

*For immediate release*

## **Energy Upgrade California in LA County Partnership Adds Tremendous Value to SBCCOG's Residential Energy Efficiency and Conservation Program**

**Torrance, CA, February 13, 2012** – The South Bay Cities Council of Governments (SBCCOG) is proud to announce an expansion of its partnership with Energy Upgrade California in Los Angeles County to produce its new public education and awareness program *Only You Can Save Energy™* Video Magazine. The video magazine offers leading solutions, games, and entertainment to save South Bay residents energy and cash. The online and direct mail CD editions are a collection of some of the most useful resources available from government, utilities, corporations, celebrities, organizations, and other leaders in energy conservation.

“This partnership adds tremendous value for the residents in terms of incentives, rebates, contractor services, and comprehensive information for residential retrofits and more,” said SBCCOG Chairperson Ellen Perkins and a Council Member of the City of Palos Verdes Estates. “We invite other leading companies and organizations to participate.”

“My city, Gardena, piloted this program last summer,” said SBCCOG 2<sup>nd</sup> Vice Chair and Gardena Councilman Dan Medina. He continued, “Maxine Waters, US Congresswoman for the area, and Mitchell G. Lansdell, our City Manager, summed it up well when they both said on the record: ‘As people start utilizing the tips in *Only You Can Save Energy™* and reduce their energy consumption, it will save money. When people have more money, they’re able to purchase new goods and services, and do things that stimulate economic growth in other areas. Having disposable income helps to create jobs.’” Councilman Medina also noted that Gardena received achievement awards from the US Congress and the California Assembly for its public education and awareness effort promoting energy efficiency and conservation.



### About Energy Upgrade California™ in Los Angeles County

Energy Upgrade California provides home energy solutions that single family homeowners can use to make their homes more energy efficient, comfortable, and safe. Choosing from a small group of approved Participating Contractors, specializing in BPI home performance, homeowners can create a customized solution to fit their needs and budget. Energy Upgrade packages include measures such as attic and wall insulation, efficient lighting, double pane windows, tankless water heaters, air sealing, duct sealing, new heating or air conditioning, and much more. There are rebates and incentives of \$1,500 to \$8,000 for a limited time, and contractor services that everyone should know about, too. To learn more, visit [www.energyupgradeca.org/LACounty](http://www.energyupgradeca.org/LACounty).

**About Only You Can Save Energy.** The video magazine is published by Green Technology, a leading advocate for sustainability in California. Green Technology's website is [www.green-technology.org](http://www.green-technology.org), and the website for the video magazine is [www.OnlyYouCanSaveEnergy.org](http://www.OnlyYouCanSaveEnergy.org).

**About SBCCOG.** The SBCCOG is a joint powers authority of 16 cities and the County of Los Angeles that share the goal of maximizing the quality of life and productivity of the area. The SBCCOG is currently using stimulus funds to help residents with home energy retrofits. Please visit [www.southbaycities.org](http://www.southbaycities.org) for further information.

**About SBESC.** SBESC is a program of the SBCCOG and uses partnership funding to promote energy efficiency, water conservation and sustainable practices for public agencies, businesses and residents of the South Bay. Visit [www.sbesc.com](http://www.sbesc.com) for more information.

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