's leaky pipe; a call from the City of Sparks wanting a meter turned on at Golden Eagle Park; a call from a customer having problems making an online payment; someone who wanted information regarding payments on closed accounts; and, a realtor who wanted usage information about a commercial building. All customers were assisted except the person trying to make a payment who did not call back.

Communications

Since the November Board meeting there were numerous media articles including: a One View op-ed piece by General Manager Mark Foree thanking customers for conserving water in August, September and October; results of customer water savings during the request for reduced use; the possible conversion of the remaining flat-rate customers to the metered rate; and, a feature about Engineering Project Manager Ron Penrose's participation in the American Water Works Association;

Customer outreach included:

- 37 employees cleaning up the mile of Truckee River from Kietzke Bridge to Glendale Bridge as part of TMWA's inaugural sponsorship of Keep Truckee Meadows Beautiful's Adopt-A-River program. 46 bags of trash were collected in the stretch of river just upstream from the intake to our Glendale Water Treatment Plant. We will do three clean-ups in 2015 and will be working with KTMB to champion keeping our river corridor clean in order to preserve our excellent water quality.
- A presentation by TMWA staff to the concurrent meeting of the Reno and Sparks City Councils and the Washoe County Commission on water resource planning and the Truckee River Operating Agreement. A presentation on water supply and consolidation

to the Reno-Sparks Association of Realtors. A presentation on conservation and the water cycle to a girl scout troop.

- A workshop about winterizing your irrigation system (24 people attended).
- Two tours of the Chalk Bluff Water Treatment Plant to: 30 students from a UNR Engineering class and 14 students from the UNR Student Water Resources Association Chapter.
- Participation by Jack Byrom (Supervising Engineering Project Manager) in UNR's 11th Annual Student World Water Forum.

Attached is the website / social media report for calendar year-to-date.

Customer Calls – September

- 7,030 phone calls handled
- Average handling time of 4 minutes, 44 seconds a call
- Average speed of answer – 31 seconds

Billing – November

- 98,607 bills issued
- 270 (.3%) corrected bills

Service Orders – November

- 5,707 service orders taken
- 3,070 (54%) move-ins / move-outs
- 643 (11%) new meter sets and meter/register/ERT exchanges and equipment checks
- 482 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 353 (6%) zero consumption meter checks
- 314 (6%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 304 (5%) re-read meters
- 120 (2%) high-bill complaints / audit and water usage review requests
- 119 (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
- 28+ various collection actions, including hanging 48-hour notices for elderly and disabled customers, returned mail and/or unpaid deposits, and handling of additional deposits

Remittance – November

- 22,590 mailed-in payments
- 16,863 electronic payments
- 12,381 payments via RapidPay (EFT)
- 6,638 one-time bank account payments
- 3,968 store payments
- 4,608 credit card payments
- 2,955 payments via drop box or at front desk

Collections – November

- 9,378 accounts received a late charge
- Mailed 6,001 10-day delinquent notices, 6.3% of accounts 95,139
- Mailed 917 48-hour delinquent notices, 1.0% of accounts
- 107 accounts eligible for disconnect
- 106 accounts actually disconnected (also includes accounts that bounced a check in order to prevent disconnect or to restore service)
- 0.33% write-off to revenue

New business / New Construction – November

- 36 active jobs currently in process
- Over \$86,500 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date

- 2 meter retrofit completed
- 269 meters yet to be installed on flat-rate accounts, including some small-unit flat rate buildings that ultimately may not be able to be retrofit
- 102 meter exchanges completed
- 245 new business meter sets completed
- 94,534 total meters installed (billing and non-billing)
- 4,321 total non-billing meters currently installed



STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: December 5, 2014
SUBJECT: Web & Social Media Overview for January 1—November 30, 2014

Highlights for January 1 – November 30, 2014

- **Website Traffic Climbs:** visitor numbers increase 16% over 2013
- **Conservation Awareness Grows:** visits to TMWA’s Assigned Day Watering and Lake Levels webpages grew 91% and 84% respectively.
- **Mobile Users now Over 26% of tmwa.com Traffic:** Inbound, mobile traffic to tmwa.com has surpassed 26% of all users. This reinforces our decision to move to a website structure that supports responsive formatting. This will enable the site to dynamically optimize pages for the device on which it is being accessed. Work on the new tmwa.com website will begin in 2015.

Website Results for January 1 – November 30, 2014

During the first 11 months of 2014, the TMWA website experienced a steady increase in traffic over the same period in 2013, with visitor numbers ticking up over 16%. Of this number, 52% were returning visitors and 48% came to tmwa.com for the first time ever. The average visit duration was just over a minute and a half, with the majority of visitors focused on employment, contact information, and payment information.

There was near doubling in the number of visits to TMWA’s assigned-day watering (+91%), lake level (+84%) and residential payment options pages (+44%). The overall number of page views also increased 12% year over year from 514,733 to 576,952.

Mobile Traffic Growth (January 1 – November 30, 2014)

Though desktop and laptop computers still account for over three quarters of visits to tmwa.com, the use of mobile devices to access the site continues to rise quickly—now accounting for over a quarter of all inbound traffic.

<u>Device</u>	<u>2014/Visits</u>	<u>2013/Visits</u>	<u>Change</u>
Desktop.....	254,662/(73.44%)	251,530/(79.48%)	+1.25%
Mobile	65,498/(18.89%)	46,895/(14.82%)	+39.67%
Tablet.....	26,614/(7.67%)	18,031/(5.70%)	+47.60%

Top Content (January 1 – November 30, 2014)

The most visited pages on tmwa.com (listed below) are similar what we have seen in the past. After the homepage—our most visited page—traffic went mostly to our employment, residential payment and “contact us” pages.

<u>Rank</u>	<u>Page</u>	<u>Pageviews</u>	<u>%Pageviews</u>
1.....	Homepage	253,676.....	43.97%
2.....	Residential/Payment Options.....	41,206.....	7.14%
3.....	Employment.....	40,606.....	7.04%
4.....	Contact Us.....	27,165.....	4.71%
5.....	Customer Service, Residential.....	15,753.....	2.73%

It May be Worth Noting: visits to our “Contact us” and “Customer Services” pages have declined 10.67% and 6.67% respectively. Though no solid conclusions can be drawn from this, we will be evaluating over time to determine if this means customers are having fewer difficulties with their service or an easier time locating the TMWA-related information they need.

TMWA Social Media



Currently TMWA has **1046 Twitter followers** and **498 Facebook fans**. There is a current Twitter feed on the *tmwa.com* homepage that is updated daily to reflect current topics.

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



The seventh video in the “TMWA How-To” series has gone live with the launch of “Household Winterization” 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:

- [Household Winterization – Get Ready for the Cold](#)
- [How to Reduce Your Water Use 10%](#)
- [Spring Sprinkler System Start-Up](#)
- [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:

- [Stead Water Tank Rehabilitation](#)
- [Partnership For Safe Water Award](#)
- [Idlewild Pump Station Improvements](#)
- [Steamboat Spillway, Flume Repair](#)
- [Fleish 'Railcar Bridge](#)
- [Water Main Repair on Haskell St.](#)
- [Highland Canal Improvement Project](#)
- [Ice Fighting](#)

TMWA also manages the following informational websites:

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



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Natural Resources
DATE: 5 December 2014
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		7,595.16 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	-33.00 AF	
Adjustment	0.00 AF	
Ending Balance		7,562.16 AF
Price per acre foot at report date:		\$7,720

ANNEXATIONS

No annexations to report.