



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: April 6, 2015
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 March 16, 2015 through April 8, 2015. Also, a *Tell the Board* submission from a customer is attached regarding comments about the drought, and commercial and multi-families watering practices.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: April 6, 2015
SUBJECT: **Operations Report for April 2015 Board Meeting**

(A) Water Supply

Truckee River Flows - Truckee River flows were approximately 540 cubic feet per second (cfs) at the time of this report. These are normal flows for this time of year.

Reservoir Storage - The elevation of Lake Tahoe is now 6222.77 feet. This is 0.23 feet below the invert of the outlet channel (6223.00 feet). Storage is -28,000 acre-feet (AF) and releases are not possible from the lake into the Truckee River. Boca Reservoir has approximately 12,500 AF of Floriston Rate water in storage, and is currently at 33% of capacity. Donner Lake storage is 6,080 acre-feet, and is 64% of capacity. Independence Lake is at 91% capacity with 15,900 AF in storage. Prosser Reservoir storage is currently 5,360 AF which is 18% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 45,700 AF which is 20% of its maximum capacity of 226,000 acre-feet.

Snowpack - The 2015 winter snowpack building season has come to a close. It is now officially the fourth straight below normal snowpack year for the Sierra Nevada region. Not only was 2015 the worst of the last four years, but it will actually go down in the record books as being the worst snowpack in recorded history. The official season-ending Natural Resource Conservation Service (NRCS) snowpack measurement in the Lake Tahoe Basin was only three percent (3%) of normal, and just 14% of normal in the Truckee River Basin.

Outlook - The outlook for the region's water supply this summer is extremely poor. Significant winter storms hoped for during the month of March just never materialized, and the snowpack situation continued its downward spiral. Runoff projections have been downgraded considerably again as a result. Normal river flows are projected to fall short sometime before the end of April. And it is projected that by the end of May TMWA will have to begin ramping up production wells and making releases from our upstream drought reserves in order to meet customer demand. TMWA will however, begin the summer of 2015 in solid shape from a drought supply perspective. It is projected that TMWA will go into this summer with at least 26,000 acre-feet of upstream drought reserves (just shy of the amount we had in storage last year). TMWA has also

been injecting water back into the aquifer at record rates this winter as part of our aquifer storage and recovery program (ASR), and our groundwater reserves will be in good shape as we head into our peak summer demand months.

(B) Water Production

Demand - Customer demand averaged 63 million gallons per day (MGD) last week. The majority of the water being used to meet customer demand in the Truckee River Resource Area (TRA) is surface water coming from the Chalk Bluff water treatment plant. A much smaller portion is coming from various production wells located throughout the TRA. Customers in TMWA's Non-Truckee River Resource Area are being supplied water by production wells located within each respective pumping zone. At the time of this report TMWA was injecting (recharging) approximately 7 MGD at various well sites throughout our service territory.

(C) Hydro Production

Generation - River flow remained high enough during March to keep all three plants on-line (the Verdi Plant came back into service on March 09 after repairs to fix a leaking canal were completed). Average Truckee River flow at Farad (CA/NV state line) for the month of March was 332 cubic feet per second (cfs). A total of 3,085 megawatt hours (Mwh) were generated. This yielded combined hydropower revenue from TMWA's three power plants of \$216,600 for the month, or an average of \$6,987/day. Generation at the Fleish plant averaged \$3,610/day. Generation at the Verdi plant averaged \$1,946/day, and generation at the Washoe plant averaged \$1,430/day. The outlook for hydro generation is not very promising. There should be enough water in the river through about the end of April for limited generation, but after that it is projected that the plants will all have to be taken off-line. It is very likely that the plants will be off-line for the remainder of 2015 and into 2016 due to insufficient river flow.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: April 6, 2015
SUBJECT: **Customer Service Report**

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

Ombudsman

There were seven (7) calls to the Ombudsman in March. They included: a flat-rate customer that cannot figure out where the water in his yard is coming from (TMWA has been out to his property numerous times and cannot find a leak on our side of the meter or his); a customer with a broken meter box lid (sent a technician out immediately to replace); a realtor who wanted to know the average bill for a property (I responded); a customer who was having trouble transferring service (Andy Gebhardt assisted); a customer who wanted to know the PH of his water (Paul Miller contacted); a customer who wondered why we didn't go back to twice-a-week watering during the drought (Andy answered her questions); and, a customer who had questions about the drought, trees and artificial turf (Andy also answered her questions).

Communications

Since the March Board meeting there were numerous media articles including: the drought and its impact on water supplies; TMWA's request for at least 10% water conservation; how to conserve water; the TMWA Open House for flat-rate customers; and, several letters to the editor including one on growth with a response from the paper and one on restaurants not serving water to every customer. Channel 4 ran a poll asking viewers if they thought they would be able to save 10% of their water use; 74 percent answered yes.

Customer outreach included:

- Three tours of Chalk Bluff to ninety (90) Dilworth STEM Academy students
- The first Irrigation System Start-Up Workshop of the season given by TMWA Conservation Staff was attended by nineteen (19) customers
- A presentation on drought supply given by General Manager Mark Foree to a dozen staff at a local law firm
- A presentation on drought supply and conservation given by Senior Resource Economist Shawn Stoddard to twenty (20) members of the Lions Club

- A presentation on How Common Interest Communities can Reduce Water Use given by Customer Services Manager Andy Gebhardt to twenty (20) members of the Homeowner's Association's Presidents group
- A presentation on Truckee River Resources given by Natural Resources Director John Erwin to thirty-three (33) students at UNR's Geography Colloquium
- Participation by John Enloe in the Truckee Aquatic Invasive Species Regional Prevention meeting
- Participation as an Engineer Judge by Supervisor Brent Eisert at Sun Valley Elementary School

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

Conservation

There have been a total of 30 watering variances year-to-date, with 24 currently active – 17 in Reno, 4 in Sparks and 3 in Washoe County.

A total of thirteen (13) seasonal Conservation Consultants and Auditors are in the process of being hired to assist in educating our customers and helping them to save water during this extremely dry year.

The Drought Communications Team has been working diligently on the advertising for the upcoming year. We held several customer focus groups, and the ads are currently being produced. In addition, we have partnered with the Nevada Landscape Association and the UNR Cooperative Extension; this includes sharing messaging across written materials and online sites.

Customer Calls – March

- 9,467 phone calls handled
- Average handling time of 4 minutes, 25 seconds a call
- Average speed of answer – 21 seconds

Billing – March

- 121,108 bills issued
- 132 (.1%) corrected bills

Service Orders – March

- 8,098 service orders taken
- 4,602 (57%) move-ins / move-outs
- 1,079 (13%) zero consumption meter checks
- 750 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 476 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 387 (5%) re-read meters

- 306 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 90 (1%) high-bill complaints / audit and water usage review requests
- 67 (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
- 67 (1%) 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 – March

- 40,688 mailed-in payments
- 27,151 electronic payments
- 20,139 payments via RapidPay (EFT)
- 14,526 one-time bank account payments
- 4,275 store payments
- 4,228 credit card payments
- 3,790 payments via drop box or at front desk

Collections – March

- 19,455 accounts received a late charge
- Mailed 7,278 10-day delinquent notices, 6.1% of accounts 119,770
- Mailed 1,108 48-hour delinquent notices, 0.9% of accounts
- 168 accounts eligible for disconnect
- 122 accounts actually disconnected
- 0.20% write-off to revenue

New business / New Construction – March

- 110 active jobs currently in process
- Over \$265,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date

- 3 meter retrofits completed
- 263 meters yet to be installed on flat-rate accounts, including some premises that ultimately may not be able to be retrofit
- 261 meter exchanges completed
- 709 new business meter sets completed
- 119,174 meters installed (billing and non-billing)
- 4,456 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: April 1, 2015
SUBJECT: Web & Social Media Overview for YTD 2015

Web & Social Media Overview – YTD 2015

Highlights

- **Website Overview – YTD 2015:** Visitor numbers have increased 31% over the same period last year. Pageviews jumped 39% from 146,400 to 203,548 in the first three months of the year.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (25%), and tablet access (44%) but mobile phone use far outpaced both with an increase of 71%.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 140% and 16% respectively since April of 2014.

tmwa.com — Website Traffic Review – YTD 2015

User traffic to the tmwa.com website in the first three months of the calendar year has grown 31%, from 53,258 visitors in 2014 to 69,763 in 2015. The numbers indicate significant consolidation-related traffic. Jan/March 2015 saw 39% more pageviews than the same period in 2014. The average visit duration was well under two minutes, with the majority of visitors focused on payment options, employment, contact information, and the residential customer page.

Year	Visitors	New	Returning	Pages/Visit	Avg. Visit Duration	Bounce Rate
2014	53,258	47.1%	52.9%	1.63	1:48 min	69.7%
2015	69,763	48.5%	51.5%	1.69	1:37 min	65.6%

Top Content (YTD 2015)

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. It’s worth noting that visits to the “Contact us” page have dropped by 16% over the

same period last year. The most likely reason for this is TMWA’s improved IVR telephone system, which is more efficient at trafficking callers to an appropriate contact.

Rank	Page	Pageviews	Change
1	Homepage	85,998	+31%
2	Employment	14,703	+6%
3	Residential/Payment Options	13,815	+28%
4	Contact Us	6,213	-16%
5	Customer_Service/Residential	4,315	+17%

Growth by Platform 2015 vs. 2014:

Desktop Users	+25%
Mobile Phone	+71%
Tablet Use	+44%

Traffic to tmwa.com is coming from the following sources (YTD 2015):

1. (direct) / (none)	52,593 (43.72%)
2. google / organic	38,688 (32.16%)
3. yahoo / organic	6,417 (5.33%)
4. bing / organic	5,761 (4.79%)
5. tmwa.com / referral	4,081 (3.39%)
6. reno.gov / referral	3,915 (3.25%)
7. indeed.com / referral	2,729 (2.27%)
8. jobs.tmwa.com / referral	950 (0.79%)
9. tmwamaps.com / referral	273 (0.23%)
10. aol / organic	270 (0.22%)

TMWA Social Media



Currently TMWA has **1101 Twitter followers** and **752 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>



TMWA videos are intended to provide tips for addressing issues they may face with their water supply, as well as give customers a window into TMWA's everyday operations, showing everything from infrastructure improvements to water-main repairs. It's a great way to understand both the scope and complexity of the many processes and projects we manage here at TMWA

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, Dir Natural Resources
DATE: 1 April 2015
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		7,509.97 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 19.06 AF	
Adjustment	0.00 AF	
Ending Balance		7,490.91 AF
Price per acre foot at report date:		\$7,740

ANNEXATIONS

No annexations to report.