



## STAFF REPORT

**TO:** Board of Directors  
**FROM:** Mark Foree, General Manager  
**DATE:** April 6, 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*).

Included in your agenda packet are press clippings from March 10, 2016 through April 13, 2016. Also, attached is a *Tell the Board* submission from a landlord expressing his desire for the TMWA Board of Directors to consider changing its policy regarding not notifying the landlord for turning the water off for non-payment by the tenant.

Finally, the acquisition of the other half of Donner Lake from the Truckee-Carson Irrigation District (TCID), which settles the Donner Lake litigation, closed escrow on March 31, 2016. TMWA officially now owns 100 percent of the Donner Lake water right and facilities. This is another important milestone for TMWA. In addition to the recent implementation of the Truckee River Operating Agreement (TROA), this acquisition further increases TMWA's ability to store water in upstream reservoirs. Also, TCID (along with the City of Fallon and Churchill County) have agreed to filing for the dismissal of all TROA related litigation. These filings are currently in process.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Sr. Hydrologist  
**DATE:** April 11, 2016  
**SUBJECT:** Operations Report for the April 2016 Board Meeting

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### (A) Water Supply

**Snowpack** - Snowpack this morning was 87% of average in the Truckee River Basin, and 97% of average in the Lake Tahoe Basin. This is a major improvement compared to last year where snowpack on this same day was only 15% of average in the Truckee Basin, and 2% of average in the Tahoe Basin. The official April 1<sup>st</sup> snowpack numbers for 2016 were 102% of average for the Truckee Basin and 100% of average for the Lake Tahoe Basin. This is especially welcome after the last four exceptionally dry years and gives our upstream reservoir storage levels a chance to recover somewhat.

**Reservoir Storage** -The elevation of Lake Tahoe is currently 6223.06 feet. Over the past three days the lake has risen 0.15' due to the rain the region experienced over the weekend. Except for one day in June 2015 where the lake elevation made it back up to the rim (6223.01'), this is the first time in over a year and a half (October 2014) that the elevation of Lake Tahoe is above its natural outlet elevation. Storage at Donner Lake is 5,300 acre-feet and is 56% of capacity. Independence Lake is at 94% capacity with 16,500 AF in storage. Prosser Reservoir storage is currently 7,912 AF, which is 27% of its maximum storage capacity of 29,800 acre-feet. Stampede Reservoir storage is currently at 71,800 AF, which is 32% of its maximum capacity of 226,000 acre-feet. Besides the water stored in Donner and Independence lakes, TMWA currently also has 8,330 acre-feet of water stored in Boca and Stampede Reservoir under the terms of TROA.

**Truckee River Flows** - River flows have been higher than the required 500 cubic feet per second (cfs) lately due to the warmer weather and subsequent snowmelt runoff that has been occurring. Flows jumped up again due to significant amounts of rainfall experienced in the Sierra Nevada over the weekend. Discharge this morning was 1,300 cfs at the CA/NV state line.

**Outlook** - This past weekend's winter storms delivered another solid round of precipitation to the Sierra Nevada Range in the form of both rain and snow. Significant amounts of precipitation were recorded at Donner Lake (6/10'') and at Independence Lake (8/10''). Although not

reflected in the snowpack numbers, these rains will only improve the water supply outlook, which is already quite good in terms of a water supply for our customers this year. The latest model runs are projecting just about average streamflow runoff for this spring and summer, which means we should experience normal river flows just about through the month of September. This gets us past our peak customer demand months before any impacts to river flows would be experienced. If we still need to utilize reserve supplies this fall, it wouldn't be until sometime in October. The utility is in fantastic shape from an upstream drought supply perspective, and is in significantly better shape than last year. Under TROA we have been able to credit store approximately 5,160 AF since December 1 and it is anticipated that we will have the opportunity to store another 9,000 acre-feet in addition to that sometime this summer. Combined with what TMWA currently has in storage, and the projected re-fill of Donner and Independence lakes this spring, TMWA should have over 44,000 acre-feet of upstream drought reserves by September. This is 17,000 acre-feet more than the utility had going into last summer, and is by any standard a healthy back-up water supply.

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

**Demand** - System demands are climbing upward as is typical for this time of the year as temperatures rise noticeably. Customer demand averaged approximately 47 million gallons per day (MGD) last week. Ninety four (94) percent of TMWA's customer demand is currently being met with surface water from the Chalk Bluff water treatment plant, and the remaining six (6) percent from groundwater. TMWA is currently recharging between seven and eight MGD through numerous well sites located throughout our service territory.

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

**Generation** - Average Truckee River flow at Farad (CA/NV state line) for the month of March was 934 cubic feet per second (cfs). The Fleish hydro plant was idle during the month as repairs to the penstock were being evaluated. A total of 3,041 megawatt hours (MWh) were generated between Verdi and Washoe however. This yielded combined hydropower revenue from the two plants of approximately \$215,165 for the month or an average of \$6,941/day. Generation at the Verdi plant averaged \$3,734/day and generation at the Washoe plant averaged \$3,207/day. The outlook is very good for hydropower generation (at least over the next six months is concerned) as river flows are expected to be normal.



**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Andy Gebhardt, Customer Relations Director  
**DATE:** April 11, 2016  
**SUBJECT:** **Customer Service Report**

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The following is a summary of Customer Service activity for March 2016.

### **Ombudsman**

There were three (3) calls to the Ombudsman in February. They were:

- A customer who called and said there was a leak in their parking lot and thought that it might be our issue. The Ombudsman called our after-hours dispatch to let them know of the issue.
- We dispatched a technician who determined it was a clogged storm drain and not our issue
- A customer that received a letter from a 3<sup>rd</sup> party vendor, offering to insure their water lines, and was wondering if this was sponsored by TMWA. She was told it was not.
- A customer who lived in a mobile home park and wanted to know what the park paid us for water. The customer's information was passed to me, and I called her and explained that I could not release the information to her as she wasn't the water customer of record.

### **Communications**

Attached is the website / social media report.

Since the March Board meeting, there continue to be many media articles that pertain to TMWA, including numerous articles on the snowpack and Lake Tahoe elevation. As is always the case at this time of year, we have started seeing articles relating to turning on irrigation systems and the watering of landscape. In addition, there continue to be articles on the quality of the water, which is spawned from the issues in Flint, Michigan.

Customer outreach in March included:

- 2 presentations by Bill Hauck to NWRA in Las Vegas pertaining to TROA and Conjunctive Water Use Management. Each presentation had approximately 200 participants.
- Presentation by Bill Hauck to 50 members of the Reno-Sparks Ski and Rec club regarding Drought and Conservation.

- Presentation by Bill Hauck to 50 members of the NV Land Trust regarding TROA, Drought and Growth.
- A presentation by Ron Penrose to the American Fisheries Society regarding the Glendale Diversion and various fish components built into the diversion design.
- We had 2 Landscape Irrigation Start-Up workshops, with each one being attended by 16 customers.

### **Conservation**

The drought communications planning team is continuing to meet to discuss plans for communications and advertising for this year's watering season. A Communications Plan outlining the strategy for 2016 is being presented to the Board this month.

### **Customer Calls – March**

- 7,739 phone calls handled
- Average handling time – 4 minutes, 51 seconds per call
- Average speed of answer – 22 seconds per call

### **Billing – March**

- 123,259 bills issued
- 141 (.1%) corrected bills
- 11,226 customers (9.0%) signed up for paperless billing

### **Service Orders – March** (% is rounded)

- 7,300 service orders taken
- 3,871 (53%) move-ins / move-outs
- 704 (10%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 749 (10%) zero consumption meter checks
- 766 (10%) re-read meters
- 630 (9%) new meter sets and meter/register/ERT exchanges and equipment checks
- 320 (4%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 83 (1%) high-bill complaints / audit and water usage review requests
- 177 (5%) various other service orders

**Remittance – March**

- 37,870 mailed-in payments
- 28,318 electronic payments
- 25,718 payments via RapidPay (EFT)
- 15,611 one-time bank account payments
- 5,312 credit card payments
- 3,785 store payments
- 2,611 payments via drop box or at front desk

**Collections – March**

- 17,557 accounts received a late charge
- Mailed 7,546 10-day delinquent notices, 5.8% of accounts
- Mailed 1241 48-hour delinquent notices, 0.8% of accounts
- 168 accounts eligible for disconnect
- 163 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks for their reconnection)
- 0.19% write-off to revenue

**New business / New Construction – March**

- 122 active jobs currently in process
- Collected \$1,994,040.70 in new business fees/facility charges

**Meter Statistics – Fiscal Year to Date**

- 12 meter retrofits completed
- 458 meter exchanges completed
- 1,174 new business meter sets completed
- 120,741 meters currently installed



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** April 11, 2016  
**SUBJECT:** Web & Social Media Overview for YTD 2016

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### Web & Social Media Overview – YTD 2016

#### Highlights

- **Website Overview – YTD 2016:** Visitor numbers have decreased 13% over the same period last year. Pageviews dropped 20% from 203,548 to 162,243 in the first three months of the year. These changes are attributable to the 2015 surge in website traffic related to consolidation.
- **Mobile Growth Continues Despite Traffic Drop:** Visitor numbers decreased for desktop (18%), and tablet access (16%) but mobile phone use defied the trend with an increase of 5.5%. Again, the higher numbers last year were due to consolidation traffic but the general growth trend still shows a steady increase in mobile-phone access.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 96% and 18% respectively since April of 2015.

#### tmwa.com — Website Traffic Review – YTD 2016

User traffic to the tmwa.com website in the first three months of the calendar year has dropped 13%, from 69,763 visitors in 2015 to 60,039 in 2016. The numbers indicate significant consolidation-related traffic in 2015. Jan/March 2015 saw 39% more pageviews than the same period in 2014. The average visit duration was well under two minutes, with the majority of visitors focused on payment options, employment, contact information, and the residential customer 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>
2016 .....	60,039 .....	45.4% .....	54.6% .....	1.55 .....	1:18 min .....	27.5%
2015 .....	69,763 .....	48.5% .....	51.5% .....	1.69 .....	1:37 min .....	27.7%

#### Top Content (YTD 2016)

The most visited pages on tmwa.com (listed below) are similar to 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. It’s worth noting that visits to the “Contact us” page have dropped by 23% over the same period last year. The most likely reason for this is we have gotten through the inevitable post-consolidation flood of questions from new customers.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>Change</b>
1	Homepage	79,458	-7.6%
2	Employment	11,649	-21%
3	Residential/Payment Options	11,102	-20%
4	Contact Us	4,801	-23%
5	Customer_Service/Residential	4,315	+17%

**Growth by Platform 2016 vs. 2015:**

Desktop Users	-18%
Mobile Phone	+5.5%
Tablet Use	-16%

**Traffic to tmwa.com is coming from the following sources (YTD 2016):**

1. <a href="#">(direct) / (none)</a>	47,055 (44.99%)
2. <a href="#">google / organic</a>	36,591 (34.99%)
3. <a href="#">bing / organic</a>	5,428 (5.19%)
4. <a href="#">yahoo / organic</a>	4,723 (4.52%)
5. <a href="#">reno.gov / referral</a>	3,684 (3.52%)
6. <a href="#">tmwa.com / referral</a>	1,457 (1.39%)
7. <a href="#">myaccount.tmwa.com / referral</a>	485 (0.46%)
8. <a href="#">rank-checker.online / referral</a>	386 (0.37%)
9. <a href="#">tmwastorage.com / referral</a>	338 (0.32%)
10. <a href="#">indeed.com / referral</a>	332 (0.32%)

**TMWA Social Media**





Currently TMWA has **1,302 Twitter followers** and **1,473 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. It's a great way to understand both the scope and complexity of the many processes and projects we manage here at TMWA

**“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.tmwastorage.com](http://www.tmwastorage.com):
- [www.tmwaacademy.com](http://www.tmwaacademy.com):
- [www.tmwalandscapguide.com](http://www.tmwalandscapguide.com):
- [www.truckeeriverfund.org](http://www.truckeeriverfund.org):



**STAFF REPORT**

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** John Erwin, Director, Natural Resources  
**DATE:** 13 April 2016  
**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		7,156.55 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	-172.92 AF	
Adjustments	0.00 AF	
Ending Balance		6,983.63 AF
Price per acre foot at report date:		\$7,500

**WATER SERVICE AREA ANNEXATIONS**

A 34 unit subdivision (Pebble Creek 7) was annexed to the retail service area in northwest Spanish Springs (see attached map).

