



# **A Bold Ten-Point Plan For Achieving America's Energy Independence**



# A Ten-Point Plan FOR AMERICA'S ENERGY INDEPENDENCE BY 2015

- 1 Promote Advanced Technology & Hybrid Cars:** Begin today to provide incentives for converting domestic assembly lines to manufacture highly efficient cars, transitioning the fleet to American made advanced technology vehicles, increasing consumer choice and strengthening the US auto industry.
- 2 Invest In More Efficient Factories:** Make innovative use of the tax code and economic development systems to promote more efficient and profitable manufacturing while saving energy through environmental retrofits, improved boiler operations, and industrial cogeneration of electricity, retaining jobs by investing in plants and workers.
- 3 Encourage High Performance Building:** Increase investment in construction of "green buildings" and energy efficient homes and offices through innovative financing and incentives, improved building operations, and updated codes and standards, helping working families, businesses, and government realize substantial cost savings.
- 4 Increase Use of Energy Efficient Appliances:** Drive a new generation of highly efficient manufactured goods into widespread use, without driving jobs overseas, by linking higher energy standards to consumer and manufacturing incentives that increase demand for new durable goods and increase investment in US factories.
- 5 Modernize Electrical Infrastructure:** Deploy the best available technology like scrubbers to existing plants, protecting jobs and the environment; research new technology to capture and sequester carbon and improve transmission for distributed renewable generation.
- 6 Expand Renewable Energy Development:** Diversify energy sources by promoting existing technologies in solar, biomass and wind while setting ambitious but achievable goals for increasing renewable generation, and promoting state and local policy innovations that link clean energy and jobs.
- 7 Improve Transportation Options:** Increase mobility, job access, and transportation choice by investing in effective multimodal networks including bicycle, local bus and rail transit, regional high-speed rail and magnetic levitation rail projects.
- 8 Reinvest In Smart Urban Growth:** Revitalize urban centers to promote strong cities and good jobs, by rebuilding and upgrading local infrastructure including road maintenance, bridge repair, and water and waste water systems, and by expanding redevelopment of idled urban "brownfield" lands, and by improving metropolitan planning and governance.
- 9 Plan For A Hydrogen Future:** Invest in long term research & development of hydrogen fuel cell technology, and deploy the infrastructure to support hydrogen powered cars and distributed electricity generation using stationary fuel cells, to create jobs in the industries of the future.
- 10 Preserve Regulatory Protections:** Encourage balanced growth and investment through regulation that ensures energy diversity and system reliability, that protects workers and the environment, that rewards consumers, and that establishes a fair framework for emerging technologies.

# THE APOLLO PROJECT: A Bold Ten-Point Plan For Achieving America's Energy Independence



**In 1961,** President John F. Kennedy inspired Americans to pursue a goal that seemed beyond our reach: to land a man on the moon within the decade. Eight years later, Apollo 11 commander Neil Armstrong set foot on the lunar surface – proof we can succeed when we apply our expertise, innovation and can-do spirit to a single national endeavor.



**Now America has an Apollo Project for the 21st century.** Our challenge is to achieve energy independence in one generation.

**T**his new Apollo Project, a ten-point plan for energy independence, will bring our country together to rethink and reshape our energy future, to create a stronger economy, a safer world and a cleaner environment. The plan calls for diversifying our energy sources, making America less dependent on imported oil and making energy less polluting. The project will invest in new technology and expand markets for American durable goods. And, it will increase construction of high-performance, energy efficient buildings and drive new spending on transportation and public infrastructure.

The new Apollo Project will pay huge dividends: Over 3 million high value-added jobs, lower utility bills, increased productivity and competitiveness, cleaner air and water, and improved public health. It will produce substantial energy

savings across the economy, and cut our current Persian Gulf oil imports nearly in half.

A new Apollo plan will stimulate the economy and create conditions for sustained long-term growth. Just as investments in the space program led to the creation of new industries and new products – from baby formula, to smoke detectors, to satellites and cell phones – investing in energy independence will revitalize domestic production and benefit working families.

Like Kennedy's Apollo Project, this national goal is worth pursuing, not because it is easy, but because it is hard, and necessary. Inspired by a higher vision, united behind a single objective, America can reduce its dependence on oil, and dramatically cut the impacts of our energy use within a generation.

## THE FACTS

- ▲ The United States has less than 3% of the world's oil reserves, but accounts for more than 25% of global demand.
- ▲ The U.S. consumed 96.95 quadrillion BTUs of energy in 2001, almost three times as much as the runner up (China with 36.67 quad), and approximately 25% of the world total.
- ▲ Buildings consume more than a third of US energy, and the average home produces more pollution than the average car.
- ▲ Congestion costs American commuters 4.5 billion hours of delay, 6.8 billion gallons of wasted fuel, and \$78 billion in 1999, and the problem is getting worse.
- ▲ Every \$1 billion invested into public transportation supports 47,500 jobs.
- ▲ 2.7 million private sector jobs have been lost since January 2001, and more than 75% of those jobs have been high wage, high productivity manufacturing jobs.

## America Must Change Direction

**W**e are on a treadmill, locked into inefficient consumption and increasing pollution without a strategy for change. Continuing our dependence on oil makes our country vulnerable to unstable prices and undemocratic governments. Failure to control pollution threatens both energy jobs and public health. We need to invest in deploying new technology for pollution control, and increase the diversity of our energy supply.

We must also tackle the waste in the system – building energy efficient homes, offices and factories, manufacturing cars here in America that go farther on a gallon of gas, developing walk-able communities and maintaining our infrastructure like roads, schools, rail, and water mains. Failure to make



these investments squanders energy and costs the economy billions of dollars and millions of jobs.

The opportunity costs of refusing to change direction are high: Japanese automakers dominate the hybrid market, the Germans are the largest manufacturers of photo voltaic solar panels, and Denmark and Spain own the market for wind turbines, and poised on the edge of a hydrogen revolution, we are importing fuel cells from Canada. Our reluctance to plan for an energy future that embraces renewable power means we risk losing these markets to foreign competitors and miss the chance to create new manufacturing jobs – a sector that has seen 75% of the 2.7 million private sector jobs lost since the Bush administration took office.

## Case Studies

**Green Schools** K-12 schools spend over \$6 billion on energy each year, and educational buildings account for over 8 billion square feet of floor space nationwide. By making simple energy retrofits, California's Bassett High School saved \$32,000 on energy costs in one school year, while Philadelphia's Martin Luther King High School saved \$30,000. Seattle, WA expects to save \$260,000 each year from changes to just a few schools, freeing up money for teacher salaries. High performance "green building" is good for students and good for city budgets – raising test scores and cutting costs.

**Johnson & Johnson** Efficiency is good business. Johnson and Johnson adopted a portfolio of cost effective technologies improving everything from industrial processes to building maintenance. Their new wound care adhesive coating process, for example, reduces electrical consumption by 60%. They've combined manufacturing innovations with deployment of technologies like solar panels to produce energy savings of 23% and eliminate 765 million pounds of CO<sup>2</sup> over the last decade. And when J&J installed solar panels on their headquarters, they turned to local electricians to do it, hiring recently displaced telecom workers who had just completed a new union training program in solar installation.

**San Francisco Bonds** In November 2001, San Francisco voters overwhelmingly agreed to issue "solar bonds" – allowing the city to borrow up to \$100 million to pay for solar power and energy efficiency – and to pay back those loans with the resulting energy savings. Today, workers are installing solar panels on the roof of San Francisco's convention center to produce 800,000 kilowatts a year, while under the roof others work on an energy efficiency retrofit. The solar and efficiency improvements are creating \$7.4 million in good new jobs, and the city saves \$200,000 a year on energy costs while cutting pollution.

### Smart Growth, Transit, and Good Jobs

Poorly planned development means more time in the car, and more money spent on gasoline. It also drains investment from cities and costs urban communities good jobs, eroding tax bases and subsidizing business flight. Smart transit investments can reverse this trend. In New Orleans, The Canal Line is projected to create over 1,661 new jobs. And in New York, the MTA-LIRR East Side Access project will generate 375,000 jobs and \$26 million in wages – real stimulus and a sound public investment that reduces both pollution and commuting times.

- ▲ Cities and their mega-regions face nearly \$2 trillion in neglected infrastructure needs, according to the American Society of Civil Engineers and the Department of Energy.
- ▲ In the US, water and wastewater annually consume 75 billion kWh – 3 percent of the total consumption of electricity, or equal to the total electricity consumed by the pulp and paper and petroleum sectors.
- ▲ Renewable power production is labor intensive – wind power creates 2.77 jobs for every MW produced, Solar PV creates 7.24 jobs per MW, and geothermal creates 5.67 jobs per MW.
- ▲ Energy efficient buildings and appliances have higher labor content than traditional technologies, replacing wasted energy with high skill jobs. US DOE estimates that standards on clothes washers, water heaters, and fluorescent lamp ballasts will create 120,000 jobs through 2020.
- ▲ Development of only 10% of the wind potential in the 10 windiest cities would provide enough capacity to reduce total U.S. carbon emissions by a third.
- ▲ In the 1980s the US had an 80 percent share of the photo voltaic market. Today we have 25%.

## 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 environment for the health of the economy 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, will reinvest in municipal services and public workers, will improve job access and mobility, and 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.

## The Benefits of Energy Independence

The Apollo Project will improve national security by reducing dependence on oil from unstable and undemocratic governments, by investing in a resilient energy system, and by supporting new distributed renewable sources of energy. The Apollo Project will also revitalize the economy, expanding markets for American technology, investing in workers, and improving competitiveness and productivity, even as it protects consumers and the environment.



Unlike tax cuts that reward those least in need, or offshore tax havens that siphon investment capital over seas, an aggressive plan for energy independence will directly channel money to the purchase of durable goods. It will stimulate needed investment in manufacturing capacity, and it will

rebuild our neglected public infrastructure. It will close the growing technology gap with our foreign competitors, and generate good jobs for working families.

The Apollo Project will create well over 3 million high-wage jobs in construction, manufacturing, and industrial machinery by 2015, building new and efficient infrastructure and accelerating the next generation of cutting edge technology. These jobs will pour \$95 billion back into the economy through new income, and \$330 billion in additional economic output, and help provide needed assistance to state and local governments. It is time to reinvest in America, it is time to rebuild. We must do it, not because it is easy, but because it is hard and necessary.



**The Apollo Project** provides a hopeful and forward-looking message – investing in people, a strong economy, and safe communities – while reshaping political coalitions and restoring the national commitment to a positive role for government in meeting major challenges.

The Apollo Alliance is a broad coalition within the labor, environmental, business, urban, and faith communities in support of good jobs and energy independence. The Alliance is developing public education campaigns and communications strate-

gies to link allies and build a national constituency for a bold, broad-based, and immediate program.

We will embark on a series of actions including fieldwork, campaign pledges, and media outreach. The Apollo Alliance will continue to form new partnerships and broaden alliances through organizational endorsements and joint projects on energy independence, good jobs, and a fair economy. We promote sound public investment with real accountability to the needs of workers, citizens, communities and the environment.

### **Apollo Alliance Steering Committee:**

Ruben Aronin, *Global Green USA*  
 Andrew Beebe, *Energy Innovations*  
 Robert L. Borosage, *Institute for America's Future*  
 Dan Carol, *Founding Partner, CTSG*  
 Maggie Fox, *Sierra Club*  
 Bracken Hendricks, *Founding Executive Director*

Van Jones, *Ella Baker Center for Human Rights*  
 Mindy Lubber, *CERES*  
 Jeff Rickert, *Apollo Alliance*  
 Mark Ritchie, *Institute for Agriculture and Trade Policy*  
 Joel Rogers, *Center on Wisconsin Strategy (COWS)*  
 Marco Trbovich, *United Steelworkers of America (USWA)*

**The Apollo Alliance**  
 c/o The Institute for America's Future  
 1025 Connecticut Avenue, NW Suite 205 • Washington, DC 20036  
 202-955-5665 • [info@apolloalliance.org](mailto:info@apolloalliance.org)  
[www.apolloalliance.org](http://www.apolloalliance.org)



## The Apollo Alliance

The Apollo Alliance is a broad coalition within the labor, environmental, business, urban, and faith communities in support of good jobs and energy independence. It has been endorsed by the AFL-CIO and 23 international labor unions as well as a majority of national environmental organizations. The Alliance is developing public education campaigns and communications strategies to link allies and build a new national constituency for a bold, broad based, and immediate program of public policy to achieve energy independence.

In 1961, President John F. Kennedy inspired Americans to pursue a goal that seemed beyond our reach: to land a man on the moon within the decade. Eight years later, Apollo 11 commander Neil Armstrong set foot on the lunar surface – proof we can succeed when we apply our expertise, innovation and can-do spirit to a single national endeavor.

Now America has an Apollo project for the 21st century. Our challenge is to achieve energy independence in one generation. This new Apollo project, a ten-point plan for energy independence, will bring our country together to rethink and reshape our energy future, to create a stronger economy, a safer world and cleaner environment. The plan calls for diversifying our energy sources, making America less dependent on imported oil and making energy less polluting. It will invest in new technology and expand markets for American durable goods. And, it will increase construction of high performance energy efficient buildings and drive new spending on transportation and public infrastructure.

The new Apollo project will pay huge dividends: Millions of high value added jobs, lower utility bills, increased productivity and competitiveness, cleaner air and water, and improved public health. It will produce substantial energy cost savings across the economy, and dramatically reduce our oil imports.

Apollo will go beyond reducing our dependence on oil. It will also rejuvenate America's economy.

*More information is available at: [www.apolloalliance.org](http://www.apolloalliance.org)*

Contact: Jeff Rickert, Interim Executive Director  
(202) 955-5665, [rickert@apolloalliance.org](mailto:rickert@apolloalliance.org)  
<http://www.apolloalliance.org>

The Apollo Alliance is a joint project of the Institute for America's Future and the Center on Wisconsin Strategy. The Apollo Alliance is a 501-c3 organization.

#### Founding Board Members:

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Senator Maria Cantwell, MS Congress (D-WA)	President Leo W. Gerard, United Steel Workers of America
Representative Jesse Jackson Jr., US Congress (D-IL)	Carl Pope, Executive Director of the Sierra Club

#### Board of Advisors:

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Angela Glover Blackwell, Policy Link  
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President Thomas Buffenbarger, International Association of Machinists and Aerospace Workers  
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Jan Hartke, Executive Director, EarthVoice  
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Governor Ed Rendell, Pennsylvania  
Anthony Thigpenn, Executive Director AGENDA  
President Danny Thompson, Nevada Labor Federation

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Jeff Rickert, Apollo Alliance	Mark Ritchie, Institute for Agriculture and Trade Policy
Joel Rogers, Center on Wisconsin Strategy (COWS)	Marco Trbovich, United Steelworkers of America (USWA)

#### Endorsements from Labor Organizations:

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AFL-CIO	AFL-CIO Industrial Union Council (IUC)
AFL-CIO Building and Construction Trades Dept	Amalgamated Transit Union (ATU)
AFSCME	BCTGM
Boilermakers Union (IBB)	California Labor Federation
Graphic Communications Industrial Union (GCIU)	Hawaii AFL-CIO
Illinois AFL-CIO	IUE-CWA
Indiana AFL-CIO	IAM
Intl. Brotherhood of Electrical Workers (IBEW)	International Brotherhood of Teamsters (IBT)
King County Labor Council, AFL-CIO	Laborers' International Union of North America (LIUNA)
Metropolitan Detroit, AFL-CIO	Michigan AFL-CIO
Minnesota AFL-CIO	National Heavy and Highway Alliance
Oregon AFL-CIO	Paper and Allied Chemical Employees (PACE)
Pennsylvania AFL-CIO	Service Employees International Union (SEIU)
Sheet Metal Workers Intl. Association (SMWIA)	Transportation Workers Union (TWU)
United Automobile and Aerospace Workers (UAW)	United Food and Commercial Workers (UFCW)
United Mine Workers of America (UMWA)	UNITE!
United Steel Workers of America (USWA)	Washington State Labor Council, AFL-CIO
Wisconsin AFL-CIO	

#### Endorsements from Environmental Organizations:

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Blue Water Network	Center for Environmental Citizenship
Center for Environmental Health	Ceres
Coalition for Environmentally Responsible Conventions	The Detroit Project
Environment 2004	Environmental Law and Policy Center

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EarthVoice  
Greenpeace USA  
Institute for Agriculture and Trade Policy  
National Wildlife Federation  
Rainforest Action Network  
The Sierra Club  
South Carolina Coastal Conservation League

Green Machines Tour  
Healthy School Network  
League of Conservation Voters  
Project Democracy  
Republicans for Environmental Protection  
The Sierra Student Coalition  
Union of Concerned Scientists (UCS)

Economic, Social Justice, Faith-Based, and Regional Partners:

Action for Grassroots Economic and Neighborhood Development Alternatives (AGENDA)  
Black Farmers USA  
Coalition of Black Trade Unionists (CBTU)  
Ella Baker Center for Human Rights  
Jim Hightower and The Rolling Thunder Down Home Democracy Tour  
Institute for Agriculture and Trade Policy  
Urban Agenda

Business Partners Supportive of Apollo:

The American Council On Renewable Energy (ACORE)	Business Leaders for Sensible Priorities
Andrew Beebe, Energy Innovations/Idea Labs	Hunter D. Brownlie, Progressive Asset Management
Jim Callihan, Renewable Energy Access	Dan Collins, Engage Networks Inc.
Conservation Services Group	Daystar Technologies
Roger Duncan, Austin Energy	East Haven Wind Farm
Brian Dupin, PV Powered	Mark Dyen, Conservation Services Group
Christine Ervin, Ervin + Company	Leonard Gertler, All American Home Center
Jim Gordon, Cape Wind	Pat Gruber, CTO, NatureWorks (formerly Cargill-Dow)
Dell Jones, Sterling Planet Inc.	Mitch Kapur, founder of Lotus Systems
David Kinsley, Kinsley Power Systems	Tom Koehler, Pacific Ethanol
Jeffrey S. Marth, United Bio Lube, Inc	Jim McDermott, US Renewables Group
William McDonough, William McDonough Partners	Patrick O'Donnell, Aspen Skiing Company
Steven Schueth, First Affirmative Financial Network, LLC	Robert Shaw, Arete Capital
John C. Snedeker, Synergistic Dynamics, Inc	Tom Starrs, Bonneville Environmental Foundation
John R. Tuttle, Daystar Technologies	Gregory F. Wendt, Enright Premier Wealth Advisors, Inc.
R. Peter Wilcox, President, Renewal Associates, LLC	

We Acknowledge the Generous Support of the Following Foundations:

Agnus Gund	Beldon Fund
The Belvedere Fund	The Bullitt Foundation
Nathan Cummings Foundation	The Energy Foundation
The Ford Foundation	French American Charitable Trust
General Service Foundation	The William and Flora Hewlett Foundation
The John W. and Clara C. Higgins Foundation	John Hunting
Move On	New Land Foundation
New York Community Trust (NYCT)	The Overbrook Foundation
Rockefeller Financial Services	Tides Foundation
Town Creek Foundation	The United Nations Better World Fund
The Wallace Global Fund	

Founding Organizations:

The Institute for America's Future  
The Center on Wisconsin Strategy  
The Common Assets Defense Fund  
The Breakthrough Institute  
Carol/Trevelyan Strategy Group

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**Report on the  
Apollo Project for Good Jobs and Energy Independence  
from the Institute for America's Future & Center on Wisconsin Strategies  
(With the Common Assets Defense Fund & The Breakthrough Institute)**

**January 2005**

By all measures, the Apollo Project has exceeded our objectives for 2004. This report documents our progress and strong momentum for the coming year.

***Building Endorsement of the Apollo Vision within Labor and through Broader Partnerships***

In an unprecedented policy move by the American labor movement, the AFL-CIO Executive Council passed a resolution endorsing the Apollo plan for a new energy future at its summer meeting in August 2004. Since its launch, 23 individual unions including the United Mineworkers of America, the United Autoworkers of America, the International Brotherhood of Electrical Workers, and the United Steelworkers of America, have provided specific endorsements of Apollo's agenda, as have the AFL-CIO Industrial Union Council, and the Building and Construction Trades Heavy and Highway Alliance. At the regional level, the Apollo project has been endorsed by 25 state and municipal Labor Councils. The resolutions empower these organizations to dedicate staff to exploring policy alternatives and developing real world projects, unleashing an important organizing infrastructure and resources for energy conservation advocacy at the national, state, and local levels.

**John Sweeney**  
President, AFL-CIO



**“A bold commitment to energy independence is a recipe for growth and prosperity.”**

In addition, leading environmental advocacy organizations including the Sierra Club, the Natural Resources Defense Council, the League of Conservation Voters, the Union of Concerned Scientists, Greenpeace and the National Wildlife Federation, among others, have supported the Apollo Alliance, along with major civil rights organizations, urban, farm, faith and business groups. A complete listing can be found on the Apollo website at [www.apolloalliance.org](http://www.apolloalliance.org).

## ***Building Political Alliances and Policy Champions for Public Education***

The Apollo Alliance is working in partnership with a wide range of influential figures in American public life and key policymakers to promote new solutions on clean energy. Highlights include:

**Congressional Outreach** – Members of Congress and their staff from both sides of the aisle have attended presentations on Apollo, inviting Apollo staff to brief congressional committees on matters of energy policy, jobs and manufacturing strategy, and new policy alliances. Apollo Alliance director Bracken Hendricks testified to the House Committee on Resources Oversight Hearing on Energy Supply, and Apollo representatives have spoken to the Democratic Caucus, and in other congressional forums. In addition Apollo Alliance policy experts have conducted numerous one-on-one meetings with members of Congress and their staff.

Maria Cantwell  
U.S. Senator, Washington State

"The New Apollo Project for energy independence is focused on the future... now we must lead the clean energy revolution if we are to maintain our global economic leadership."



**Presidential Candidates** – Recognizing that national elections are a tremendous platform for public debate and citizen education, we distributed briefing materials to the leading presidential candidates in October 2003 and provided the *New Energy for America* report to them in January 2004. The Report elicited strong statements of support from candidates **Wesley Clark, Howard Dean, John Edwards, Dick Gephardt, John Kerry, and Dennis Kucinich.**



As the first in the caucus of the primary season, the Apollo Alliance worked in Iowa, building an alliance with the Steelworkers, environmental groups and students to organize events, run media campaigns, and create new partnerships that attracted both press coverage and the attention of the presidential contenders. Following Iowa, Apollo worked with the Center for Environmental Citizenship to continue efforts in New Hampshire, mobilizing over 40 student volunteers and garnering significant interest and attention from both the television and print media and the candidates themselves. Apollo's public education and candidate outreach led directly to the endorsement by five of the leading candidates of aggressive plans for clean energy transition. Due to its success in the political caucuses, Apollo's organizing efforts and strategy were featured in the book "Loud and Clear in an Election Year," sponsored by the SpinProject, and highlighting campaigns that effectively advanced issues through strategic public communications.



**Political Leaders and Convention Delegates** – Building on the momentum and support that Apollo found early in the political season, the Apollo project made a significant impact on the Democratic National Convention in Boston. The Apollo Alliance was one of a select group of organizations invited to present testimony to the Democratic Platform Committee hearing on energy and environmental issues in Santa Fe, New Mexico, helping to frame the Party’s position linking energy independence to jobs, growth, and national security as well as to environmental preservation. At the time of the Democratic Convention in Boston, Apollo hosted the “New Energy for America” policy forum for delegates and key leaders, along with the Union of Concerned Scientists and CERES, and sponsored by the United Steelworkers of America, the International Brotherhood of Electrical Workers, and Sierra Club, among others. (see attached publication). The forum showcased the groundbreaking coalition that Apollo has helped develop between labor leaders, community justice advocates, environmentalists, and public elected officials. The Apollo Alliance also provided briefing materials for a publication produced by the Institute for America’s Future and distributed at the Republican National Convention in New York, and worked unsuccessfully with green business leaders and other partners to repeat the New Energy forum during the Republican National Convention in New York City.

***Reinvest in America Tour***

The Apollo Alliance joined national leaders such as Gerald McEntee, Cecil Roberts, Rev. Jesse Jackson, Rep. Dick Gephardt and Rep. Dennis Kucinich for the Reinvest in America Bus tour. While traveling through the heart of Appalachia, these leaders advocated solutions that reinvest in strategic industries like clean energy to rebuild the American economy. Through this effort, the ideas of the Apollo Alliance were brought directly to thousands of citizens, and received a warm reception in union halls and college campuses. On Labor Day, Executive Director Bracken Hendricks represented the Apollo Alliance as a co-sponsor of the Rainbow PUSH Coalition's Reinvest in America concert and rally in Charleston, WV. Over 50,000 people attended the celebration of working men and women, joined by Willie Nelson, Danny Glover, the Indigo Girls and numerous other cultural, political, and labor leaders.



Reinvest in America Bus Tour Press Conference: John Flynn, President International Union of Bricklayers and Allied Craftsmen (BAC); Cecil Roberts, President United Mine Workers of America; Rev. Jesse Jackson, Founder Rainbow Push Coalition; Leon Lynch, International Vice President United Steel Workers of America; Bracken Hendricks, Executive Director Apollo



Rainbow PUSH, Reinvest in America Labor Day Rally Press Conference: Front – Bracken Hendricks, Executive Director Apollo Alliance. Back— Willie Nelson; Ray Benson (Asleep at the Wheel); Nanci Griffith; Judy Collins; Rev. Jesse Jackson; Ron Richardson, Executive Vice President UNITE-HERE, George Korn, Director Reinvest in America Campaign.

## ***Launching a Strategy for State and Local Leadership***

In September, the Apollo Alliance worked with the offices of **Governors Edward Rendell** (PA), **Jennifer Granholm** (MI), and **Bill Richardson** (NM) to release a letter calling on President Bush for immediate action to invest in the transition to clean energy and independence from imported oil. In 2005, the Apollo Alliance is building on this organizing effort to convene a bi-partisan coalition of state governors to

**Ed Rendell**  
Governor, Pennsylvania

"No American soldier should die fighting to protect Arab oil."



release economic analysis, promote original policy solutions at the state and regional level, and launch a campaign for national public leadership. The alliance is working closely with **Governors Jim Doyle** (WI), and **Arnold Schwarzenegger** (CA), as well as senior energy and environmental staff from **AZ, HI, IA, IL, NV, PA, MI, ME, NM, and OR**. The Apollo Alliance is also worked closely with **State Treasurer Phil Angelides** (CA) to develop strategies for using union pension funds to invest in clean energy and sustainable technology through the Green Wave program, so far moving over \$600 million toward new industries and retrofits of public buildings for energy conservation. Apollo also has established close ties to San Francisco **Mayor Gavin Newsom** and other mayors and is offering policy support for new metropolitan initiatives that promote good jobs and economic growth through renewable energy and energy efficiency. These efforts are part of concerted strategies to build a sturdy, bottom-up constituency for Apollo and demonstrate the real economic, environmental and social benefits of Apollo (see details below).

## ***Representation of Apollo within Energy and Educational Forums***

The Apollo Alliance has maintained a consistent presence in numerous regional and national forums on clean energy, jobs, political organizing, and economic and workforce development. Apollo speakers have presented to the North West Energy Coalition, numerous solar and renewable energy conferences, the Workforce Alliance, Western States Democratic National Committee, the Institute for Policy Studies Petro Politics Summit, The National Voice Summit, The Institute for America's Future "Take Back America" Conference, and as a featured NGO in the William J. Clinton Foundation's Summit on New Solutions in Energy Policy—collectively reaching tens of thousands of activists, experts, and business leaders. The Alliance is also working actively to support the work of the Energy Future Coalition, and the Hewlett National Commission on Energy Policy, and promote labor participation in these landmark energy coalitions.



## ***Building a Base of Research, Policy, and Analytical Support for Energy Innovation***

The Apollo ten-point plan was unveiled in a plenary session of over 1,000 participants at the Take Back America conference in Washington, D.C. on June 4, 2003. Over the past 18 months, thousands of copies of the published Apollo plan has been distributed to labor leaders and activists, opinion leaders, scholars, elected officials, environmental and community groups, and grassroots networks across the country. The release of the Apollo plan was the first occasion for outreach to reporters, resulting in an in-depth article in the *New York Times*.

**John D. Podesta**  
President,  
Center for American Progress

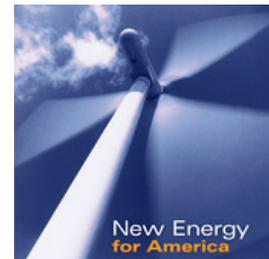
"The Apollo Project harnesses America's ingenuity in support of an energy program that enhances our security, our health, and our livelihoods."



We reinforced the merits of the Apollo strategy with the publication and distribution of a major jobs report, *New Energy for America*, released on January 14, 2004. The press conference at the release was attended by Steelworkers President **Leo Gerard**, Sierra Club Executive Director **Carl Pope**, Senator **Maria Cantwell** (D-WA), California State Treasurer **Phil Angelides**, Congressman **Jay Inslee** (D-WA), and **John Podesta**,

former White House Chief of Staff in the Clinton Administration and current President of the Center for American Progress, with a statement of support from Congressman **Mark Udall** (D-CO).

*New Energy for America* analyzed the economic impacts of a model policy agenda prepared by Center on Wisconsin Strategy and Institute for America's Future. Economic modeling was conducted by the independent and bipartisan Perryman Group, under the direction of Dr. Ray Perryman who was recently nominated for a Nobel Prize in economics.<sup>1</sup> The report meticulously documents how proposed tax credits and investments would create 3.3 million new, high-wage jobs for manufacturing, construction, transportation, high-tech, and public sector workers, while reducing dependence on imported oil and cleaning the air. The report shows that the Apollo strategy would position the U.S. to take the lead in fast-growing markets, dramatically reduce the trade deficit and more than pay for itself in energy savings and returns to the U.S. Treasury. The report received positive editorial comment in the *Washington Post* and facilitated Apollo's educational and organizing work across the country this year. In 2005, the Alliance will release jobs reports for all 50 states, based on the New Energy for America Report.



In addition to the jobs study, we prepared a range of materials to support state and local Apollo projects. These include Apollo guides for union members, model legislation in key areas, model language for endorsement and organizing guides for key constituencies we wish to recruit to the effort. Working with the Renewable Energy Policy Project, we produced a Pennsylvania Renewable Jobs Study. The draft is currently being circulated among members of the Pennsylvania Apollo Project in preparation for public release. It will serve as a prototype for similar state studies in the coming year. The Apollo Alliance is also working with allies in California, New York and Pennsylvania to document how labor capital and union pension funds can serve as a source of capital investment in emerging clean energy industries, as part of their commitment to socially responsible investment. We plan to use this research and analysis as part of our tool kit for state Apollo coalitions throughout the country in 2005.

### ***Expanding the Apollo Alliance Advisory Board***

The Apollo Alliance benefits from a high-level advisory board to help shape strategy, attract new allies, raise money and implement programs. Steelworkers' President **Leo Gerard**, Sierra Club Executive Director **Carl Pope**, Senator



**Leo Gerard**  
President  
United Steel Workers of America

"We need to dream big again, and we need to set a goal of energy independence within ten years and we need to have America's labor movement [be] part of that discussion and debate."

<sup>1</sup> The documented value at cost of the pro-bono work of the Perryman Group in preparing the New Energy report is \$910,909. The market value is \$1.2 million. It was an extraordinary contribution that continues to help us educate policymakers, the press, and allies on the economic benefits of the Apollo plan.

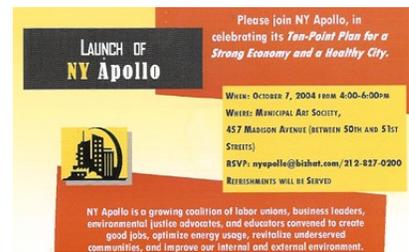
**Maria Cantwell** (D-WA), and Congressman **Jesse Jackson Jr.** (D-IL), are the founding co-chairs of the Advisory Board. In addition, 2005 will see a substantial board expansion, a broader Advisory Board that will include NAACP Chairman **Julian Bond**, SEIU Local 1199 Executive Vice President **Gerry Hudson**, Lotus Founder **Mitch Kapor**, Congressman **Jay Inslee** (D-WA), Laborers' International Union President **Terrence O'Sullivan**, Green Architect **William McDonough**, Environment Secretary **Kathleen McGinty** (PA) and numerous other senior leaders drawn from a diverse constituency. These officials are lending their time and prestige to educate audiences around the country about the significance of Apollo for high-road economic development and that promotes good jobs and energy independence for the 21<sup>st</sup> Century.

### ***Supporting Regional Coalitions for Change***

The Apollo Alliance's regional work has garnered tremendous response from local activists. Under the direction of Apollo Regional Coordinator **Jeff Rickert**, and staffed by a growing team of grassroots field coordinators, the Alliance already has working groups up and running in fifteen states and several major metropolitan areas. The following highlights are drawn from our recent progress from the Northeast to the Midwest to the Western States.

### **The Northeast**

New York – The New York City Apollo Alliance's (NYC Apollo) mission is to transform the way NYC is powered in a way that creates jobs, improves health and productivity, promotes equity and ensures that NYC maintains its status as the world's preeminent global city. It presents a positive, far-sighted vision for what NYC can be.



NYC Apollo launched its *Ten Point Plan for a Strong Economy and a Healthy City* on October 7<sup>th</sup>. Well over 100 representatives from labor, business, city and state government, the environmental justice community and other allies attend the event. Our lead Apollo partner in New York, Urban Agenda, is a project of the New York City Central Labor Council and Queens College Labor Resource Center. Urban Agenda has been awarded a \$250,000 grant to fund their NYC Apollo work. Our collective goal is to develop a model tool kit of research, educational materials, and organizing outcomes that can be replicated by other Apollo coalitions around the country.



**Shaking Alston**  
Executive Director  
Environmental Justice Alliance

The Apollo staff has also been working with the New York State AFL-CIO to convene a labor meeting to discuss the potential for clean energy investment in New York State. The group will discuss potential opportunities and approve a resolution to be introduced at the AFL-CIO's next state convention. The state AFL-CIO is also interested in developing a pension plan similar to the "Greenwave" Program of CalPERS. We have been advising both the state and city comptroller's officers in the drafting of a renewables and efficiency investment program.

NYC Apollo's research and analysis is designed to build awareness, support, and action among state and local policymakers. Steering Committee members and NYC Apollo staff for example, presented testimony to the New York City Council, and made numerous conference presentations – including one sponsored by the NYC Comptroller – to support a successful green building initiative integrating economic and environmental benefits. NYC Apollo staff has also had editorials and articles placed in a number of publications, including the NY Times.



Elizabeth Yeampierre  
Executive Director, UPROSE  
United Puerto Rican Organization of Sunset Park

**Pennsylvania** – The Pennsylvania Apollo Project is focused on developing a manufacturing strategy for the state that helps to recoup the job losses suffered by the state's ailing manufacturing sector, by building new industries, creating new markets, and driving down energy costs.

Pennsylvania **Governor Ed Rendell** has endorsed Apollo and agreed to join the Advisory Board, and Apollo staff continues to work closely with his office to develop policy initiatives for the state. As part of this effort, Bracken Hendricks, Executive Director of the Apollo Alliance, is representing the United Steelworkers of America on the Governor's Energy Advisory Task Force. That participation led to substantive conversations with the Pennsylvania local of the United Mine Workers of America, who have considered support of renewables legislation, and worked for inclusion of labor standards within the legislation. Apollo is also working closely with **Environment Secretary Katy McGinty**, who is championing innovative energy investment as a core component of both environmental and economic development strategy within the Commonwealth.

On March 16<sup>th</sup>, the Pennsylvania AFL-CIO passed a resolution endorsing the Apollo Alliance and its 10-point plan. The resolution empowers the Pennsylvania AFL-CIO to dedicate staff to exploring policy alternatives and developing real world projects to create jobs for Pennsylvania's workforce. And, On November 30<sup>th</sup>, **Governor Ed Rendell** signed Pennsylvania's Alternative Energy Bill into law, making Pennsylvania the first coal-producing state to pass a clean energy standard bill.<sup>2</sup>

## **Great Lakes Region**

Apollo's Midwest organizer Bill Holland, Jeff Rickert, and Apollo Steering Committee member Joel Rogers have reached out to public policy officials, progressive entrepreneurs, legal experts, environmental groups, faith and social justice organizations, and communities of color in Illinois, Michigan, Minnesota, Ohio, and Wisconsin. Illinois, Michigan, Minnesota, and Wisconsin AFL-CIOs have passed resolutions endorsing the Apollo Alliance. Michigan **Governor Jennifer Granholm** has signed a letter endorsing Apollo and Apollo staff continues to work closely with her office to develop policy initiatives for the state.

Apollo Steering Committee member Joel Rogers, who has overall responsibility at the Alliance for our regional work, is working in his home state to develop the Wisconsin Apollo Project. The project has buy-in from key labor leaders, civil rights activists and environmental groups. In

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<sup>2</sup> John Hanger, President and CEO of Pennsylvania's Future (PennFuture)

addition, discussion is ongoing between Rogers and Governor Doyle, as well as the head of the Wisconsin Public Services Commission.

### **Western States Region**

Jeff Rickert and Apollo Alliance Regional staffer Carla Din (on loan to Apollo from the United Steelworkers of America) presented Apollo to AFL-CIO's Western States Convention. Executive officers from six new AFL-CIO's — Hawaii, Oregon, Arizona, New Mexico, Utah, and Wyoming — along with active efforts in Washington, California, Nevada, and Colorado — are initiating efforts to start regional Apollo Alliances. Apollo is working with them to start an endorsement process, and to reach out to other members of their state coalitions.

Christ Nevitt represented the Apollo Alliance at the Western Governors Association meetings by distributing Apollo materials and reaching out to a number of key attendees about the Apollo Project. In addition to these efforts, Apollo staff is in contact with the offices of **Governors Richardson** (NM) and **Schwarzenegger** (CA) and have engaged their policy staff on coordinating efforts to promote renewables, efficiency and new energy technology.

California – California Apollo is leading the nation. It was instrumental in helping to secure the passage of a \$210 million dollar investment commitment by the California Public Employees Retirement System (CalPERS) in the clean energy sector., matched by \$210 million from the Teachers Retirement System (CalSTERS), and a commitment of \$200 million to be directed toward energy efficiency retrofits on existing public buildings. The California Apollo Project has approved, in principle, a mission statement, a 10-point plan, and a governance structure for the coalition. The steering committee is in the process of establishing an executive committee consisting of two members from each of the constituency groups and one representative from the national Apollo Alliance. The California AFL-CIO has endorsed the Apollo Project.

Members of the California Apollo steering committee continue to engage CalPERS on the implementation of the “Greenwave” investment policy, and Apollo organizing is taking off in several key cities including Los Angeles, San Francisco, and San Diego.

### **Southern States Region**

Bracken Hendricks traveled to Baton Rouge to participate in a public forum hosted by the Louisiana Sierra Club called “Creating Jobs through a Healthy Environment,” which included the Louisiana AFL-CIO, Pipeline Workers, Paper and Allied Chemical Employees, local elected leaders and local environmental and environmental justice groups. The event received front-page coverage in the *Baton Rouge Advocate*. In addition to the activity in Louisiana, Jeff Rickert has conducted meetings with Georgia AFL-CIO president Richard Ray to discuss the possibilities for a Georgia Apollo Alliance. Ray reported that he welcomed a project and had been working vigorously to build bridges with environmentalists and communities of color. Apollo staff is supporting exploratory planning efforts.

## ***Expanding Public Communications Efforts***



The Apollo Alliance website and listserv are increasing our outreach, and being developed to disseminate educational and organizing tools. Over 20,000 people have joined the Apollo action network this year. The Apollo Alliance has effectively used the power of the internet to

communicate and energize activists across the country. This year Apollo spearheaded a major online campaign highlighting the need for a new energy and economic policy in light of the abuses of power surrounding oil companies and other conglomerates such as Halliburton. Working with key partners, like True Majority and MoveOn, the Apollo Alliance was able to reach more than 100,000 activists and encourage them to sign a petition to our elected leaders urging them to pursue an energy policy that requires governmental accountability and doesn't give breaks to special interests. A major regional site is being developed on the Apollo Alliance web site, which will offer everything from model legislation, to regional organizing contacts, to the back end tools to develop unique websites for our regional Apollo partners.

## ***Media Coverage of Apollo***

Apollo has generated op-eds and articles and significant mention in major media outlets including the *New York Times*, *Washington Post*, *Boston Globe*, *USA Today*, *San Francisco Chronicle*, *Seattle Post Intelligencer*, *Detroit News*, *Des Moines Register*, and *The New Yorker* and *Nation* magazines. In addition, Apollo has been covered heavily through online publications such as *TomPaine.com*, *AlterNet*, *Grist Magazine*, *Slate*, *Salon*, and *Buzzflash*, broadening the reach of our public education efforts.



## ***Our Thanks***

We deeply appreciate the vision and commitment of our funders and who have made this work possible. The following foundations, unions, and individuals have given generously to support the work of the Apollo Alliance.

The Beldon Fund, Bullitt Foundation, Nathan Cummings Foundation, Energy Foundation, Flora Family Fund, Ford Foundation, French America Charitable Trust, Agnes Gund, The George Gund Foundation, Hewlett Foundation, John Hunting, International Association of Machinists and Aerospace Workers, New Land Foundation, Overbrook Foundation, Rockefeller Financial Services, Tides Foundation, Town Creek Foundation, UN Foundation/Better World Fund, United Steelworkers of America, and Wallace Global Fund.

On behalf the Apollo Alliance Advisory Board, our national partners, and state and local allies, we thank you and look forward to working with you in the year ahead.