

**For Immediate Release****Contact:**

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[ehiancheong@aboutsage.com](mailto:ehiancheong@aboutsage.com)**OmniEarth Partners with Dropcountr to Help California Consumers Conserve Water**

*Companies announce water analytics initiative in support of Santa Ana Watershed Project Authority*

**ARLINGTON, VA, September 1, 2015** – OmniEarth, a Software-as-a-Service analytics company, announced a partnership with Dropcountr, a digital water management solution provider, to provide the Santa Ana Watershed Project Authority (SAWPA) with digital water conservation outreach funded through California’s Emergency Drought Grant program.

OmniEarth will deliver advanced analytics to provide precise water budget calculations for each of SAWPA’s Southern California customers to help identify those customers with the largest potential to conserve water. By combining climate, parcel size, vegetation coverage and other information derived from aerial imaging surveys, OmniEarth will be able to deliver individualized water conservation recommendations directly to customers via Dropcountr’s state-of-the-art mobile technology.

“By leveraging Dropcountr, the OmniEarth efficiency-based solution allows water utilities to optimize the effectiveness of their outreach and better meet consumption-reduction goals by delivering tailored water usage metrics directly to customers,” said Lars Dyrud, CEO of OmniEarth. “Doing this enables us to minimize impact and disruption in customers’ lives while reducing water consumption by 20-36 percent.”

SAWPA selected the OmniEarth/Dropcountr partnership because it will allow retail water agencies to optimize the effectiveness of their outreach, while reducing the amount spent to monitor progress towards conservation goals to reduce water consumption.

“This investment in best-in-class water management software will assist both utility staff and their customers in managing current and future droughts,” said Robb Barnitt, Dropcountr CEO.

The companies are developing an omnibus contract with SAWPA that could extend support services to over 75 retail water agencies in the Santa Ana River Watershed.

SAWPA will begin providing training workshops for member agencies interested in the OmniEarth/Dropcountr cost-share program starting September 21.

“We are excited about this new tool from OmniEarth and Dropcountr funded from grant funds provided from SAWPA and DWR that will provide direct assistance to retail water agencies across the Santa Ana River watershed to help them meet their water conservation goals,” said Mark Norton, Water Resources and Planning Manager for SAWPA.

#### **About OmniEarth**

OmniEarth improves our subscribers’ ability to visualize the world around them by enhancing their ability to see, analyze, and react to change in real time. Through a constant stream of geoinformatics, OmniEarth subscribers always have access to imagery and derived information products from any location on Earth – on demand and over time. Our desire to investigate unanswered questions about our changing planet has led us to produce a reliable, constant data stream and enhanced decision-making tools for subscribers in the agriculture, energy, civil and defense markets ... and everyone else who wants to better understand Earth. [www.omniearth.net](http://www.omniearth.net) and follow [@omniearthinc](https://twitter.com/omniearthinc) on Twitter.

#### **About Dropcountr**

Dropcountr is the leading provider of digital water conservation solutions that empower consumers and utilities to save water and money. The mobile-based water conservation platform provides water usage data and analytics for homeowners to change behavior, identify leaks, and take advantage of utility rebates. Dropcountr partners with water agencies to engage consumers and meet efficiency goals through behavioral science strategies. Dropcountr's mobile platform is now available for free on iOS, Android and the web. For more information about Dropcountr visit: <http://dropcountr.com/> and follow [@dropcountr](https://twitter.com/dropcountr) on Twitter.

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