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America Can Change the Energy Future

Meeting the challenge of the new Apollo Project requires rethinking present policies, redirecting resources, breaking old boundaries and forging new alliances. It means abandoning old approaches that traded-off the health of the economy for the health of the environment and sacrificed good jobs and technology innovation. The new Apollo Project will create manufacturing jobs and new technologies, a stronger economy and a healthier, safer environment by pursuing the following broad strategies:

Diversify Our Energy Sources:

Energy diversity is critical to our economy and our national security. We need power supplies that are affordable and reliable, secure and sustainable. That means deploying new energy technology to revitalize our economy and ease environmental pressure. Renewables like wind, solar, biomass, and geothermal energy use large amounts of high skill labor, and can be a jobs engine for local construction and manufacturing. They also cut peak load and improve price stability, even as they reduce pollution.

Invest in Industries of the Future:

Manufacturing is at the heart of our economy, employing over 16 million people; this sector is responsible for \$2 trillion in annual expenditures and is a primary source of high skill and high wage jobs. Investing in industries of the future means producing more efficient products through more efficient processes. A well designed approach will link tax credits and research subsidies to commitments to domestic employment and environmental performance. Pursuing a national program for energy independence will help US workers by creating demand for new manufactured goods such as hybrid cars, more efficient appliances and wind turbines, and by directing new investment toward existing plants, retaining high skilled American jobs.

Promote High Performance Buildings:

Buildings are a huge consumer of energy and contributor of pollution. They are also a tremendous opportunity for untapped energy savings. Yet, our built environment remains highly inefficient. Improving financing and incentives for high performance buildings can drive an explosion of new investment in high skill construction jobs and ongoing building operations. Improving efficiency is a clear win for workers, consumers, and the environment – using more skilled labor while improving performance and saving money. The Apollo Project will not only raise performance standards, it will shift incentives and empower owners and building operators to realize these cost savings starting today.

Invest in Cities and Communities:

Disinvestment and sprawl are draining critical resources from inner cities. The adoption of smart growth policies that rebuild urban centers can revitalize our cities, creating good local jobs, reducing pollution and promoting new economic development. A strong policy of urban reinvestment driven by smart infrastructure construction, will create new transportation choices, it will reinvest in municipal services and public workers, it will improve job access and mobility, and it will draw wealth back into center cities making them once again attractive living communities. Rebuilding cities, through regional transportation planning and infrastructure investment is good energy policy, good environmental policy, and good for America's working families.