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**EcoMotion Selected by Santa Monica to Promote Energy Upgrade California  
Efficiency Program Complements Current Solar Santa Monica Program**

The City of Santa Monica continues to provide resources to help meet its ambitious energy goals – to be a net zero community by 2017.

For the past four years, the City has supported Solar Santa Monica, a free service for home and business owners to help them save energy and add to the City's "green footprint" by installing solar photovoltaic and solar thermal systems on buildings throughout the City. Initial statistics for 2010 installs show that solar now provides for as much as 2.5% of the City's electricity needs.

Now Santa Monica is renewing its emphasis on energy efficiency by announcing Energy Upgrade California. The state-wide program, focusing on a "whole house approach" to efficiency, offers rebates and incentives for home energy improvements.

"We're pleased to add Energy Upgrade California as another tool to assist our residents," said Susan Munves, Administrator of Solar Santa Monica. "Many of our home owners have already taken steps toward efficiency – we hope this will encourage even more efficiency upgrades. We still have a ways to go to meet our energy goals!"

The Energy Upgrade Program assists residents to find a qualified contractor, who creates a blueprint for the home owner, performs the upgrade work, and handles rebates. In addition Energy Upgrade California is sponsoring a Home Energy Makeover Contest, plus a fundraising effort for non-profits. These non-profit "Energy Champions" whose constituents take advantage of the rebate program will receive a monetary reward.

EcoMotion will work with Solar Santa Monica to provide customized programs and, in particular, a "Santa Monica EUC Advice Service" based on their years of experience with Santa Monica housing types, weather, utility programs and City programs.

EcoMotion and its principals have worked with Santa Monica on energy issues since 2002. Headquartered in Irvine, CA, the company delivers cost-effective greening solutions to cities, corporations and campuses, applying communications and technical expertise to help clients define and achieve their goals.