



## STAFF REPORT

**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** August 12, 2015  
**SUBJECT:** **General Manager's Report**

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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 July 7, 2015 through, August 12, 2015. Also, four *Tell the Board* submissions from customers are attached regarding a compliment to the TMWA crew for their response to and clean-up of the water tank at the Monte Rose Home Owners Association, a complaint about customer billing and water waste, and interest in a turf removal program.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Sr. Hydrologist  
**DATE:** August 10, 2015  
**SUBJECT:** Operations Report for August 2015 Board Meeting

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### (A) Water Supply

**Truckee River Flows** - Truckee River flows have been significantly below normal over the last four months. Discharge averaged only 97 cubic feet per second (cfs) for the month of July. Floriston Rates (the required rate of flow at the CA/NV state line) have not been met since April 17<sup>th</sup>. Normal flow is 500 cfs this time of the year.

**Reservoir Storage** - The elevation of Lake Tahoe is 6222.62 feet. This is 0.38 feet below the invert of the outlet channel (6223.00 feet). Storage is -16,000 acre-feet (AF) and releases are not possible from the lake into the Truckee River. Boca Reservoir has approximately 6,400 AF of water in storage, and is currently at 16% of capacity. Donner Lake storage is 6,500 acre-feet, and is 68% of capacity. Independence Lake is at 92% capacity with 16,150 AF in storage. Prosser Reservoir storage is currently 7,800 AF which is 26% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 32,500 AF which is 14% of its maximum capacity of 226,000 acre-feet.

**River Flow** - The required rate of flow at the CA/NV state line this time of the year is 500 cfs. The required flow is not being met. On April 17<sup>th</sup>, the reservoir storage used to help make those rates of flow had become completely exhausted. Precipitation events during the months of May and June helped to keep river flows higher than were originally projected, but river flows since then have dropped off noticeably. In response, TMWA has been supplementing the Truckee with releases of our drought reserves from Stampede Reservoir to provide water for our treatment plants.

**Outlook** - Despite the rainfall events that have helped to cool things off and bump up river flows periodically over the last few months, the overall water supply outlook for the area remains unchanged. Since June 19<sup>th</sup> TMWA has released approximately 4,400 acre-feet (or about 17%) of our total upstream drought reserve water from Boca and Stampede reservoirs to keep our treatment plants on-line. TMWA is still in good shape for the rest of the year from a drought supply perspective. Upwards of 22,000 acre-feet still remain in storage between Stampede Reservoir, and Donner and Independence lakes at this time.

### (B) Water Production

**Demand** - Customer demand averaged 93 million gallons per day (MGD) through the first week of August. While system demands remain at their summer time highs, it appears likely that we have already experienced our peak system demand day(s). Our Peak TMWA system demand day was 108.2 MG on Tuesday June 30<sup>th</sup>. Our peak DWR system demand day was 16.6 MG on Saturday August 1<sup>st</sup>, and our peak combined system demand day was 122.8 MG on Thursday July 30<sup>th</sup>. At this time TMWA's sources of supply for meeting customer demand are about a 50/50 mix of surface and groundwater. Customer demands were down considerably once again last month (-16%). And since TMWA rolled out its conservation campaign in May, in excess of 3,800 acre-feet has been saved or conserved by our customers compared to the same three months in 2013 which is our baseline year.

**(C) Hydro Production**

**Generation** - Average Truckee River flow at Farad (CA/NV state line) for the month of July was 97 cubic feet per second (cfs). This is not enough water for TMWA to generate with. So, all three of TMWA's hydro-electric plants were off-line during the month of July as a result of the lack of water in the Truckee River. It is projected that TMWA's hydro plants will remain off-line for the remainder of 2015 and possibly into 2016.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Kim Mazeres, Customer Relations Director  
**DATE:** August 10, 2015  
**SUBJECT:** **Customer Service Report**

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

### Ombudsman

There were three (3) calls to the Ombudsman in July. They were: a customer who wanted to remain anonymous contacted us regarding a neighbor watering in the heat of the day – a Water Conservation Consultant attempted to contact the neighbor and left them educational materials; a former Washoe County property owner who was concerned because the landlord agreements were not transferred from the county’s database so he was charged \$50 for a same-day reconnection – due to the confusion regarding the transfer of data, the \$50 same-day fee was reduced to our \$25 normal fee; a customer who had a major water leak who was inquiring about any help we could provide, who decided to contact another individual he knows at TMWA.

### Communications

Attached is a complete report regarding current drought communications activities, as well as the website / social media report for calendar year-to-date.

Since the July Board meeting there were numerous media articles including: our customers continued **excellent** response to conservation requests; a large number and wide variety of stories on drought in the region, including TMWA’s responses to it; several Ask RGJ columns on water including how to find usage information on TMWA’s bill, the amount of water used by various household activities, and water-loving plants near the river; information on the RGJ Water Savers Club including a bus tour which was narrated by TMWA employees Bill Hauck and Kim Mazeres, as well as an upcoming drought talk that will include TMWA employee John Erwin; a significant video piece on the tunnel for the Fleish hydroelectric plant; information about water main replacements being conducted in coordination with street repaving projects; an Ask Joe Hart piece on business watering times; and, several letters to the editor on various water subjects.

Customer outreach included:

- three presentations on water supply given by Bill Hauck to 40 Reno South Rotarians, 60 Sparks Rotarians and 20 members of the Reno Arch Lions Club
- a water system bus tour hosted by Bill Hauck and Kim Mazeres to 60 members of the Reno Gazette Water Savers Club, which included tours of the Verdi Hydroelectric Plant and the Chalk Bluff Water Treatment Plant
- a presentation on water planning given to 26 members of Truckee Meadows Tomorrow

### **Conservation**

Approximately 1,600 water waste complaints were responded to during the month of July, with over 1,800 visits to homes and businesses. There have been a total of 250 watering variances year-to-date, with 57 currently active – 35 in Reno, 17 in Sparks and 5 in Washoe County.

### **Customer Calls – July**

- 10,800 phone calls handled
- Average handling time of 5 minutes, 1 second a call
- Average speed of answer – 40 seconds

### **Billing – July**

- 122,123 bills issued
- 156 (.1%) corrected bills
- 9,519 customers (7.9%) signed up for paperless billing

### **Service Orders – May**

- 10,510 service orders taken
- 5,687 (54%) move-ins / move-outs
- 1,463 (14%) new meter sets and meter/register/ERT exchanges and equipment checks
- 1,029 (10%) re-read meters
- 898 (9%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 445 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 425 (4%) zero consumption meter checks
- 276 (3%) high-bill complaints / audit and water usage review requests
- 83 (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
- 34 (.5%) 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 – July**

- 34,113 mailed-in payments
- 27,547 electronic payments
- 21,864 payments via RapidPay (EFT)
- 14,206 one-time bank account payments
- 4,192 store payments
- 4,881 credit card payments
- 2,814 payments via drop box or at front desk

**Collections – July**

- 16,424 accounts received a late charge
- Mailed 10,088 10-day delinquent notices, 8.4% of accounts
- Mailed 1,158 48-hour delinquent notices, 1.0% of accounts
- 227 accounts eligible for disconnect
- 230 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks)
- 0.14% write-off to revenue

**New business / New Construction – July**

- 102 active jobs currently in process
- Nearly \$780,000 in new business fees/facility charges collected

**Meter Statistics – Fiscal Year to Date**

- 0 meter retrofits completed
- 258 meters yet to be installed on flat-rate accounts, including some premises that ultimately may not be able to be retrofit
- 38 meter exchanges completed
- 186 new business meter sets completed
- 119,804 meters installed (billing and non-billing)
- 4,299 total non-billing meters currently installed



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Kim Mazeres, Director of Customer Relations  
**FROM:** Robert Charpentier, Communications Specialist  
Marlene Olsen, GoodStanding  
**DATE:** August 7, 2015  
**SUBJECT:** 2015 Drought Communication Plan Timeline Update

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### INTRODUCTION

The Drought Communications Plan was approved by the TMWA Board of Directors at its March meeting. The Timeline below was included. Attached is the status of each project and completed items. **Those in red** include an attached sample.

### **Tactics, Tools and Timeline**

The attached tactics and tools carry the message to the target audiences, the “blueprint” for the plan.

**Month of July**

Main communications:

Advertising Continues:	TV, radio, print, digital & billboards
TV Weather Segment Sponsorships Continues (featuring watering days and 10% message)	KTVN, KOLO, KRNV
Digital Advertising continues	RGJ, FB
Advertising Message Change Made to: Keep Up the Good Work in Saving at Least 10%	Completed
Microsite Website: tmwa.com/save, 10 Easy Ways to Save 10%	1,248 sessions 1,082 unique visitors 1,717 page views
Press Release: Customers Reduce Use by 10.5% in June	Covered by all major news outlets—in clip report
Respond to media inquiries, interviews Including Ask the RGJ—Cash for Grass, water-stealing plants, and how TMWA measures water use; June Water Saving Results, North Valleys Integration Project, how rains affected water supply (several) growth and water supply, Donner Lake levels, flat rate, TMWA’s drought projects, effluent water; businesses watering restrictions, TMT event, Battle Born Event, House Detective Guest, and too many to list for RGJ Drought Section and RGJ Water Savers Club	Fielded over 28 (twenty eight) requests for info & interviews—in clips report
Conservation staff information packets and visit cards prepared with educational materials.	Distributed: door hanger packets-941 and visit cards-898
Conservation staff fielded hotline and email waste reports	Hotline calls-1,264 Emails-300
Presentations to community organizations: This includes two staff members who led a water system tour on Saturday, June 25 for RGJ’s Water Savers Club, and participating in Truckee Meadows Tomorrow on growth and water resources.	7 Completed
Restaurant tabletop tent cards: distributing to requests and tracking restaurants as we hear that they are participating.	Distributed to three more restaurants
Frequently Asked Questions distributed as needed	Completed

Social Media updates	32 Facebook, 39 Twitter posts
Contact billboard owners to request space (NDOT, hotels, etc.)	In process
Direct mail: Social norms, neighborhood comparison letters	Letter 1: 3,063 Letter 2: 3,051 Letter 3: 3,057 Letter 4: 3,045 Letter 5: 3,051

Supporting:

Bill Insert, featuring water saving results, call for conservation champions	Completed
Envelope Backer – Save 10% message	Completed
Board Meeting Update	Completed
TMWA employees – at all employee meetings and <i>from the source</i>	Completed

Keep up the  
good work  
and keep saving at least

# 10%

Everything we save now will  
help us in the future.



Learn 10 Easy Ways to Save 10%  
at [tmwa.com/save](http://tmwa.com/save)



July 9, 2015  
Contact: Marlene Olsen  
marlene@goodstandingoutreach.com  
(775) 772-0020  
FOR IMMEDIATE RELEASE

## Water Supply Report: Customers Reduce Use by 10.5 Percent in June

← Total gallons saved for May and June, 817,000,000

(Reno, NV) Recent rains and customer response to a voluntary request for a ten-percent reduction in water use resulted in more good news for the local water supply. Water production for Truckee Meadows Water Authority (TMWA) for the month of June was 10.5% lower compared to June 2013 (2013 is the baseline-use year)\*.

Factoring in May consumption figures (down 19% compared to May 2013), a total of 2,508 acre-feet (817 million gallons) have been saved by TMWA customers so far (May and June). “We are definitely on-track, our water customers are doing their part and we are well on our way to achieving our 2015 target goal of saving 5,000 acre-feet,” explained Bill Hauck, TMWA’s senior hydrologist. “This is great news, because every gallon we save is water in the bank that we can keep upstream for later use, should we need it.”

The reduction in water use shows that TMWA customers are mindful of the drought and are doing their part by reducing water use indoors and turning off sprinklers when it’s raining.

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*\*Note: TMWA’s current request, that all customers reduce their water use by at least 10%, is measured against a 2013 use baseline. This is because 2013 was the last year TMWA operated normally and did not ask customers to conserve water. Those customers who reduced their use by 10% in 2014 have asked if they need to save an additional 10%. The answer is no. They should just keep doing what they are doing.*

*Truckee Meadows Water Authority (TMWA) is a not-for-profit water utility, overseen by elected officials from Reno, Sparks and Washoe County. TMWA employs a highly skilled team who ensure the treatment, delivery and availability of high-quality drinking water around the clock for more than 385,000 residents of the Truckee Meadows.*

July 16, 2015

Customer Name  
1 CUSTOMER ADDRESS DR  
SPARKS, NV 89441

## Helping Our Region Deal with Drought: What You Can Do

Dear Customer Name,

Because of the extended drought in Northern Nevada, we are asking all of our customers to reduce water use by **at least 10% this summer** compared to **summer 2013**—the last summer before TMWA started asking for summer water use reductions. Since TMWA customers use on average about four times more water in summer than in the winter, we expect that for most customers the easiest way to achieve this reduction is to adjust their outdoor watering. Below are six tips that we hope will help you to meet or exceed your 10% conservation goal.

### Six Low-Cost Tips to Reduce the Amount of Water You Use Outdoors

Most households in the region could reduce outdoor watering by using these six low-cost tips. These are ordered with from highest to lowest potential water savings.

- 1. Check your sprinklers, spigots, and hoses regularly for leaks.** Finding and fixing broken sprinkler heads is an easy way to save water and maintain the health of your landscape. Install **low-flow hose nozzles** to save even more water.
- 2. Water when it's cool, between 3 a.m. and 8 a.m.** Avoid watering between 11 a.m. and 7 p.m., when much water evaporates before your plants can use it. Check your irrigation timers – you can significantly reduce your outdoor water use by watering between 3 a.m. and 8 a.m. Turn sprinklers off when it's windy or raining.
- 3. Set your lawn mower blades to 3 inches or higher.** Mowing high encourages grass roots to grow deeper and provides shade for the soil, helping your lawn hold moisture better than a closely mown lawn.
- 4. Don't apply fertilizer in the heat of the summer.** Grass naturally slows its growth in the heat of the summer to conserve water and nutrients. Fertilizing in the summer encourages grass to grow, which increases your lawn's water needs. Fertilize your lawn in the spring before it gets hot and in the fall after temperatures cool.
- 5. Mulch helps soil retain water.** Applying shredded wood chips, compost, leaves, and other organic mulch to the base of your plants and trees protects the root zone from water loss. Applying mulch is an easy way to reduce the amount of water you use on your non-turf landscaping.
- 6. Water and wait to avoid overwatering.** When setting up your lawn sprinklers, adjust them so they shut off before runoff occurs or puddles form. Then, wait an hour for the water to soak down into the roots. Repeat this process until the soil is moistened to a depth of 6-8 inches. Set your irrigation timers for all zones accordingly.

For more information on how to reduce your outdoor water use, go to [www.tmwa.com/save](http://www.tmwa.com/save).

July 16, 2015

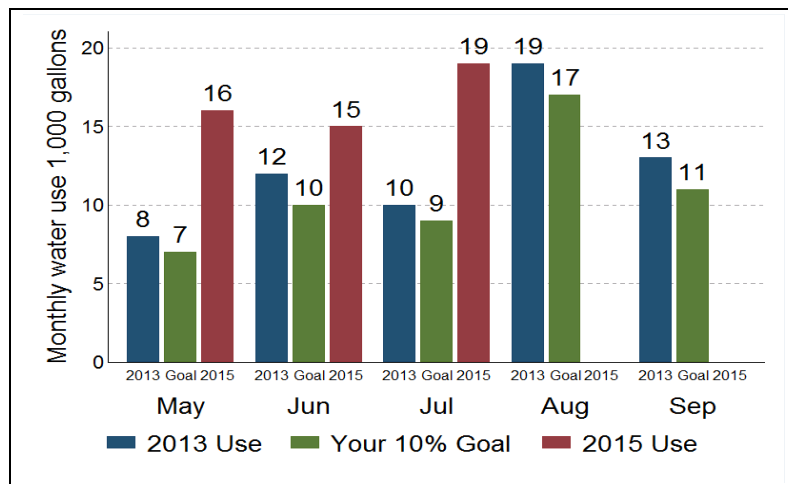
Customer Name  
1 CUSTOMER ADDRESS DR  
SPARKS, NV 89441

## Below Is Your Customized Water Use Report

Dear Customer Name,

Because of the extended drought in Northern Nevada, we are asking all of our customers to reduce water use by **at least 10% this summer** compared to **summer 2013**—the last summer before TMWA started asking for summer water use reductions.

To help you meet this goal, this letter gives you information **customized for you**.



**What is your 10% goal?** The graph to the left shows your household's total water use in the past few months (red) compared to your water use in summer 2013 (blue). Water use on your July 2015 bill was **90% higher** than on your July 2013 bill. To do your part to help the community conserve water this summer, your total water use for August and September should be **at least 10%** lower than in 2013 (green). Your August goal amounts to saving **67 gallons per day** compared to how you used water in August 2013.

Since TMWA customers use on average about four times more water in summer than in the winter, we expect that for most customers the easiest way to achieve a 10% reduction is to adjust their outdoor watering. The **back** of this letter provides **six low-cost tips for reducing outdoor watering**. We hope this information helps you to meet or exceed your 10% conservation goal. For more information on how to reduce your outdoor water use, go to <http://www.tmwa.com/save>.

## **Six Low-Cost Tips to Reduce the Amount of Water You Use Outdoors**

Most households in the region could reduce outdoor watering by using these six low-cost tips. These are ordered with from highest to lowest potential water savings.

**1. Check your sprinklers, spigots, and hoses regularly for leaks.** Finding and fixing broken sprinkler heads is an easy way to save water and maintain the health of your landscape. Install **low-flow hose nozzles** to save even more water.

**2. Water when it's cool, between 3 a.m. and 8 a.m.** Avoid watering between 11 a.m. and 7 p.m., when much water evaporates before your plants can use it. Check your irrigation timers – you can significantly reduce your outdoor water use by watering between 3 a.m. and 8 a.m. Turn sprinklers off when it's windy or raining.

**3. Set your lawn mower blades to 3 inches or higher.** Mowing high encourages grass roots to grow deeper and provides shade for the soil, helping your lawn hold moisture better than a closely mown lawn.

**4. Don't apply fertilizer in the heat of the summer.** Grass naturally slows its growth in the heat of the summer to conserve water and nutrients. Fertilizing in the summer encourages grass to grow, which increases your lawn's water needs. Fertilize your lawn in the spring before it gets hot and in the fall after temperatures cool.

**5. Mulch helps soil retain water.** Applying shredded wood chips, compost, leaves, and other organic mulch to the base of your plants and trees protects the root zone from water loss. Applying mulch is an easy way to reduce the amount of water you use on your non-turf landscaping.

**6. Water and wait to avoid overwatering.** When setting up your lawn sprinklers, adjust them so they shut off before runoff occurs or puddles form. Then, wait an hour for the water to soak down into the roots. Repeat this process until the soil is moistened to a depth of 6-8 inches. Set your irrigation timers for all zones accordingly.

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July 16, 2015

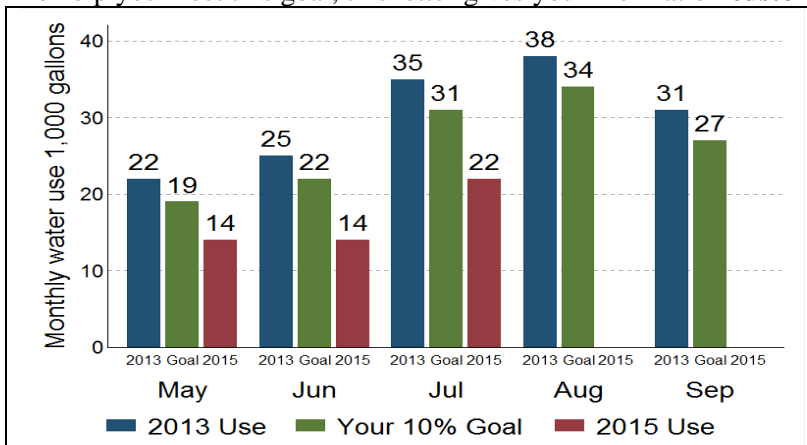
Customer Name  
1 CUSTOMER ADDRESS DR  
RENO, NV 89502

## Below Is Your Customized Water Use Report

Dear Customer Name,

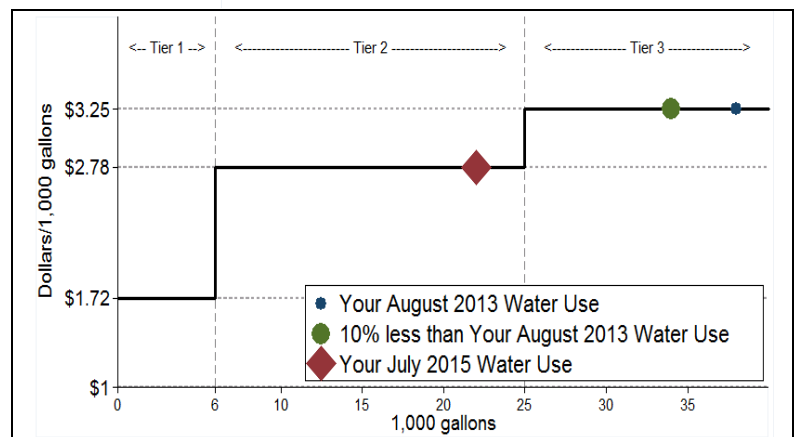
Because of the extended drought in Northern Nevada, we are asking all of our customers to reduce water use by **at least 10% this summer** compared to **summer 2013**—the last summer before TMWA started asking for summer water use reductions.

To help you meet this goal, this letter gives you information **customized for you**.



**What is your 10% goal?** The graph to the left shows your household's total water use in the past few months (red) compared to your water use in summer 2013 (blue). Water use on your July 2015 bill was **37% lower** than on your July 2013 bill. To do your part to help the community conserve water this summer, your total water use for August and September should be **at least 10% lower** than in 2013 (green). Your August goal amounts to saving **133 gallons per day** compared to how you used water in August 2013.

**Saving water saves you money.** The graph on the right shows how you **could save \$13.00** if you reduce your water use on your August bill by 10% compared to 2013. The price you pay for each gallon of water increases as total water use increases. For most homes, indoor use falls within the first tier at the lowest price. Summer outdoor water use brings homes into the higher prices associated with tiers 2 and higher. The graph shows where your water use from your July 2015 bill (red) falls in the price schedule. It also shows your August 2013 water use (blue) and your 10% reduction goal for August 2015 (green).



Since TMWA customers use on average about four times more water in summer than in the winter, we expect that for most customers the **easiest** way to achieve a 10% reduction is to adjust their outdoor watering. The **back** of this letter provides **six low-cost tips for reducing outdoor watering**. We hope this information helps you to meet or exceed your 10% conservation goal. For more information on how to reduce your outdoor water use, go to <http://www.tmwa.com/save>.

## Six Low-Cost Tips to Reduce the Amount of Water You Use Outdoors

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July 16, 2015

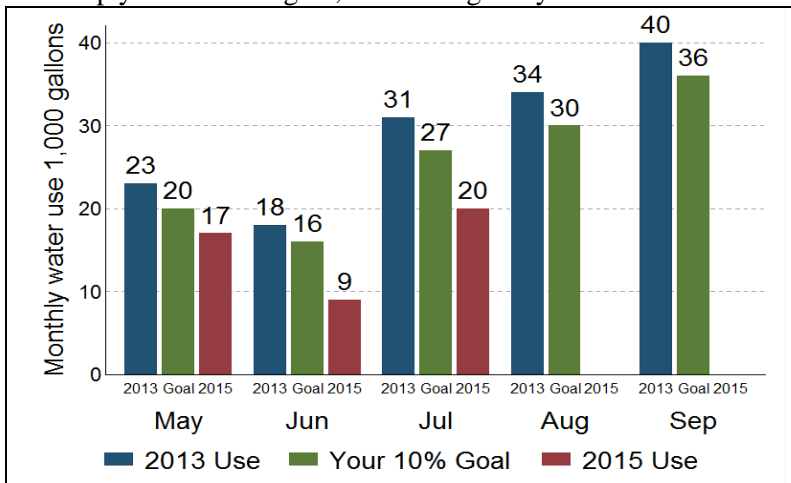
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1 CUSTOMER ADDRESS DR  
SPARKS, NV 89436

## Below Is Your Customized Water Use Report

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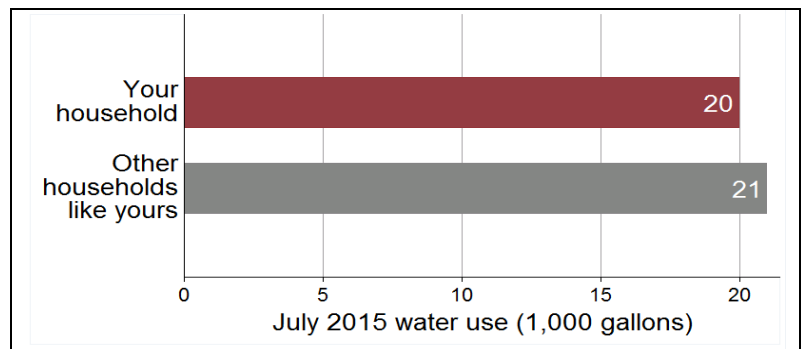
**What is your 10% goal?** The graph to the left shows your household's total water use in the past few months (red) compared to your water use in summer 2013 (blue). Water use on your July 2015 bill was **35% lower** than on your July 2013 bill. To do your part to help the community conserve water this summer, your total water use for August and September should be **at least 10% lower** than in 2013 (green). Your August goal amounts to saving **133 gallons per day** compared to how you used water in August 2013.

### How does your water use compare?

The graph on the right shows your water use from your July bill compared to similar properties in your area. You used **1,000 gallons less** than your neighbors with similar properties.

You saved 35% on your July bill compared to 2013.

**Keep up the good work!**



Since TMWA customers use on average about four times more water in summer than in the winter, we expect that for most customers the **easiest** way to achieve a 10% reduction is to adjust their outdoor watering. The **back** of this letter provides **six low-cost tips for reducing outdoor watering**. We hope this information helps you to meet or exceed your 10% conservation goal. For more information on how to reduce your outdoor water use, go to <http://www.tmwa.com/save>.

## **Six Low-Cost Tips to Reduce the Amount of Water You Use Outdoors**

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July 16, 2015

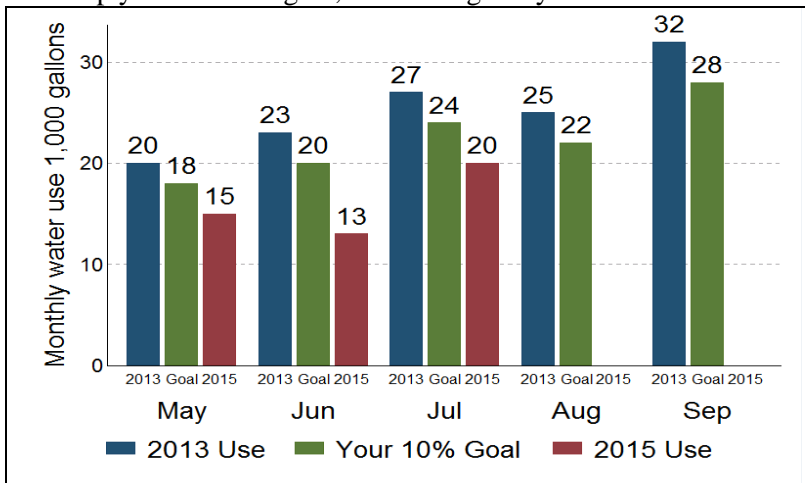
Customer Name  
1 CUSTOMER ADDRESS DR  
RENO, NV 89502

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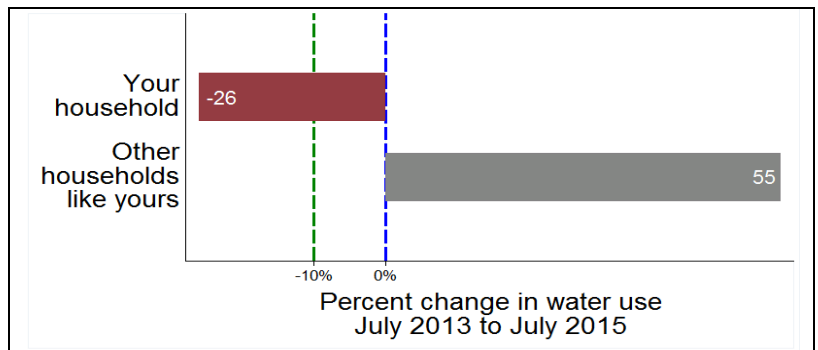


**What is your 10% goal?** The graph to the left shows your household's total water use in the past few months (red) compared to your water use in summer 2013 (blue). Water use on your July 2015 bill was **26% lower** than on your July 2013 bill. To do your part to help the community conserve water this summer, your total water use for August and September should be **at least 10% lower** than in 2013 (green). Your August goal amounts to saving **100 gallons per day** compared to how you used water in August 2013.

**Are you doing your part?** The graph on the right shows your change in water use from July 2013 to July 2015 compared to similar properties in your neighborhood. Your neighbors used 55% more water last month compared to 2013.

You saved 26% on your July water bill compared to 2013.

**Keep up the good work!**



Since TMWA customers use on average about four times more water in summer than in the winter, we expect that for most customers the easiest way to achieve a 10% reduction is to adjust their outdoor watering. The **back** of this letter provides **six low-cost tips for reducing outdoor watering**. We hope this information helps you to meet or exceed your 10% conservation goal. For more information on how to reduce your outdoor water use, go to <http://www.tmwa.com/save>.

## Six Low-Cost Tips to Reduce the Amount of Water You Use Outdoors

Most households in the region could reduce outdoor watering by using these six low-cost tips. These are ordered with from highest to lowest potential water savings.

- 1. Check your sprinklers, spigots, and hoses regularly for leaks.** Finding and fixing broken sprinkler heads is an easy way to save water and maintain the health of your landscape. Install **low-flow hose nozzles** to save even more water.
- 2. Water when it's cool, between 3 a.m. and 8 a.m.** Avoid watering between 11 a.m. and 7 p.m., when much water evaporates before your plants can use it. Check your irrigation timers – you can significantly reduce your outdoor water use by watering between 3 a.m. and 8 a.m. Turn sprinklers off when it's windy or raining.
- 3. Set your lawn mower blades to 3 inches or higher.** Mowing high encourages grass roots to grow deeper and provides shade for the soil, helping your lawn hold moisture better than a closely mown lawn.
- 4. Don't apply fertilizer in the heat of the summer.** Grass naturally slows its growth in the heat of the summer to conserve water and nutrients. Fertilizing in the summer encourages grass to grow, which increases your lawn's water needs. Fertilize your lawn in the spring before it gets hot and in the fall after temperatures cool.
- 5. Mulch helps soil retain water.** Applying shredded wood chips, compost, leaves, and other organic mulch to the base of your plants and trees protects the root zone from water loss. Applying mulch is an easy way to reduce the amount of water you use on your non-turf landscaping.
- 6. Water and wait to avoid overwatering.** When setting up your lawn sprinklers, adjust them so they shut off before runoff occurs or puddles form. Then, wait an hour for the water to soak down into the roots. Repeat this process until the soil is moistened to a depth of 6-8 inches. Set your irrigation timers for all zones accordingly.

For more information on how to reduce your outdoor water use, go to <http://www.tmwa.com/save>.

2015  
JUNE



## IN THIS ISSUE

- Save At Least 10 Percent this Summer
- Turf Talk
- Restaurants Pitch In
- Board Seeks Input

## TURF TALK

In cooperation with University of Nevada Cooperative Extension and Nevada Landscape Association

➤ As we continue into our fourth year of drought, it's important that you prepare your turf for the dry summer ahead.

- **Raise your mower.**  
Longer grass promotes a more drought-resistant lawn, reduced evaporation and fewer weeds.
- **Step on it.**  
Step on your lawn. If the grass springs back, it doesn't need water.
- **Take a sprinkler break.**  
Grass really doesn't need to be bright green to survive in the summer.
- **Timing is everything.**  
Water in the early morning or late at night when the ground and air temperatures are cool, to beat the daytime evaporation.

Check here monthly for timely landscaping and watering tips.

### REMINDER:

## SAVE 10% AT YOUR HOME AND WORK PLACE

As the drought continues this summer, we are asking for *at least* a 10% reduction in water use – both indoors and outdoors – from all of our customers, including homes, businesses, homeowners associations and apartment complexes. The 10% savings is compared to your 2013 water usage. You can find your 2013 usage by logging into your online account at [www.tmwa.com](http://www.tmwa.com).

For 10 ways to save **10%**  
visit [tmwa.com/save](http://tmwa.com/save)

We are all in this together and there are lots of easy ways to save. The online guide – [tmwa.com/save](http://tmwa.com/save) – will guide you through your home and yard and offer the most convenient ways to save 10%. Whether it's getting your outside watering dialed in, fixing that leaky toilet or taking shorter showers, it all can add up to a lot of water. For instance, by reducing your shower time from 10 minutes to five, you can save 12.5 gallons – per day. Or, get a shut-off nozzle for your hose for outside use. Flow from a hose that is left unattended can waste 10 gallons per minute. It's easy. By going through this online guide and adjusting your water use, you'll be saving 10% in no time.

If we are all saving, what does that mean for the future of our water supply? Our planning and projections show a 10% reduction in water use will allow TMWA to save 5,000 acre feet of water in upstream reserves – that's over **1.6 billion gallons of water** (1,629,266,900 gallons). This will help us maintain a healthy reserve water supply for next year, should the drought continue. We all know that is great insurance to have!

## REPORTING WATER WASTE

We are serious about encouraging responsible water use and preventing waste for all customers. If you see water being wasted, please let us know by calling the conservation department at **834-8005**. Many customers, whether business or residential, simply do not realize they have a leak or broken sprinkler head. Those customers who waste water will be contacted, and, if the waste continues, they can be penalized on their water bill.

## CONSERVATION CHAMPIONS OUR LOCAL RESTAURANTS

Businesses are saving, too. In April, TMWA sent out tabletop tent-cards to area restaurants to help promote the conservation message. The cards are being placed on dining tables to raise awareness of responsible water use, as well as help restaurants conserve by not automatically serving water. This also reduces dishwashing.

We have received calls, e-mails and Facebook posts from our customers, letting us know about restaurants that are participating. At press time, we know of the following restaurants that are on board: Gold 'N Silver Inn, Miguel's Mexican Restaurant, Atlantis Casino Resort (all restaurants), Los Compadres Fine Mexican Food, BJ's Nevada Barbeque, Tamarack Junction Casino, Chili's Grill & Bar, Romano's Macaroni Grill, India Kabab & Curry, Si Amigos Mexican Restaurant, PJ & Company, Mariscos El Pescador, Baldini's Sports Casino, Nu Yalk Pizza, 4th Street Bistro, Oxbow Café & Bistro, Uncle Vinny's Pizza, Alderto's Fresh Mexican Food, and Peg's Glorified Ham & Eggs.

We know there must be more great restaurants out there displaying the cards. If you see one of our tent cards on a table at your favorite dining place, take out your cell phone camera, snap a picture and post it to our Facebook page.

Thanks to the restaurants helping out during the drought. **You are all conservation champions!**

We're proudly  
helping to save...  
**one glass**  
at a time.

It's the **least**  
we can do.

Water served upon request.



tmwa.com/save

## TMWA'S BOARD OF DIRECTORS AND STAFF SEEK YOUR INPUT

In order to better serve our customers, TMWA has many ways for you to provide comment. TMWA's Board of Directors and staff want to hear from you and know what is on your mind regarding your water service. We invite you to attend any of our public meetings, as there is public comment at the beginning and end of each of them. Here is how you can reach out and be heard, and be part of the process:

- Board Meetings – TMWA's Board of Directors typically meets on the third Wednesday of each month at 10 a.m. at the Sparks City Council Chambers, located at 745 Fourth St. in Sparks. Agendas are posted online at least five days in advance. View the full meeting schedule, agendas or past meeting minutes here: [tmwa.com/aboutus/meetingcenter](http://tmwa.com/aboutus/meetingcenter).
- Standing Advisory Committee – TMWA's Standing Advisory Committee (SAC) is an oversight group made up of individuals representing all TMWA customer categories. SAC reviews rate proposals, budgets and other items as requested by our Board of Directors. SAC meetings are held on the first Tuesday of the month at 3 p.m., at TMWA's main office, located at 1355 Capital Blvd. in Reno. All meetings are open to the public and are posted in the "Meeting Center" section at [tmwa.com/meetings](http://tmwa.com/meetings).
- Online at [tmwa.com](http://tmwa.com) – If you are unable to attend a public meeting but still wish to comment on a topic, you can do so by submitting your comment online at least one full week before the date of any meeting. Simply fill out the "Comments to the Board" form here: [tmwa.com/about\\_us/comments](http://tmwa.com/about_us/comments).

### WHERE TO CALL

General Inquiries: ..... 834-8080  
Emergency Repair: ..... 834-8090  
Water Conservation: ..... 834-8005  
Water Quality: ..... 834-8118  
Water Rights: ..... 834-8029  
Ombudsman: ..... 848-0813



Truckee Meadows Water Authority is a not-for-profit, community-owned water utility, overseen by elected officials and citizen appointees from Reno, Sparks and Washoe County.

### HOLIDAYS & EVENTS

Independence Day, TMWA Offices Closed  
July 4  
  
Standing Advisory Committee  
July 7 at 3 p.m.  
  
Board of Directors Meeting  
June 17 at 10 a.m.



Locations and details on all workshops and meetings are found here: [tmwa.com/news/events-calendar](http://tmwa.com/news/events-calendar)



www.tmwa.com

# Reduce your water use **by at least** **10%**

Our community's drought reserves are now being used to supply water to you. So, any water saved now can be stored upstream in reservoirs to use next year, should we need it. As high-desert residents, we know that's smart insurance to have.

**In a drought like this, it's the least you can do.**

**Learn 10 Easy Ways to Save 10% at [tmwa.com/save](http://tmwa.com/save)**



30768-E-0041 JUNE



**STAFF REPORT – Web & Social Media**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** August 3, 2015  
**SUBJECT:** Web & Social Media Overview for YTD 2015

**Web & Social Media Overview – YTD 2015**

**Highlights**

- **Website Overview – YTD 2015:** Visitor numbers have increased 30% over the same period last year. Pageviews jumped 35% from 357,074 to 481,840 in the first seven months of the year.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (25%), and tablet access (35%) but mobile phone use far outpaced both with an increase of 72% over 2014. There has been a slight decrease in tablet-use growth relative to phone-use growth, which may indicate the impact of larger phone screen sizes.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 162% and 18% respectively since the end of June, 2014.

**tmwa.com — Website Traffic Review – YTD 2015**

User traffic to the tmwa.com website in the first seven months of the calendar year has grown 34%, from 215,811 visitors in 2014 to 289,084 in 2015. The numbers indicate a drop off in consolidation-related traffic and an increase in drought-related visits. Jan/July 2015 saw 35% more pageviews than the same period in 2014. The average visit duration was under 1.5 minutes, with the majority of visitors focused on employment, payment options, contact information, and the Assigned-Day Watering page.

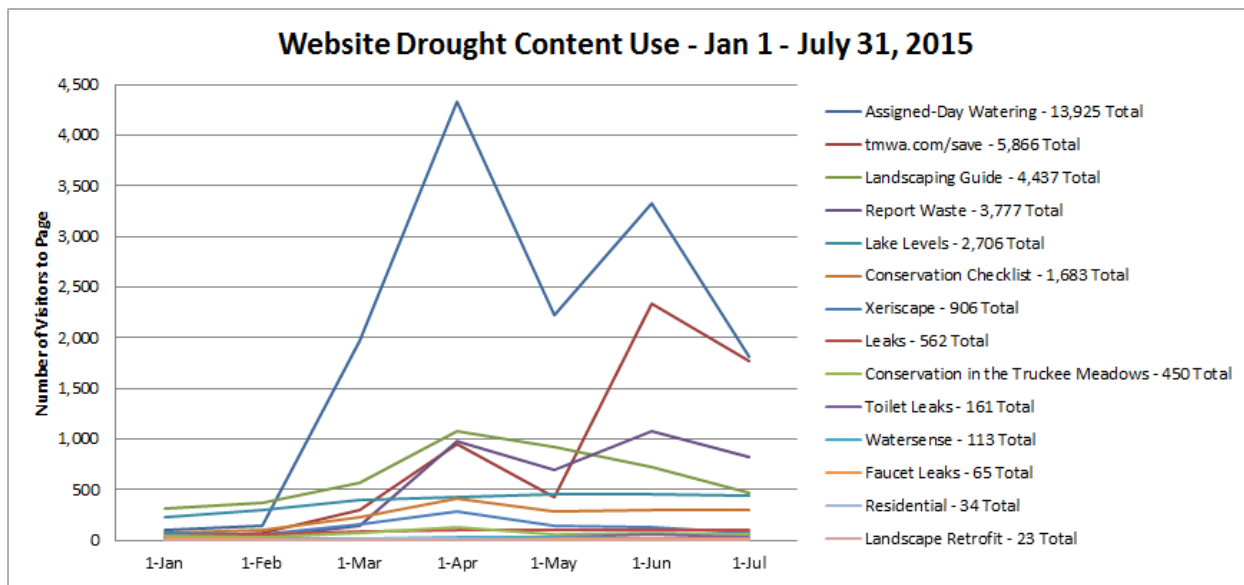
<u>Year</u>	<u>Visitors</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2014	215,811	48%	52%	1.65	1:43 min	28.59%
2015	289,084	48.3%	51.7%	1.67	1:29 min	30.03%

**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.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>Change</b>
1	Homepage	205,346	+32%
2	Employment	33,543	+18%
3	Residential/Payment Options	28,108	+11%
4	Contact Us	14,653	-18%
5	Assigned-Day Watering	13,925	+68%

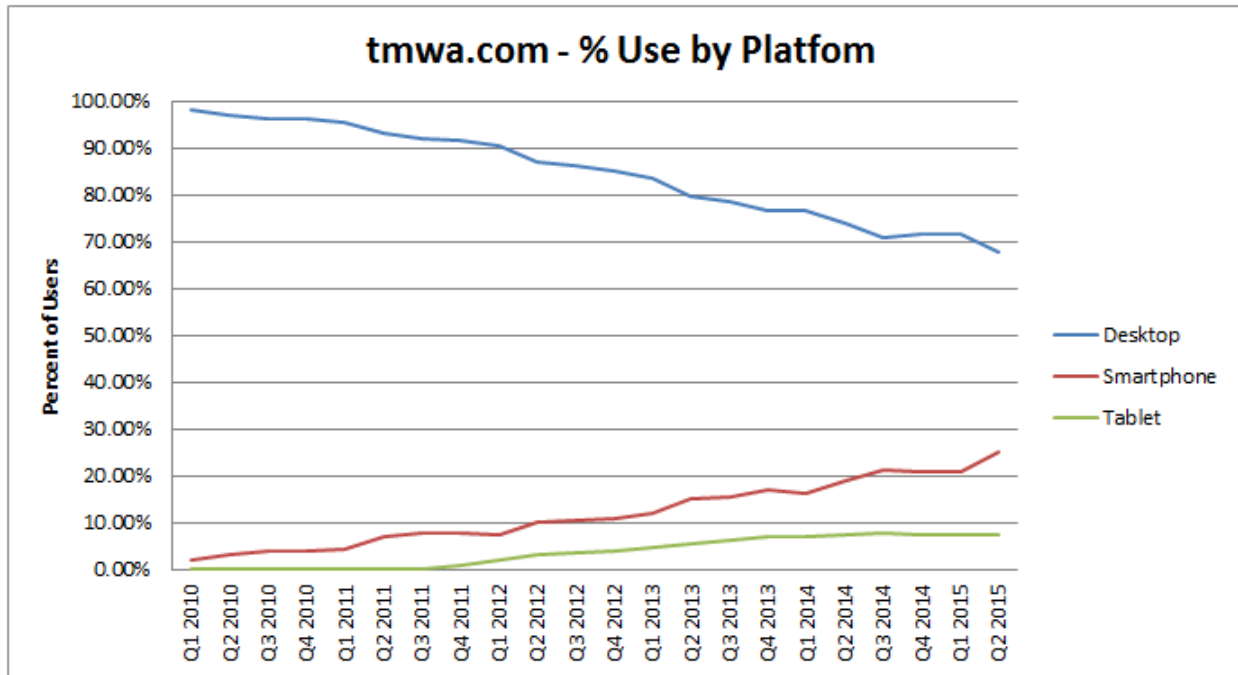
**Performance of Drought-Related Content (YTD 2015)**



**Growth by Platform 2015 vs. 2014:**

Desktop Users	+25%
Mobile Phone	+72%
Tablet Use	+35%

The chart below shows a quarterly breakdown of platform-use trends since Jan 1, 2010. Smartphone access to tmwa.com now accounts for a full 25% of user sessions while desktop sessions fell under 70% for the first time in Q2 of 2015. Tablet use, though increasing slightly, has more or less leveled off since Q3 of 2013. This trend may be attributable to users opting for larger smartphones rather than tablets.



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

	289,084 % of Total: 100.00% (289,084)
1. (direct) / (none)	120,120 (41.55%)
2. google / organic	98,082 (33.93%)
3. yahoo / organic	15,340 (5.31%)
4. bing / organic	13,998 (4.84%)
5. reno.gov / referral	9,830 (3.40%)
6. tmwa.com / referral	8,091 (2.80%)
7. indeed.com / referral	4,610 (1.59%)
8. jobs.tmwa.com / referral	1,926 (0.67%)
9. 4webmasters.org / referral	1,549 (0.54%)
10. bing.com / referral	981 (0.34%)

TMWA Social Media



Currently TMWA has **1,186 Twitter followers** and **1,196 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. In June, 2015 we introduced our newest video, "A Day in the Life of a Water Conservation Consultant." The objective of this video is to inform our customers of the positive role our Conservation Consultants play in helping our community reach its conservation goals.

**"About TMWA" Videos:**

- [A Day in the Life of a Water Conservation Consultant](#)
- [TMWA Takes it Personally](#)

**"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](#)

**"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](http://www.communityforestry.org);
- [www.howdoyousave.org](http://www.howdoyousave.org);
- [www.tmwastorage.com](http://www.tmwastorage.com);
- [www.truckeeriverfund.org](http://www.truckeeriverfund.org);
- [www.tmwaacademy.com](http://www.tmwaacademy.com);
- [www.tmwalandscapguide.com](http://www.tmwalandscapguide.com);



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** John Erwin, Dir Natural Resources  
**DATE:** 3 August 2015  
**SUBJECT:** Report Water Resource and Annexation Activity

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### **RULE 7**

Rule 7 water resource purchases and will-serve commitment sales against purchased water resources through this reporting period:

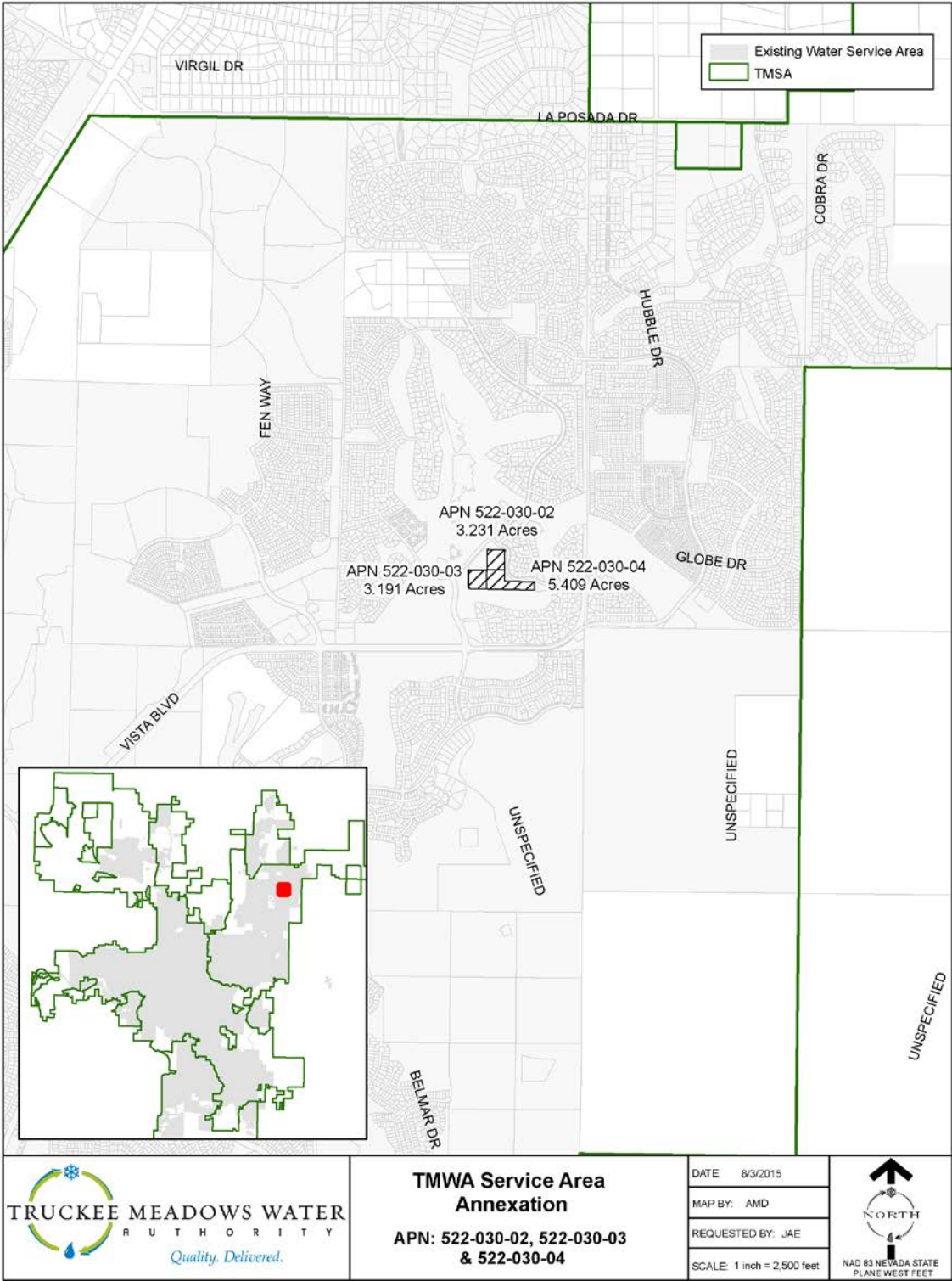
Beginning Balance		7,411.75 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 37.23 AF	
Adjustments <sup>1</sup>	- 18.45 AF	
Ending Balance		7,356.07 AF
Price per acre foot at report date:		\$7,500

### **WATER SERVICE AREA ANNEXATIONS**

See attached maps of recent annexations to the water service area in Spanish Springs (City of Sparks - residential) and south Lemmon Valley (City of Reno – commercial/industrial).

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<sup>1</sup> Result of Nevada State Engineer reducing Steamboat Creek permits.



**TMWA Service Area Annexation**  
**APN: 522-030-02, 522-030-03 & 522-030-04**

DATE: 8/3/2015  
 MAP BY: AMD  
 REQUESTED BY: JAE  
 SCALE: 1 inch = 2,500 feet



