



## STAFF REPORT

**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** December 7, 2015  
**SUBJECT:** **General Manager's Report**

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Attached please find the written reports from the Management team including the Operations Report (*Attachment A*), the Customer Services Report (*Attachment B*), the Web Usage and Social Media Report (*Attachment C*), and the Water Resource and the Annexation Activity Report (*Attachment D*).

Also included in your agenda packet are press clippings from November 13, 2015 through December 9, 2015. Also, attached are *Tell the Board* submissions from 1) a person who allegedly was injured by stepping in a valve can that was missing its lid and 2) a customer complaining about her flat rate neighbor's overwatering (with staff's response).

The Comprehensive Annual Financial Report (CAFR) for the fiscal year ended 2015 will be presented at the January Board meeting. The delay in the issuance of the 2015 CAFR was due in part to the extensive amount of information that needed to be audited as a result of the water utility consolidation coupled with the potential material subsequent event disclosure related to the acquisition of the Donner Lake water right and related infrastructure from the Truckee Carson Irrigation District (TCID). There have been no complications with the audit and financial results will be very close to those presented to the Board some months ago. TMWA applied for and was granted an extension for filing the 2015 CAFR with the Nevada Department of Taxation.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Sr. Hydrologist  
**DATE:** December 1, 2015  
**SUBJECT:** Operations Report for December 2015 Board Meeting

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### (A) Water Supply

**Snowpack** - While precipitation in November was significantly above average in Reno, it was only 75% of average as measured in South Lake Tahoe. Snowpack is right at 100% of average in the Truckee River Basin, and 120% of average in the Lake Tahoe Basin. This is an encouraging start to the snowpack building season. The Sierra has yet to see that big winter storm that this region so desperately needs however. And if this very strong El Nino pattern does end up playing out like the experts at NOAA are forecasting, the effects likely won't be felt until sometime later in the season during the months of January, February and March.

**Truckee River Flows** - Discharge averaged 105 cubic feet per second (cfs) for the month of November at the CA/NV state line. The required rate of flow during the month of November is 400 cubic feet per second. Required rates of flow (Floriston Rates) haven't been met since the middle of April. Some positive news on the river flow and reservoir storage front is that the long awaited Truckee River Operating Agreement is now in effect and was implemented on December 1<sup>st</sup>.

**Reservoir Storage** - The elevation of Lake Tahoe is 6221.47 feet. This is 1.53 feet below the invert of the outlet channel (6223.00 feet). Storage is -185,000 acre-feet (AF) and releases have not been possible from the lake into the Truckee River since October 2014. Boca Reservoir has approximately 5,600 AF of water in storage, and is currently at 14% of capacity. Donner Lake storage is 3,500 acre-feet, and is 37% of capacity. Independence Lake is at 77% capacity with 13,400 AF in storage. Prosser Reservoir storage is currently 7,700 AF which is 26% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 27,100 AF which is 12% of its maximum capacity of 226,000 acre-feet. As of December 1<sup>st</sup>, TMWA has been credit storing available surface water in Boca, Stampede and Prosser reservoirs. Through the first seven (7) days of December TMWA has been able to accrue approximately 350 acre-feet of storage between those three reservoirs that would not have been possible before TROA superseded the 1935 Truckee River Agreement on December 1<sup>st</sup>.

**Outlook** - Despite current reservoir conditions, the outlook for upstream drought storage is very bright. TMWA's upstream drought reserves are projected to be in great shape by next summer (regardless of what this coming winter brings as far as snowpack is concerned). Even with a repeat of 2015 hydrological conditions this winter, under TROA, it is projected that TMWA will be able to build-up an

additional 12,000 acre-feet (AF) of upstream credit storage over the course of the next 4-5 months that would not have otherwise been possible under the old Truckee River Agreement. This puts the utility in great shape (if fact better than ever) going into next summer with over 32,000 AF of projected upstream drought reserves in place available to meet customer demand should the drought continue.

**(B) Water Production**

**Demand** - System demands are at their typical wintertime lows. Customer demand averaged approximately 34 million gallons per day (MGD) through the last week of November. This is typical for this time of the year. Ninety three (93) percent of TMWA's customer demand is being met with surface water from the Chalk Bluff water treatment plant, and the remaining seven (7) percent from groundwater.

**(C) Hydro Production**

**Generation** - Average Truckee River flow at Farad (CA/NV state line) for the month of November was 105 cubic feet per second (cfs). This was not enough water for TMWA to generate with so, all three of TMWA's hydro-electric plants remained off-line once again for the entire month. It is projected that TMWA's hydro plants will remain off-line for at least the rest of 2015 and may not possibly be turned back on again until the spring of 2016 when there is a sufficient amount of water once again in the river.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Kim Mazeres, Customer Relations Director  
**DATE:** December 7, 2015  
**SUBJECT:** **Customer Service Report**

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

### **Ombudsman**

There were two (2) calls to the Ombudsman in November. They were: a customer with a high bill who wanted someone to come out to audit his usage; and, a customer who had been disconnected due to non-payment of a deposit. An audit was performed for the first customer and the second customer did not return the Ombudsman's call.

### **Communications**

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

Since the November Board meeting there were numerous media articles including on: water supply, including cloud seeding during recent storms; kudos to our customers for saving water this summer; the multiple customer open houses on the draft Water Resource Plan; our TMWA winterization workshops and the need to protect pipes from freezing; TROA, published in the *Journal of Water* – a national magazine on water markets and policy; the area landscaping codes and recent efforts to possibly modify them; the Virginia Lake water quality improvements that are being partially funded by a grant from the Truckee River Fund; a high pressure air line failure at a water treatment plant that involved an employee injury; the defacing of the TMWA website by a hacker; and, the October Board Strategic Planning Workshop.

Customer outreach included:

- Several winterization workshops given by our Conservation staff attended by 29 customers.
- Five Water Resource Plan customer open houses, with the first four attended by 53 customers, and the last one occurring on December 9<sup>th</sup>.
- A special meeting of the Monte Vista Homeowner's Association to discuss the supplemental water treatment plant to be built on Whites Creek near their properties. Additional public outreach and meetings on this project are currently being planned.

- A presentation on the draft Water Resource Plan by John Enloe to 17 members of the Construction Finance Management Association.
- Three tours were given of the Chalk Bluff Water Treatment Plant – one by Will Raymond and Ian Dasmann to 90 students from Veterans Elementary, one by Mike Nevarez and Ian Desmann to a Girl Scout troop of 12 students, and one by James Bryant and Dillon Hansen to another troop of 12 Girl Scouts.

### **Conservation**

The drought planning team is continuing to meet to discuss plans for communications and advertising for next year's watering season should the drought continue.

As we end the season, staff completed 142 water usage reviews / audits for customers during the month of November.

All three local government agencies (Reno, Sparks and Washoe County) have applied for significant Landscape Retrofit funds. Washoe County has been approved for nearly \$100,000 to retrofit their 9<sup>th</sup> Street administration complex. City of Reno has been approved for approximately \$80,000 to retrofit their Neil Road complex / Miguel Ribera Park. City of Sparks has been approved for nearly \$100,000 for retrofits at nineteen properties (primarily turf reduction).

### **Customer Calls – November**

- 8,223 phone calls handled
- Average handling time of 4 minutes, 24 seconds a call
- Average speed of answer – 98 seconds

### **Billing – November**

- 122,442 bills issued
- 147 (.1%) corrected bills
- 10,468 customers (8.6%) signed up for paperless billing

### **Service Orders – November**

- 7,473 service orders taken
- 3,530 (47%) move-ins / move-outs
- 1,054 (14%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 875 (12%) re-read meters
- 686 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 524 (7%) zero consumption meter checks
- 419 (6%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.

- 142 (2%) high-bill complaints / audit and water usage review requests
- 51 (1%) various collection actions, including hanging 48-hour notices for elderly and disabled customers, returned mail and/or unpaid deposits, and handling of additional deposits

**Remittance – November**

- 32,433 mailed-in payments
- 24,740 electronic payments
- 22,046 payments via RapidPay (EFT)
- 14,169 one-time bank account payments
- 7,024 credit card payments
- 3,850 store payments
- 2,402 payments via drop box or at front desk

**Collections – November**

- 15,732 accounts received a late charge
- Mailed 8,543 10-day delinquent notices, 7.9% of accounts
- Mailed 2,148 48-hour delinquent notices, 1.8% of accounts
- 334 accounts eligible for disconnect
- 332 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks for their reconnection)
- 0.16% write-off to revenue

**New business / New Construction – November**

- 126 active jobs currently in process
- Collected over \$180,000 in new business fees/facility charges

**Meter Statistics – Fiscal Year to Date**

- 0 meter retrofits completed
- 210 meter exchanges completed
- 620 new business meter sets completed
- 120,243 meters currently installed



**STAFF REPORT – Web & Social Media**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** December 7, 2015  
**SUBJECT:** Web & Social Media Overview for YTD 2015

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

**Highlights**

- **Website Overview – YTD 2015:** Visitor numbers have increased 26% over the same period last year. Pageviews also jumped 23% from 576,952 to 708,768 in the first 11 months of the year.
- **Mobile Use Continues to Outpace Desktop:** Visitor numbers increased for desktop (19%), and tablet access (26%) but mobile phone use far outpaced both with an increase of 53% 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 158% and 19% respectively since the end of November, 2014.

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

Traffic to the tmwa.com website in the first 11 months of the calendar year has grown 26%, from 347,728 visitors in 2014 to 439,560 in 2015. January-November 2015 saw 23% more pageviews than the same period in 2014. The average visit duration was 1.24 minutes, with the majority of visitors focused on employment, payment options, contact information, and our Assigned-Day Watering page.

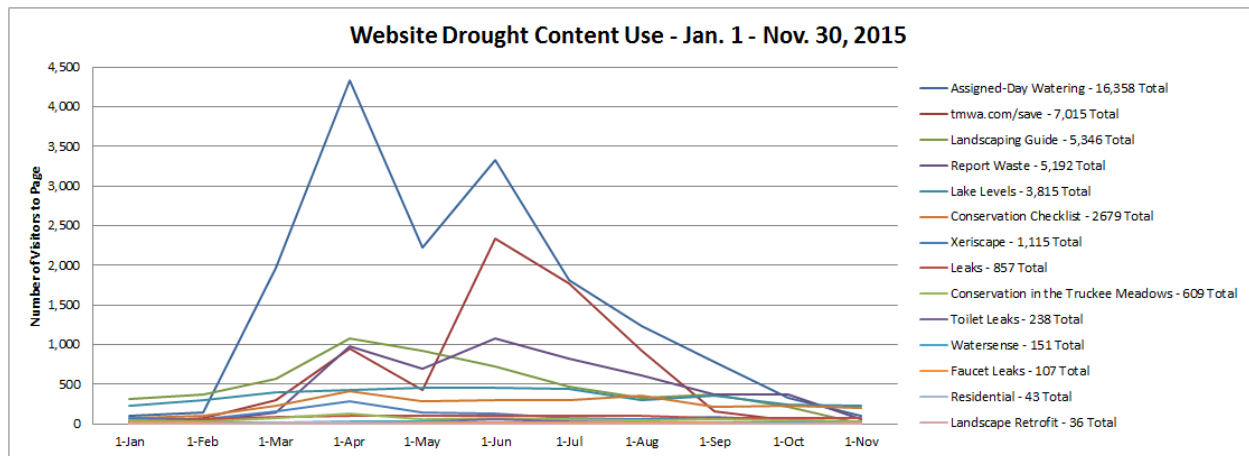
<u>Year</u>	<u>Visitors</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2014 .....	347,728.....	47.6% .....	52.4%.....	1.66.....	1:38 min.....	38%
2015 .....	439,560.....	48.3% .....	51.7%.....	1.61.....	1:24 min.....	30%

**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. Interest in conservation materials has followed a predictable seasonal decrease.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>Change</b>
1	Homepage	321,338	+27%
2	Employment	47,135	+16%
3	Residential/Payment Options	42,476	+3%
4	Contact Us	22,173	-18%
5	Assigned-Day Watering	16,404	+59%

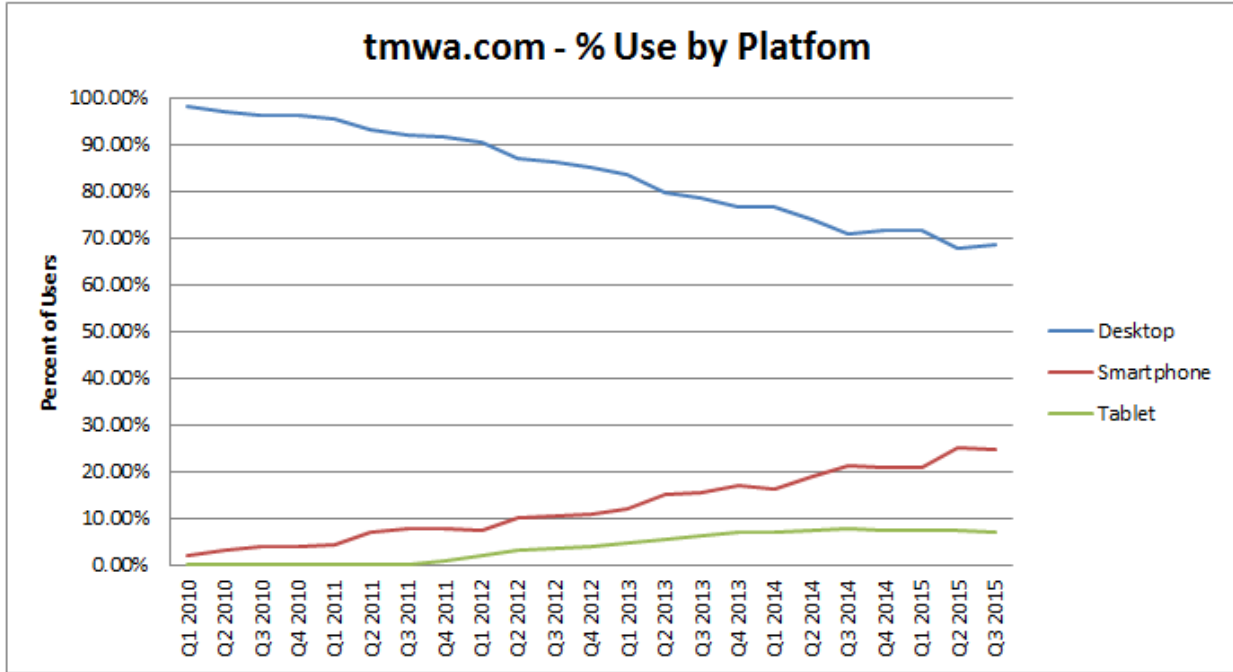
**Performance of Drought-Related Content (YTD 2015)**



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

Desktop Users	+19%
Mobile Phone	+53%
Tablet Use	+26%

The chart below shows a quarterly breakdown of platform-use trends since Jan 1, 2010. Mobile access to tmwa.com now accounts for over 30% 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):

	<b>439,560</b> % of Total: 100.00% (439,560)
1. (direct) / (none)	<b>190,780</b> (43.40%)
2. google / organic	<b>148,644</b> (33.82%)
3. yahoo / organic	<b>22,615</b> (5.14%)
4. bing / organic	<b>21,139</b> (4.81%)
5. reno.gov / referral	<b>14,946</b> (3.40%)
6. tmwa.com / referral	<b>9,430</b> (2.15%)
7. indeed.com / referral	<b>4,762</b> (1.08%)
8. jobs.tmwa.com / referral	<b>2,290</b> (0.52%)
9. bing.com / referral	<b>1,902</b> (0.43%)
10. 4webmasters.org / referral	<b>1,681</b> (0.38%)

## TMWA Social Media



Currently TMWA has **1,248 Twitter followers** and **1,286 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.

### **“About TMWA” Videos:**

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

### **“TMWA How-to” videos:**

- [Household Winterization – Get Ready for the Cold](#)
- [How to Reduce Your Water Use 10%](#)
- [Spring Sprinkler System Start-Up](#)
- [How to Shut off Your Home's Water in an Emergency](#)
- [How to Use Your Water Meter to Determine if you have a Leak](#)
- [How to Test for and Fix a Leaky Toilet Flapper](#)
- [How to Make an Online Bill Payment from Your Checking Account](#)

### **“TMWA at Work” videos:**

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

TMWA also manages the following informational websites:

- [www.communityforestry.org](http://www.communityforestry.org):
- [www.howdoyousave.org](http://www.howdoyousave.org):
- [www.tmwastorage.com](http://www.tmwastorage.com):
  
- [www.tmwaacademy.com](http://www.tmwaacademy.com):
- [www.tmwandscapeguide.com](http://www.tmwandscapeguide.com):
- [www.truckeeriverfund.org](http://www.truckeeriverfund.org):



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** John Erwin, Dir Natural Resources  
**DATE:** 5 December 2015  
**SUBJECT:** **Report Water Resource and Annexation Activity**

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### **RULE 7**

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

Beginning Balance		7,208.12 AF
Purchases of water rights	17.21 AF	
Refunds	0.00 AF	
Sales	- 15.26 AF	
Adjustments	0.00 AF	
Ending Balance		7,210.07 AF
Price per acre foot at report date:		\$7,520

### **WATER SERVICE AREA ANNEXATIONS**

No annexations to report.