

December 2, 2015

Via Electronic Mail

Jeanine Townsend
Clerk to the Board
State Water Resources Control Board
1001 I Street, 24th Floor
Sacramento, CA 95814
commentletters@waterboards.ca.gov



Re: "Comment Letter – Urban Water Conservation Workshop"

Dear Ms. Townsend,

Dropcountr, Inc. and OmniEarth, Inc. submit the following comments to the State Water Resource Control Board's December 7, 2015 agenda, regarding urban water conservation. Dropcountr is a water analytics and engagement company headquartered in Redwood City, CA; OmniEarth is a geospatial analytics firm with offices in Costa Mesa, CA; together, the two companies are deployed across many utilities, from Folsom to Fullerton.

The December 1, 2015 Staff Presentation to the Board demonstrates California's ability to respond to the Governor and SWRCB mandate, and conserve in light of the increasing drought. Your action in 2015, despite fierce opposition, galvanized the state and brought to light the importance of residential water management. Your action in 2016 will guide the state, and indeed the world, towards smarter, more efficient water management.

At July's Summit on Water Technology, Commissioner Sandoval called for a greater "focus on the outliers". While many Californian's strive to do their part, there is a subset of users that, due to unknown leaks, lack of information or simply gross overconsumption, use orders of magnitude more water than what is average or appropriate. This is a challenge that can now be resolved using data analytics and modern technology to target the right accounts, and thereby realizing widespread water efficiency in the most cost-effective way.

Dropcountr and OmniEarth recently won a competitive solicitation with the Santa Ana Watershed Project Authority (SAWPA) in Southern California. OmniEarth technology interprets aerial imagery and identifies which residential parcels of land, however large or small, have the ability to conserve the most. Dropcountr technology then gives utility staff the tools to educate, engage and influence those customers using digital and

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traditional channels. Together, we provide efficiency-based residential water budgets with cutting edge analytic and communication tools, giving utilities the means to “focus on the outliers”.

Innovative policy begets innovative technology. And vice versa. The Dropcountr and OmniEarth solution is new to the water management world; our technology was simply not available in a way that could be reasonably deployed nor utilized even five years ago. But technology develops and is largely guided by the policy that supports it. An efficiency-based approach to residential water management is similarly new to the water management world, and we are successfully deploying this model in the SAWPA region. We have reason – and data – to believe this approach can be deployed at a larger scale.

As leaders in our respective technology fields, we would like to encourage the board to embrace new and innovative policy solutions to age-old challenges in 2016.

Sincerely,



Robb Barnitt
CEO, Dropcountr, Inc.



Lars Dyrud
CEO, OmniEarth, Inc

cc:

Honorable Catherine J.K. Sandoval; Commissioner - CPUC
Celeste Cantu; General Manager, SAWPA
Wade Crowfoot, Deputy Cabinet Secretary, Office of the Governor