



STAFF REPORT

TO: Chairman and Board Members
FROM: Mark Foree, General Manager
DATE: October 9, 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 September 8, 2015 through October 14, 2015.

At the September Board meeting, during public comment Ms. Sandra Chinna explained her situation with her neighbor who had tapped into her water line in order to irrigate his pasture. This had previously not been an issue due to her being on the flat-rate. However, since the Board had approved the October 1 implementation date to convert all flat-rate customers to the metered billing, Ms. Chinna expressed her concern of being charged for water that her neighbor was using. The issue with Ms. Chinna and her neighbor has since been resolved. TMWA has installed a meter to provide a separate metered water service to her neighbor's pasture.



STAFF REPORT

TO: Board of Directors
THRU: Mark Foree, General Manager
FROM: Scott Estes, Director of Engineering
BY: Bill Hauck, Sr. Hydrologist
DATE: October 5, 2015
SUBJECT: **Operations Report for October 2015 Board Meeting**

(A) Water Supply

Truckee River Flows - Truckee River flows have been significantly below normal since last spring. Discharge averaged just 96 cubic feet per second (cfs) for the month of September. The required rate of flow during the month of September is 500 cubic feet per second. In June, TMWA began supplementing the Truckee River flow with releases of drought reserve water from Boca Reservoir, then Stampede Reservoir, and currently Donner Lake in order to keep the water treatment plants on-line and meet customer demand. About 20% of the flow in the river right now is TMWA's drought reserve water being released from Donner Lake.

Reservoir Storage - The elevation of Lake Tahoe is 6221.91 feet. This is 1.09 feet below the invert of the outlet channel (6223.00 feet). Storage is -132,000 acre-feet (AF) and releases have not been possible from the lake into the Truckee River since last October (2014). Boca Reservoir has approximately 5,600 AF of water in storage, and is currently at 14% of capacity. Donner Lake storage is 3,850 acre-feet, and is 40% of capacity. Independence Lake is at 85% capacity with 14,800 AF in storage. Prosser Reservoir storage is currently 7,500 AF which is 25% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 29,000 AF which is 13% of its maximum capacity of 226,000 acre-feet.

Outlook – The water supply picture for the region remains unchanged. Since June 19th TMWA has released approximately 40% of our total upstream drought reserve water from Boca and Stampede reservoirs and Donner Lake. However, TMWA will still end this year in decent shape from drought supply perspective. TMWA did not have to use any Independence Lake water this year to meet customer demand and regardless of what type of winter we end up having this next time around, TMWA will go into next summer with at least 75% of the upstream reserves it had going into the summer of 2015 (a minimum of 20,000 acre-feet), which is very good news.

(B) Water Production

Demand - Customer demand averaged 73 million gallons per day (MGD) through the first week of October. TMWA is still releasing a small amount of water (drought reserves) from Donner Lake to keep the treatment plants on-line, but with the cooler temperatures causing customer demands to begin falling off, it is projected that by the end of October demands will be able to be met with just natural flow from the Truckee River alone. By early November, customer demands should be close to their wintertime lows. Currently, demand is being met with a blend of groundwater and surface water (approximately a 60/40 mix). The results of TMWA's demand-side management measures this year were very positive. Over the five month period May through September TMWA customers saved an average of 10% compared with the same five months in 2013 (which was our baseline year). This equates to roughly 4,800 acre-feet or 1.5 billion gallons saved by TMWA customers. This water is being held in reserve for use next year if needed.

(C) Hydro Production

Generation - Average Truckee River flow at Farad (CA/NV state line) for the month of September was 96 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: October 9, 2015
SUBJECT: **Customer Service Report**

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

Ombudsman

There were six (6) calls to the Ombudsman in September. They were: a customer with a high bill, who was offered a water use review where Conservation staff found that her roommate had set her irrigation timer incorrectly resulting in longer run times; a customer who had her water shut off unexpectedly without notification, who was advised by our staff that due to an emergency on the water line to her neighbor's house we had to limit service on her line as well in order to fix it; a call from the Washoe County Sheriff's Office inquiring about how we produce our doorhangers, which was handled by Conservation staff; a customer who had purchased a new home and thought her bills were too high, who had a usage review performed by Conservation staff; a staff person from Washoe County School District who was concerned about a family who had had their water shut off – Ombudsman requested the family call her but she did not hear from them; and, a customer who was inquiring about a public records request, who had received an answer from someone else by the time the Ombudsman returned her call.

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 September Board meeting there were numerous media articles including: our customers continued **excellent** response to conservation requests, including the great news that our largest drought reservoir – Independence Lake – will not be touched this season; several additional stories on drought including requests for customers to reduce their water use with the cooling weather patterns and the extremely positive impact of the upcoming TROA implementation; TMWA's public tours of the Chalk Bluff Water Treatment Plant and the Verdi Hydroelectric Generation Plant in September; TMWA's nomination for EDAAW's Community Partner Award; the finalization of converting the remaining flat-rate customers to the metered

rate as of their October bills; TMWA's participation in the Governor's Drought Forum; and, our inclusion in a story about water infrastructure needs in the state.

Customer outreach included:

- Mark Foree, General Manager, and Andy Gebhardt, Customer Services Manager, both presented at the Governor's Drought Summit. Mark presented as part of a panel of municipal and public water providers regarding drought effects on them. Andy presented as part of a panel on communicating the message of water conservation.
- A presentation given by Bill Hauck on drought and water supply to approximately 25 members of the Sparks Sunrise Rotary.
- A presentation given by John Erwin on drought and water supply to approximately 25 members of the Daughters of the American Revolution.
- TMWA was a sponsor of Nevada Field Day, an event organized by UNR's College of Agriculture and the Cooperative Extension. A record of over 700 people were in attendance!
- A TMWA workshop attended by 9 people was held at River School Farms featuring farm owner Tom Stille as guest presenter.
- Ten tours of the Chalk Bluff Water Treatment Plant given: five to 86 members of the public as part of our annual September tours of our plants, one to 25 students of Damonte Ranch High School's AP Environmental class, and three to 105 students from Dilworth's STEM Program.
- Four tours of the Verdi Hydroelectric Generation Plan given to 62 members of the public as part of our annual September tours of our plants.

Conservation

Approximately 825 water waste complaints were responded to during the month of August, with over 625 visits to homes and businesses. We have issued a total of 304 watering variances year-to-date, with 22 currently active – 8 in Reno, 5 in Sparks and 9 in Washoe County. All three local government agencies (Reno, Sparks and Washoe County) have applied or will be applying for significant Landscape Retrofit funds. Washoe County has already been approved for nearly \$100,000 to retrofit their 9th Street administration complex.

Customer Calls – September

- 10,499 phone calls handled
- Average handling time of 4 minutes, 22 seconds a call
- Average speed of answer – 21 seconds

Billing – September

- 122,284 bills issued
- 249 (.2%) corrected bills
- 9,950 customers (8.2%) signed up for paperless billing

Service Orders – September

- 18,352 service orders taken
- 8,961 (49%) meter retrofit, including billing and non-billing meter sets, requests to go to the metered rate, mandatory conversions to the metered rate for new tenants and the conversion of the remaining flat-rate customers to the metered rate
- 4,720 (26%) move-ins / move-outs
- 1,154 (6%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 964 (5%) re-read meters
- 946 (5%) new meter sets and meter/register/ERT exchanges and equipment checks
- 677 (4%) zero consumption meter checks
- 358 (2%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 226 (1%) high-bill complaints / audit and water usage review requests
- 65 (.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 – September

- 36,774 mailed-in payments
- 26,981 electronic payments
- 22,383 payments via RapidPay (EFT)
- 15,279 one-time bank account payments
- 5,472 credit card payments
- 3,952 store payments
- 2,917 payments via drop box or at front desk

Collections – September

- 19,957 accounts received a late charge
- Mailed 9,456 10-day delinquent notices, 7.8% of accounts 121,001
- Mailed 2,649 48-hour delinquent notices, 2.2% of accounts
- 391 accounts eligible for disconnect
- 379 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 – September

- 106 active jobs currently in process
- Nearly \$480,000 in new business fees/facility charges collected

Meter Statistics – Fiscal Year to Date

- 3 meter retrofits completed
- 255 meters yet to be installed on water services, including some premises that ultimately may not be able to be retrofit
- 119 meter exchanges completed
- 401 new business meter sets completed
- 119,966 meters installed



STAFF REPORT

TO: Chairman and Board Members
THRU: Kim Mazeres, Director of Customer Relations
FROM: Robert Charpentier, Communications Specialist
Marlene Olsen, GoodStanding
DATE: October 8, 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 September

Main communications:

Advertising ended on Sep. 15: Keep up the good work was the message	TV, radio, print, digital & billboards
TV Weather Segment Sponsorships Continues thru Sept. 30 (featuring watering days and 10% message)	KTVN, KOLO, KRNV
Digital Advertising ends, added ThisisReno.com for sponsored posts	RGJ, FB
Microsite Website: tmwa.com/save , 10 Easy Ways to Save 10%.	161 sessions 147 unique visitors 228 page views
Press Release: Customers Reduce Use by Nine Percent in August, Fall is the Time to Cut Back on Your Watering	Covered by: 1. All major news outlets, 2. KKOH, RGJ, KOLO, and KTVN and ThisisReno—in clip report
Respond to media inquiries, interviews Including: Ask the RGJ (Reclaim/Golf Course Water, Water Violations, Can we stop saving, How conservation affects rates, Watering and Flat Rate customers), August water supply report, TROA, Verdi problem, Fall Cool Down, Chalk Bluff Tours, Not Using Independence Lake Announcement, Drought Forum, Infrastructure Funding, Flat Rate Conversion, KUNR Series on Waterways, Face the State, etc.	Fielded over 29 (twenty nine) requests for info & interviews—in clips report
Conservation staff information packets and visit cards prepared with educational materials.	Distributed: door hanger packets-202 and visit cards-202
Conservation staff fielded hotline and email (waste complaints and inquiries)	Hotline calls: 449 Emails: 143
Presentations to community organizations:	7 Completed, 366 attendees
Restaurant tabletop tent cards: distributing to requests and tracking restaurants as we hear that they are participating.	Completed
Frequently Asked Questions distributed as needed	Updates with Fall Cool Down info
Social Media updates	30 Facebook, 35 Twitter posts
Direct mail: Social norms, neighborhood comparison letters	Project ended, now in analysis phase

Supporting:

Bill Insert, featuring water saving results, Keep up the Good Work, a conservation champion, workshops, etc.	Completed
Envelope Backer – Winterize Your Sprinkler System Workshops	Completed
Board Meeting Update	Completed
TMWA employees – at all employee meetings and <i>from the source</i>	Completed

Learn about your water

Take a tour of the Verdi Hydroelectric and Chalk Bluff Water Treatment Plants throughout September.





September 21, 2015
Contact: Marlene Olsen
marlene@goodstandingoutreach.com
(775) 772-0020

FOR IMMEDIATE RELEASE

**FALL IS THE TIME TO CUT BACK ON
YOUR LANDSCAPE IRRIGATION AND SAVE WATER**

(RENO, Nev.) Fall in the Truckee Meadows is the time to cut back on watering your lawn, according to landscape experts. As the temperatures drop, especially at night, outdoor plants require approximately half the amount of water used in July and August.

“As we start moving into September and the temperatures begin to cool, your landscape will require less water,” said Heidi Kratsch, northern area horticulture specialist for the University of Nevada Cooperative Extension. “The start of fall is a great time to decrease your lawn irrigation frequency,” she added.

In October, Kratsch suggests setting your irrigation clock to water two days per week instead of three days per week making sure the water penetrates six inches into the soil, which will encourage deeper rooting. By November, sprinkler systems should be turned off completely, letting turf go dormant for the winter. Homeowners should track evergreen shrubs and trees throughout the dormant season, as they may need to be deep-watered by hand at least once a month, if the fall and winter months are dry.

“All residents play an important role in maintaining a healthy water supply in the Truckee Meadows,” said Andy Gebhardt, customer services manager for Truckee Meadows Water Authority. “So please remember that we are using our drought reserves. Any water you save now can be held in upstream reservoirs for next year.”

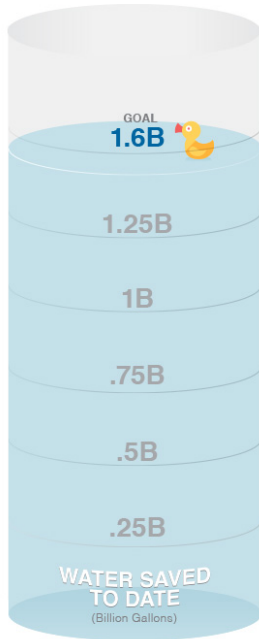
Reducing outdoor watering in the fall can also mean a lower water bill. “The average customer uses four times more water in summer months than in the winter, so reducing your water use now can also save money,” Gebhardt said.

-more-



Visit the Water Works! blog at <https://tmwawaterworks.wordpress.com> for more of Kratsch’s fall lawn care tips including how to fertilize at this time of the year. TMWA offers “Winterize Your Irrigation System” workshops on Oct. 21, Oct. 28, Nov. 10 and Nov. 17. All workshops are free and start at 5:30. For more information, including how to sign up, visit tmwa.com/events-calendar.

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. TMWA has a workforce of 190 professionals. They ensure the around-the-clock treatment, delivery and availability of high-quality drinking water for more than 385,000 residents of the Truckee Meadows.



September 8, 2015
Contact: Marlene Olsen
marlene@goodstandingoutreach.com
(775) 772-0020
FOR IMMEDIATE RELEASE

Water Supply Report: Customers Reduce Use by Nine Percent in August

← Total saved for May through August – 1.5 billion gallons

(Reno, NV) The conservation results are in for August. Truckee Meadows Water Authority (TMWA) customers saved nine percent system wide for the month of August, compared to August 2013*. That means customer demand is down an average of 13 percent since May when TMWA began asking its customers for a voluntary 10 percent reduction in water use.

“We set a savings goal of 5,000 acre feet of water for this season, which we are storing in upstream reservoirs for later use, if needed” said Mark Foree, TMWA’s general manager. “With our customers’ continued focus on water conservation, I’m confident we will exceed that goal in September. Please keep up the good work and finish strong through this irrigation season. Remember, every gallon you save now can be held in upstream reservoirs, and will put us in good shape for next year,” he added.

Factoring in the nine percent savings in August, approximately 4,800 acre-feet or 1.5 billion gallons of water has been saved by customers through the first four months of TMWA’s conservation campaign.

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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.*

2015
SEPTEMBER



IN THIS ISSUE

- Keep Up the Good Work in Saving 10%
- Community Results
- Reporting Water Waste
- Turf Talk
- Winterize Workshops
- Prescription Roundup
- Conservation Champion

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 typically dry conditions.

- **TIMING IS EVERYTHING:** As the days get shorter and cooler, your lawn requires less water. Dial your sprinkler times back by a minute or two, or eliminate one cycle completely.
- **LEAVE IT LONG:** Mowing less often promotes longer grass and a more drought-resistant lawn which reduces evaporation.
- **WHEN IT'S WINDY:** Don't water the lawn on windy days because much of it will be lost to evaporation or blown onto sidewalks and streets where it does no good.

Check here monthly for timely landscaping and watering tips.

Keep up the good work **10%** and keep saving at least

As the drought continues, we encourage you to continue saving at least 10%—both indoors and outdoors. The 10% savings TMWA is asking for is compared to your 2013 water usage—our baseline year for measuring drought savings. You can find your past usage by logging into your online account at www.tmwa.com. 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.

If you are concerned about a recent high water bill, or think you have a leak, 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?

Conservation is working in our community. As of press time for this newsletter, we had posted results for the month of July. Water production was 16% lower compared to July 2013, which is the baseline-use year. Combined with strong savings in May and June, that's over 3,853 acre-feet, or approximately 1.25 billion gallons saved so far. The cooperation and responsiveness of our customers during this time of drought has been tremendous. We are well on our way to achieving our 2015 goal of saving 5,000 acre feet. This is great news, because every gallon saved now is held in upstream reservoirs, should we need it next year. Keep up the good work!

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

HOW DO YOU REPORT WATER WASTE?

We live in the high desert and need to work together to eliminate as much water waste as possible. If you see water being wasted within our community, please let us know by reporting it online at www.tmwa.com/waste or calling our conservation hotline at (775) 834-8005. We have personnel answering these inquiries seven days a week from early morning to late evening.

WINTERIZE YOUR IRRIGATION SYSTEM WORKSHOPS IN OCTOBER AND NOVEMBER

It's not too early to plan for winter. TMWA has scheduled winterization workshops in October and November to help you prepare your home for the coming cold weather. Join TMWA's conservation staff for one of four workshops to learn how to turn off your sprinkler system and help protect pipes from breaking this winter. The workshops will take place on Wednesday, Oct. 14; Wednesday, Oct. 28; Tuesday, Nov. 10; and Tuesday, Nov. 17. All workshops start at 5:30 p.m. and will be led by TMWA's conservation staff at our main office, located at 1355 Capital Blvd. in Reno. To RSVP, please e-mail conservation@tmwa.com or call 834-8005.

PRESCRIPTION DRUG ROUND UP

Join Together Nevada's Prescription Drug Round Up offers safe disposal of expired or unwanted prescription drugs. The event will be held from 10 a.m. - 2 p.m. on Saturday, September 26. Take your unwanted, prescription medications in their original bottles with names blacked out to any of the following sites:

- CVS, 680 N McCarran Blvd, Sparks, • SaveMart - 9750 Pyramid Way, Sparks
- Raleys - 18144 Wedge Parkway, Reno • Walgreens - 10370 N. McCarran Blvd., Reno
- SaveMart - 4995 Kietzke Ln, Reno • Raleys - 930 Tahoe Blvd, Incline Village



CONSERVATION CHAMPION: CHURCH TAKES ON LANDSCAPING PROJECT TO SAVE WATER

Summit Christian Church is embarking upon a big project to reduce their property's water use. At its entrance off the Pyramid Highway, a large turf area will be converted to xeriscape (water-efficient) landscaping. The project will not only lower water use, maintenance time and costs, but it saves valuable resources and helps our community during this time of drought.

The church prepared for the change by letting approximately 16,000 square feet of grass die off during these hot days of summer. The area in the entry will be converted to drought-resistant plants and hardscape in the fall. Summit's entry re-design will replace about one-third of the existing lawn with ground-cover mulch that requires no water. Water use of the remaining lawn area will also be reduced, resulting in a potential watering reduction of 60% to 70%. Summit is making these changes to demonstrate their commitment to being good stewards of our community's limited resources. Thanks to the members of Summit Church. They are truly conservation champions.

Do you know a conservation champion? If so, you can share ideas with others on our Facebook page at: www.facebook.com/truckeemeadowswaterauthority.

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

- Prescription Round Up
September 26 (see above for details)
- Standing Advisory Committee
October 6 at 3 p.m.
- Workshop: Winterize Your Irrigation System
October 14 and 28 (see details above)
- Board of Directors Strategic Planning Workshop
October 21 at 10 a.m.
- Treatment Plant and Hydroelectric Plant Tours
Throughout September—visit tmwa.com/events

Locations and details on all workshops and meetings are found here: tmwa.com/news/events-calendar



30768-1-0058 September 2015

www.tmwa.com

Learn how to winterize your sprinkler system this fall

WEDNESDAYS
OCT 14 & 28
5:30-6:30 P.M.

TUESDAYS
NOV 10 & 17
5:30-6:30 P.M.

1355 Capital Blvd. Reno, NV

All workshops are FREE - please RSVP to conservation@tmwa.com or 834-8005.
For more winterization tips, visit: www.tmwa.com/conservation/winterize.

30768-E-0041 September



STAFF REPORT – Web & Social Media

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Robert Charpentier
DATE: October 2, 2015
SUBJECT: Web & Social Media Overview for YTD 2015

Web & Social Media Overview – YTD 2015

Highlights

- **Website Overview – YTD 2015:** Visitor numbers have increased 27% over the same period last year. Pageviews jumped 29% from 465,417 to 599,463 in the first nine months of the year.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (22%), and tablet access (29%) but mobile phone use far outpaced both with an increase of 62% over 2014. Mobile devices now account for 31% of tmwa.com’s total visitors.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 165% and 18% respectively since the end of September, 2014.

tmwa.com — Website Traffic Review – YTD 2015

User traffic to the tmwa.com website in the first nine months of the calendar year has grown 30%, from 281,193 visitors in 2014 to 366,205 in 2015. The numbers indicate a drop off in consolidation-related traffic and an increase in drought-related visits. Jan-September 2015 saw 29% more pageviews than the same period in 2014. The average visit duration was 1.25 minutes, with the majority of visitors focused on employment, payment options, contact information, and our Assigned-Day Watering page.

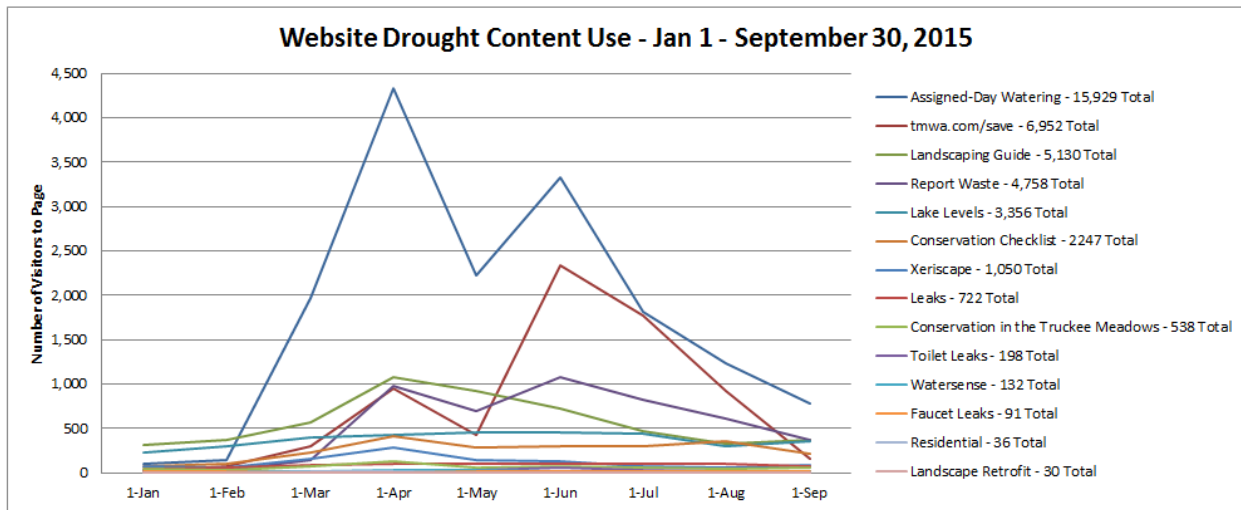
<u>Year</u>	<u>Visitors</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2014	281,193	47.9%	51.8%	1.66	1:41 min	30.23%
2015	366,205	48.2%	51.8%	1.64	1:25 min	29.94%

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	263,171	+29%
2	Employment	41,345	+21%
3	Residential/Payment Options	35,678	+7%
4	Contact Us	18,585	-19%
5	Assigned-Day Watering	15,979	+61%

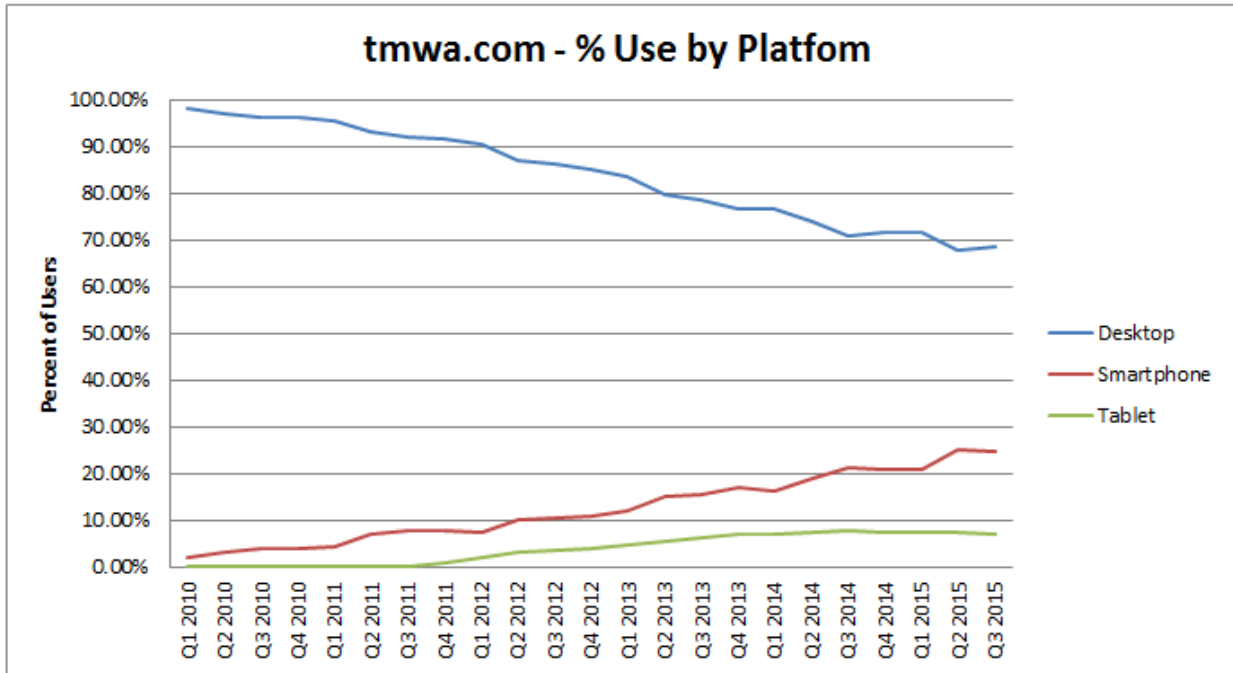
Performance of Drought-Related Content (YTD 2015)



Growth by Platform 2015 vs. 2014:

Desktop Users	+22%
Mobile Phone	+63%
Tablet Use	+29%

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):

		366,205 % of Total: 100.00% (366,205)
<input type="checkbox"/>	1. (direct) / (none)	154,554 (42.20%)
<input type="checkbox"/>	2. google / organic	124,632 (34.03%)
<input type="checkbox"/>	3. yahoo / organic	19,209 (5.25%)
<input type="checkbox"/>	4. bing / organic	17,410 (4.75%)
<input type="checkbox"/>	5. reno.gov / referral	12,734 (3.48%)
<input type="checkbox"/>	6. tmwa.com / referral	9,155 (2.50%)
<input type="checkbox"/>	7. indeed.com / referral	4,744 (1.30%)
<input type="checkbox"/>	8. jobs.tmwa.com / referral	2,150 (0.59%)
<input type="checkbox"/>	9. bing.com / referral	1,780 (0.49%)
<input type="checkbox"/>	10. 4webmasters.org / referral	1,681 (0.46%)

TMWA Social Media



Currently TMWA has **1,218 Twitter followers** and **1,269 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.tmwaacademy.com : |
| • www.howdoyousave.org : | • www.tmwandscapeguide.com : |
| • www.tmwastorage.com : | • www.truckeeriverfund.org : |



STAFF REPORT

TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: John Erwin, Dir Natural Resources
DATE: 12 October 2015
SUBJECT: **Report Water Resource and Annexation Activity**

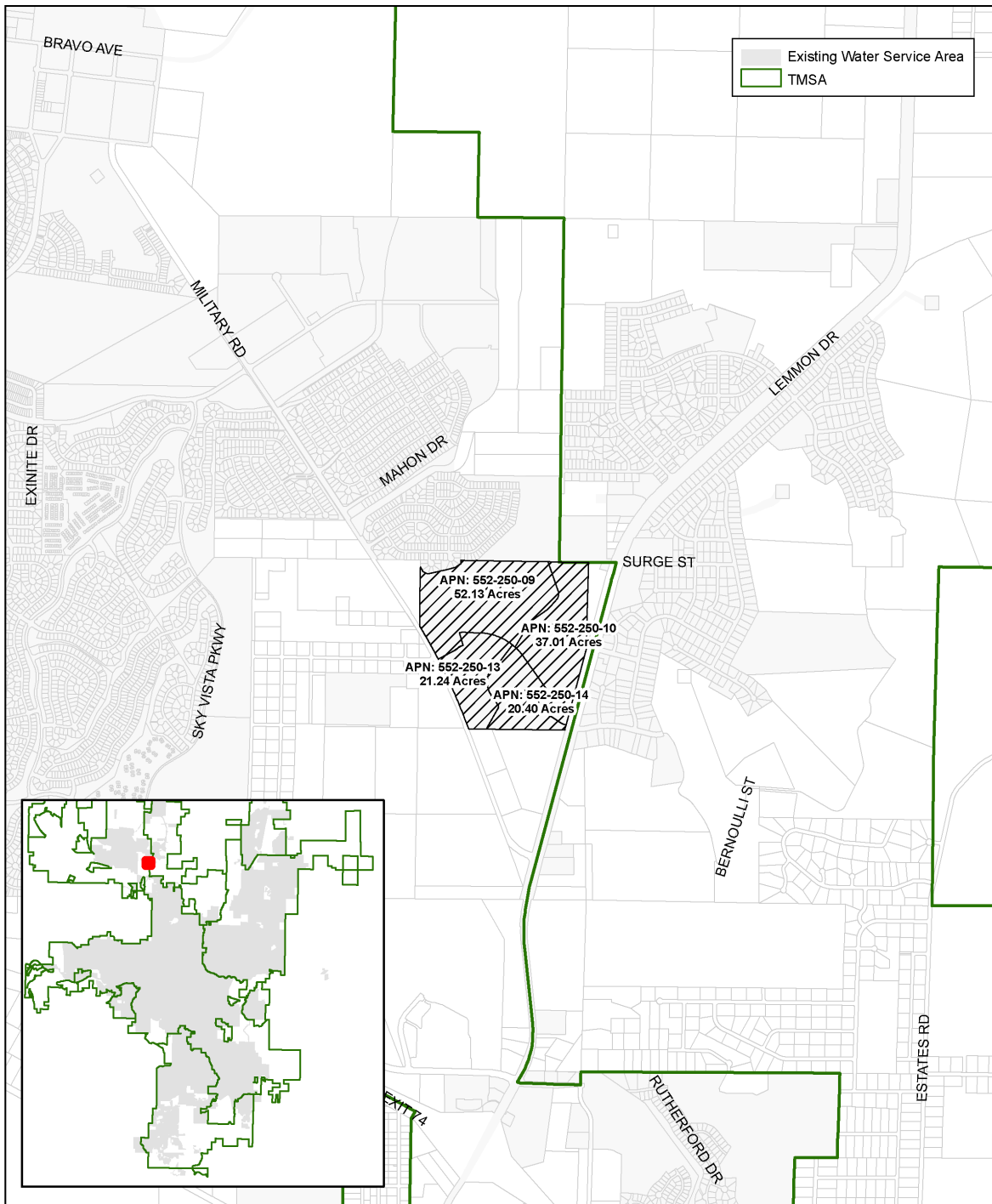
RULE 7

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

Beginning Balance		7,322.20 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 37.00 AF	
Adjustments	0.00 AF	
Ending Balance		7,285.20 AF
Price per acre foot at report date:		\$7,520

WATER SERVICE AREA ANNEXATIONS

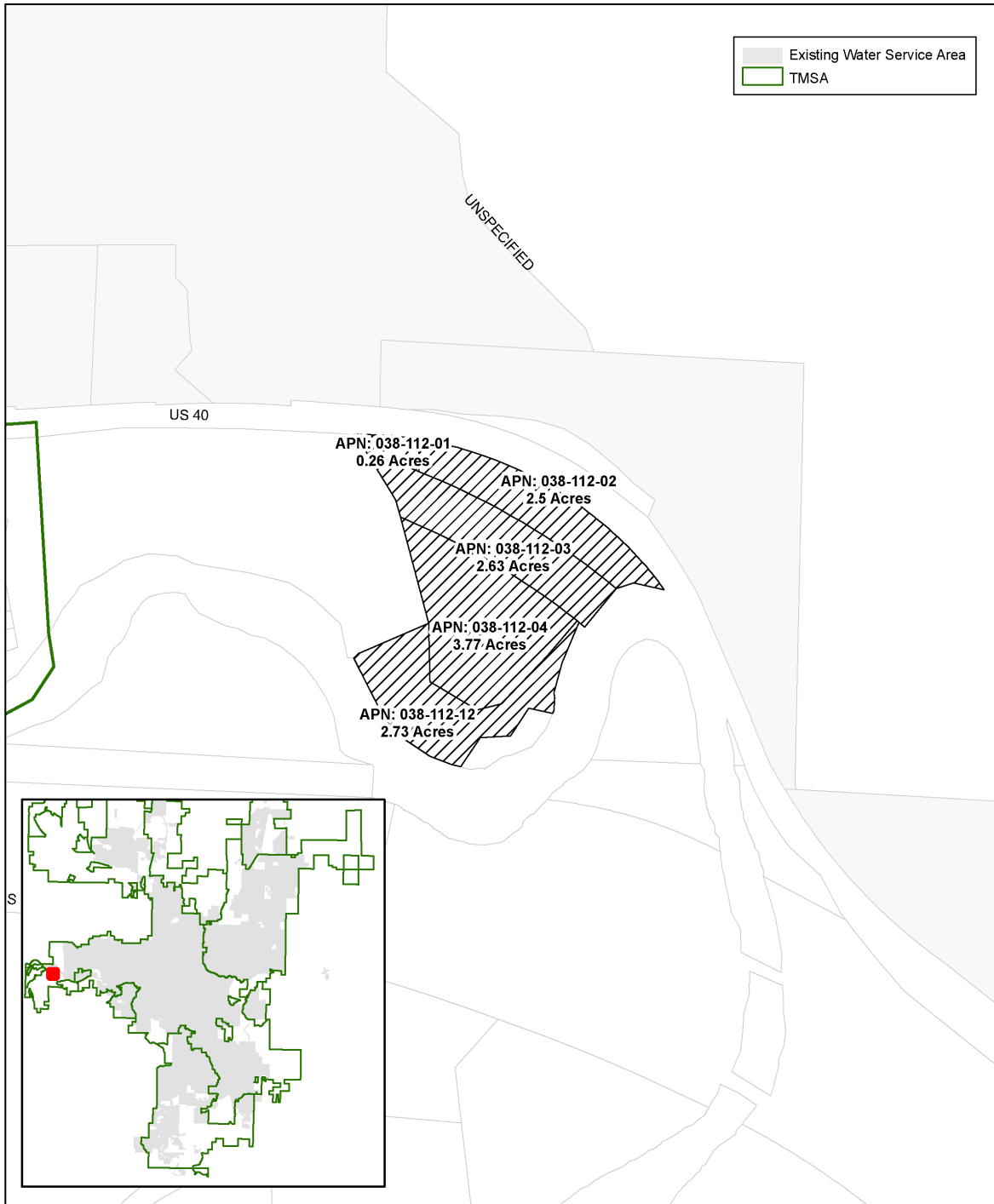
See attached maps of recent mixed-use (residential and commercial/industrial) annexations in Lemmon Valley and an area west of Mogul in Reno.



TMWA Service Area Annexation
APN: 552-250-09, 10, 13, & 14

DATE 10/13/2015
MAP BY: AMD
REQUESTED BY: JAE
SCALE: 1 inch = 1,995 feet





**TMWA Service Area
Annexation**
APN: 038-112-01, 02, 03, 04 & 12

DATE	10/13/2015
MAP BY:	AMD
REQUESTED BY:	JAE
SCALE:	1 inch = 400 feet

