

We believe most Americans:

- want to leave the world a better place than when they found it;
- believe that global warming is real, is big, is harmful, is caused by humans;
- want to do the right thing for their community, their nation and the planet;
- do not know the extent to which their use of electricity creates environmental problems;
- have been taught that electricity is inexpensive, always available, and efficient;
- do not know how much waste is involved in the production, distribution and consumption of electricity;
- do not know, and have never been educated, as to how every individual's use of electricity adds up, how much it adds up to, what the system has to do to ensure that under all "adding up" circumstances the power stays on, and what all that costs;
- would take corrective action if they knew what choices were available, what those choice options cost, and what the consequences of not acting are;
- would respond to leadership if it were perceived as honest, transparent, authentic, visionary;
- have not been welcomed to either the problem-description or the problem-solving table with regard to the relationship between the existing electricity paradigm and the emerging, more dynamic, more expensive, more interactive, more participatory paradigm;
- are entirely dependent on a reliable supply of electricity for almost all functioning in their work, home and community lives;
- have very low electricity literacy regarding supply (production) options and costs, or demand (consumption) options and costs;
- have no training or experience with "cost to buy" vs "cost to own" economic decisions;
- do not realize that the electricity market is regulated and does not properly reflect all costs (especially environmental costs) of producing and distributing electricity;
- do not know how much different electricity production methods are subsidized by federal and state governments and thus how unlevel the production playing field is;
- do not know how much money they are spending on wasted electricity in their home or workplace;
- have not heard of the term 'negawatt' and do not know what it means;
- do not know how much electricity could be produced by wind, either in the midwest (North Dakota to Texas) or offshore;
- who are over 50 did not grow up with air conditioning;
- are at best wary of large corporations and governments, believing that they cannot be trusted to be forthright, authentic, transparent, open;
- do not know that America's privately owned electric utility corporations supply power to two out of every three American homes, yet represent only 8% of all utilities—privately

We believe most Americans:

owned corporations generally place shareholder interests over customer, employee, community or national interests;

- do not know that a well constructed energy efficient home uses 90% less energy than a typical American home;
- do not know that about half of the electricity made in America is produced by coal-fired power plants;
- do not know that there is no proven carbon capture and storage technology available today—that the phrase “clean coal” is a marketing slogan and not a reality;
- do not know that about 20% of electricity in America comes from burning natural gas, which creates carbon dioxide (a greenhouse gas) as a byproduct;
- do not know how many 500 megawatt coal fired power plants could be retired if every American replaced just **one** incandescent light bulb in their home with an energy-efficient cfl or led lightbulb;
- do not know what an “energy vampire” is even though they have several in their home;
- could prevent the construction of even one more centralized coal fired power plant anywhere in America if each home committed itself to a ten-year transition to eliminate wasted power;
- could dramatically alter peak-period electrical loads (and associated costs, and eliminating the possibility of blackouts) by simply drying their clothes on a clothesline or using an electric dryer only during night hours;
- would agree that time of use pricing of electricity, although unfamiliar, is a fair way to price a commodity whose production costs vary dramatically between night and day;
- believe that as a nation we are consuming too much and we cannot continue to operate as wastefully as we have been;
- can get excited about creating efficient, clean, green, renewable, sustainable practices, products, services and jobs;
- believe that America can demonstrate that a national, integrated, smart, renewable, waste-minimized electrical energy system is better in all regards than the legacy system we have now;
- are smart enough to transition from inefficient, wasteful and harmful practices and products to a zero waste, sustainable, economy and society;

The journey of a thousand miles doesn't begin tomorrow. It begins when you affirm your beliefs with your feet. It can begin for you, and for America, right now.