



## STAFF REPORT

**TO:** Board of Directors  
**FROM:** Mark Foree, General Manager  
**DATE:** November 3, 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 October 13, 2016 through November 9, 2016.

Recently TMWA provided its watershed management expertise to Washoe County to help with an emergency response plan for the Little Valley burn area to address erosion control, sedimentation, ditch blockage and runoff water quality issues.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Scott Estes, Director of Engineering  
**BY:** Bill Hauck, Senior Hydrologist  
**DATE:** November 7, 2016  
**SUBJECT:** **Operations Report**

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### Summary

- Lake Tahoe elevation is 0.10 feet below natural rim
- Floriston Rates are being met at this time as a result of recent rainstorms
- Credit storage operations continue as hydrological conditions allow
- More upstream reserves than ever projected to be carried over into 2017 (39,000 AF+)
- Customer demand year to date is 102% of 2015
- Hydro revenue was \$24K in October

### (A) Water Supply

- **River Flows** - Truckee River flows at the CA/NV state line were 350 cubic feet per second (CFS) as of this morning. This is 95% of the long-term daily mean for this site (the 107 year average is 369 CFS). The current required rate of flow is 300 CFS.
- **Reservoir Storage** - The elevation of Lake Tahoe is currently at 6222.90 feet (0.10' below its natural rim of 6223.00 feet). There are no releases possible at this time. Current reservoir storage is as follows:

<b>Reservoir</b>	<b>Current Storage (Acre-Feet)</b>	<b>% of Capacity (Percent)</b>
Tahoe	0	0
Donner	4,340	46%
Independence	16,900	96%
Prosser	10,800	36%
Stampede	89,300	40%

In addition to the privately owned water stored in Donner and Independence lakes (21,240 acre-feet), TMWA has an additional 15,023 acre-feet of water stored between Boca and Stampede Reservoirs under the terms of TROA. TMWA's total upstream surface water storage is approximately 36,260 acre-feet at the time of this report. TMWA

has been and will continue credit storage operations as hydrological conditions allow. It is projected that by December 31, 2016 TMWA will have in excess of 39,000 acre-feet of upstream storage in reserve.

- Outlook** - The 2017 water year is off to a promising start with October rainfall more than twice the long term average for the month. The consensus according to climate experts is for mild La Nina conditions to continue developing over this winter which could bring additional moisture to the Pacific Northwest. For our region however, there is not a good correlation between La Nina conditions and the amount of precipitation we can expect to see over the coming winter months. So we will go into this winter needing a big snowpack year once again with no better than 50/50 odds of that occurring. However, we are in great shape from a drought supply perspective and prepared for another dry year if that should occur. Despite using 3,200 acre-feet of back-up supplies to meet customer demand in September and early October, TMWA has more upstream reserves on-hand than at any point in time last year due to the new TROA. We are anticipating being able to credit store an additional 3,000 acre-feet by the end of the year and carry-over a total of approximately 39,000 acre-feet into 2017.

**(B) Water Production**

**Demand** - Customer demand continues to decline, which is typical for this time of year. Demand averaged 41 million gallons per day (MGD) last week. Seventy nine (79) percent of that was met with surface water from the Chalk Bluff water treatment plant, and the remaining twenty one (21) percent from groundwater production wells located throughout TMWA’s service area. For the year to date customer consumption is now 102.0% of last year in TMWA’s consolidated system.

**(C) Hydro Production**

**Generation** - Average Truckee River flow at Farad (CA/NV state line) for the month of October was 298 cubic feet per second (CFS). Flows did pick up beyond the required threshold for generation by the middle of the month due to a significant rainfall event the region experienced. Both the Fleish and Washoe power plants remained off-line as they are in the midst of major renovations per the planned outage schedule submitted to NV Energy. However, the Verdi plant was brought back on-line on a limited basis as a result of the higher river flows.

<b>Hydro Plant</b>	<b>Days On-Line</b>	<b>Generation (Megawatt hours)</b>	<b>Revenue (Dollars)</b>	<b>Revenue (Dollars/Day)</b>
Fleish	0	0	0	0
Verdi	13	345	\$24,269	\$1,867
Washoe	0	0	0	0
<b>Totals</b>		<b>345</b>	<b>\$24,269</b>	<b>\$1,867</b>

River flows are receding, but there is a good chance the Verdi plant will be able to continue running on a limited basis through the end of the year (unless the region experiences a severe cold snap and icing becomes an issue). Both the Fleish and Washoe power plants are scheduled to come back into service in February 2017.



## STAFF REPORT

**TO:** Board of Directors  
**THRU:** Mark Foree, General Manager  
**FROM:** Andy Gebhardt, Director Customer Relations  
**DATE:** November 16, 2016  
**SUBJECT:** **October Customer Service Report**

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

### Summary

- Winterization workshops started this month and continue to be one of our more popular Customer Outreach programs.
- Typical this time of year, work orders and customer calls start to decline as we head into the winter months.

### Ombudsman

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

- A customer called concerning the Treatment Plant on Whites Creek and how it relates to her existing water rights. John Enloe called her back and answered her questions.
- A customer called complaining that one of our crew members was using foul language. The employee was reminded that we are in the public and to be aware of their surroundings.
- A customer left a message, asking for a return call. When he was called back, he had already received the answer to his question.

### Communications

Attached is the website / social media report.

Winterization press releases, interviews and workshops were the primary customer communication message this month. Many of our customers aren't familiar with what they need to do to prepare for the winter months. We have found that the more communication surrounding this topic, the better we are able to help our customers avoid the unpleasant surprise of a burst pipe.

Customer outreach in October included:

- A Verdi Hydroelectric tour for the Nevada Discovery Museum. Brent Eisert, Kelly Cecil and James Weingart gave the tour to 21 students.
- Will Raymond gave presentations on Water Quality, Resources and Treatment to two groups, Delta Kappa Theta and UNR Osher Lifelong Learning. These were attended by 38 customers.
- Bill Hauck gave a presentation on TROA and water supply to 15 members of the Legal Secretary Organization.
- Lauren Kunin and Necie Schlesener hosted three winterization workshops, which were attended by 65 customers.
- Marci Westlake and Andy Gebhardt gave multiple interviews on the importance of winterizing your irrigation system.

### **Conservation (January 1 – October 31)**

- 7,798 Water Watcher Contacts
- 1,998 Water Usage Reviews

### **Customer Calls – October**

- 8,818 phone calls handled
- Average handling time – 4 minutes, 55 seconds per call
- Average speed of answer – 24 seconds per call

### **Billing – October**

- 124,917 bills issued
- 85 (<.1%) corrected bills
- 12,787 customers (10.0%) have signed up for paperless billing to date.

**Service Orders – October** (% is rounded)

- 7,547 service orders taken
- 3,881 (51%) move-ins / move-outs
- 946 (13%) cut-out-for-non-payment and cut-in after receiving payments, including deposits and checks for tamper
- 414 (5%) zero consumption meter checks
- 317 (4%) re-read meters
- 740 (10%) new meter sets and meter/register/ERT exchanges and equipment checks
- 402 (5%) problems / emergencies, including cut-out for customer repairs, dirty water, no water, leaks, pressure complaints, safety issues, installing water meter blankets, etc.
- 199 (3%) high-bill complaints / audit and water usage review requests
- 648 (9%) various other service orders

**Remittance – October**

- 30,584 mailed-in payments
- 25,497 electronic payments
- 23,838 payments via RapidPay (EFT)
- 15,922 one-time bank account payments
- 5,983 credit card payments
- 3,658 store payments
- 2,427 payments via drop box or at front desk

**Collections – October**

- 14,231 accounts received a late charge
- Mailed 8,508 10-day delinquent notices, 7.4% of accounts
- Mailed 2,374 48-hour delinquent notices, 1.7% of accounts
- 386 accounts eligible for disconnect
- 417 accounts actually disconnected (including accounts that had been disconnected-for-non-payment that presented NSF checks for their reconnection)
- 0.18% write-off to revenue

**Meter Statistics – Fiscal Year to October 31**

- 2 meter retrofits completed
- 425 meter exchanges completed
- 682 new business meter sets completed
- 121,902 meters currently installed



**STAFF REPORT – Web & Social Media**

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** Robert Charpentier  
**DATE:** November 7, 2016  
**SUBJECT:** Web & Social Media Overview for YTD 2016

**Web & Social Media Overview – YTD 2016**

**Highlights**

- **Website Overview – YTD 2016:** Visitor numbers have decreased 6.7% over the same period last year. Pageviews fell 11% from 669,049 to 594,288 in the first ten months of the year.
- **Mobile Use Continues to Outpace Desktop:** Desktop use has declined from 69% to 65% of all users while mobile users now account for 35% of those visiting the site.
- **Social Media Engagement Growth:** TMWA’s Facebook and Twitter followers have increased by 26% and 12% respectively since November of 2015.

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

User traffic to the tmwa.com website in the first ten months of the calendar year has dropped 10%, from 211,169 visitors in 2015 to 189,078 in 2016. Despite the year-to-date decline, the numbers indicate traffic is rebounding significantly from April’s -31% compared to 2015. The bulk of the comparative traffic decline came in the first quarter and is attributable to a decline in consolidation-related traffic and a diminished sense of attention on the topics of drought and water supply.

<u>Year</u>	<u>Sessions</u>	<u>New</u>	<u>Returning</u>	<u>Pages/Visit</u>	<u>Avg. Visit Duration</u>	<u>Bounce Rate</u>
2016	384,753	46%	54%	1.54	1:15 min	29.41%
2015	412,761	48.2%	51.8%	1.62	1:24 min	30.01%
2014	313,997	47.7%	53.2%	1.66	1:40 min	34.34%

**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.

<b>Rank</b>	<b>Page</b>	<b>Pageviews</b>	<b>Change</b>
1	Homepage	254,584	-5%
2	Residential/Payment Options	33,533	-4%
3	Employment	33,405	-20%
4	Contact Us	17,696	-4%
5	Assigned-Day Watering	14,770	-8%

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

Desktop Users	-13%
Mobile Phone	+14%
Tablet Use	-12%

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

	<b>384,753</b> % of Total: 100.00% (384,753)
1. (direct) / (none)	<b>167,736</b> (43.60%)
2. google / organic	<b>146,436</b> (38.06%)
3. bing / organic	<b>20,000</b> (5.20%)
4. yahoo / organic	<b>14,744</b> (3.83%)
5. reno.gov / referral	<b>8,823</b> (2.29%)
6. tmwa.com / referral	<b>5,529</b> (1.44%)
7. rank-checker.online / referral	<b>1,468</b> (0.38%)
8. myaccount.tmwa.com / referral	<b>1,422</b> (0.37%)
9. site-auditor.online / referral	<b>1,333</b> (0.35%)
10. tmwastorage.com / referral	<b>1,223</b> (0.32%)

## TMWA Social Media



Currently TMWA has **1,383 Twitter followers** and **1,606 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 customers 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:

- [How to Perform a Home, Self Water Audit \(NEW!\)](#)
- [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.tmwalandscapguide.com](http://www.tmwalandscapguide.com):
- [www.truckeeriverfund.org](http://www.truckeeriverfund.org):



## STAFF REPORT

**TO:** Chairman and Board Members  
**THRU:** Mark Foree, General Manager  
**FROM:** John Zimmerman, Manager, Water Resources  
**DATE:** November 7, 2016  
**SUBJECT:** **Report Water Resources 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		6,660.74 AF
Purchases of water rights	0.00 AF	
Refunds	0.11 AF	
Sales	-87.82 AF	
Adjustments	0.00 AF	
Ending Balance		6,573.03 AF
Price per acre foot at report date:		\$7,500

### **WATER SERVICE AREA ANNEXATIONS**

There have been no annexations since the last report.