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ResponsAbility X Launches Campaign to Get Angelenos to Sign Up for Renewable Power

Many surprised to learn that they can get renewable power for an extra 3 cents

LOS ANGELES – With only a few months left to achieve its goal, the City of Los Angeles is getting some unexpected help in its decade-long drive to generate 20 percent of its power from renewable sources by 2010. It is not big business or Hollywood stars, but average Angelenos who are stepping up to take responsibility for spreading the word and meeting the goal. A video released just in time for Earth Day is at the heart of the effort by ResponsAbility X, a new social consciousness group in LA. It is available at www.responsabilityx.com.

The campaign seeks to raise awareness for the LA Department of Water and Power's 'Green Power Program' wherein people can pay an extra three cents per kilowatt hour for all or part of their electricity to come from renewable sources – specifically biomass, small hydro-electric, wind, and solar. According to the Department of Water and Power, if a person's electric bill is \$50 per month, she can get 20% of her power from renewable sources for about three dollars extra per month. That means she can get 100% renewable power for \$15 per month more than she is paying now.

"People have been surprised to learn about the Green Power Program," said Nathan Havey, a founding member of ResponsAbility X. "Most people will choose renewable power over coal," Havey continued, "they just need to know that they have the ability to choose."

In its 2007 annual report, the most recent available, the Department of Water and Power reported more than 22,000 accounts have signed up for the green power program. Despite that number, in 2007, just 6% of LA's power came from renewable sources. Meeting the goal of 20% renewable power by the end of this year is a tough race against time, but with new energy and grassroots dedication, efforts by groups like ResponsAbility X may just we may just beat the clock.

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