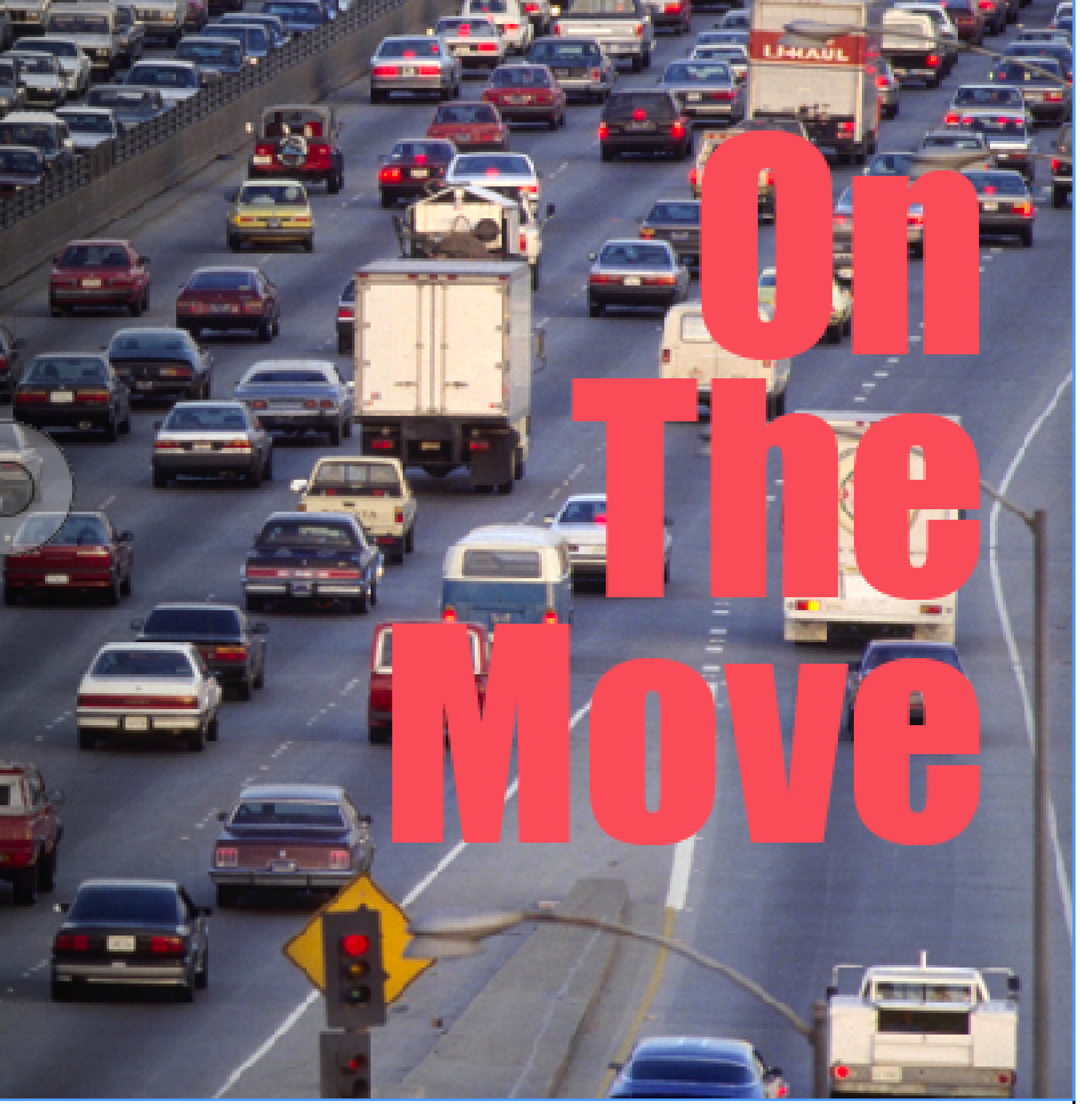

On The Move

moving in some of the same directions, but no state is moving as aggressively on as many fronts. No state has been at it longer. No state is putting more at risk.

Whether all this is visionary or deluded depends on ones perspective. This is the state that in the early 1970s jump-started the worldwide adoption of catalytic converters, the devices that neutralize most smog-forming chemicals emitted by tailpipes. This is the state whose per capita energy consumption has been almost flat for 30 years, even as per capita consumption has risen 50 percent nationally.

Taking on global warming is a tougher challenge. Though California was second in the nation only to Texas in emissions of carbon dioxide in 2001, and 12th in the world, it produced just 2.5 percent of the worlds total. At best, business leaders asked in a legislative hearing, what difference could Californias cuts make? And at what cost?

California, in fact, is making a huge bet: that it can reduce emissions without wrecking its economy, and therefore inspire other states and countries to follow its example on slowing climate change.

Initiatives addressing climate change are everywhere in California, pushed by legislators, by regulators, by cities, by foundations, by businesses and by investors.

Four years ago, California became the first state to seek to regulate emissions of carbon dioxide from automobile tailpipes. Car dealers and carmakers are challenging the law in federal court.

In late August, Gov. Arnold Schwarzenegger signed a measure requiring builders to offer home buyers roofs with tiles that convert sunlight into electricity. Homeowners in some communities are already

refrigerators, air conditioner
other appliances become mo
added to the list: first, charg
computers; second, set-top b
mote-controlled devices. Tho
up to 10 percent of a homes
Last fall, California regulato
tor-owned electrical utilities
term contracts to buy energy
greenhouse-gas emissions m
dard.

We are dealing with it acros
chael R. Peevey, the preside
ties Commission. By contras
tration has been averse to a
on climate change.

Opponents say California m
dents with its clean-energy
a lawyer for Bracewell & Gi
electric utilities, summarize
as: All electrons are not crea
to discriminate against some
artificial barriers in the mar
California consumers could
for their energy and struggl
Segal said.

Is California dreaming? Can
approach become a toolkit fo
vestors make the state the i
ergy technologies that will r
and buoy its economy? Or w
nia into a stagnating econom
electricity prices and ever-ro

the Rocky Mountain States
desert Southwest, more than
ned to burn coal that is
te on the drawing boards.
eir owners expected, would
ple of California.
l also be among the country's
of carbon dioxide, the king
al warming. So California
ew message to these energy
ot produce power with the
ons of these greenhouse gas-
ed.
stomer says, I ain't buying,
Harvey, the environment

Foundation, in Menlo Park, Calif. When you have 38 million customers you don't have access to, you rethink. Selling to Phoenix is nice. Las Vegas is nice. But they aren't California.

Californias decision to impose stringent demands on suppliers even outside its borders, broadened by the Legislature on Aug. 31 and awaiting the governors signature, is but one example of the states wide-ranging effort to remake its energy future.

The Democratic-controlled legislature and the Republican governor also agreed at that time on legislation to reduce industrial carbon dioxide emissions by 25 percent by 2020, a measure that affects not only power plants but also other large producers of carbon dioxide, including oil refineries and cement plants.