



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: September 4, 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 August 13, 2015 through September 9, 2015. Also, three *Tell the Board* submissions from customers are attached regarding a complaint from a former Washoe County customer about an issue with her shut-off valve after which TMWA staff fixed the issue (pictures are included), a complaint regarding a high water bill which was reversed and a complaint about the increase in homeless people who have set up camps along the Truckee River near the Glendale Water Treatment Plant. Since these camps are not on TMWA property, we do not have the authority to enforce their removal. We have notified and are working with the City of Sparks regarding this issue.

TMWA staff has been meeting with City of Reno Fire Department staff regarding the city's desire for TMWA to begin testing and maintenance of city fire hydrants. TMWA has performed these services for the City of Sparks for the last several years. This is to inform the Board that TMWA staff will be working on an agreement with city staff regarding these services. It will be modeled after the City of Sparks agreement with TMWA. There is data that needs to be gathered in addition to working on the agreement. When the staffs and legal counsel have completed the proposed agreement, we will bring it to the board for approval along with the required budget approval as TMWA will need additional staff, vehicles and tools to perform this work.

Attached are the General Manager's performance objectives adopted by the Board last year that will be reported on at the October meeting. Also attached are TMWA's goals and objectives that were adopted by the Board last year that will be reported on at the October meeting. This is mostly to give the new members information about how this has been done in the past and have you think about new or changed goals, etc. that you might have for this year. If you let me know your ideas on new goals, etc. by October 1, I will be able to include it in the Board report. I welcome your input and I will be following up with you on this – thank you.

ADOPTED BY BOARD IN KIND 10/15/14

10-15-2014 BOARD Agenda Item 17



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: October 3, 2014
SUBJECT: Request for Board input and acceptance of General Manager performance objectives for contract year 2014/2015

RECOMMENDATION

The TMWA Board review the objectives proposed herein, provide input to the proposed objectives and approve the objectives as amended by the Board discussion.

DISCUSSION

As in the past the Board has requested an opportunity to discuss and approve specific objectives and criteria that the General Manager would be working to accomplish during the current fiscal year. These objectives and criteria would be used to evaluate the performance of the General Manager at the end of the contract year. Below are suggestions for the Board's discussion and input:

General Objectives

- A) Direct the preparation of and propose financial plans, investment strategies, funding plans and adjustments to rates and charges that will continue to keep TMWA in long term financial stability; including preparation of budgets and financial reporting that comply with Nevada Revised Statutes and the Securities and Exchange Commission (SEC).
- B) Develop proactive communications plans to address upcoming issues (e.g., topics affecting water supply, drought planning, utility integration/consolidation and rate changes) and to keep all stakeholders including the Board, the employees, and the customers informed through a variety of mediums. Respond to media inquiries and provide informational interviews.
- C) Create a community presence for TMWA through participation in community committees, boards, and networking organizations and by providing presentations and information to these groups; offer Truckee River, Chalk Bluff Plant and/or other informational Tours to the community.

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- D) Continue to create a highly productive work environment and a highly motivated employee team by developing, training, retaining and recruiting the highest quality employees.
- E) Strive for continuous improvements in processes and operations targeting initiatives that will enhance revenues and/or reduce operating costs thus keeping customer rates as low as possible.

Specific Objectives

- 1) Successfully complete the merger of the water utility function of Washoe County Department of Water Resources (DWR) and the South Truckee Meadows General Improvement District (STMGID) into TMWA with a target completion date of 12/31/14 and complete post-merger reconciliations by approximately 3/31/15.
- 2) Monitor and participate in Legislative activities during the 2015 session, prepare and deliver presentations to Legislative Committees as requested, keep the Board updated and informed regarding legislative matters, and pursue Board direction regarding Legislative issues. Facilitate open communications between legislators and the TMWA Board.
- 3) Continue to monitor federal legislation for opportunities to obtain funding for a variety of TMWA projects, including TROA.
- 4) Manage financing and funding options to maximize benefits to TMWA customers through investment income strategies and short-term commercial paper programs. Evaluate market conditions for opportunities for bond refinancing(s) to achieve cost savings in compliance with TMWA's Debt Management Policy if market conditions present.
- 5) Update the 5-year Funding Plan and propose Board actions based on the results of the planning cycle updates. Implement Board directions with regard to funding plan outcomes.
- 6) Analyze TMWA's financial position in regard to the implementation of previously delayed third phase of rate adjustment (scheduled to go into effect in February, 2015 - approved by the Board in January, 2012) and provide a report for the Board's consideration prior to the scheduled implementation date.
- 7) Carefully analyze opportunities to acquire water rights and resources in the market in consideration of current inventory and financial constraints. Insure adequate resources are available through TMWA Rule 7.
- 8) Provide staff support to the Standing Advisory Committee, Truckee Meadows Community Forestry Coalition and the Truckee River Fund (TRF) Advisors and ensure communications regarding TRF projects.

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- 9) Manage and direct activities relative to legal issues, keeping the Board informed on all such matters.
- 10) Update TMWA Administrative Instructions as required to ensure they are compliant with applicable laws and current practices. Deliver updates to the Board and employees, and implement the changes.
- 11) Minimize cost impacts to customers by maximizing investment and hydroelectric income, pursuing revenue enhancement and collection opportunities, pursuing process improvements and projects that drive savings in TMWA expenses, and actively pursuing grant/low-interest loan funding for projects.
- 12) Continue work to develop a Workforce Strategic Plan to include employee retention and recruitment strategies as well as succession planning strategies.
- 13) Develop/refine strategies to optimize conjunctive use of surface water and groundwater resources for the consolidated water utility; further develop/refine drought supply operational strategies; and implement plans.
- 14) Work with the TROA signatory parties and other agencies toward the successful implementation of TROA.
- 15) Work collaboratively with the City of Reno, the City of Sparks, Washoe County and other agencies in regard to regional water issues, regional economic development initiatives, etc.

ADOPTED BY BOARD ON 10/15/14 WITH ADDITION OF DEMAND MANAGEMENT/CONSERVATION GOALS ON LAST PAGE
ADOPTED BY BOARD ON 11/19/14

09-16-15 BOARD Agenda Item 12 Attachment

10-15-2014 BOARD Agenda Item 13



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: October 6, 2014
SUBJECT: Presentation of proposed TMWA Goals and Objectives for Fiscal Year 2015, discussion and possible direction to staff

RECOMMENDATION

Staff recommends that the Board adopt the Goals and Objectives for Fiscal Year 2015 as recommended and presented in this report.

DISCUSSION OF PROPOSED GOALS

Attached is the at-a-glance summary for TMWA's proposed corporate and departmental goals for this fiscal year. Following is a discussion of some of staff's proposed changes to this year's goals as compared to last year's goals.

Corporate: Safety

- Updated Goal 5 as Industry Standard Bureau of Labor Statistics updated their benchmarks for average incident rate and these revised numbers have been incorporated in to the goals for FY15.

Corporate: Financial

- Added Goal 5 to complete consolidation.
- Updated Goal 6 to include "restructuring purposes" in the combined utility five year financial projection post-merger.
- Updated Goal 7 to include "consolidated water utility" in order to investigate debt restructuring opportunities post-merger.

Departmental: Treatment

- Cost production table is proposed to change based on increased well-pumping costs due to drought.

Production	2014 Goals	Proposed 2015 Goals
22,000 MG	\$362	\$418
23,000 MG	\$346	\$400
24,000 MG	\$332	\$383
25,000 MG	\$319	\$368

Departmental: Customer Service

- Goal 2: Lowered the monthly average of non-weather estimates on all meter reads from 12 to 4.
- Goal 3: Reduced the percentage of non-payment service orders to 0.30% from 0.40%.
- Goal 4: Reduced the write off to revenue from 0.30% to 0.25%.
- Goal 5: Increased the number of public workshops/tours from 12 to 18.
- Goal 7: Increased the number of “backflow retrofits” from 100 to 125.

Departmental: Natural Resources

- Updated Goal 1 to include defense of appeal of “California State Water Resource Control Board Order 1651.”
- Added Goal 2 for water rights acquisition to “Complete ILA with WRWC to purchase water rights for TROA water quality component for the benefit of Reno, Sparks and Washoe County.”
- Added Goal 4 to “Prepare portions of 2015-2035 Water Resource Plan for publication in 2QFY16.”



TRUCKEE MEADOWS WATER AUTHORITY

GOALS & OBJECTIVES

FY 2015

AT-A-GLANCE



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Corporate		AWWA Benchmark/Industry Standard/Comments
Customer Satisfaction	Goal 1: Residential Customers Totally or Mostly Satisfied: 71%-81% is good; 82%-86% is Excellent; over 86% Outstanding.	
	Goal 2: Commercial Customers Totally or Mostly Satisfied: 77%-87% is Good; 88%-90% is Excellent; over 90% Outstanding.	
	Goal 3: Meet the Vertex contract requirement of 80% of calls answered within 35 seconds	
Efficiency	Goal 1: Track customer accounts per employee and compare to national benchmark	Same
	Goal 2: Track average MGD delivered per employee and compare to national benchmark	Same
	Goal 3: Analyze costs, benefits and funding opportunities for energy efficiency projects and/or alternate / alternative energy sources	
Safety	Goal 1: TMWA will maintain a Safety Incident Rate (all medical accidents per 200,000 manhours worked) graded on the following scale: Over 6 is Needs Improvement; 5-6 is Good; Less than 5 is Excellent.	Industry Standard Bureau of Labor Statistics = 5.9 Average Incident Rate for Water Utility Systems
	Goal 2: Track preventable vehicle accident rate and compare to industry standard.	Same
Financial	Goal 1: Comply with all debt covenants.	
	Goal 2: Meet or underspend Capital Commitments	
	Goal 2: Meet or underspend O&M Budget Commitments	
	Goal 3: Update Five Year Funding Plan.	
	Goal 4: Preserve or improve TMWA's excellent credit ratings by the three major credit rating bureaus (AA- stable) pre- and post-merger.	
	Goal 5: Complete consolidation for accounting/finance and financial reporting purposes.	New
	Goal 6: Create combined utility five year financial projection, for credit rating, and for future debt issuance/restructuring purposes.	Included "restructuring purposes"
Goal 7: Investigate debt restructuring opportunities from a consolidated water utility perspective that can bring significant measurable savings from a long term perspective.	Included "consolidated water utility"	

C. REQUEST FOR BOARD APPROVAL OF FY2015 DEMAND
MANAGEMENT/CONSERVATION GOALS, INCLUDING A POSSIBLE GOAL OF
CONVERTING ALL REMAINING FLAT-RATE CUSTOMERS TO METERED RATE

Kim Mazeres, TMWA Director of Customer Relations, reported on this agenda item. Ms. Mazeres stated for the last 25 years, TMWA's message has always been about responsible water use, and it is a norm that the community has come to accept over the last several decades. She has been involved in the messaging for many years, and when the public hears a message from TMWA, they respond.

Ms. Mazeres mentioned that at the last meeting, October 15th, Board members asked TMWA staff to return with additional FY15 goals related to demand-management/water conservation. Staff developed three goals to enrich TMWA's existing efforts:

1. Staff to work with the Board of Directors to determine and implement a plan for transitioning the remaining 6,142 flat-rate customers to the metered rate. This would include working with staff over the next several months, holding public workshops, and the normal rules and rates process.
2. Staff to work with the Board of Directors, the Regional Planning Agency, the Cities of Reno and Sparks and Washoe County in an effort to reduce turf in parkways and common areas, whether existing or new development, as well as the elimination of the mandate for turf in front yards. Staff recommends the TMWA Board to work with their respective staffs to collaborate with TMWA staff to address this issue.
3. Staff to develop 2015 Drought Communications Plan. Staff will have a draft in March and will focus on changing the messaging for commercial and irrigation customer classes.

Member Jardon asked if the commercial class was a larger user as compared to residential. Mr. Erwin replied that TMWA has 100,000 water services of which 5,000 are commercial, 3,000 are irrigation, and the balance being multi-family and residential. Single-family residences get the biggest return on demand management programs. Member Jardon asked if residences use the most water. Mr. Erwin replied that is correct and that residential usage from summer to winter is four to one whereas commercial is approximately one and half to one.

Member Jardon inquired about the difference in response time between residential and commercial users and if staff will change their messaging to reflect that. Ms. Mazeres replied that is correct, they will change the timing and the method to reach those commercial customers.

Member Hartung asked that one of the recommendations staff should make is if people want turf, especially in new developments, to add soil additives (i.e. polymers) that would hold the water. Ms. Mazeres asked if he is suggesting recommendations or mandates. Member Hartung replied that he would not like to mandate, but rather recommend. Ms. Mazeres replied yes.

Member Hartung also requested that staff should add the Builder's Association to Goal 2 as one of the agencies they work with. He also stated that he supports the conversion of the remaining 6,142 flat-rate customers to meter-rate, or increase the fee.

Member Jardon asked to have a report of where the 6,142 flat-rate customers reside in which jurisdiction. Ms. Mazeres replied they can provide a report.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: September 8, 2015
SUBJECT: **Operations Report for September 2015 Board Meeting**

(A) Water Supply

Truckee River Flows - Truckee River flows have been significantly below normal over the last five months and averaged 110 cubic feet per second (cfs) for the month of August. Floriston Rates (the required rate of flow at the CA/NV state line) have not been met since April 17th. Normal flow is 500 cfs this time of the year.

Reservoir Storage - The elevation of Lake Tahoe is 6222.15 feet. This is 0.85 feet below the invert of the outlet channel (6223.00 feet). The storage deficit is currently -103,000 AF (AF) and releases have not been possible from the lake into the Truckee River since October 2014. Boca Reservoir has approximately 3,880 AF of water in storage, and is currently at 9% of capacity. Donner Lake storage is 5,950 AF, and is 63% of capacity. Independence Lake is at 90% capacity with 15,700 AF in storage. Prosser Reservoir storage is currently 7,600 AF which is 26% of its maximum storage capacity of 29,800 AF. Stampede Reservoir's storage is currently at 31,100 AF which is 14% of its maximum capacity of 226,000 AF.

River Flow - The required rate of flow at the CA/NV state line for this time of the year is 500 cubic feet per second. These required rates of flow have not been met since April 17th. By that date there wasn't enough water in storage in either Boca Reservoir or Lake Tahoe to provide the rates of flow as required. This was a direct result of the region having experienced the most severe four years of drought in recorded history. Precipitation events during the months of May and June helped to keep river flows higher than projected for a brief time, but river flows in July and August have been painfully low. As such, TMWA began supplementing the Truckee River with releases of our drought reserves from Boca Reservoir, and then Stampede Reservoir in order to keep our water treatment plants on-line and continue meeting customer demand.

Outlook – The water supply picture for the region remains unchanged. Since June 19th TMWA has released approximately 31% of our total upstream drought reserve water from Boca and Stampede reservoirs. TMWA is still in good shape for the rest of the year from a drought supply

perspective however. Upwards of 18,000 AF still remain in storage between Stampede Reservoir, and Donner and Independence lakes as the peak summertime demand months are behind us.

(B) Water Production

Demand - Customer demand averaged 95 million gallons per day (MGD) through the first week of September. System demands still remain high but have begun tapering off since their peaks. The Peak TMWA system demand day was 108.2 MG on Tuesday June 30th. The peak DWR system demand day was 17.9 MG on Tuesday August 18th, and the peak combined system demand day was 125.6 MG also on Tuesday August 18th. At this time TMWA's sources of supply for meeting customer demand is roughly a 60/40 mix of surface and groundwater resources. Customer demands were down considerably once again last month (-9%) compared to August 2013. And over the first four months of our conservation campaign water usage is down an average of 13% compared to the same four months in 2013 (our baseline year). This equates to 4,800 AF or 1.5 billion gallons saved by TMWA customers since May.

(C) Hydro Production

Generation - Average Truckee River flow at Farad (CA/NV state line) for the month of August was 110 cubic feet per second (cfs). This was not enough water for TMWA to generate with. So, all three of TMWA's hydro-electric plants were off-line during the month 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 rest of 2015, and very likely into 2016.



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: September 3, 2015
SUBJECT: **Customer Service Report**

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

Ombudsman

There were three (3) calls to the Ombudsman in August. They were: a request for help with the City of Reno who was unwilling to adjust the customer's sewer bill due to a water leak the customer had – we called the City who was to contact the customer to discuss the issue further; a request for help from a customer of Parr Water who had pipes burst due to a high pressure event – the customer was referred back to Parr Water since they are their water purveyor; and, a customer who wanted to sign-up for service who was referred to the Call Center.

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 August Board meeting there were numerous media articles including: our customers continued **excellent** response to conservation requests; several additional stories on drought including the very positive impact of the upcoming TROA implementation, our work to mitigate declining groundwater levels on the Mt. Rose Fan, a variety of questions about water waste, and the role TMWA's water conservation consultants play in helping educate our customers; TMWA's public tours of the Chalk Bluff Water Treatment Plant and the Verdi Hydroelectric Generation Plant scheduled for September; road construction in Sparks that included a TMWA main replacement component; and, one letter to the editor insisting TMWA should do something about golf course overwatering.

Customer outreach included:

- John Erwin's participation in a panel discussion on drought and water supply hosted by the Reno Gazette Journal's Water Savers Club; there were 33 members of the public present.
- John Erwin's participation in a panel for the Governor's Drought Forum attended by approximately 60 people.

- A presentation given by Bill Hauck on growth and water supply to 50 members of the Reno Centennial Sunset Rotary Club.
- A presentation given by Bill Hauck on water quality, drought and conservation to approximately 40 members of the Truckee Meadows Parks Foundation.
- A presentation given by Shawn Stoddard and Laine Christman on water supply and drought to approximately 30 members of the Washoe Chapter of Retired Public Employees.
- A presentation given by John Erwin on water supply to 35 members of the AGC (Association of General Contractors).
- The Conservation Department's participation in move-in days for college students at The Republic Apartments in order to educate about water conservation; talked to approximately 15 students.
- Three tours of the Chalk Bluff Water Treatment Plant given to: 7 Bigs (adults) and 7 Littles (children) from Big Brothers Big Sisters; 6 members of the Sparks Lady Elks Club; and, 5 visitors being hosted by the Northern Nevada International Center.
- A tour of the Verdi Hydroelectric Generation Plant given to 8 members of the public.
- Three employees who have volunteered to help assist with the STEM Coalition.

Conservation

Approximately 935 water waste complaints were responded to during the month of August, with over 1,500 visits to homes and businesses. We have issued a total of 282 watering variances year-to-date, with 31 currently active – 14 in Reno, 8 in Sparks and 9 in Washoe County.

Customer Calls – August

- 10,451 phone calls handled
- Average handling time of 4 minutes, 26 seconds a call
- Average speed of answer – 26 seconds

Billing – August

- 122,392 bills issued
- 149 (.1%) corrected bills
- 9,752 customers (8.0%) signed up for paperless billing

Service Orders – August

- 9,090 service orders taken
- 4,933 (54%) move-ins / move-outs
- 1,157 (13%) new meter sets and meter/register/ERT exchanges and equipment checks
- 959 (11%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 703 (8%) re-read meters
- 406 (4%) zero consumption meter checks

- 342 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 208 (2%) high-bill complaints / audit and water usage review requests
- 46 (.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
- 44 (.5%) 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 – August

- 38,261 mailed-in payments
- 24,958 electronic payments
- 19,545 payments via RapidPay (EFT)
- 13,646 one-time bank account payments
- 4,989 credit card payments
- 4,023 store payments
- 2,689 payments via drop box or at front desk

Collections – August

- 15,935 accounts received a late charge
- Mailed 8,140 10-day delinquent notices, 6.7% of accounts
- Mailed 2,226 48-hour delinquent notices, 1.8% of accounts
- 238 accounts eligible for disconnect
- 250 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks)
- 0.13% write-off to revenue

New business / New Construction – August

- 105 active jobs currently in process
- Over \$285,000 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
- 84 meter exchanges completed
- 295 new business meter sets completed
- 119,896 meters installed (billing and non-billing)
- 4,278 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: September 3, 2015
SUBJECT: **2015 Drought Communication Plan Timeline Update**

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 August

Main communications:

Advertising Continues: Keep up the good work is the message	TV, radio, print , digital & billboards
TV Weather Segment Sponsorships Continues (featuring watering days and 10% message)	KTVN, KOLO, KRNV
Digital Advertising continues	RGJ, FB
Microsite Website: tmwa.com/save, 10 Easy Ways to Save 10%. This data is totaled from May 28, when tmwa.com/save went live.	4,508 sessions 3,930 unique visitors 8,880 page views
Press Release: Customers Reduce Use by 16% in July and Learn About Your Water: Tour TMWA’s Water Treatment Plant and Hydroelectric Power Generation Plant	Covered by all major news outlets—in clip report
Respond to media inquiries, interviews Including: Ask the RGJ (Reclaim water, Desalinization Plants, Is Pool Water Wasted and Cash for Grass Programs), July Water Saving Results (all local media), TROA (which went national on AP Wire), Drought Forum—growth and water supply, Mt. Rose pipeline and projects, City of Reno Council Meeting on Drought Response, Lack of Water Waste Citations, Donner Lake Levels--again, Water Leak near Rattlesnake Mnt., TMWA’s drought projects, RGJ Battle Born Event, Restaurant Cards, and RGJ’s Own Water Audit.	Fielded over 31 (thirty one) 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: 708 Emails: 227
Presentations to community organizations: includes RGJ Water Savers Club (Battle Born Event), Drought Forum, International Visitor Leadership Program, Sparks Rotary Club	6 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	<i>Quality. Delivered.</i>	33 Facebook, 28 Twitter posts
Direct mail: Social norms, neighborhood comparison letters		Letter 1: 3,022 Letter 2: 3,022 Letter 3: 3,023 Letter 4: 3,015 Letter 5: 3,002

Supporting:

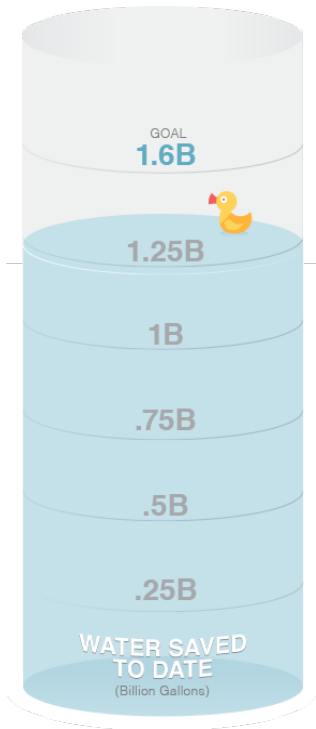
Bill Insert, featuring water saving results, call for conservation champions One Panel Insert encouraging conservation	Completed
Envelope Backer – Save 10% message	Completed
Board Meeting Update	Completed
TMWA employees – at all employee meetings and <i>from the source</i>	Completed

**Keep up the
good work**
and keep saving at least

10%

**Everything we save now will
help us in the future.**





August 6, 2015
Contact: Marlene Olsen
marlene@goodstandingoutreach.com
(775) 772-0020
FOR IMMEDIATE RELEASE

Water Supply Report: Customers Reduce Use by 16 Percent in July

← Total saved for May through July – 1.25 billion gallons

(Reno, NV) Customer response to a request for a voluntary ten-percent reduction in water use has again resulted in good news for the local water supply. Water demand for Truckee Meadows Water Authority (TMWA) for the month of July was 16% lower compared to July 2013 (2013 is the baseline-use year)*.

Factoring in May and June demand figures (down 19% in May and 10.5% in June), approximately 3,853 acre-feet (1.25 billion gallons) of water has been saved by TMWA customers over the first three months of TMWA’s conservation campaign which began in May. “The cooperation and responsiveness of our community during this time of drought has been tremendous,” said Mark Foree, TMWA’s general manager. “Because of the daily attention our customers are paying to their water use, we are well on our way to achieving our 2015 target goal of saving 5,000 acre-feet of water. Every gallon saved now is held in upstream reservoirs, should we need it next year,” Foree added.

The reduction in water use shows that TMWA customers are mindful of the drought and are doing their part by reducing water use 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.*



Weather-Wise Watering in the Truckee Meadows

Whether it's raining in June or dry in December, Truckee Meadows Water Authority always values responsible water use. That's why we encourage **Weather-Wise Watering**.

We live in the Truckee Meadows, known for its unpredictable weather. The key to a healthy yard in our high-desert climate is to water deeper and less often. Deep watering promotes stronger and healthier root systems and TMWA is here to help you avoid waste.

Address: _____

Date: _____

Please remember to water wisely on your assigned days. If the last number of your home or business address is:

- Even (0, 2, 4, 6 or 8)**, run sprinklers
Tuesdays, Thursdays and Saturdays
- Odd (1, 3, 5, 7 or 9)**, run sprinklers
Wednesdays, Fridays and Sundays
- Shut off your sprinklers** between **11 a.m. and 7 p.m.**
from Memorial Day through Labor Day.
- Give your sprinklers a rest on Mondays**,
as it is TMWA's day to replenish and maintain the water system.
- Water Weather Wisely to **avoid waste by monitoring closely.**
- Be sure to **check your irrigation system for leaks, including your drip system.**
- Adjust sprinklers to eliminate overspray and/or runoff**
on driveways, sidewalks or streets.

We are here to help. Please email the **Conservation Department** at conservation@tmwa.com or call us at **834-8005** if you have any questions.

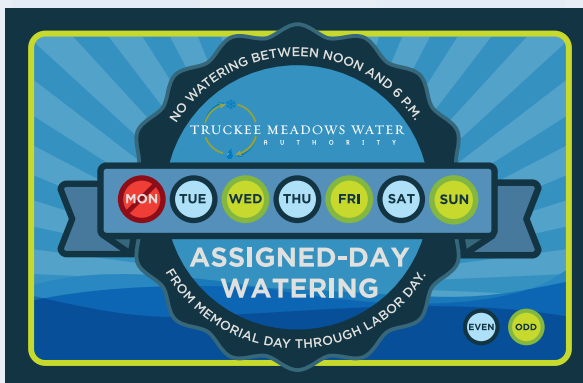
Comments: _____

See the reverse side for conservation tools and tips to help you water your yard according to the weather. Find out more at www.tmwa.com

Assigned-Day Watering

Your landscape's watering needs change throughout the irrigation season based on fluctuating temperatures and varying weather. Weather-Wise Watering means adjusting your irrigation timer and system based on the weather. Water your lawn to a depth of six inches, and as temperatures increase, add additional watering cycles instead of additional minutes.

Assigned-Day Watering only applies to your sprinklers. Run them when it's **cool** and **not windy**, usually early in the morning. **Turn sprinklers off** when it's **raining**. **Water Weather Wisely on your assigned days.**



If the last number of your home or business address is:

- **Even (0, 2, 4, 6 or 8)**, run sprinklers on Tuesdays, Thursdays and Saturdays
- **Odd (1, 3, 5, 7 or 9)**, run sprinklers on Wednesdays, Fridays and Sundays

Shut off your sprinklers between **11 a.m. and 7 p.m.** from Memorial Day through Labor Day.

Also, **give your sprinklers a rest on Mondays**, as it is TMWA's day to replenish and maintain the water system.

Running drip systems and hand watering trees, shrubs, flowers and vegetable gardens is permitted any day of the week. Please attach an automatic shut-off nozzle when using a hose.

Replace the battery in your irrigation system timer at the beginning of the irrigation season. Be sure to check your system for leaks throughout the season in order to prevent water waste. Adjust sprinklers to eliminate overspray and/or runoff on driveways, sidewalks or streets.

Additional water conservation tools and tips can be found at Truckee Meadows Community Forestry Coalition

Proper tree care begins with proper drip irrigation and Weather-Wise Watering to build a deep, strong root system. Visit www.communityforestry.org for a wealth of tree care tips.



We're here to help!

From irrigation startup to winterization, **TMWA's Conservation Department has workshops and tours** to help you understand the needs of your landscape throughout the seasons. Visit www.tmwa.com/news/events-calendar or email us at conservation@tmwa.com for a workshop brochure.

TMWA's Conservation Specialists are available to visit your home or business to help you identify water waste through a **free water audit** and guide you back to Weather-Wise Watering. Please contact customer service at **834-8080**.

Find more helpful tips at www.tmwa.com.



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

August 15, 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.

August 15, 2015

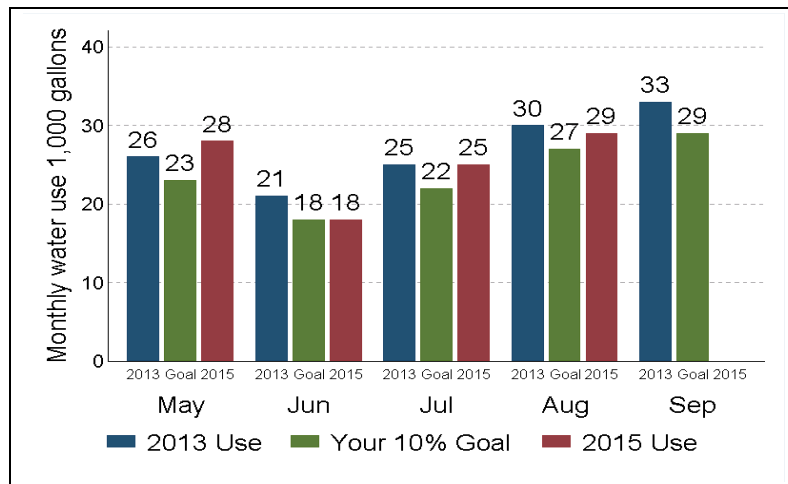
Customer Name
1 CUSTOMER ADDRESS DR
SPARKS, NV 89441

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 August 2015 bill was **3% lower** than on your August 2013 bill. To do your part to help the community conserve water this summer, your total water use for September should be **at least 10% lower** than in 2013 (green). Your September goal amounts to saving **133 gallons per day** compared to how you used water in September 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.

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

August 15, 2015

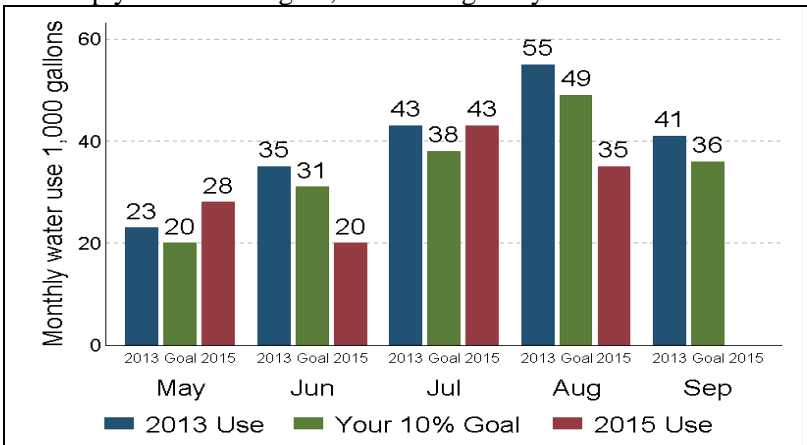
Customer Name
1 CUSTOMER ADDRESS DR
SPARKS, NV 89441

Below Is Your Customized Water Use Report

Dear Customer Name,

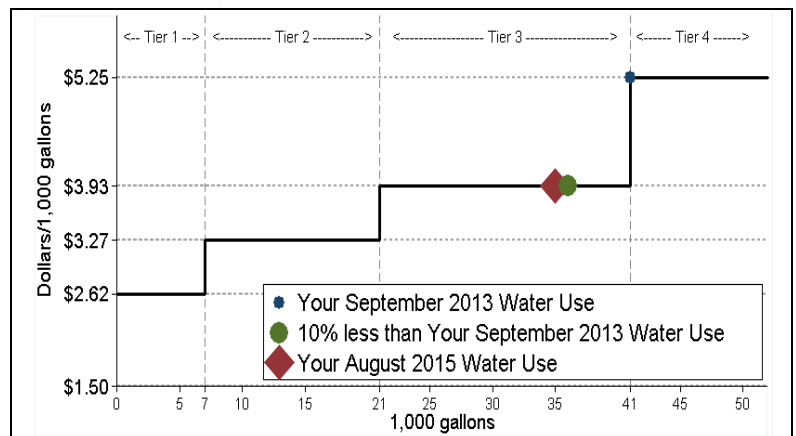
Because of the extended drought in Northern Nevada, we are asking all of our customers to reduce water use by **at least 10% this summer** compared to **summer 2013**—the last summer before TMWA started asking for summer water use reductions.

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 August 2015 bill was **36% lower** than on your August 2013 bill. To do your part to help the community conserve water this summer, your total water use for September should be **at least 10% lower** than in 2013 (green). Your September goal amounts to saving **167 gallons per day** compared to how you used water in September 2013.

Saving water saves you money. The graph on the right shows how you **could save \$19.65** if you reduce your water use on your September 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 August 2015 bill (red) falls in the price schedule. It also shows your September 2013 water use (blue) and your 10% reduction goal for September 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

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>.

August 15, 2015

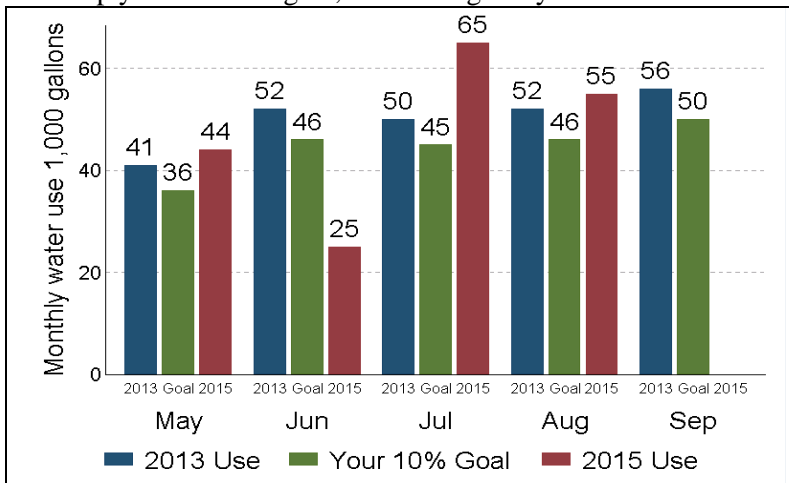
Customer Name
1 CUSTOMER ADDRESS DR
SPARKS, NV 89441

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**.

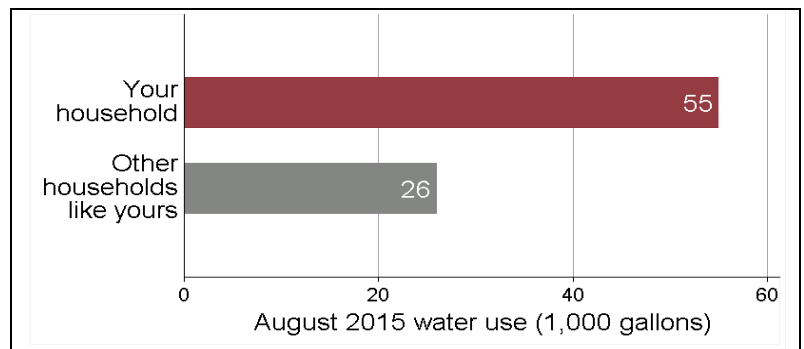


What is your 10% goal? The graph to the left shows your household's total water use in the past few months (red) compared to your water use in summer 2013 (blue). Water use on your August 2015 bill was **6% higher** than on your August 2013 bill. To do your part to help the community conserve water this summer, your total water use for September should be **at least 10% lower** than in 2013 (green). Your September goal amounts to saving **200 gallons per day** compared to how you used water in September 2013.

How does your water use compare?

The graph on the right shows your water use from your August bill compared to similar properties in your area. You used **29,000 gallons more** than your neighbors with similar properties.

You used 6% more on your August bill compared to 2013. As a reminder TMWA is asking all customers to do their best to save at least 10% this summer.



Please do your part to help with the drought.

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>.

August 15, 2015

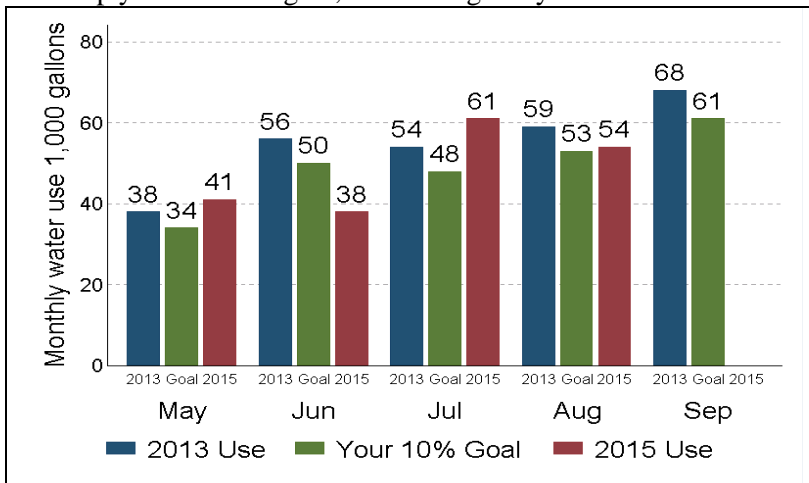
Customer Name
1 CUSTOMER ADDRESS DR
SPARKS, NV 89441

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.

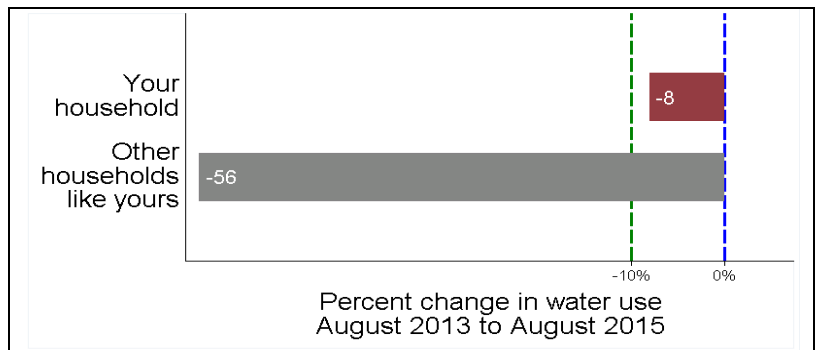
To help you meet this goal, this letter gives you information **customized for you**.



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 August 2015 bill was **8% lower** than on your August 2013 bill. To do your part to help the community conserve water this summer, your total water use for September should be **at least 10% lower** than in 2013 (green). Your September goal amounts to saving **233 gallons per day** compared to how you used water in September 2013.

Are you doing your part? The graph on the right shows your change in water use from August 2013 to August 2015 compared to similar properties in your neighborhood. Your neighbors saved 56% last month compared to 2013.

You saved 8% on your August water bill compared to 2013. As a reminder TMWA is asking all customers to do their best to save at least 10% this summer.



Please do your part to help with the drought.

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

AUGUST
2015



IN THIS ISSUE

- Keep Up the Good Work in Saving 10%
- Are We Saving?
- Turf Talk
- Learn About Your Water in September
- One Truckee River

TURF TALK

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

➤ As we continue into our fourth year of drought, it's important that you condition your turf to better tolerate our unusually dry conditions.

EVAPORATION IS THE WORD FOR AUGUST.

- **For your lawn:** The best time to water is when it's cooler—in the early morning or late evening, to avoid evaporation. **Remember:** there is no watering from 11 a.m. to 7 p.m. until after Labor Day, September 7th.
- **For swimming pools and hot tubs:** A lot of water is lost to evaporation from hot tubs and swimming pools. Keep them covered when not in use.
- **For when it's windy:** Don't water the lawn on windy days because much of it will just be lost to evaporation.

Check here monthly for timely landscaping and watering tips.

KEEP UP THE GOOD WORK PLEASE SAVE AT LEAST 10 PERCENT

No two ways about it, we are in a drought. Fortunately, our community is showing that by working together and doing the right things, we can minimize the use of water reserves stored in our local aquifers and reservoirs. The water we are conserving now is water we can save for the future, should we need it.

As the drought continues this summer, we hope you are still saving at least 10% —both indoors and outdoors. The 10% savings TMWA is asking for is compared to your 2013 water usage. You can find your past usage by logging into your online account at www.tmwa.com. Thanks to everyone who continues to save, including shutting off irrigation systems when its raining.

10 easy ways to save 10%

visit tmwa.com/save

Don't forget to visit tmwa.com/save for ten easy ways to save 10%. There, you will find simple tips on saving water inside and outside your home or business, like timing your outdoor watering for when it's cool and only running dishwashers and laundry with full loads.

If you are concerned about a recent high water bill, or think you have a leak, you can contact us for a free water audit at conservation@tmwa.com or **834-8080**. Our conservation staff will visit your home or business to survey your yard and premises and then make recommendations.

HOW IS THE COMMUNITY DOING AT SAVING WATER?

As of press time for this newsletter, we had posted results for the month of June. Water production was 10.5% lower compared to June 2013, which is the baseline-use year. Combined with the 19% savings in May, that's over 2,508 acre-feet, or approximately 817 million gallons, that has been saved by our customers. We are well on our way to achieving our 2015 goal of saving 5,000 acre feet. That is great news, because the less water we use from wells and upstream reservoir storage, the more we can keep stored for later, should we need it. Keep up the good work!

To find out the most current results on how we all are saving water this summer, visit tmwa.com/save. Scroll to the savings gauge on the last page, where we will post results.

LEARN ABOUT YOUR WATER

TOUR TMWA'S CHALK BLUFF WATER TREATMENT PLANT AND VERDI HYDROELECTRIC POWER PLANT

Take a tour of TMWA's Chalk Bluff Water Treatment Plant at one of five tours: Tuesday, Sept. 8 at 1 p.m.; Tuesday, Sept. 15 at 3 p.m.; Tuesday, Sept. 22 at 1 p.m.; Saturday, Sept. 26 at 10 a.m. and Tuesday, Sept. 29 at 1 p.m. Meet our team of highly skilled engineers, scientists and operators and find out how they work to provide you with high-quality drinking water. Our staff will explain the water treatment and distribution processes, how it gets to your home or business, as well as answer any of your questions.

In March 2015, TMWA received the "Presidents Award" from the Partnership for Safe Water. With this award, TMWA's Chalk Bluff Water Treatment Plant ranks among the highest performing water treatment plants in the country for individual filter performance. Only 18 utilities across the country have achieved this award.

Every Wednesday in September, customers can also tour our Verdi Hydroelectric Power Plant, which has been producing clean, renewable energy for over 100 years. The plant, which is located upstream of the Chalk Bluff Water Treatment Plant, harnesses the natural flow of the Truckee River to generate more than 2.3 megawatts of power annually. Five tours will take place at 2 p.m. on September 2, 9, 16, 23, and 30.

All tours are free, open to all TMWA customers and last one hour. Participants must be at least 18 years of age. Each tour is limited to 20 people, so please be sure to RSVP to rsvp@tmwa.com or call 834-8290. Please note: these are lengthy walking tours and will involve climbing a significant number of stairs and walking on uneven surfaces.

ONE TRUCKEE RIVER

A collaboration of public and private partners has begun work to ensure the protection of the Truckee River's natural resources, including its water, plants and wildlife. Keep Truckee Meadows Beautiful and Nevada Land Trust, along with the National Park Service, are organizing the effort. Because almost all of the community's drinking water comes from the Truckee River, we will be providing information to our customers on events and efforts of the group. If you would like to know more about One Truckee River and follow its journey, visit OneTruckeeRiver.org or follow them on Facebook, Twitter or Instagram.

DO YOU KNOW A CONSERVATION HERO?

Are you, your family or someone you know really trying to make an effort in saving water this summer? If so, share ideas with others on our Facebook page.

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

- Labor Day – TMWA Offices Closed
September 7
- Standing Advisory Committee
September 1 at 3 p.m.
- Board of Directors Meeting
August 16 at 10 a.m.
- Treatment Plant and Hydroelectric Plant Tours
Throughout September—see details above
- Locations and details on all workshops and meetings are found here: tmwa.com/news/events-calendar



30768-I-0057 August 2015

**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%
See the other side or
visit tmwa.com/save**

10 Easy Ways to Save 10% Attachment

- 1. Get your outside watering dialed in.** Test all your sprinklers and drip systems to be sure they are leak-free, properly targeted and timed correctly.
- 2. Timing is everything.** Watering during the cool parts of the day (early morning and late evening) minimizes evaporation and increases absorption.
- 3. Fix that leaky toilet.** Check all your toilets to be sure they are not leaking. If they are, get them repaired.
- 4. Know your water bill.** Your water bill has an easy-to-read chart that allows you to track your usage over time and identify significant increases.
- 5. Full loads only when washing clothes and dishes.** By choosing to wash only full loads, you can make remarkable savings in water use.
- 6. Use shutoff spray nozzles on all of your hoses.** This guarantees that your water is only flowing when and where you need it.
- 7. Is everything cool with your evaporative cooler?** A constantly leaking unit can be a big drain on your water use. Check for drips and make repairs when needed.
- 8. Simply shower smarter.** Water-efficient showerheads can save 1.2 gallons per minute, which adds up over time.
- 9. Avoid washing that car.** A simple five-minute wash in your driveway can use as much as 100 gallons of water. How about skipping a wash now and then?
- 10. Whatever you are doing ten times, only do nine.** For every 10 times you do a water-using activity, just cut it back by one.

Water-saving details are available at tmwa.com/save. If you have questions about your water use, it might be time for a free water usage review. Our conservation staff is happy to help. Contact us at conservation@tmwa.com or 834-8080.

Your conservation efforts will help our community be better prepared should this drought continue.

Thanks for saving. Page 17 of 18



www.tmtwa.com

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

We need your help during this drought. By reducing your water use by at least 10%, we'll save 1.6 billion gallons of water in our upstream reserves, preparing us for whatever Mother Nature brings our way next year.

In a drought like this. It's the least you can do.

Learn 10 Ways to Save 10% at tmtwa.com/save



30768-E-0043 AUGUST



STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: September 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 28% over the same period last year. Pageviews jumped 32% from 410,448 to 541,611 in the first seven months of the year.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (23%), and tablet access (31%) but mobile phone use far outpaced both with an increase of 68% 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 171% and 19% 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 29%, from 248,418 visitors in 2014 to 328,422 in 2015. The numbers indicate a drop off in consolidation-related traffic and an increase in drought-related visits. Jan/August 2015 saw 28% more pageviews than the same period in 2014. The average visit duration was 1.27 minutes, with the majority of visitors focused on employment, payment options, contact information, and our Assigned-Day Watering page.

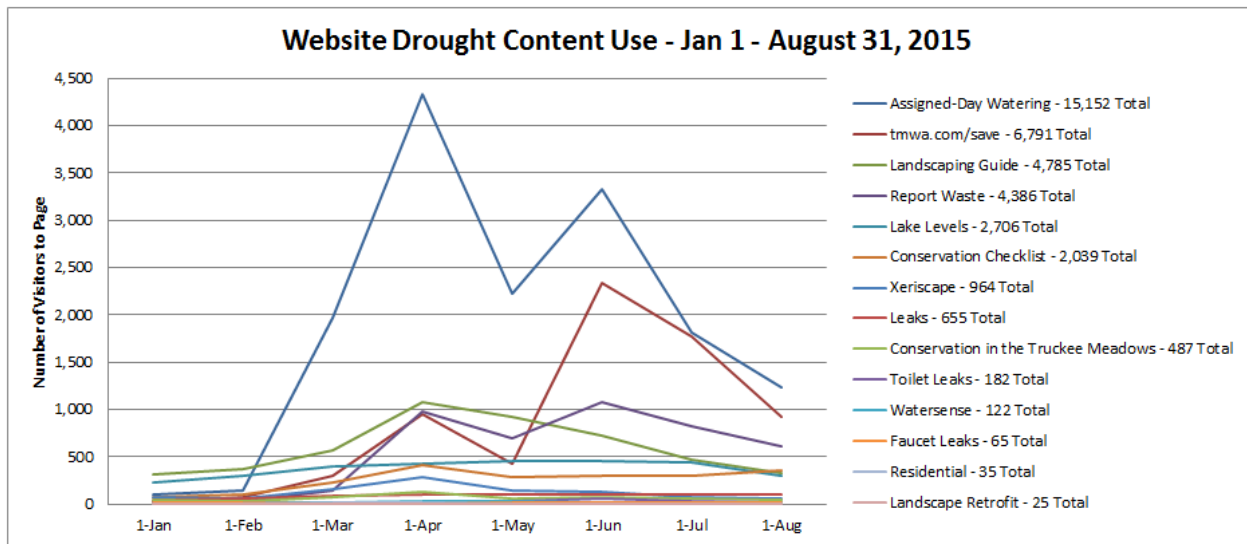
<u>Year</u>	<u>Visitors</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2014	248,418	48%	52%	1.65	1:42 min	28.42%
2015	328,422	48.1%	51.9%	1.65	1:27 min	29.94%

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.

Rank	Page	Pageviews	Change
1	Homepage	234,553	+30%
2	Employment	37,906	+22%
3	Residential/Payment Options	31,855	+9%
4	Contact Us	16,678	-18.6%
5	Assigned-Day Watering	15,202	+64%

Performance of Drought-Related Content (YTD 2015)



Growth by Platform 2015 vs. 2014:

Desktop Users	+23%
Mobile Phone	+68%
Tablet Use	+31%

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):

		328,422 % of Total: 100.00% (328,422)
<input type="checkbox"/>	1. (direct) / (none)	136,928 (41.69%)
<input type="checkbox"/>	2. google / organic	111,766 (34.03%)
<input type="checkbox"/>	3. yahoo / organic	17,435 (5.31%)
<input type="checkbox"/>	4. bing / organic	15,487 (4.72%)
<input type="checkbox"/>	5. reno.gov / referral	11,453 (3.49%)
<input type="checkbox"/>	6. tmwa.com / referral	8,744 (2.66%)
<input type="checkbox"/>	7. indeed.com / referral	4,699 (1.43%)
<input type="checkbox"/>	8. jobs.tmwa.com / referral	2,072 (0.63%)
<input type="checkbox"/>	9. bing.com / referral	1,696 (0.52%)
<input type="checkbox"/>	10. 4webmasters.org / referral	1,681 (0.51%)

TMWA Social Media



Currently TMWA has **1,203 Twitter followers** and **1,239 Facebook followers**. 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:
- www.howdoyousave.org:
- www.tmwastorage.com:

- www.tmwaacademy.com:
- www.tmwandscapeguide.com:
- www.truckeeriverfund.org:



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Dir Natural Resources
DATE: 3 September 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		7,356.07 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 33.87 AF	
Adjustments	0.00 AF	
Ending Balance		7,322.20 AF
Price per acre foot at report date:		\$7,520

WATER SERVICE AREA ANNEXATIONS

See attached maps of recent annexations. The first one is a single residential unit in the county near Zolezzi Lane and South Virginia (failed domestic well). The second one is a residential development in the county near Callahan Road and the Mt. Rose Highway.

