



## STAFF REPORT

**TO:** Board of Directors  
**FROM:** Mark Foree, General Manager  
**DATE:** May 9, 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 April 13, 2016 through May 11, 2016. Also, attached are three *Tell the Board* submissions; (1) a customer reporting on water waste, (2) a Reno resident expressing concern regarding TMWA's decision not to continue asking for 10 percent water conservation (*see Andy Gebhardt's response attached*), and (3) compliments to Chair Martini and the Board for effectively steering the community through the drought.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Senior Hydrologist  
**DATE:** May 09, 2016  
**SUBJECT:** **Operations report**

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### Summary

- River flows are high due to rainfall and streamflow runoff
- Reservoirs are filling
- Lake Tahoe is more than half a foot above rim
- Customer demand increasing but lags slightly behind last year
- Use of drought reserves to meet customer demand not anticipated this summer
- Will have more upstream drought reserves in place than ever due to TROA
- Hydro revenue \$213K for April

### **(A) Water Supply**

**River Flows** - River flows are high due to early May rainfall and a good winter snowpack which continues to melt off. Truckee River flows at the CA/NV state line were 1,100 cubic feet per second (CFS) as of this morning. The required rate of flow for this time of the year is 500 CFS.

**Reservoir Storage** - The elevation of Lake Tahoe rose noticeably over the last several days due to a series of rainfall events that impacted the region. The elevation of the lake is now 6223.57 feet and rising. This is the first time in over a year and a half (October 2014) that the elevation of Lake Tahoe has risen above its natural rim. Storage at Donner Lake storage is 8,350 acre-feet, and is 88% of capacity. Independence Lake is at 95% capacity with 16,700 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 storage is currently at 95,800 AF which is 42% of its maximum capacity of 226,000 acre-feet. Besides the water stored in Donner and Independence lakes, TMWA currently also has 8,325 acre-feet of water stored in Boca and Stampede Reservoir under the terms of TROA. Total combined upstream surface water storage as of this morning was 33,375 acre-feet.

**Outlook** - It was a good water year for the region, especially compared to the last four exceptionally dry years. Significant amounts of precipitation were once again delivered to the Sierra Nevada Range in the form of both rain and snow over the last 4 days. This will only further improve the water supply outlook for the region, which was already quite good. Donner, Independence, and Lake Tahoe all received significant amounts of rainfall. Tahoe is projected to rise at least a foot above its natural rim by mid-June, and all other reservoirs on the Truckee system are projected to fill, except for Stampede Reservoir which should end up about half-full by the end of June. Average or better streamflow runoff is projected this year, meaning that normal Truckee River flows can be expected through just about the end of September. Based on these river flow projections it seems unlikely that TMWA will have to use upstream reserves in order to meet customer demand this year. TMWA's drought reserves have never been in better shape as TMWA has significantly more water in storage than it did at this time last year despite using a significant portion of upstream reserves to meet customer demand last summer. Under TROA we have been able to credit store approximately 5,160 AF since it took effect. It is anticipated that TMWA will have the opportunity to store another 9,000 acre-feet or so in addition to that sometime later this summer. Combined with what TMWA currently has in storage, and the re-fill of Donner and Independence lakes, TMWA should have roughly 44,000 acre-feet in storage by September. This is 17,000 acre-feet more than the utility had going into last summer which is great news.

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

**Demand** - Customer demand averaged approximately 67 million gallons per day (MGD) last week. Currently, ninety four (94) percent of TMWA's customer demand is being met with surface water from the Chalk Bluff and Glendale water treatment plants, and the remaining six (6) percent from groundwater production wells. The recharge season is tapering off as system demands for water are increasing. TMWA recharged an average of 2.5 MGD last week.

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

**Generation** - Average Truckee River flow at Farad (CA/NV state line) for the month of April was 899 cubic feet per second (CFS). The Fleish hydro plant was idle during the month as repairs to the penstock continue. A total of 3,015 megawatt hours (Mwh) were generated between Verdi and Washoe. This yielded combined hydropower revenue from the two plants of approximately \$213,314 for the month or an average of \$7,110/day. Generation at the Verdi plant averaged \$3,810/day and generation at the Washoe plant averaged \$3,300/day. The outlook is very good for hydropower generation (at least over the next five months) as the Truckee River is expected to flow normally.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Andy Gebhardt, Director Customer Relations  
**DATE:** May 9, 2016  
**SUBJECT:** April Customer Service Report

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### Summary

- Water Waste reports and Water Audit requests are increasing, which is typical this time of year
- Requests for new meter sets are the highest they have been in the last 6 months.

### Ombudsman

There were five (5) calls to the Ombudsman in April. They were:

- A customer called and said that she didn't have any water. Dispatch was notified and they called a Technician out. When our technician arrived, he was able to determine that the customer's landscaper had turned the wrong valve off. He was able to assist her in getting her water turned back on.
- A customer wanted to know if there were any deposits on her account. Customer Service called her back with the information.
- A customer wanted to know what her usage history was for her address. Customer Service called her back with the information.
- A customer received a letter from a third party insurance agency and wanted to know if it was legitimate. Explained to her that it wasn't affiliated with TMWA.
- A customer called wanting an explanation of TMWA procedures. When he was called back, he said that the problem was resolved.

### Communications

Attached is the website / social media report.

Since the April Board meeting, we had numerous articles and interviews surrounding the upcoming watering season and what TMWA's Conservation Plan was going to look like this

summer. We also had a press release on the success of the Bond restructuring. In addition, we had a “One View” in the Reno Gazette Journal from Board Chairman Geno Martini that garnered very positive responses.

Customer outreach in April included:

- A presentation to Western Apprenticeship Coordinators Association at the Women’s Career Fair. Kim Boldi, Rich Dominguez, Mike Kollodge and Jessica Atkinson were the presenters and they talked to 30 people.
- 4 Earth Day presentations by Marci Westlake, Brad Smith, Robert Charpentier, Neece Schlesener and Lauren Kunin regarding Conservation measures in the Truckee Meadows. Spoke to well over 200 people.
- A presentation by Lauren Kunin to 24 children at Peavine Elementary School.
- 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 workshops, a Landscape Irrigation Start-Up and a Landscape Planning and Design workshop, attended by 38 customers.

### **Conservation (January 1 – April 30)**

- 335 Water Watcher Contacts
- 421 Water Usage Reviews

### **Customer Calls – April**

- 7,621 phone calls handled
- Average handling time – 5 minutes, 3 seconds per call
- Average speed of answer – 26 seconds per call

### **Billing – April**

- 123,461 bills issued
- 140 (.1%) corrected bills
- 11,404 customers (9.0%) signed up for paperless billing

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

- 7,181 service orders taken
- 3,868 (54%) move-ins / move-outs
- 467 (7%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 698 (10%) zero consumption meter checks
- 488 (7%) re-read meters
- 798 (11%) new meter sets and meter/register/ERT exchanges and equipment checks

- 381 (5%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 98 (1%) high-bill complaints / audit and water usage review requests
- 383 (5%) various other service orders

**Remittance – April**

- 31,380 mailed-in payments
- 24,950 electronic payments
- 21,351 payments via RapidPay (EFT)
- 13,770 one-time bank account payments
- 4,472 credit card payments
- 3,582 store payments
- 2,395 payments via drop box or at front desk

**Collections – April**

- 13,618 accounts received a late charge
- Mailed 7,351 10-day delinquent notices, 6.0% of accounts
- Mailed 967 48-hour delinquent notices, 0.8% of accounts
- 128 accounts eligible for disconnect
- 119 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks for their reconnection)
- 0.14% write-off to revenue

**Meter Statistics – Fiscal Year to April 30**

- 17 meter retrofits completed
- 685 meter exchanges completed
- 1,336 new business meter sets completed
- 120,904 meters currently installed



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** May 9, 2016  
**SUBJECT:** Web & Social Media Overview for YTD 2016

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### Web & Social Media Overview – YTD 2016

#### Summary

- **Website Overview – YTD 2016:** Visitor numbers have dropped 14% over the same period last year. Page views dropped 20% from 270,801 to 216,430 in the first four months of the year.
- **Conservation Awareness:** A decrease in interest in conservation topics was reflected by a drop in visits to the “Assigned-Day Watering” and “Report Water Waste” pages by -50% and -77%, respectively, compared to 2015. However, respective numbers are higher than 2014 by 2% and 32% and 2013 by 66% and 48%, indicating 2015 was extraordinary in terms of conservations and drought awareness.
- **Mobile Use Continues to Grow:** Users accessing tmwa.com with a mobile device now make up 33% of our visitors; that is up from 29.5% during the same period in 2015.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 58% and 15% respectively since May of 2015.

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

User traffic to the tmwa.com website in the first four months of the calendar year has dropped 31%, from 90,294 visitors in 2015 to 77,295 in 2016. The numbers indicate a drop off in consolidation-related traffic and a diminished sense of attention on the topics of drought and water supply. Jan/April 2016 saw 20% drop in page views compared to the same period in 2015. The average visit duration was well under two minutes, with the majority of visitors focused on employment, payment options, contact information, and the “Doing Business With TMWA” 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.....	77,295.....	54.1% .....	45.9% .....	1.55 .....	1:16 min.....	28.6%
2015.....	90,294.....	48.6% .....	51.4% .....	1.68 .....	1:33 min.....	29.3%

**Top Content (YTD 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 employment, residential payment, and “contact us” pages. The big change from this time last year is the absence of visits to the Assigned Day Watering page, which have fallen from 6,561 in 2015 to 3,283 this year—a 50% decline. This, again, may point to a diminished sense of urgency regarding water supply.

<u>Rank</u>	<u>Page</u>	<u>Pageviews</u>	<u>Change</u>
1.....	Homepage .....	105,051.....	-8%
2.....	Employment.....	15,238.....	-19%
3.....	Residential/Payment Options.....	14,393.....	-17%
4.....	Contact Us.....	6,503.....	-21%
5.....	Doing Business With TMWA.....	4,632.....	+23%

**Access by Platform YTD 2016:**

Desktop Users .....	67%
Mobile Phone .....	26%
Tablet Use .....	7%

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

1. (direct) / (none)	62,116 (44.35%)
2. google / organic	50,335 (35.94%)
3. bing / organic	7,346 (5.24%)
4. yahoo / organic	6,228 (4.45%)
5. reno.gov / referral	4,979 (3.55%)
6. tmwa.com / referral	1,735 (1.24%)
7. rank-checker.online / referral	779 (0.56%)
8. myaccount.tmwa.com / referral	604 (0.43%)
9. tmwastorage.com / referral	485 (0.35%)
10. jobs.tmwa.com / referral	425 (0.30%)

**TMWA Social Media**

Currently TMWA has **1307 Twitter followers** and **1516 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.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:** Director of Natural Resources  
**DATE:** May 9, 2016  
**SUBJECT:** Report Water Resource and Annexation Activity

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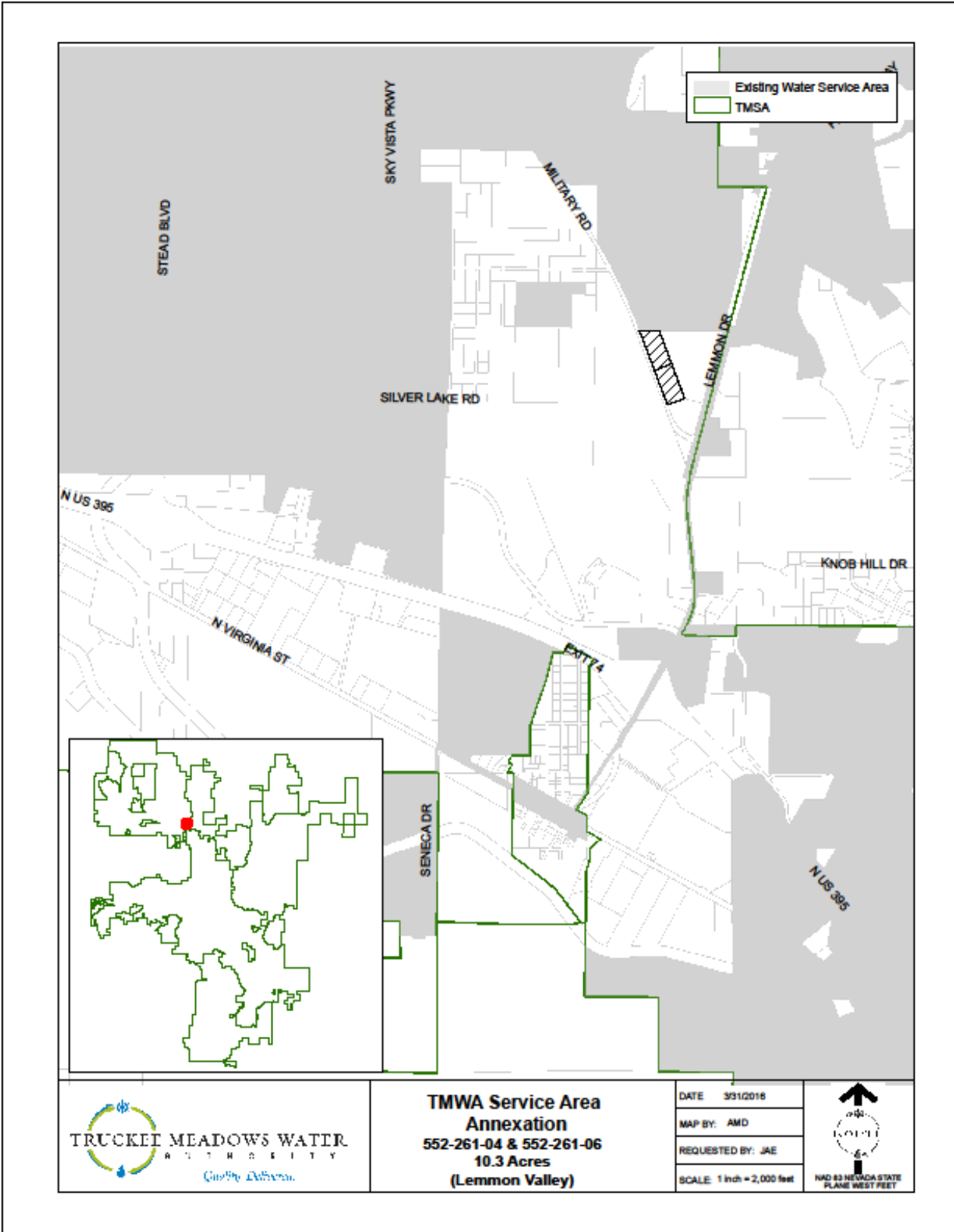
### RULE 7

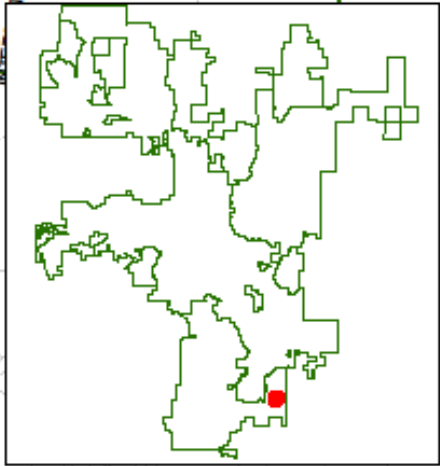
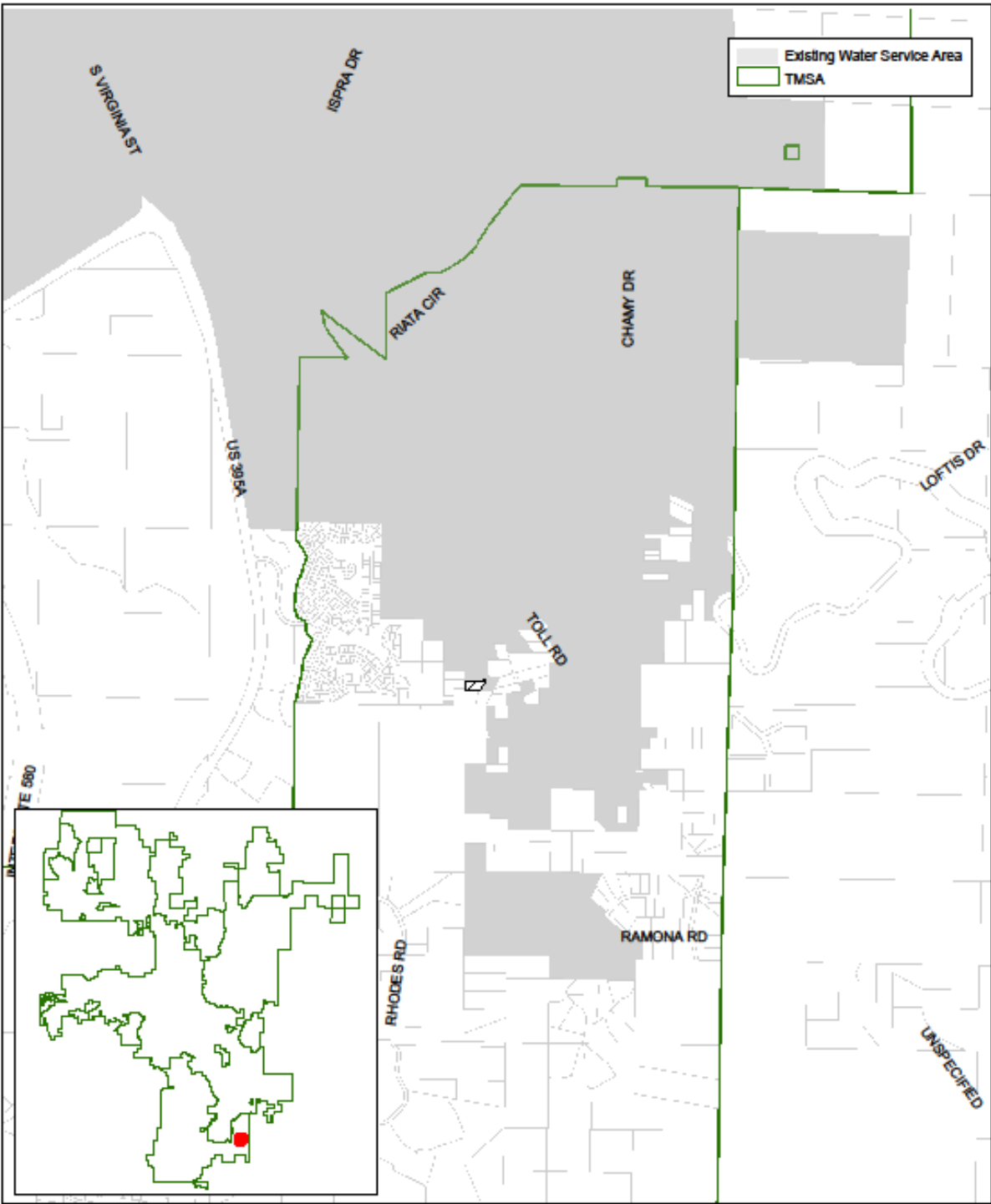
Rule 7 water resource purchases and will-serve commitment sales against purchased water resources through this reporting period:

Beginning Balance		6,983.63 AF
Purchases of water rights	0.00 AF	
Refunds	0.00 AF	
Sales	-3.83 AF	
Adjustments	0.00 AF	
Ending Balance		6,979.80 AF
Price per acre foot at report date:		\$7,500

### WATER SERVICE AREA ANNEXATIONS

A single family lot in southeast Reno and two lots for multi-family development in Lemmon Valley (see attached map).





**TRUCKEE MEADOWS WATER AUTHORITY**  
*Giselle Williams*

**TMWA Service Area Annexation**  
**017-110-33**  
**1 Acre**

DATE: 3/31/2016  
 MAP BY: AMD  
 REQUESTED BY: JAE  
 SCALE: 1 inch = 2,000 feet

NAD 83 NEVADA STATE PLANE WEST FEET