

Island Press launches an outreach campaign surrounding the release of Terry Tamminen's new book, *Lives Per Gallon: The True Cost of Our Oil Addiction*.

In October 2006, Island Press launched an outreach campaign to coincide with the release of *Lives Per Gallon: The True Cost of Our Oil Addiction*. The author, Terry Tamminen, is the former director of the California State EPA and former Special Advisor to California Governor Schwarzenegger. Through his work in California, Terry is recognized as the architect of America's most progressive energy independence plans.

In his new book, Terry warns of a steady erosion of our quality of life, our health, and national security from the burning of fossil fuels, especially petroleum. He lays open the hidden costs that Americans have historically subsidized to keep the flow of oil going, while the oil companies continue to rake in the benefits. Change is needed and within reach, if only the political will was there. In *Lives Per Gallon*, he offers the tools for change. He explains how we can move beyond oil to products that are far cleaner and more sustainable – such as fuel-efficient vehicles, biofuels, and hydrogen fuel and vehicles.

In the coming year, Island Press will work with Tamminen to reach out to various stakeholders. Our goal is to inform audiences about the true costs to our human health and national security as a result of our country's reliance to oil and to make a forceful case for a transition to clean energy technologies.



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Another view: Move to cleaner air, cheaper energy

By Terry Tamminen - Special to the Bee
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California has an oil addiction. As every self-help professional knows, to break an addiction you have to face the problem and admit you're hooked. The arguments against Proposition 87 sound as hollow as an alcoholic promising to stop after just one more drink.

Proposition 87 would develop cleaner, cheaper fuels for our vehicles and build new energy industries and jobs here at home, in places such as Stockton, Salinas and San Diego.

Despite valiant efforts and significant improvement for decades, the state still has the nation's worst air pollution, causing asthma, lung disease, cancer and crop damage, and exacerbating the conditions that result in devastating forest fires. Central Valley communities suffer most: One in five San Joaquin Valley children have asthma so badly they miss school regularly. California also has the nation's highest gas prices, which hurt families with modest incomes and small businesses the hardest.

But all that is a mere down payment on the true cost of our oil addiction. Using conservative estimates, Americans pay nearly \$10 per gallon when all of the costs that oil companies impose on taxpayers are added in -- health care, lost tax revenues, pollution cleanup, tax breaks and a host of other subsidies. Federal tax breaks and other direct subsidies cost American taxpayers as much as \$113 billion every year. The federal 2005 Energy Policy Act delivered another \$6 billion in subsidies to the world's richest corporations just as oil company profits hit record levels.

Yes, we "addicts" have a problem, but we didn't get hooked alone. Just as tobacco companies lied to the public and regulators about the harms of smoking for decades, oil and auto companies have done likewise. As a result, today it is the particulate matter from burning diesel fuel in buses and trucks that penetrates deep into our lungs, causing respiratory illness and premature death in the thousands.

So a few brave addicts have admitted the problem and proposed one modest step toward solving it -- Proposition 87. But the oil companies are up to their old tricks, bankrolling a massive campaign with ads that TV station KGO called "misleading" and "not accurate." Consumers would pay nothing under Proposition 87 -- the money to invest in these new alternative fuels would come from enormous oil company profits instead.

Moreover, the authority charged with meeting Proposition 87's goal of reducing our oil dependence by 25 percent over the next 10 years would be subject not only to existing state conflict of interest and accountability laws, but also to tougher additional rules enacted by the proposition. Every dime would be audited by outside accountants, the state Controller's Office and an independent citizens' committee. All clean energy investments would be awarded through a public, competitive bidding process.

Proposition 87 presents a simple choice to California voters -- do we keep doing things the oil company way, with rising gas prices, more air pollution and increased imports of foreign oil, or do we move forward with cleaner air and cheaper energy with Proposition 87? Or put another way, do we admit our addiction and face up to the problem, or do we take another shot of petroleum and pass out under the nearest gas pump?

About the writer:

- Terry Tamminen is the former secretary of the California Environmental Protection Agency and a policy adviser and author. His book "Lives Per Gallon: The True Cost of our Oil Addiction," will be released soon. Web site:

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