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City of Santa Monica Selects EcoMotion to Help Develop and Implement City-Wide Energy Program

At the City Council Meeting of September 12, 2006, EcoMotion was selected to help develop, market and implement a two-year, 50-building demonstration project to establish the foundation for a much larger, city-wide "Community Energy Independence Initiative" or CEII.

Earlier this year, the City concluded that Santa Monica could generate all the electricity it currently consumes by installing solar onto all suitable rooftops, bringing buildings up to current energy efficiency standards, and equipping appropriate facilities with neighborhood solar systems or cogeneration systems. Being a "net-zero energy city" would reduce the City's dependence on outside energy sources, provide some offset to future energy price fluctuations, and respond to local and global air quality concerns.

"The CEII is an ambitious program that will likely take up to 20 years to complete," acknowledges Susan Munves, Energy and Green Building Programs Administrator and City lead for this project. "We are looking to our two-year demonstration project to show the best ways to move forward."

EcoMotion has already played a key role in helping develop the two-year demonstration plan, and now will assist the city to formalize the program, make sure residents know about it, and help them get started on the "steps to solar."

"Our strategy is to bundle efficiency measures with solar installations to make the whole package a good investment," explains Ted Flanigan, EcoMotion's President. "Where we can standardize equipment and installation guidelines we make it easier for homeowners, for contractors and for quality control. By doing at least 50 buildings, we can get discounts. We've already had a great deal of positive interest in the program, even though it is still in formation."

Based in Irvine, CA, EcoMotion's mission is to promote positive change for a healthy, sustainable future. To accomplish its mission, it applies *the power of positive example and the power of the increment* (many small actions building on other small actions) in the energy-related programs it designs and implements for schools, organizations, cities and utilities.