



## STAFF REPORT

**TO:** Chairman and Board Members  
**FROM:** Mark Foree, General Manager  
**DATE:** February 8, 2016  
**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 January 12, 2016 through February 10, 2016.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Sr. Hydrologist  
**DATE:** February 8, 2016  
**SUBJECT:** **Operations Report for February 2016 Board Meeting**

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### (A) Water Supply

**Snowpack** - The 2016 water year is still on solid footing. Snowpack as of today is 103% of average in the Truckee River Basin, and 126% of average in the Lake Tahoe Basin. Snowpack on this same day last year was just 37% of average in the Truckee Basin, and 24% of average in the Tahoe Basin respectfully. There is more than three times the amount of water content in the snowpack compared to the same date last year, which is good news for our water supply.

**Reservoir Storage** - The elevation of Lake Tahoe is currently 6222.08 feet. Due to recent winter storms the elevation has risen a half a foot (0.50') since this time last month. This is still 0.92 feet below the invert of the outlet channel (6223.00 feet) however. Storage is -111,470 acre-feet (AF). Boca Reservoir has approximately 12,900 AF of water in storage, and is currently at 32% of capacity. Donner Lake storage is 4,600 acre-feet, and is 48% of capacity. Independence Lake is at 85% capacity with 14,900 AF in storage. Prosser Reservoir storage is currently 9,500 AF which is 32% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir's storage is currently at 31,300 AF which is 14% of its maximum capacity of 226,000 acre-feet. Since December 1<sup>st</sup>, TMWA has been credit storing available surface water in Boca, Stampede and Prosser reservoirs according to the terms of the new Truckee River Operating Agreement. Through the first two months TMWA has been able to accrue approximately 5,150 acre-feet of storage between those three reservoirs that would not have been possible before TROA was implemented.

**Truckee River Flows** – Since the winter rainstorms the region experienced the last weekend of January, river flows have been up noticeably. Discharge this morning was 380 cubic feet per second (cfs) at the CA/NV state line. Truckee River flows are receding, but are still significantly higher than they were prior to the rainstorms.

**Outlook** – With snowpack conditions above normal, preliminary streamflow runoff forecasts are calling for average runoff conditions in both basins. Accordingly, Lake Tahoe is expected to rise

½ to 1 foot above its natural rim and the Truckee River could flow normally through the month of August. While it could be considered a mild recovery year in terms of storage, it won't be enough to get us out of the hydrologic drought situation the region is still in the midst of and it is likely that TMWA will have to use drought reserves to meet customer demand in September and October. While the signs are *still* pointing towards a normal runoff year, the strong El Nino weather pattern which *should* be directing active winter storms to this part of the Sierra this month has decided to apparently take a break for a while. The National Weather Service (NWS) and NOAA are showing model runs with a break in winter storms for up to two weeks (no more storms until possibly the weekend of February 21<sup>st</sup>), which is not good news as February is a very critical snowpack building month. Weather forecasts are just that however, forecasts, and anything can and will still happen. Regardless of how this winter ends up shaking out though, TMWA is in great shape from an upstream drought supply perspective. TMWA is now able to exercise most of the Truckee River water rights it owns under the Truckee River Operating Agreement (TROA). Accordingly, TMWA has been able to credit store approximately 5,150 AF since TROA operations began on December 1<sup>st</sup>. Another 9,000 acre-feet is projected to be credit stored before the summer months. With credit storage and the projected re-fill of Donner and Independence lakes this spring, the utility will be in great shape going into this summer. It is expected that TMWA will go into the month of June with approximately 38,000 acre-feet of upstream drought reserves. This would be about 10,000 acre-feet more than the utility had going into last summer.

### **(B) Water Production**

**Demand** - System demands are at their typical wintertime lows. Customer demand averaged approximately 34 million gallons per day (MGD) last week which is what you would expect for this time of the year. Ninety seven (97) percent of TMWA's customer demand is currently being met with surface water from the Chalk Bluff water treatment plant, and the remaining three (3) percent from groundwater. TMWA is currently recharging about 8 MGD through numerous well sites located throughout our service territory.

### **(C) Hydro Production**

**Generation** – Winter storms have helped to boost river flows in recent weeks. There was actually enough water on January 20<sup>th</sup> to fire up both the Verdi and Washoe power plants and keep them operating. Since then flows have picked up even more allowing TMWA to bring on the second unit at Washoe. While receding, it appears that river flows may continue to be high enough to keep the plants on-line for the foreseeable future.



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Andy Gebhardt, Customer Relations Director  
**DATE:** February 8, 2016  
**SUBJECT:** **Customer Service Report**

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

### **Ombudsman**

There were four (4) calls to the Ombudsman in January. They were: a customer who left a voice mail but who never returned Joanne's call back to him; a customer who wanted to know the time of the January board meeting; a customer who was having a problem making a payment and was referred to our Office Supervisor for assistance; and, a customer whose landscaping was impacted by a main break who wanted to assure we would be returning to fix it and she was assured we would be out to make it right.

### **Communications**

Attached is the website / social media report.

Since the January Board meeting there were numerous media articles including: the immense benefits of TROA for this community's drought supply, including a very positive editorial from the Reno Gazette Journal; water supply, snowpack and river flows; information about the proposed creek treatment plant on the Mount Rose fan; and, our water quality given the national story on the water issues in Flint, Michigan.

Customer outreach included:

- Three meetings on the Mount Rose Water Treatment Plant, including our Open House attended by over 75 people, the Citizen's Advisory Board meeting, and Commissioner Lucey's constituent meeting. All customer questions and concerns were satisfactorily addressed during these meetings.
- A presentation on Indirect Potable Reuse by John Enloe to approximately 200 individuals at the American Water Works Association.

- Participation by Mark Foree on a panel regarding water supply and use in Nevada attended by 100 individuals at Boyd School of Law in Las Vegas.
- Presentations to six classes at Lemulson STEM Academy's Career Day given by Kim Mazeres to approximately 110 students.

### **Conservation**

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

### **Customer Calls – January**

- 8,130 phone calls handled
- Average handling time of 5 minutes, 1 second a call
- Average speed of answer – 32 seconds

### **Billing – January**

- 122,747 bills issued
- 150 (.1%) corrected bills
- 10,859 customers (8.9%) signed up for paperless billing

### **Service Orders – January**

- 7,291 service orders taken
- 2,950 (41%) move-ins / move-outs
- 1,236 (17%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 816 (11%) zero consumption meter checks
- 623 (9%) re-read meters
- 634 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 468 (6%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 137 (2%) high-bill complaints / audit and water usage review requests
- 90 (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 – January**

- 27,933 mailed-in payments
- 23,744 electronic payments
- 19,707 payments via RapidPay (EFT)
- 13,800 one-time bank account payments
- 4,687 credit card payments
- 3,636 store payments
- 2,526 payments via drop box or at front desk

**Collections – January**

- 14,886 accounts received a late charge
- Mailed 7,303 10-day delinquent notices, 5.9% of accounts
- Mailed 1,111 48-hour delinquent notices, 0.9% of accounts
- 265 accounts eligible for disconnect
- 264 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks for their reconnection)
- 0.17% write-off to revenue

**New business / New Construction – January**

- 106 active jobs currently in process
- Collected nearly \$1,400,000 in new business fees/facility charges

**Meter Statistics – Fiscal Year to Date**

- 10 meter retrofits completed
- 367 meter exchanges completed
- 942 new business meter sets completed
- 120,518 meters currently installed



**STAFF REPORT**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** February 5, 2016  
**SUBJECT:** Web & Social Media Overview for January 2016 + Five-Year Review

**Web & Social Media Overview – January 2016 + Five-Year Review**

**Highlights**

- **Website Overview – Trends over the Last Five Years:** visitor numbers have increased 103% since 2011. Mobile use surged from 7% to 31% in the same period.
- **Social Media Engagement Grows:** TMWA’s Facebook and Twitter followers have increased by 129% and 20% respectively since February of 2015.
- **2015 Consolidation Traffic Bump:** January 2016 visits to tmwa.com dropped by 17% compared to 2015. User traffic analysis indicates this is largely attributable to traffic from new customers brought over from the consolidation with WC DWR and STMGID. Online account access and visits to consolidation-related webpages grew by 177% and 2,700% respectively in January 2015.

**tmwa.com — Website Review – Trends Over the Last Five Years**

The growth in user traffic to the tmwa.com website over the last five years has grown from 231,539 visitors in 2010 to 471,014 in 2015. Given the economic difficulties and negligible growth in our area during much of this period, the results point to a significant improvement in tmwa.com’s performance among established customers. Page-traffic analysis also shows some use increase due to TMWA’s recently-completed consolidation with WCDWR and STMGID.

<u>Year</u>	<u>Visits</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2011	278,583	50.4%	49.6%	2.02	1:24 min	69.7%
2012	313,891	54.9%	45.1%	1.73	1:53 min	35.7%
2013	342,275	55.4%	44.6%	1.63	2:04 min	25.6%
2014	377,618	47.4%	52.6%	1.65	1:36 min	39.39%
2015	471,014	48.2%	51.8%	1.61	1:23 min	25%

**Growth in Mobile Traffic 2011 - 2015**

There has been substantial growth in the number of users who access tmwa.com via mobile devices – from a little over seven percent in 2011 to nearly a third of all users in 2015.

2011.....	7%	2014.....	27
2012.....	13%	2015.....	31%
2013.....	21%		

**Website Results for YTD 2016 vs. 2015**

This admittedly-thin sampling of web data wouldn’t normally be useful but the numbers do indicate that consolidation-related traffic in January of 2015 generated a large bump in visitor numbers vs 2014 or 2016. 2015 saw 38% more user sessions and 51% more page views than the same period in 2014 and 17% more user sessions and 28% more page views than in 2016. The average visit duration was just under a minute and a half, with the majority of visitors focused on payment options, employment, contact information, and the residential customer-service page.

**Top Content (January 2016)**

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 residential payment, employment and “contact us” pages.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>%Pageviews</b>
1	Homepage	29,121	-6%
3	Employment	3,552	-31%
2	Residential/Payment Options	3,496	-43%
4	Contact Us	1,691	-33%
5	Customer Service, Residential	1,279	-16%

**Notable Webpages With Traffic Increases:**

TROA.....	+497%
Conservation.....	+88%
Water Emergency Info.....	+203%
How-to Videos.....	+70%
Water System.....	+49%

## TMWA Social Media



Currently TMWA has **1278 Twitter followers** and **1298 Facebook fans**. There is a current Twitter feed on the *tmwa.com* homepage that is updated daily to reflect current topics.

TMWA's YouTube Channel: <http://www.youtube.com/user/truckeemeadowswater>



TMWA videos are intended to provide tips for addressing issues they may face with their water supply, as well as give customers a window into TMWA's everyday operations, showing everything from infrastructure improvements to water-main repairs.

### “About TMWA” Videos:

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

### “TMWA How-to” videos:

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

### “TMWA at Work” videos:

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

TMWA also manages the following informational websites:

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



**STAFF REPORT**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Dir Natural Resources  
**DATE:** 5 February 2016  
**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		7,204.98 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	- 48.43 AF	
Adjustments	0.00 AF	
Ending Balance		7,156.55 AF
Price per acre foot at report date:		\$7,500

**WATER SERVICE AREA ANNEXATIONS**

No annexations to report.