

NEW ENERGY FOR AMERICA

America's energy policy is running on empty. Families are strapped by rising gas and heating costs. We're shipping billions to oil producers abroad. Our security is weakened by deepening dependence on foreign oil. Catastrophic climate change is a real and present danger. Thanks to years of Bush administration denials and obstruction, we are running out of time.

The current energy policy is socking our pocketbooks. Families are now spending an annual average of \$1,700 more for home heating oil and \$800 more to fill up their cars than in 2000.

And it's socking our planet. The warning signs of catastrophic climate change are all around us.

Arctic ice is melting at a record pace. Wildfires are burning hotter and longer. The lake that supplies water to Phoenix and Las Vegas is drying up. A record number of Category 5 hurricanes have formed in the Atlantic Ocean this decade. Hunting seasons and wildlife habitats are beginning to be adversely impacted.

But the genius of America is to turn crisis into opportunity. In 1961, President Kennedy challenged us to send a man to the moon within a decade and launched the Apollo plan to make it happen. Now we need a similar vision—an Apollo initiative for energy independence, mobilizing science and technology to build a new energy economy.

With a concerted drive for energy independence, we can put millions of Americans to work generating clean, affordable energy alternatives and maximizing energy efficiency. We can reverse the loss of 3.4 million manufacturing jobs, the spike in energy costs and eventually the warming of the planet. There's no reason to wait, and no time to lose.

THE CHALLENGE

We now spend more than \$200 billion each year on foreign oil—much of it borrowed from the Chinese government—propelling a skyrocketing trade deficit and depriving our economy of investments that could create good jobs. That money ties us to corrupt governments in politically unstable parts of the world. And the greenhouse gases from foreign oil keep us on the perilous path towards an economically devastating climate crisis.

HOT QUOTE

"We need to put an end to the lies, the myths, the hysteria that say you can have either a clean environment or good jobs. You can have both, or you have neither."

LEO GERARD

President of the United Steelworkers

July 7, 2007

Turning to domestic oil is not a serious option. Not only will that do nothing to reverse global warming, but the oil simply isn't there. The United States has less than 2% of the world's oil reserves¹ and imports 60% of the oil we use.² We can't drill our way out of the hole we're in.

The reality is: world oil production is at or near its peak. Global demand for oil—up to 86 million barrels a day³—has exhausted spare capacity. Increasing demand by China, India and the industrializing world is driving prices ever higher—and spurring an intense scramble for secure sources of supply.

There's nothing in the pipeline to cushion us from unexpected supply shocks caused by natural disasters or global unrest. Our margin of error is gone. And in the long run, there's not enough oil to go around.

THE CONSERVATIVE FAILURE

The path to a clean energy economy has been blocked by the Bush administration and its conservative allies who scorn the threat posed by global warming and discount the growing economic and security costs of reliance on foreign oil.

Hunters, fishermen and farmers all attest to the startling changes wrought by global warming. After years of denial, President Bush has finally admitted that something is happening, yet his administration continues to cook the books, pressuring government scientists to downplay the data and mislead the public.

In 2006, the public pushed back and installed a new Congress. In 2007 and 2008, congressional leaders tried to change course, proposing to end oil and gas subsidies and invest that revenue into producing renewable energy. With the price of oil breaking \$100 a barrel, and ExxonMobil raking in record annual profits of over \$40 billion, it made no sense to continue handouts to Big Oil on our dime.

But the new Congress was thwarted by an obstructionist conservative minority, committed to the do-nothing, know-nothing policies of the past. Why buck the people's will to maintain such an ineffective energy policy? Look no further than campaign contributions. Since 2000, oil interests have funneled 80% of their political giving—more than \$80 million—to the Republicans in power.⁴

For too long, conservatives have been subsidizing the disease and starving the cure. We don't have to continue the failed policies that perpetuate the addiction to oil and put our pocketbooks and planet at risk. We have a choice.

THE PROGRESSIVE SOLUTION

We need a concerted national initiative to rapidly move us to a new energy economy, creating jobs, strengthening our security and helping resolve the climate crisis.

The Apollo Project for Good Jobs and Energy Independence calls for a public investment of \$30 billion a year for 10 years, creating 3 million jobs that pave the way to energy independence. We can raise the revenue by scrapping the giveaways to Big Oil and by making private companies pay for polluting the public sky with greenhouse gases.

Targeted public investment will unleash billions in private capital and mobilize the imaginations of the young to build the next generation of energy-efficient appliances, batteries and advanced automotive technologies.

We can create millions of new jobs in renewable and low-carbon energy production, green building construction and retrofits and the manufacture of new energy-efficient products—good-paying jobs that can't be easily outsourced.

Rather than shipping billions abroad for oil, we'll profit from taking the lead in the growing markets for green technology. We'll provide sustainable and affordable fuel options for consumers and businesses. We'll fortify our economy and our security.

What will the new energy economy look like? Imagine:

- New factories and retooled plants producing wind turbines, solar panels and hydrogen fuel cells.
- A revived American auto industry leading the world in developing the next generation of clean energy cars such as Flex-Fuel vehicles and hybrids.
- Schools, offices and homes retrofitted to become more energy efficient with large savings for business and families.
- A 21st-century public infrastructure with mass transit and high-speed rail systems and a modernized electrical grid.

Endorsed by a broad coalition of environmental, labor and business organizations, the Apollo Project provides a solution that resonates with the American “can-do” spirit. We need to get America's energy policy out of the hands of oil companies and into the hands of the public.

HOT QUOTE

“You can't take a building you want to weatherize, put it on a ship to China and then have them do it and send it back.”

VAN JONES

President of the Ella Baker Center
October 17, 2007

MAKING THE CASE

You know the challenge we face. You know how conservatism failed. You know how a progressive vision can move us forward. How do you crystallize the argument, deliver the key facts and take down conservative spin? Below are the tools you need to make the case in your community.

Core Arguments

Working Americans now bear the brunt of a failed energy policy...

Proof Points

- We spent \$237 billion on imported crude oil last year.⁵
- The price of gasoline has doubled⁶ and the price of home heating oil has more than doubled, since January 2000.⁷
- Families spend \$1,700 more to heat their homes,⁸ and \$800 more to fuel their cars⁹ than in 2000.

...as catastrophic climate change looms.

- Arctic ice is melting at a record pace.¹⁰
- Wildfires are burning hotter and longer.¹¹
- A record number of Category 5 hurricanes have formed in the Atlantic Ocean this decade.¹²
- Even hunting seasons and wildlife habitats are beginning to be adversely impacted.¹³
- Lake Mead, which supplies water to Phoenix and Las Vegas, is drying up.¹⁴
- The British government projects a 10-20% decline in global economic activity—comparable to the Great Depression—if we don't stop global warming.¹⁵

Conservatives have subsidized the disease and starved the cure.

- Despite enjoying record profits from sky-high gas prices, oil companies get billions in tax breaks and government subsidies.¹⁶
- ExxonMobil posted the highest annual profit ever for a U.S. company, \$40.61 billion, in 2007.¹⁷
- In 2007, Senate Republicans used a filibuster to block a clean energy bill that would have stripped subsidies from Big Oil and invested in renewable energy.¹⁸

We can choose a new energy economy, creating millions of jobs, generating clean American energy and freeing us from the tyranny of oil.

- Most jobs producing renewable energy are not easily outsourced, helping reverse the recent loss of 3 million manufacturing jobs.¹⁹
- Addressing climate change will be much cheaper than dealing with the consequences.²⁰
- Investing \$30 billion a year for clean energy is a fraction of the \$237 billion we spent on foreign oil last year and the \$500 billion we've blown in Iraq to date.²¹

Spotlight Stories

SAN JOSE, Calif.—Strangers are flocking to Eric and Nicole Jorgensen's boxy 50-year-old tract house. With energy on nearly everyone's mind, the Jorgensens' place—with solar panels on the back roof, a sun oven in the backyard and a meter that runs backward—is a full-scale attraction. It draws fifth-grade classes, international news crews and fellow homeowners. "California has so much sun that it's silly everyone isn't doing this," said Mr. Jorgensen, 34, a physicist at Stanford University. He hitched his house to the sun and wind last October, and it now produces more energy than it uses.²²

From *The New York Times*, May 3, 2001

SWEETWATER, Tex.—The wind turbines that recently went up on Louis Brooks's ranch are twice as high as the Statue of Liberty, with blades that span as wide as the wingspan of a jumbo jet. "That's just money you're hearing," he said as the turbines hummed in a brisk breeze recently. Teenagers who used to flee small towns like Sweetwater after high school are sticking around to take technical courses in local junior colleges and then work on wind farms. Marginal ranches and cotton farms are worth more with wind turbines on them. "Wind has invigorated our business like you wouldn't believe," said Marty Foust, local shopkeeper. "We're now in our own bubble."²³

From *The New York Times*, February 23, 2008

Conservative Spin

Big government policies will only hurt the economy. We need to unleash the power of the free market to achieve energy independence.

Progressive Response

- Conservatives are subsidizing the disease and starving the cure. They're giving billions in subsidies to Big Oil, even while oil companies rake in record profits.
- The economy will thrive with public investment in clean American energy, mobilizing private capital to create 3 million jobs.

More government spending just means higher taxes for everyone.

- We now pay what amounts to a Bush oil tax. We spend \$2,500 more a year on gasoline and home heating oil, after seven years of the Bush energy policy.
- We can invest in renewable energy without increased taxes on the middle-class. Scrap the subsidies for Big Oil, and make private companies pay for polluting the public sky.

Burdensome regulations on utilities and energy companies will lead to higher energy costs for consumers.

- We have higher energy costs today without affordable and accessible clean energy alternatives.
- When we scrap subsidies for Big Oil and make private companies pay for polluting the public sky, we'll be able to invest and make renewable energy affordable.

Gas prices are high because environmental regulations prevent us from building more refineries, limiting our oil supply.

- Oil companies can build refineries now if they want. But they don't, because they make more money when they dictate supply and keep prices high.²⁴
- With a new energy economy, we will free ourselves from the tyranny of oil and provide ourselves with affordable clean energy alternatives.

Public Pulse

Americans are tired of rising fuel prices and want a new energy policy.

- 65% say our energy policy is seriously on the wrong track. (*Greenberg Quinlan Rosner Poll, April 2007*)
- 81% of Americans think gas prices are “unreasonable” when “compared to the prices of most other things [they] buy.” (*CNN/Opinion Research Corporation Poll, May 2007*)
- 63% of Americans say that recent price increases in gas cause them “financial hardships.” (*CNN/Opinion Research Corporation Poll, November 2007*)
- 66% of Americans have had to reduce their driving, turn down the thermostat or cut back on other expenses. 49% have changed their vacation plans. (*AP/IPSOS Public Affairs Poll, May 2006*)

65%

81%

63%

66%

Americans support an energy policy based on public investment in new energy.

- 64% of Americans are “willing to pay higher taxes on gasoline and other fuels if the money was used for research into renewable sources like solar and wind energy.” (*CBS/New York Times Poll, April 2007*)
- 75% of Americans would be willing to pay more for electricity if it were generated by renewable sources like solar or wind energy in order to help reduce global warming. (*CBS/New York Times Poll, April 2007*)

64%

75%

Concern about global warming adds urgency for a new energy policy.

- 76% of people believe the effects of global warming are apparent now. (*Greenberg Quinlan Rosner Poll, April 2007*)
- Seven in ten Americans think that the federal government should do more to address global warming. (*ABC News/Washington Post Poll, April 2007*)

76%

70%

MORE RESOURCES

The Apollo Alliance, an energy think tank that works to build a broad-based constituency in support of a sustainable and clean energy economy that will create millions of good jobs for the nation, reduce our dependence on foreign oil and create cleaner and healthier communities, <http://www.apolloalliance.org/>

American Council for an Energy Efficient Economy, a nonprofit organization dedicated to advancing energy efficiency as a means of promoting both economic prosperity and environmental protection, <http://www.aceee.org/>

Ella Baker Center, a strategy and action center that launched the Green-Collar Jobs Campaign, creating opportunities in the green economy for poor people and people of color through policy advocacy, public outreach and an employment pipeline—the Green Jobs Corps, <http://ellabakercenter.org>

Energize America, a comprehensive and compelling 20-point plan developed by informed citizen activists to wean the U.S. from its fossil fuel addiction and provide the U.S. with energy security by 2020 and energy freedom by 2040, <http://www.ea2020.org/>

National Resources Defense Council, a legal and science advocacy group that focuses on a full range of environmental issues, <http://www.nrdc.org/>

Renewable Energy Partnership Project, an organization that promotes the advancement of renewable energy technology through policy research and seeks to define growth strategies for renewables that respond to competitive energy markets and environmental needs, <http://www.repp.org/>

Union of Concerned Scientists, a science-based nonprofit working for a healthy environment and a safer world, <http://www.ucsusa.org/>

Reports

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Reducing U.S. Greenhouse Gas Emissions: How Much at What Cost?
McKinsey & Co. <http://www.mckinsey.com/client/service/ccsi/greenhousegas.asp>

Coal in a Changing Climate.

National Resources Defense Council. <http://www.nrdc.org/globalWarming/coal/coalclimate.pdf>

Ethanol: Energy Well Spent.

National Resources Defense Council. <http://www.nrdc.org/air/transportation/ethanol/ethanol.pdf>

Wind Energy for Electric Power.

Renewable Energy Partnership Project. http://www.repp.org/articles/static/1/binaries/wind_issue_brief_FINAL.pdf

Stern Review on the Economics of Climate Change.

http://www.hm-treasury.gov.uk/independent_reviews/stern_review_economics_climate_change/sternreview_index.cfm

Endnotes

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