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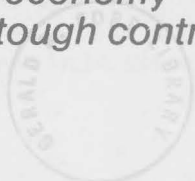
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POST OFFICE BOX 19188 • WASHINGTON, D.C. 20036 • AREA CODE 202 456-6466



# Gas Watchers' GUIDE

*how to make 5 gallons of  
gasoline do the work of 6—  
to revive the economy  
and prevent tough controls  
on driving*



***if you drive a car, you can  
help brake inflation/  
recession and save  
yourself some money.***

***become a GAS WATCHER.  
make 5 gallons of gasoline  
do the work of 6.***

The United States energy problem is more of a crisis today than it was during the oil embargo of 1973-74.

That's because we've fallen dangerously dependent on foreign nations for our oil needs. And they're demanding whatever price the market will bear.

As a result, soaring energy costs are pushing inflation upward and creating recession. As the cost of energy climbs the cost of everything goes up—from a pair of shoes to the cost of a newspaper to the cost of gasoline.

Our oil import situation is forcing businesses out of business and people out of jobs.

As a driver, you can make a major contribution to solving the problems feeding on the energy emergency. And you can do it in the best, fairest, most American way. As a volunteer.

If you have the willpower to make a personal commitment to conserve gasoline—to make 5 gallons do the work of 6—together we can reduce oil imports by one million barrels a day, the national goal, from the present import rate of about six million barrels a day.

And we can avoid some really tough mandatory conservation measures that would cut us back a lot more. Where it would hurt the most.

Making 5 gallons do the work of 6 is easy when you know how. In these pages you'll find a tankful of suggestions. Select from the many options those that will benefit you most and inconvenience you least. You'll save money for yourself in the process.

Please. Take a few minutes to act on one of the severest threats our nation has ever faced. Become a GAS WATCHER.

Starting right now.

We've compiled our suggestions under six categories:

- To-and-from work trips.
- Daily family business trips.
- Family education, civic and religious activities trips.
- Social and recreational activities trips.
- Keeping your car in tip-top shape.
- Good driving techniques.

The rest is up to you.

After you've sorted through the fuel conservation tips listed in this pamphlet you may find it helpful to use the "Mileage Minder" in the centerfold to help budget your driving. After logging each trip taken in your car for a week or two you'll get a quick picture of your particular driving patterns and learn where you can place the most emphasis on reducing unnecessary trips.

Become a GAS WATCHER yourself and tell your Congressman you're doing your part to conserve gasoline.

If all motorists make 5 gallons of gasoline do the work of 6, we can revive the economy and prevent tough controls on driving.

Here's how:

### **To-and-From Work**

Every day 58 million American workers use the automobile to get to and from work. Forty million of them drive alone. Those 40 million workers drive an average of 94 miles and consume 290 million gallons of gasoline each week.

Since commuting is the largest single category of automobile use, it is the obvious place for a family to start looking for ways to cut weekly driving mileage.

Two methods stand out—carpooling and increased use of public transportation, if available.

Starting a carpool is a lot easier than you think—perhaps as easy as talking to two or three of your neighbors who go to work at approximately the same time and work in the same vicinity. If you can't do that, try posting a notice on your company bulletin board asking for riders who live near you.

Your company may already have a carpooling

program—if not, ask about getting one started. If the company is too small, try to arrange to join the program of a nearby firm. Or get your company to enlist the cooperation of several others nearby in setting up a joint carpool program.

A computer isn't necessary to the success of a large carpool program, although it might help in matching riders. A large locator map—with grids or zones marked off will suffice. Index cards for potential riders and potential drivers can be filled out with all the necessary information and then matched, either individually or by company personnel.

If your company or a group of companies can't get together on their own, investigate the possibility of establishing a community-wide program. Many communities have already started this—some with the help of local AAA clubs.

In any carpool arrangement there are some basic pointers to keep in mind:

- Set a schedule of who will drive and when.
- If only one person will be driving, have the cost-sharing arrangement firmly settled before starting.
- Get your pick-up routes set well in advance, at individual homes or at a central point. Do the same for the return trip from work to home.
- Agree on how long the pool will wait for tardy passengers.
- Determine whether smoking, radio playing, or eating will be permitted in the car.
- If you'll be a driver, check with your insurance company to determine if your policy will cover any liability or if you will have to change or add insurance provisions. It's even possible that as a carpool driver you may qualify for reduced premiums.

You probably will want to try out the carpool for a week to iron out any kinks. Be prepared to make any necessary changes after this trial period.

Another alternative to driving alone to work in your car is to switch to public transportation. If a bus or rail line doesn't run near your home, consider carpooling to a point where you can board the transit service.

For communities with no available public transportation, you might consider establishing a charter bus commuting service. Several communities, particularly in the Washington, D.C., area have utilized this

approach very successfully. Your local citizens or homeowners association is a good place to get such a program going. AAA can give you details on how to proceed.

Businesses also can consider setting up buspool programs—even using small vans or other multi-passenger vehicles.

A final possibility—if you're not too far from work—is to either walk or bicycle.

## Family Business

Family business trips—such as shopping, taking children to school, dental and medical appointments—consume 225 million gallons of gasoline per week.

The average car-owning family makes five such trips weekly, each 11 miles long. Here is an obvious area for some painless cutbacks:

Start by combining shopping trips.

- Make careful lists before starting out and combine other errands—such as trips to the beauty parlor, cleaners, and drug store.

If possible, handle all of these errands at one shopping center to eliminate driving from one location to another. Comparison shopping can be done by phone or through newspaper ads.

- Try to arrange dental and medical appointments so more than one member of the family can go at the same time.

- Strive to schedule shopping and other family business trips during non rush-hours. This will help to reduce traffic congestion and alleviate stop-and-go driving which uses additional gasoline.

- Carpooling is an excellent idea for family business as well as for commuting. Share shopping trips with neighbors. Enlist other parents to form carpools for transporting children to and from school, extra-curricular school activities, and other group events if public transportation is not available.

- Cut down on trips to see friends in other parts of the community. Call instead, it uses less energy.

- If you're planning a night out at the theater or for dinner invite another couple, similarly inclined, to

join you. Encourage your teenagers to do more double-dating, too.

## Family Education, Civic and Religious Activities

This is the category of driving which accounts for the least amount of fuel consumption and since each car-owning household takes an average of only 1.5 such trips per week, it may be the most difficult to cut back.

Still, there are ways to cut down driving even in this category.

- Again, start by carpooling to evening classes, meetings and church activities with other participants.

- Arrange to have schedules coordinated to require a minimal amount of travel on the part of participants. For example, arrange choir practice on Sunday after church services rather than on a week night.

- If you belong to committees of various groups, try to arrange your committee membership and meeting place and schedule to require the least travel for participants. Perhaps you could meet at a home or other spot within walking distance of most members.

- Re-think your organization's meeting schedule. Are frequent meetings—weekly or monthly—really necessary? Why not once a month instead of weekly? Or bi-monthly rather than monthly?

- If you're planning on taking courses of some kind, try to find those offered at a facility close to home—preferably within walking distance. Certainly you should try to arrange a carpooling program with other participants in the class.

- Suggest that your local government arrange its meeting schedule so as many government agencies as possible are meeting on the same night at the same place. That way, citizens with business before the city council and the planning commission could make only one trip to appear before both groups.

- Local government units might also consider holding more public meetings in various neighborhoods rather than at the central government location. This might help cut down on the number of miles citizens have to drive to attend these meetings.

# MILEAGE—MINDER

Week one: miles beginning \_\_\_\_\_, miles ending \_\_\_\_\_, total \_\_\_\_\_

Car Use	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			SUNDAY					
	MILES	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20		
Trips to and from work (School for students)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Family business (Shopping, doctors, errands)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Educational, civic and religious functions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Social and recreational trips (Friends, movies, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Vacation																								

An important first step in conserving fuel is to become aware of how you use your car and how far you drive during the week. This chart can help "profile" your driving habits.

First, record the actual mileage on your car odometer under "miles beginning."

Now you are ready to record HOW you use your car in each category of driving. After you make your first trip place an "X" in the box under the column corresponding to the day of the week you begin which best describes the type of trip and total ROUND TRIP miles traveled (1-5, 6-10, etc.). If you travel over 20 miles round trip, write this figure in the appropriate box rather than making an "X."

Continue this recording process for each round trip made in your car during the entire week. And if you take a vacation by car, be sure to record your mileage in the "Car Use Profile" box below.

At the end of the week, record the mileage on the odometer under "miles ending." Subtract the beginning mileage figure from final figure and record the total.

Now you can "profile" how you used your car. Reading

across the chart horizontally, count the number of boxes you have checked in each "Car Use" category and enter the total trips in the "Car Usage Profile." Then add and record the number of miles you drove in each category to get a graphic picture of where you are best able to focus your conservation efforts.

## Car Use Profile

Category	Number of trips	Weekly mileage total
Work trips		
Family business		
Educational, etc.		
Social, etc.		
Vacation		

## Social and Recreational Activities

Pleasure rides, visits to friends and relatives and other social and recreational trips—together with vacations—consume 382 million gallons of gasoline each week. The average family takes 3.5 such trips each week, with the majority being taken on weekends and holidays.

Trips of this kind are not luxuries—but they are of a nature which allows for some easy savings in fuel consumption without depriving anyone of the leisure activities so important to physical and psychological well-being. Equally important is the fact that tourism employs four million persons and it means some \$60 billion to the U.S. economy.

Start off by taking a serious look at your vacation planning. This would be a good year to vacation in an area where you won't need your car as much to get around at your destination, a large metropolitan area, for example, or a beach or mountain resort. If you will be driving to your vacation destination, look into sight-seeing services offered locally for your transportation needs while there.

This also could be your opportunity to advance in another travel direction—any direction—utilizing what AAA refers to as the radius travel concept. It means systematically investigating all the recreational possibilities within a geographical circle, the size of which is determined by the mileage you're budgeting for pleasure travel.

Your mileage budget can be adjusted upward to include longer trips if you're able to decrease use of gasoline proportionately for other uses, such as commuting to work.

Qualified travel counselors can assist you in matching your personally-budgeted fuel supply with your travel interests.

Other suggestions:

- If you know some friends who are planning a motoring vacation at the same time, why not try to combine your trips? You also might consider taking a plane, train or bus to your destination and rent a car for any local driving you need to do.

- Think twice before setting out on those spur-of-the-moment local pleasure rides or visits to friends and relatives. Do they really need that kind of surprise?

- Why not try a nature walk or bike trip? Or even a bus ride downtown to the local museum or to see a local sports or artistic presentation? You'll probably find the spirit of family adventure and togetherness will more than make up for any slight inconvenience.

- AAA club travel counselors offer members detailed planning advice on such things as selecting vacation destinations, travel routes and tie-in transportation arrangements, all designed with fuel savings in mind.

## Keeping Your Car In Tip-Top Shape

Proper care and maintenance of your car can mean significant reductions in fuel consumption.

Start out by having your car's engine thoroughly tuned. AAA motor club tests show that even minor tune-ups can improve mileage by 10 percent. Other tests have shown that tune-ups can result in an immediate 9 to 15% improvement in gasoline mileage.

- Check spark plugs. Make sure yours are clean and all firing properly.

- Next check distributor points.

- Replace clogged and dirty air and oil filters.

- Check for proper functioning of the automatic choke—a sticking one will waste gas.

- Be sure the air-fuel mixture of the carburetor is precisely adjusted.

- An oil change should be part of every tune-up. Use the correct weight oil as recommended in your car-owner's manual. A heavier weight oil will force the engine to use more fuel to overcome the heavier oil's resistance, while an oil too thin may not provide enough protection to prevent engine damage.

- While you're getting your car tuned, check to see that the tires are properly balanced and wheels properly aligned. If they're not, they can create drag, forcing the engine to use more power—thus more gasoline—while shortening tire life drastically. A bent frame could have the same effect.



- Check tire pressure on your car frequently. Under-inflated tires increase rolling resistance and cut fuel economy. But don't over-inflate by more than two or three pounds. This could cause rapid wear and cut tire contact with the road, causing a safety hazard. Follow the manufacturer's recommendations.

- An often overlooked item of car care is the radiator thermostat. A defective one can increase fuel consumption by increasing engine warm-up time in cold weather. Automatic brake adjusters also should be checked for improper operation which can create brake drag and increase fuel consumption.

- Once you've had your car tuned, don't forget about it. Keeping a car operating at peak performance and at peak fuel economy requires constant care. A car needs to be tuned at least twice a year, spring and fall, or as recommended in your car-owner's manual.

- When you fill up with fuel, choose the correct octane for your particular car. Using the wrong octane might cause engine problems, spark plug fouling and reduced gasoline mileage. Avoid a higher octane fuel than required. You'll be wasting money. Ask the attendant not to fill your tank to the brim. This can cause overflow if the car is parked on an incline, and fuel expansion in hot weather can lead to overflow even when the car is parked on level ground. Make sure your gas tank cap is on tight—a loose one can allow gas to leak out.

- During this period of fuel uncertainties, many car-owners are buying lock-type gas caps. AAA advises buyers to be sure that the cap selected is designed for the specific make, model and year of the vehicle on which it is to be used. Different models of autos use various gas tank or cap venting systems. Use of an improper cap can create a vacuum as fuel is drawn from the tank by the fuel pump. This could result in the serious consequence of a collapsed gas tank. Just because a gas cap fits doesn't mean that it will function properly on your car. Buy only one designed for your car.

Keep an accurate record of the amount of gas used and the cost. Over a period of time you'll be able to check on fuel economy and perhaps discover ways to improve performance even further. A drop in gas mileage also will help you determine that it's time for another tuneup.

## Good Driving Techniques

One of the major causes of poor fuel mileage for many drivers is poor driving technique and poor planning. Studies conducted by one AAA club showed gasoline efficiency could be increased by as much as 44% if driving habits were improved over a typical stop-and-go commuter route.

Good planning is the best introduction to good driving techniques:

- If you own more than one car, use the more economical one for as much of your driving as possible, particularly for commuting to and from work, or local stop-and-go driving.

- Plan your driving routes to avoid local bottlenecks such as extra-long lights and congested streets. Use less-traveled roads and free-flowing highways whenever possible, relying on traffic reports over your car radio for assistance. This will help you avoid fuel-robbing stop-and-go traffic. Avoid rush hours and other peak traffic times whenever possible.

- On long trips, start early in the morning to avoid heavy traffic and—in hot weather—minimize the need for use of your air conditioner. Time your driving to avoid rush hour traffic in urban areas, or plan your meal stops to coincide with these peak traffic periods.

- Unnecessary extra weight in your trunk will cut fuel economy. So keep baggage to a minimum when taking a trip. Packing baggage on a roof rack also creates fuel-robbing air resistance.

- Never carry spare cans of gasoline in your car trunk—that's extra weight you can definitely do without. This practice can be extremely hazardous since a spark or a lighted cigarette meeting an accumulation of vapors, or a collision, could set off an explosion. *One gallon of gasoline has the heat energy force (BTU's) of 50 pounds of dynamite.* Instead, buy an inexpensive hand-operated pump for possible siphoning requirements. Do not attempt to use a siphon hose by mouth. Inhaled fumes or possible fuel ingestion can be dangerous.

After good driving planning comes good driving execution:

- Begin the minute you fasten your safety belts and turn on your engine.

- Avoid extended warm-ups when starting a cold engine. It may be necessary, on cold mornings, to depress the accelerator once to set the automatic choke—any added pumping of the accelerator will only waste gas. Check the owner’s manual for proper procedure.

- As soon as your car is drivable, accelerate gently and drive slowly for a mile or so—your engine will warm up faster and you’ll save fuel. If your car is equipped with a manual choke, push it part way in as soon as the engine is running, then push it all the way in as soon as the car is safely drivable.

- Avoid unnecessary idling—which can consume gas at the rate of a half gallon per hour. Idling more than one minute will waste more gas than it takes to re-start the engine.

- Don’t rev up the engine and then quickly shut it off, thinking you’ve primed it to re-start. Actually, you’ve dumped raw gasoline into the cylinder walls where it may wash away the protective oil film and increase engine wear when you re-start. It’s also a waste of fuel.

- Even while you’re driving you should still be planning. Look well ahead to spot slowdowns and red lights. Pace yourself to reach them when they turn green. A car uses much fuel when accelerating quickly from a complete stop. Keep a good space in front of you so you can adjust your speed gradually without closing the gap on the car ahead. If stops are necessary, release the accelerator early and brake gradually.

- Smooth “footwork” is crucial to good gasoline mileage. You’ll get the best fuel economy by smooth, steady accelerator pressure for cruising conditions. Gradual acceleration and braking are also helpful. Hard acceleration pours more fuel into the engine for more power, but the fuel is incompletely burned and mileage suffers.

- You’ll get the best fuel economy by traveling at moderate speeds. High speeds require more gasoline to overcome greater air resistance. Each car’s engine has a speed at which it operates most efficiently, depending on axle ratios, tire diameter, vehicle size and weight and other factors. Generally, this ideal speed is under 55 miles per hour and cor-

responds with the speed in top gear at which the engine produces peak torque.

- When approaching a hill, build up speed early to avoid fuel-robbing hard acceleration on the upgrade. When accelerating with a manual transmission, shift up as soon as possible without causing the engine to “lug” or stumble. If the engine does “lug,” the low carburetor vacuum condition that results will cause increased fuel consumption.

- You might want to consider installing a dash-mounted vacuum gauge calibrated in fuel economy ranges. Such gauges allow the driver to monitor fuel use and engine condition while driving. Cost is generally between \$5 and \$12 at most auto parts stores.

A great deal of fuel economy of your particular car will depend on the optional equipment on the car itself:

- Such options as air conditioning and—to a lesser extent—even electrical accessories such as heaters, defrosters and radios use more gasoline. AAA tests have shown that when air conditioning is not in use fuel economy improves by 5 to 14% or more. Air conditioning also adds weight—about 100 pounds—to a car, increasing fuel consumption even more merely because of the extra weight. If you have it, use it sparingly.

- An automatic transmission can be a gas-using option. Manual transmissions generally use less gas, particularly in small cars, although this may not hold true in situations where frequent shifting is required.

- Power steering also uses a bit more fuel.

Some options can help conserve gasoline:

- If you want air conditioning, for example, a light exterior car color combined with light interior upholstery will reduce heat build-up and keep your air conditioner from having to work so hard. Tinted glass also helps.

- Fuel injection usually saves gasoline by more uniformly and efficiently distributing the fuel than do carburetors. An electronic spark ignition system also is a gas saver since its improved spark means better combustion and less chance for fuel-robbing spark plug fouling.

- Top-quality radial tires usually will result in a 5 to 10% fuel saving because rolling resistance is reduced.

Steel-belted radials generally are even better than fabric-belted radials in this respect.

- If you'll be doing a lot of open-road driving, a cruise control option may be worthwhile since such an accessory can maintain a steady speed, rarely using the carburetor's accelerator pump.

## **Summary**

While some of the gasoline conservation measures we've described will affect only nominal savings individually, their collective impact can be great. Great enough to help revive the economy and prevent tough controls on driving.

They require your serious attention because the energy crisis is a very real problem involving all forms of energy, but most basically petroleum.

Energy problems will continue to face the U.S. for at least several years until the nation gains greater total energy self-sufficiency in a variety of ways—developing new sources and increasing productivity of existing sources.

You can help a great deal by simply using your car more sensibly. When you take it easy on the gas you make it easy on yourself. You save your own precious energy and money. And you put the brakes on inflation and recession.

Be a GAS WATCHER. Make 5 gallons do the work of 6.



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President  
Chamber of Commerce of the United States

Ronald Brown  
Director, Washington Bureau  
National Urban League

John P. Condon  
President  
The National Alliance of Businessmen

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Executive Vice President  
Automobile Assn. of America

Roger Fellows  
4-H  
University of Minnesota

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C. Jackson Grayson  
Dean of the Business School  
Southern Methodist University

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United States Jaycees

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National Governors' Conference

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Chairman of the Board  
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President  
American Newspaper Publishers Association  
(office presently vacant)

Stanley Smoot  
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National Association of Counties

Dr. Elvis P. Stahr, Jr.  
President  
National Audubon Society

Vincent T. Wasilewski  
President  
National Association of Broadcasters

Roy Wilkins  
Executive Director  
National Association for the Advancement  
of Colored People

Douglas Woodruff  
President  
National Association of Retired Persons

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## **Resource Guide**

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## PLEDGES

One way to involve citizens in the fight against inflation, energy waste and recession is for them to pledge to hold prices, buy carefully, eliminate waste and conserve energy. The following pledges were adopted by the Citizens Action Committee; They can be circulated by your local newspaper or by personal contact:

### **Businessman's and Businesswoman's Pledge:**

*I pledge to my customers that to the very best of my ability I will hold or reduce prices and will buy whenever possible from those who have pledged to do the same. I also pledge to be an energy saver. This signed pledge is evidence of my participation in, and support of, the Citizens Action Program.*

### **Consumer Pledge:**

*I pledge to my fellow citizens that I will buy, when possible, only those products and services priced at or below present levels. I also promise to conserve energy and I urge others to sign this pledge.*

### **Worker Pledge:**

*I pledge that – through my union – will join with my fellow workers and my employer in seeking ways to conserve energy and eliminate waste on the job. I also promise to urge others to sign this pledge.*

## **RESOURCE MATERIAL**

There exists a large amount of educational material on the subject of energy conservation — publications, films, posters, radio and TV spots, etc. On the following pages you will find lists of these materials, along with a description of each, its source and instructions for obtaining it. We have attempted to categorize these materials according to the Task Force missions that have been assigned.

The lists will be supplemented from time to time, as new materials are made available.

As illustrations, two brochures are enclosed in this packet. They are:

“Gas Watchers’ Guide,” a booklet containing valuable suggestions for achieving the goal of the Automobile Association of America’s campaign to “make five gallons do the work of six.”

“Tips for Energy Savers,” an illustrated booklet that translates national goals for saving energy into actions that can be taken by every citizen in the home, in the car and in the marketplace. A key publication from the Federal Energy Administration.



**CITIZENS ACTION COMMITTEE TASK FORCE ON GASOLINE**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
1. FEA	8-page pamphlet	Tips for motorists – “30 Good Ways to Make Gasoline Go Further”	Community Relations Public Education, FEA	Free
2. FEA	pamphlet	“1975 Gas Mileage Guide for New Car Buyers”	CR&PE	Free
3. FEA	radio and T.V.	30 & 60 second public service announcements (already distributed) Gas Mileage Guide for new car buyers	CR&PE	Free
4. DOT	Ad Council Campaign	“Double Up America” – National Carpool Campaign (information kit also)	Note TAB A	
5. DOT	pamphlet	“Gasoline: More Miles Per Gallon” – 12 pages	GPO	.35
6. DOT	brochure—24 pages	Bicycling For Everyone. (Describes the health and fuel-saving benefits of bicycling.) (25,000 copies at DOT)	GPO	.55
7. DOT/FHA	publication w/ computer tape	Carpool & Buspool Matching Guide	GPO	\$1.10
8. DOT/FHA	22 min. film	Preferential Treatment for High Occupancy Vehicles	FHA/HHP-26	Free Loan
9. DOT/FHA	publication used w/film	Preferential Treatment for High Occupancy Vehicles	FHA/HHP-26	Free
10. DOT/FHA	kit	Carpool press release	Note TAB A	
11. DOT/FHA	publication	Bicycles & Pedestrians Facilities in the Fed-aid Highway Program	GPO	.45
12. DOT/FHA	publication	The Effect of Speed on Automobile Gasoline Consumption Rates	FHA/PA-1	Free

**CITIZENS ACTION COMMITTEE TASK FORCE ON GASOLINE (Continued)**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
13. DOT/FHA	publication	Effect of Speed on Truck Fuel Consumption Rates	FHA/PA-1	Free
14. DOT/FHA	article reprint	Carpools: The Underutilized Resource	FHA/HHP-26	Free
15. DOT/FHA	article reprint	Response to Carpool Matching Programs — A Case Study	FHA/HHP-26	Free
16. DOT/FHA	article reprint	A Citizen-Sponsored Bus System	FHA/HHP-26	Free
17. DOT/FHA	publication	Bikeways—State of the Art	FHA/PA-1	Free
18. DOT/FHA	poster	Pool It	Note TAB A	
19. DOT/FHA	28 min. film	Goin'-Into-Town-Feelin' Fine (promotes and illustrates bus rapid-transit)	Modern Talking Pictures-2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040	Free
20. DOT/FHA	publication	How to Pool It (for employers) Available after April 1, 1975	FHA/HHP-26	Free

**CITIZENS ACTION COMMITTEE TASK FORCE ON CONSUMER ENERGY**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
1. FEA	pamphlet	*Tips For Energy Savers	Community Relations Public Education, FEA	Free
2. FEA	pamphlet	“20 Ways to Save Electricity”	Community Relations Public Education, FEA	Free
3. HUD	booklet	Residential Energy Conservation (Means for conserving energy in residential construction)	Asst. Sec. for Policy Development in Research	Free
4. Commerce/National Bureau of Standards	publication	Energy Efficiency in Room Air Conditioners	Consumer Product Info. Center, Pueblo, Colorado 81002	Free
5. Office of Consumer Affairs	radio program	4 minute save energy public service announcement	Office of Consumer Affairs	Free
6. Office of Consumer Affairs	T.V.	Save Energy Spot (distributed)	One-time project— distributed to 200 top TV networks across the country.	

\* Tips For Energy Savers also available through Consumer Product Info Center, Pueblo, Colorado 81002 (50,000 copies)

**CITIZENS ACTION COMMITTEE TASK FORCE ON INDUSTRY CONSERVATION—BUILDING**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
1. GSA	publication	Conservation of Energy Manual for Building Managers (available in March)	GSA Business Service Center	
2. FEA	flyer	An outline for saving energy; Lighting & Thermostats in Commercial, Public and Residential Buildings	CR&PE	Free
3. FEA	booklet	An Industrial International Data Base — summarizes energy & conservation data on 9 industries	CR&PE	Free
4. FEA	2 booklets	Lighting & Thermal Operations — Energy Action Program for Commercial, Industrial & Public Buildings	GPO	\$2.30
5. FEA	report	Impact of Reduced Retail Store Operating Hours	In process — availability date undetermined	
6. FEA	493-page report	Energy Management in Manufacturing, 1967-1990	GPO	\$5.40
7. Commerce/Office of Energy Programs	publication	33 Money-Saving Ways to Conserve Energy in Your Business	GPO	.25
8. Commerce/Office of Energy Programs	publication	How to Start an Energy Management Program	GPO	.25
9. Commerce/Office of Energy Programs	publication	Energy Management: Economic Sense for Retailers	GPO	.30
10. Commerce/Office of Energy Programs	publication	Energy Conservation Handbook for Light Industries and Commercial Buildings	GPO	.35
11. Commerce/Office of Energy Programs	publication	Energy Management: Marketing Priorities and Energy	GPO	.25

**CITIZENS ACTION COMMITTEE TASK FORCE ON INDUSTRY CONSERVATION—BUILDING (Continued)**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
12. Commerce/Office of Energy Programs	publication	Industry's Vital Stake in Energy Management	GPO	.25
13. Commerce/Office of Energy Programs	publication	Trade Associations and the Economics of Energy	GPO	.30
14. Commerce/Office of Energy Programs	20 min. film	Energy Management: The Vital Difference	Office of Energy Programs	\$2.50
15. Commerce/Office of Energy Programs	27 min. film	Energy: The Critical Choices Ahead	Office of Energy Programs	\$1.75
16. Commerce/National Bureau of Standards	publication	Energy Conservation Program Guide for Industry and Commerce (EPIC)	GPO	\$2.50
17. Commerce	kit	How To Profit By Conserving Energy	Office of Energy Programs (single copy only)	
18. SBA	fact sheet	"Emergency Energy: Shortage Economic Injury Loans"	All SBA Offices	Free upon request
19. HUD	booklet	Modular Integrated Utility System	Asst. Sec. for Policy Dev. in Research	Free
20. GSA	report	Lighting Systems Study	GSA Publications available at GSA Business Service Center	\$2.00
21. GSA	booklet	Conservation of Utilities. (Being revised — Out in March)	GSA Publications available at GSA Business Service Center	
22. GSA	publication	Energy Conservation Guidelines for Office Buildings	GSA Publications available at GSA Business Service Center	\$2.00

**CITIZENS ACTION COMMITTEE TASK FORCE ON INDUSTRY CONSERVATION—BUILDING (Continued)**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
23. GSA	publication	Energy Conservation Guidelines for Existing Office Buildings (available in February)	GSA Publications available at GSA Business Service Center	
24. GSA	publication	Energy Conservation Guidelines for New Office Buildings (available in March)	GSA Publications available at GSA Business Service Center	

**CITIZENS ACTION COMMITTEE TASK FORCE ON AGRICULTURE**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
1. FEA	pamphlet	"Handling Fuel Problems – Agriculture" (Allocations/ Implementation)	GPO	.25
2. Agriculture	slide series & filmstrip	Energy conservation on the farm	Photography Div. Comm., U.S. Dept. of Ag., Wash., D.C. 20250	\$18.50 slide set – \$11.50 filmstrip
3. Agriculture	pictures and photo features	How farmers use energy efficiently	Photography Div. Comm., U.S. Dept. of Ag., Wash., D.C. 20250	Free
4. Agriculture	slide set & filmstrip	"How to Save Energy Around the Home" (to be issued soon)	Photography Div. Office of Communication	not yet set
5. Agriculture	TV spot	"Save Fuel for Food Production" (Distributed to 50 rural TV stations)	No more available	

**CITIZENS ACTION COMMITTEE TASK FORCE – GENERAL**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
1. FEA	pamphlet	(Spanish only) How To Save Energy and Money in Your Home	In process – Availability undetermined.	
2. FEA	series of 4–slide shows	General energy conservation. Conservation in home; car; office; for the consumer	CR&PE – in process Avail. March '75	Free loan
3. FEA	27 min. film	Chrono perspective on energy	CR&PE – in process Avail. 1 April	Free loan
4. Treasury	stamp	Energy conservation		
5. HUD	booklet	Economic Evaluation of Total Energy: Guidelines	Asst. Sec. for Policy Dev. in Research	Free



**CITIZENS ACTION COMMITTEE TASK FORCE ON FOOD WASTE**

<b>Organization</b>	<b>Item</b>	<b>Description</b>	<b>Where Obtained</b>	<b>Cost</b>
1. Interior	booklet	Energy for Living	GPO	\$1.15
2. Interior	publication	Fuel and Energy Data: U.S. by States and Regions, 1972	GPO	\$1.25
3. Interior	publication	In Touch With People	GPO	\$4.55
4. Interior	publication	Our Natural Resources: The Choices Ahead	GPO	\$4.95

**KEY PAGE**

CR&PE Community Relations Public Education, FEA  
FHA Federal Highway Administration  
PA Public Affairs  
HHP Office of Highway Planning  
GPO Government Printing Office  
FEA Federal Energy Administration  
DOT Department of Transportation  
HUD Department of Housing and Urban Development  
GSA General Services Administration  
SBA Small Business Administration

## CITIZENS ACTION COMMITTEE TASK FORCE – GASOLINE

Organization	Item/Title	Description	Cost
American Automobile Association	Booklet and brochure – “Gas Watchers Guide”	How to Make 5 gallons do the work of 6 in your auto.	w/c free
American Petroleum Institute	Leaflet – “Gasoline Saving Tips”	How to cut down on miles per gallon.	w/c free
Mobil Oil Corporation	Booklet – “How To Drive For Maximum Economy”	How to Conserve Gasoline in business and personal driving.	w/c free
Center for Science in the Public Interest	Book – <i>Highways and Air Pollution</i>	Citizens handbook of terms and energy and environmental programs for conservation.	w/ 3.00 ea.
Mobil Oil Corporation	“Money Saving Tips From Mobil”	How to Conserve Energy fuels	w/c free
Sun Oil Company	Leaflet – “The Gasoline Shortage – What It Means For You”	How to Save Gas.	w/c free
AMOCO Oil Company	Booklet – “We’ll help you Through”	Conserving gasoline.	w/c free
Checker Oil Company	Booklet – “A Short Story”	Gas Saving tips.	w/c free
Sohio Oil	Booklet – “Gasoline Saving Tips”	Illustrated suggestions on gas conservation.	w/c free
Texaco	Film – “The Texaco Economy Test”	Self test to determine how to get more miles per gallon from your auto.	w
Phillips Petroleum	Booklet – “If This Reads Half Full Look Again”	Your gas gauge and miles per gallon adjustments.	w/c free

**CITIZENS ACTION COMMITTEE TASK FORCE – CONSUMER ENERGY-EDUCATION**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
Sun Oil Company	Pamphlet – “How To Save Heating Oil”	How to cut home fuel costs.	w/c free
Washington Gas	Conservation Program – Film, slides, posters, script	Package for individual group presentations on energy conservation.	w
American Gas Association	Leaflet – “Let’s Save Money This Winter”	Hints on home winterization.	w/c free
American Gas Association	Booklet – “A Consumer’s Guide To Energy Conservation”	15 pages on how to reduce energy waste in the home.	w/c .10 ea.
American Gas Association	Booklet – “Money To Burn”	How to heat home for less and reduce energy consumption from furnaces, dryers, air conds., etc.	w/c free
American Petroleum Institute	Pamphlet – “A Consumer’s Guide to Energy Use In The Home”	Using energy supplies wisely around the house.	w/c
National Mineral Wool Insulation Association	Booklet – “How To Insulate Homes for Heating Oil”	General info on household insulation. Illustrations and directions	w
Center for Science in the Public Interest	“Lifestyles Index”	60 pgs. on how much energy each American uses each year. Charts, graphs and recommendations for lifestyles that reduce waste and conserve energy.	w/c 1.50 ea.
Ford Foundation	Booklet – “Exploring Energy Choices”	Result of 4 million dollar research project on energy. Includes residential commercial, industrial, transportation methods for energy conservation.	w/c .75 ea.

**CITIZENS ACTION COMMITTEE TASK FORCE – CONSUMER ENERGY-EDUCATION (Continued)**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
AMOCO Oil Company	Booklet – ‘When the Heat’s On’	How to get best performance from home heating unit.	w/c free
Washington Gas	Leaflet – “Energy Conservation”	Ways to conserve natural gas in home appliances, heating units and cooking measurements.	w/c free
Washington Gas	“How To Pay Less for Gas This Year”	Guide for apartment house managers and owners.	w/c free
Washington Gas	Booklet – “Saving Energy Makes Cents”	Heating and Cooling Tips for the Home.	w/c free
Washington Gas	Booklet – “Heat Your Home For Less”	Steps to cut down heating bills.	w/c free
Washington Gas	Booklet – “Nine Tips To Save Heating Dollars”	Reduce heating and cooling bills.	w/c free
Health, Education, Welfare	“Consumer News”	Reports on federal programs and studies for the consumer.	4.00 yr.
American Paper Institute	Booklet – “21 Ways to Save Energy”	General energy conservation info.	w/c free

**CITIZENS ACTION COMMITTEE TASK FORCE – INDUSTRY-ENERGY**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
U.S. Chamber of Commerce	“Energy News Alert”	4 pt. program of short-term measures for energy conservation in small business & light energy industries.	w/c free
Washington Gas	Pamphlet – “26 Ways to Conserve Natural Gas in Industrial Plants”	Guideline for examination of production schedules and operating practices to reduce energy consumption.	w/c free
American Gas Association	Booklet – “How To Conserve Natural Gas in Industrial Plants”	Suggestions for revised production schedules, work space, maintenance of new and old equipment.	w/c .20 ea.
National Association of Manufacturers	Brochure – “Energy Conservation Means Energy Management”	How to analyze energy supplies and develop incentive programs for energy management.	w/c free
National Association of Manufacturers	“Survey of Industrial Energy Consumers”	10 pg. study showing substitutions for energy sources in short supply.	w/c free
National Association of Manufacturers	Booklet – “Energy Use and Conservation – An Action Program”	Studies, assessments and policies to assist firms in accomplishing individual conservation objectives.	w/c free
National Association of Manufacturers	Booklet – “A National Energy Program”	Sample energy policy program.	w/c free
American Iron and Steel Institute	Reprint – “Steel Scene in U.S.”	Energy conservation in steel industry.	w/c free
American Gas Association	Bulletin – “HEED,” Halt Excess Energy Drain	Gen. info. outlet on new techniques for energy conservation in industry.	w
General Electric	Reprint – “Energy Conservation”	How To Measure Energy Saved. 396 proven ideas to reduce energy in G.E. plants that cut 1974 energy savings by 15% over '73 figures.	w

**CITIZENS ACTION COMMITTEE TASK FORCE – INDUSTRY-ENERGY (Continued)**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
Federal Energy Administration (Chemtron Corporation) (Cheesebrough-Ponds Inc.)	Case Histories – Volume I	4 case histories outlining management and technical staff changes resulting in reduced plant energy consumption.	w
The Electrical Power Research Institute	Publications	Theoretical and Technical Energy Studies and measurement for energy reduction in utilities industry.	w
Ford Foundation	Book – “A Time To Choose”	Ways American Industry Can Save Energy.	\$4.95
Dupont	Booklet – “Energy Management in the Industrial Community”	Energy info. directed at engineers and managers for plant conversions to conserve energy.	w/c
General Electric	“Energy Conservation Ideas”	32 pg. study on explicit ways to conserve energy in plant and industrial facilities.	w/c
Ford Foundation	“Potential Fuel Effectiveness in Industry”	Look at 5 key industries and how they cut their energy consumption by one third	w/c
Ford Motor Company	Reprint – “Ford Motor Company Energy Conservation Program	Program for decreasing fuel and utility usage per production unit.	w/c
Sun Oil Company	Booklet – “Sun Oil Company Energy Conservation Program”	Internal company energy conservation activities. Includes, Proposals, methodology, implementations of total e. c. ethic.	w/c
Sun Oil Company	Flyer – “Energy Saving Scoreboard”	Monthly updates of accomplishments of company wide e. c.	w/c
Sun Oil Company	Reprint – “How Sun Oil is Conserving Energy in Field Operations”	How company effectively manages its energy usage.	w/c

**CITIZENS ACTION COMMITTEE TASK FORCE – SCHOOLS-YOUTH**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
Bolton Institute	Training manual – “The Energy Conservation Training Manual for Youth”	100 pg. training guide for high school students on energy conservation techniques for home and school.	w/ 3-15-75
Bolton Institute	Newsletter – “Energy Conservation Newsletter For Youth and Home”	Handyman guide on steps to tighten up energy loss in home and school. Projects in effect in h.s. across the country.	w/c free
Bolton Institute	“School Activities Check-list”	3 pg. guide to organizing energy projects for h.s. students	w/c
Christopher Productions	26 min. Film “Meecology”	Film for ages 6-11 on how kids can take energy action w/o parental involvement. Recycling old toys, etc. Includes, script, music, dittos.	1 day free rental
National 4-H	Kit – “The Energy Crisis”	Energy education kit. Dittos, discussion questions, and what students can do to conserve energy.	w/c
National 4-H	Film-Kit – “Living with Energy”	Instructional package on fossil fuels and readjusting lifestyles to improve energy conservation.	w
National 4-H	Book – “Environmental Bibliography”	Student index of terms and measures relevant to energy conservation	w/c
National 4-H	T.V. series – “Living In a Nuclear Age”	Instructional series on video tape to educate and adapt changing lifestyles to save energy.	contact Eleanor Wilson, USDA
Sun Oil Company	“Sun’s Search for Oil”	General Energy info.	w/c free
National 4-H	Pamphlet – “National 4-H Electric Program”	Community projects to educate youth on electricity.	w/c free



### CITIZENS ACTION COMMITTEE TASK FORCE ON BUILDING

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
Portland Cement Association	Booklet – “Energy Report for The U.S. Portland Cement Industry”	Tables for BTU Conversion rates. Results of Energy questionnaire sent to all U.S. Cement producers.	w/c free
American Gas Association	Booklet – “E Cube”	3 part computer program to help design efficient heating and cooling systems for commercial, industrial and institutional buildings.	w/c free
American Gas Association	Booklet – “How To Save Energy in Commercial Buildings”	Energy Conservation guide for owners, investors, architects, engineers and managers	w/c .15 ea.

**CITIZENS ACTION COMMITTEE TASK FORCE ON FOOD WASTE**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
American Petroleum Institute	Booklet – “For the Energy Conscious Chef”	Recipes and tips on conserving energy while cooking; also measurements of energy expenditures for cooking appliances.	w/c free
Center for Science in the Public Interest	Booklet – “Scorecard for Better Eating.”	Breakdown of nutritional values of food aimed at reducing waste and improving quality of diet.	w/c .50 ea.
American Gas Association	Booklet – “Increase Your Profits”	12 pgs. of cost cutting methods for proper use of commercial cooking equipment.	w/c free

**CITIZENS ACTION COMMITTEE TASK FORCE – GENERAL INFORMATION-ENERGY**

<b>Organization</b>	<b>Item/Title</b>	<b>Description</b>	<b>Cost</b>
Sun Oil Company	Booklet – “Sun’s Search For Energy”	Explanation of energy operations and projects underway to find new energy sources.	w/c free
Center for Science in the Public Interest	“Public Interest Letter”	Rundown of legislative events in Washington on Energy, Consumer Protection, Food and Nutrition. (Non-partisan)	1 yr. sub. 7.50
DuPont	Book – <i>Context</i> – “Energy Where Do We Go From Here”	24 pg. perspective piece on history and technology and future sources of energy.	w/c free
Brookings Institution	Brookings’ <i>Tri-Quarterly</i>	Summary papers of economists Perry and Okun’s work on energy and the economy.	w/ 3.00 ea.
Resources for the Future	Reprint article – “Limiting Energy Demands”	General info and suggestions on environmental and energy conservation.	w/ free
Ford Foundation *****	“The Energy Policy Project”	Complete report on energy situation in U.S. Charts, graphs, and energy adjustments suggested for various income levels.	w/c .75 ea.
U.S. Chamber of Commerce	Newsletter – “Energy News Alert”	Energy programs in progress around U.S. at the local level.	Sub. free to local chambers.

## CONTACT LIST

Additional energy information is available through the following civic, consumer and industrial organizations. Write or call (w/c) for the publications, studies and programs included in the Source List (private sector). If you cannot locate information relevant to your task force on the following pages write or call Valerie Ransone, Citizens Action Committee Inc., P.O. Box 19188, Washington, D.C. 20036, (202-456-6468) and I will put you in contact with the proper source.

<b>Organization</b>	<b>Contact</b>	<b>Address</b>	<b>Phone</b>
National 4H Service Committee	Kenneth Anderson	150 N. Wacker Drive Chicago, Ill. 60606	312-782-5021
Christopher Productions	Dennis Marlas	161 East Erie Chicago, Ill. 60611	312-642-2280
U.S. Chamber of Commerce	Mr. Lucan	1615 H Street NW. Washington, D.C. 20062	202-659-6000
American Petroleum Institute		1801 K Street NW. Washington, D.C. 20006	202-833-5790
National Petroleum Refiners		1725 DeSales NW. Washington, D.C. 22036	202-638-3722
Phillips Petroleum	Jerry Karr	4C4 Phillips Building Bartlesville, Okla. 74004	918-661-5224
Ballinger Publishing Co.		17 Dunster Street Harvard Square Cambridge, Mass. 02138	617-492-0670
Ford Foundation	David Sheridan	Energy Project 1755 Massachusetts Ave. Washington, D.C. 20036	202-462-4400
Bolton Institute	Joan Nicholson	1835 K Street NW. Washington, D.C. 20006	202-872-1014
General Motors Corporation	Gab Tiberio	3044 W. Grand Blvd. Detroit, Michigan 48202	313-556-4333

**CONTACT LIST (Continued)**

<b>Organization</b>	<b>Contact</b>	<b>Address</b>	<b>Phone</b>
Kaiser Aluminum	Hank Williams	900 17th Street NW. Suite 1000 Washington, D.C. 20006	202-296-5161
Dow Chemical Company	Jim Hansen	1825 K Street NW. Washington, D.C. 20006	202-296-1915
General Mills	Graham Molitor	1629 K Street NW. Washington, D.C. 20006	202-223-2371
General Telephone	Bill Neumeyer	1120 Connecticut Ave. NW. Washington, D.C. 20006	202-293-2800
Bethlehem Steel	Len Williams	1000 16th Street NW. Washington, D.C. 20006	202-393-4720
American Steel & Iron		1000 16th Street NW. Washington, D.C. 20006	202-223-9040
Washington Gas		1100 H Street NW. Washington, D.C. 20006	202-624-6424
The Electrical Power and Research Institute	Mr. Shuster	1750 New York Ave. NW. Suite 835 Washington, D.C.	202-872-9222
National Mineral and Wool Insulation Association		211 East 51st Street New York, New York 10022	
Potomac Power and Electric Co.		1900 Pennsylvania Ave. NW. Washington, D.C. 20006	202-872-2000
Brookings Institution	Jim Farrell	1775 Massachusetts Ave. Washington, D.C. 20036	202-797-6000
Resources for the Future	Joel Darmstadter	1755 Massachusetts Ave. Washington, D.C. 20036	202-462-4400

**CONTACT LIST (Continued)**

<b>Organization</b>	<b>Contact</b>	<b>Address</b>	<b>Phone</b>
Center for Science in the Public Interest	Doug Jamison	1779 Church St. NW. Washington, D.C. 20036	202-332-6000
Amoco Oil Company	Dale Sapper	200 East Randolph St. Chicago, Ill. 60601	312-856-5111
Mobil Oil Corporation	Products Division	150 East 42nd St. New York, New York 10017	212-883-4242
Sun Oil Company	Wm. D. Preston	1608 Walnut Street Philadelphia, Penn. 79103	215-985-1600
American Gas Association	William Miller	1515 Wilson Blvd. Arlington, Va. 22209	703-524-2000
American Automobile Association	Lou Priebe	8111 Gatehouse Road Falls Church, Va. 22042	703-222-6332
National Association of Manufacturers	Stan Berman	1776 F Street NW. Washington, D.C. 20006	202-331-3765
Dupont Chemical Company	Al Waterland	DuPont, Wilmington, Delaware Educational & Applied Tech. Div.	302-774-7458
Ford Motor Company	Bud Williams	815 Connecticut Ave. NW. Washington, D.C. 20006	202-785-6014
ITT	Bernie Goodrich	1707 L Street NW. Washington, D.C. 20036	202-296-6000
Interstate Brand Corp.	Cliff Hayden	12 East Armour Blvd. P.O. Box 1627 Kansas City, Mo. 64141	816-561-6600
American Paper Institute	Tom Kraner	260 Madison Ave. New York, New York 10016	212-883-8000
General Electric	Jim Squires	777 14th Street NW. Washington, D.C. 20005	202-637-4000

**QUESTIONS AND ANSWERS ON  
THE CITIZENS ACTION COMMITTEE IN YOUR CITY**

**Q. What is the purpose of a Citizens Action Committee?**

A. To mobilize and organize communities in what the President has called "a new partnership between the Congress, the White House and the people" to attack our three common enemies — recession, inflation and the shortage of energy.

**Q. What can the people of your community do?**

A. They can join in the programs that are worked out by your Task Forces, on which we believe all Americans can agree: to conserve energy, to retard inflation, to reduce waste, and to improve productivity and the quality of work. As we progress through measurable steps to attain these goals, we believe there will be a marked effect on restoration of the economy through blunting both recession and inflation.

**Q. Is there any Federal Government assistance available?**

A. Direct funding: no. Resources: yes. The energy conservation programs of a number of Federal Departments and Agencies are adaptable to your city. Field personnel from the Departments and Agencies are available to assist you.

**Q. What funding is needed, and where will it come from?**

A. It is not anticipated that any major outlays of funds will be needed to carry out the mission of your local Citizens Action Committee. Because it is a purely voluntary activity, it is logical to solicit support in the form of staff, office space, mailing and telephones from local corporations, institutions, organizations, and/or public-spirited individuals who are in a position to supply those essentials. This is the pattern for the National Committee: it operates with minimal budget, supplemented by contributed services and the voluntary efforts of a great many busy people.

**Q. Are there any guidelines for organizing our Citizens Action Committee?**

A. Only the suggested "Task Force" structure. The National Committee, in organizing itself along these lines, envisions direct communication between a Local Task Force on Gasoline Consumption, for instance, and the National Task Force on Gasoline Consumption. Local Gardens Task Forces will receive guidelines on policy from the National Gardens Task Force, which will be available to respond to the inquiries of the local group.

**Q. When will all the Task Forces be in place, with policy guidelines available?**

A. Just as soon as possible. New Task Forces are being assembled, their members are meeting and drawing up guidelines. Their guidance will be made available to local Committees at the earliest possible date.

**Q. Do the programs of the Citizens Action Committee compete with energy conservation and other programs already underway in your city?**

**A.** Not at all. The Citizens Action Committee should work with the schools, service organizations, municipal government, business, industry, labor — anyone and everyone in the community. Grouping all their efforts under the banner of the Citizens Action Committee can give renewed vigor and added impetus to programs that are already underway, and provide an umbrella of urgency and commitment to the need for new efforts.

**Q. Is this voluntary effort supposed to solve the energy crisis?**

**A.** No. It is supposed to help. And it can help, toward the national goal of conserving a million barrels of imported oil per day in 1975, two million in 1976.

**Q. What about the original goal, to fight inflation?**

**A.** By no means abandoned. The short-term problem is recession with many causes and no easy solution — but the restoration of consumer confidence can make a sizable dent in the problem. The long-term spectre of rising prices remains; the Task Force on Consumer Education will be working on teaching buyers how to shop carefully and prudently, while the Task Force on Productivity and the Quality of Work searches out success stories and works with labor and management to improve our work. Signing pledges to restrain prices, conserve energy and reduce waste will keep the problem in the forefront of everyone's consciousness.

**Q. How does the Citizens Action Committee tie in with the President's program of tax rebates, investment credits, oil import quotas and other legislative proposals?**

**A.** There is no tie-in. Nor is there a tie-in with any Congressional proposals. The Citizens Action Committee is non-partisan. It does no lobbying and is not a front for any political program. President Ford recognized the distinction when he announced the formation of the Committee, and continues to give our efforts his active support, while insisting that its non-partisan character must be preserved.



## THE WHITE HOUSE

WASHINGTON

"I said, in the State of the Union address, that there is a vital need for partnership. There must not only be a partnership between the Congress and the Executive Branch, but also between the Federal Government and the American people. I also call for a continuing strong program of voluntary action. I would like to emphasize that particular point again.

"The plans I have suggested for the economy and energy rely on the freedom of choice, freedom for every American to decide how to conserve on the one hand while still meeting his basic needs. Without the voluntary cooperation of every American, no government plan can really work. It is just that simple.

"Each of you has a key part to play in this great national undertaking. We need your knowledge, your resourcefulness, and most of all, your faith and your confidence."

*(From President Ford's remarks to the Conference Board, Washington, January 22, 1975)*

## THE CITIZENS ACTION COMMITTEE:

### A BRIEF HISTORY

The Citizens Action Committee was born during the 1974 Economic Summit Conference, sponsored by the White House and Congress. The need for a voluntary effort to help curb inflation was articulated by Sylvia Porter, syndicated columnist. President Ford listened to her thoughtful presentation, and invited her to form a non-partisan citizens group to organize such an effort.

The Committee was formed, and met with the President on October 12. Its members represent a broad cross-section of Americans. Many represent national organizations with membership running into the millions.

At that organizational meeting, the President said of the Committee, "It would be doomed to failure if there is a scintilla of partisanship or if the group seems to be merely a front for the White House."

The Committee is incorporated as a not-for-profit organization in the District of Columbia and has been granted tax exempt status by the Internal Revenue Service.

National priorities have changed dramatically since last fall. Recession is now No. 1, and as a consequence, the Citizens Action Committee has enlarged its charter and its programs. Today, the movement is gathering momentum – and gathering more and more Americans together, not only to fight inflation and conserve energy, but to promote economic recovery as well.

### HOW VOLUNTARISM CAN SUCCEED

The initial undertaking of the Committee, symbolized by the WIN button, was introduced and outlined by President Ford in his speech to the Future Farmers of America in Kansas City, October 15. Immediately, the notion of grass roots citizen involvement generated attention and drew enthusiastic response. More than 200,000 people wrote President Ford and pledged their help. WIN symbols and locally inspired WIN promotions appeared in stores, banks, offices and factories. The nation's largest food chain, A&P, announced a price freeze on 1,000 house label items. Other major food chains – Acme, Kroger, Giant Foods, Foodtown, Colonial and Pathmark – also announced significant supportive actions. A number of manufacturers, large and small, pledged to hold the line on prices. Newspapers, radio and television stations developed public service messages to help consumers cope with inflation. Thousands of individually inspired WIN ideas flourished. Regrettably though, the Committee's own efforts to develop and implement local action programs addressed to specific goals were outpaced by the enormous variety of spontaneous collateral support from organizations, businesses and individuals. Moreover, the public's preoccupation with November elections, the dramatic worsening of the economy and the lack – apparent or real – of national policies to deal with inflation, recession and energy undoubtedly contributed to further diffusion of the initial thrust for concerted voluntary action.

Thus by year's end, WIN seemed to some to be more a slogan than an effective mobilization of the citizenry.

Nonetheless, it is the contention of the Citizens Action Committee, Inc., that the claim, "voluntarism won't work" is as unfair as it is untrue. On the contrary, voluntarism hasn't been given a chance.

## STATEMENT OF PURPOSE

The Citizens Action Committee, Inc., is a non-partisan organization created to help mobilize citizen participation in constructive efforts to control inflation and save energy.

These efforts are also intended to support concurrent actions — government as well as private — to stem recession and promote economic recovery.

The Committee was conceived in the belief:

- a. that properly encouraged and directed, the American people will once again demonstrate that voluntary initiatives can be more effective than bureaucratic directives;
- b. that to the extent possible, the American people prefer voluntary rather than mandatory constraints;
- c. that the American people want to be a part of the solution and not a part of the problem. They want to be called upon to help. And they will respond.

The Committee was organized at the request of President Ford and he has pledged his continuing endorsement and support. Nonetheless, the Committee's programs stand apart from those of government and the Committee does not speak for the White House. Further, the Committee will neither advocate nor contest local, state or federal legislative or executive actions.

The Committee recognizes, of course, that the problems of energy, inflation and recession (the "three devils," as President Ford has characterized them) cannot be overcome by volunteer and voluntary programs alone. Economic policy, foreign policy and the great variety of timely government actions required to implement policy are plainly essential if ultimate solutions are to be found.

To dismiss the uniquely American tradition of voluntarism is to ignore the evidence of its effectiveness in serving educational and humanitarian causes all across the nation, year in and year out. Quite obviously, those who dismiss voluntarism overlook one simple fact: that except in instances of imminent national emergency, such as war or natural disaster, or an acknowledged commodity shortage, such as the petroleum embargo of last year, spontaneous public response cannot be sustained without clear goals, forceful leadership and careful organization.

A national, voluntary citizens' effort to save energy, control inflation and help restore the economy can still play a significant role — perhaps an indispensable role — in our overall national strategy.

Only two things are needed to rebuild public enthusiasm and merit a large-scale and sustained public commitment.

1. Explicit programs and projects which can achieve significant, measurable results: Projects which will be perceived as clearly in the public interest and fair to everyone.
2. Organizational structures to provide direction, resources and timely focus for worthy programs.

By bringing together the basic components of the community: Civic organizations, labor, management, and government, under the aegis of the Mayor, this volunteer effort can flourish.

To give you some feel for what a local organization can do, we have prepared brief descriptions of projects which can be undertaken immediately. (See Section II.) Also, there are several hundred project ideas (see Section III), developed by government agencies as well as the private sector, which you may wish to consider. Finally, the Task Forces of the Citizens Action Committee, Inc., will continue to develop and provide you with timely programs for implementation at the local level.

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## **Organizing Your Local Committee**

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## HOW TO ORGANIZE YOUR CITIZENS ACTION COMMITTEE

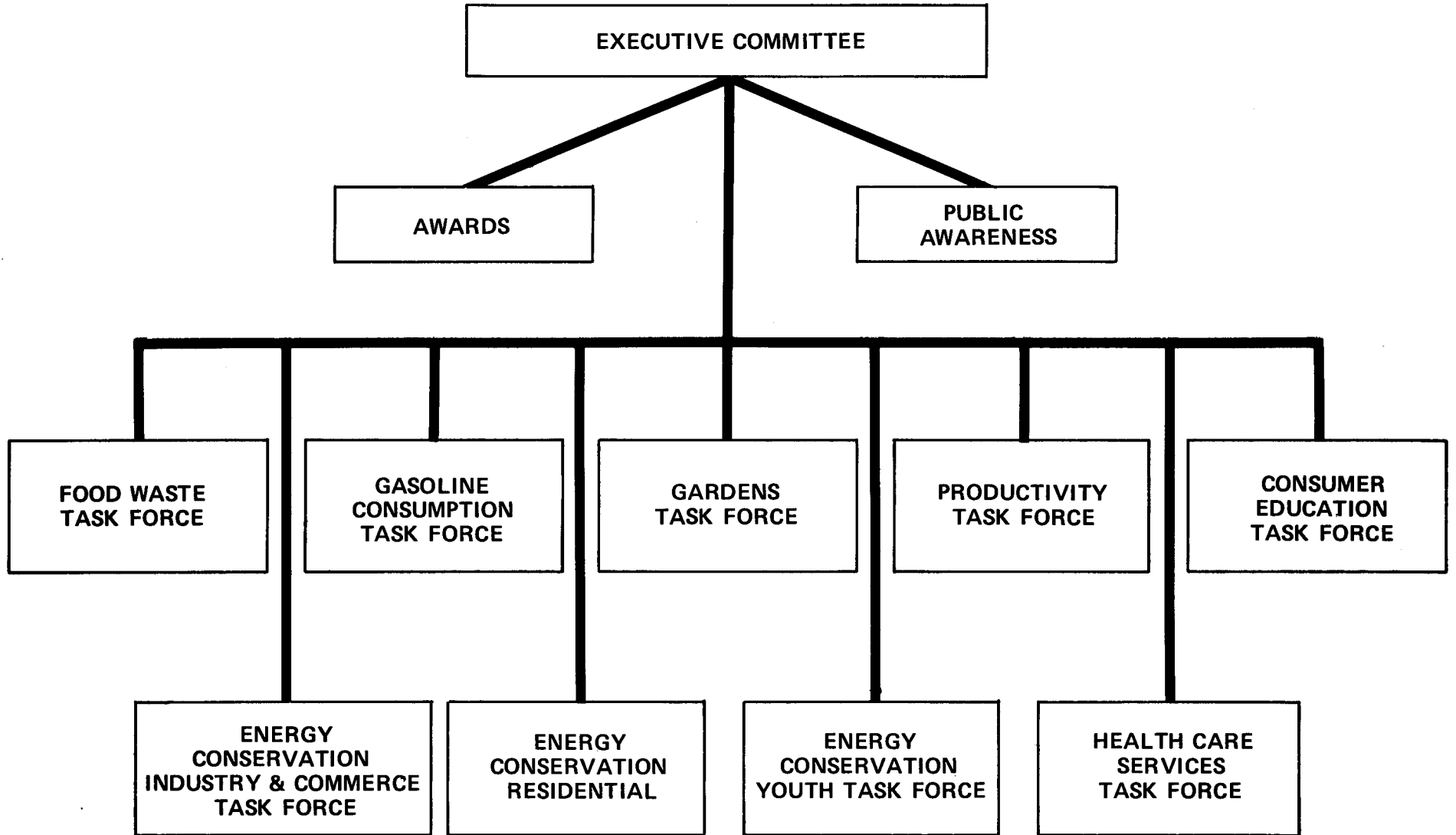
Although each city may devise its own organizational concept for its Citizens Action Committee, we recommend the simple chart included in this folder. Within that framework, you may find some Task Forces that are inappropriate for your city and others that have not been included in these charts. There is no requirement that you follow this pattern, but there are certain advantages to following the National Committee's structure.

For example, your Gasoline Consumption Task Force should include representatives of your local or state Petroleum Council, gasoline retailers association, Automobile Club, city transportation office and the motoring public. You may want representatives of leading industries in your city to contribute their expertise on such specific projects as car pooling. If figures on month-by-month or week-by-week gasoline consumption in your city are not readily available, you may want to enlist the expertise of your local university to devise a sampling technique for obtaining that information. Your local women's clubs or Red Cross volunteers could take on the task of collecting information from gasoline retailers; this information will give your city a benchmark against which motorists' progress toward a 15 or 20% reduction in gasoline consumption can be measured.

The composition of other Task Forces will suggest itself to you as their missions are defined.

Your local Citizens Action Committee is the mechanism for alerting the citizens of your city to the urgency of this nation's energy problems, and for getting something done about it. The nation will succeed in combating the energy shortage, inflation and recession if our organized efforts succeed.

# THE LOCAL CITIZENS ACTION COMMITTEE



## LOCAL CITIZENS ACTION PROJECTS

At the present time, you may want to assign No. 1 priority to energy conservation: The need is clearly evident. And a well organized, voluntary effort could produce significant results quickly.

A Citizens Action Committee can make the people of your community more conscious of the need to conserve. But more important, your programs can show people *how* to conserve effectively.

Most of us waste gas. Either we drive too often on non-essential trips, or we fail to keep our cars operating at peak efficiency, or we simply don't give driving much thought. Car pooling is one solution: It doesn't take a pocket calculator to figure out that if four persons commute to work in one car, three cars get a rest, don't use gas, don't suffer wear and tear. Yet only 25% of the country's automobile commuters car pool. Many companies and many communities have devised ingenious car pool arrangements that work. A brochure published by the U.S. Department of Transportation, "Car Pool & Bus Matching Guide" (see Resources list in this folder) will give your Task Force a number of success stories. The AAA booklet, GAS WATCHERS' GUIDE, shows any number of ways to "make five gallons do the work of six."

The so-called "energy audit" is a simple and effective device for reducing the needless and costly uses of energy. You may be surprised at how much fuel you burn unnecessarily. Around the house, you could save:

- \$54 a year with proper annual inspection and maintenance of your oil burner.
- \$68.40 a year by installing storm windows and doors.
- \$111 a year by insulating your attic.
- \$30 a year by turning down your thermostat 2 degrees.
- 10% of your fuel bill by caulking and weather stripping your doors and windows.
- 47% of your electric bill for air conditioning by setting it at 78 degrees during the summer.
- \$50 a year by proper adjustment of the water temperature in your dishwasher.
- \$42 a year by waiting for a full load of clothes in your washing machine and using cold water for the rinse cycle.
- \$27 a year by making sure your refrigerator is really air-tight.
- \$12 a year if your water faucets don't leak.

It all adds up. Check the enclosed pamphlet from the Federal Energy Administration, "Tips for Energy Savers," and other publications listed on this list.

When commercial buildings are subject to energy audits and corrective procedures, here are some of the things that happen:

- In San Francisco, \$134,000 annually was saved in a 22-story building.



- In New York, a 41-story building saved \$384,000 a year.
- In Atlanta, a 13-story building cut its fuel bill by \$13,000.

Here is just a partial list of energy conservation projects, which if undertaken in an organized way by your local Citizens Action Committee, could make "Gas Watching," Car Pooling and Energy Audits truly effective.

#### **Gas Watchers**

- Development of teaching aids and classroom projects for elementary grades as well as driver education.
- Encourage and coordinate the participation of local gasoline distributors and retailers.
- Urge strict enforcement of speed limits; seek the cooperation of the police department in encouraging fuel saving driving habits.
- Seek additional distribution of the Gas Watchers' Guide.
- Urge the local transit system to aggressively merchandise car pooling by bus.
- Devise ways to make public transportation, where available, more attractive to commuters.
- Undertake a local traffic flow audit and make appropriate recommendations.
- Encourage proper engine maintenance.
- Develop incentives for car pooling.

#### **Energy Audits**

- Encourage "energy audits" of factories, office buildings, schools and homes.
- Urge businesses to pledge themselves to specific energy reduction goals; establish awards criteria for those who meet or exceed their goals.
- Coordinate advertising and publicity aimed at homeowners.
- Undertake a review of city codes and regulations, with a view to eliminating requirements that waste energy and replace them with incentives to save energy.
- Encourage home insulation.
- Explore the many small, specific areas where energy can be conserved; taken together, they can make a sizable dent in energy consumption.

## **Other Projects**

Here is just one example of the kinds of projects which could be developed if your local committee embraces a program recommended by one of the National Committee's "Task Forces":

### **Gardens**

Growing your own vegetables and fruits, whether as a community enterprise or as a family project, fights inflation and puts food on the table. The National Committee's Gardens Task Force will draw upon the resources of the entire gardening industry to develop and promote successful gardening. But a Local Committee's Task Force can bridge the gap between promotion and action.

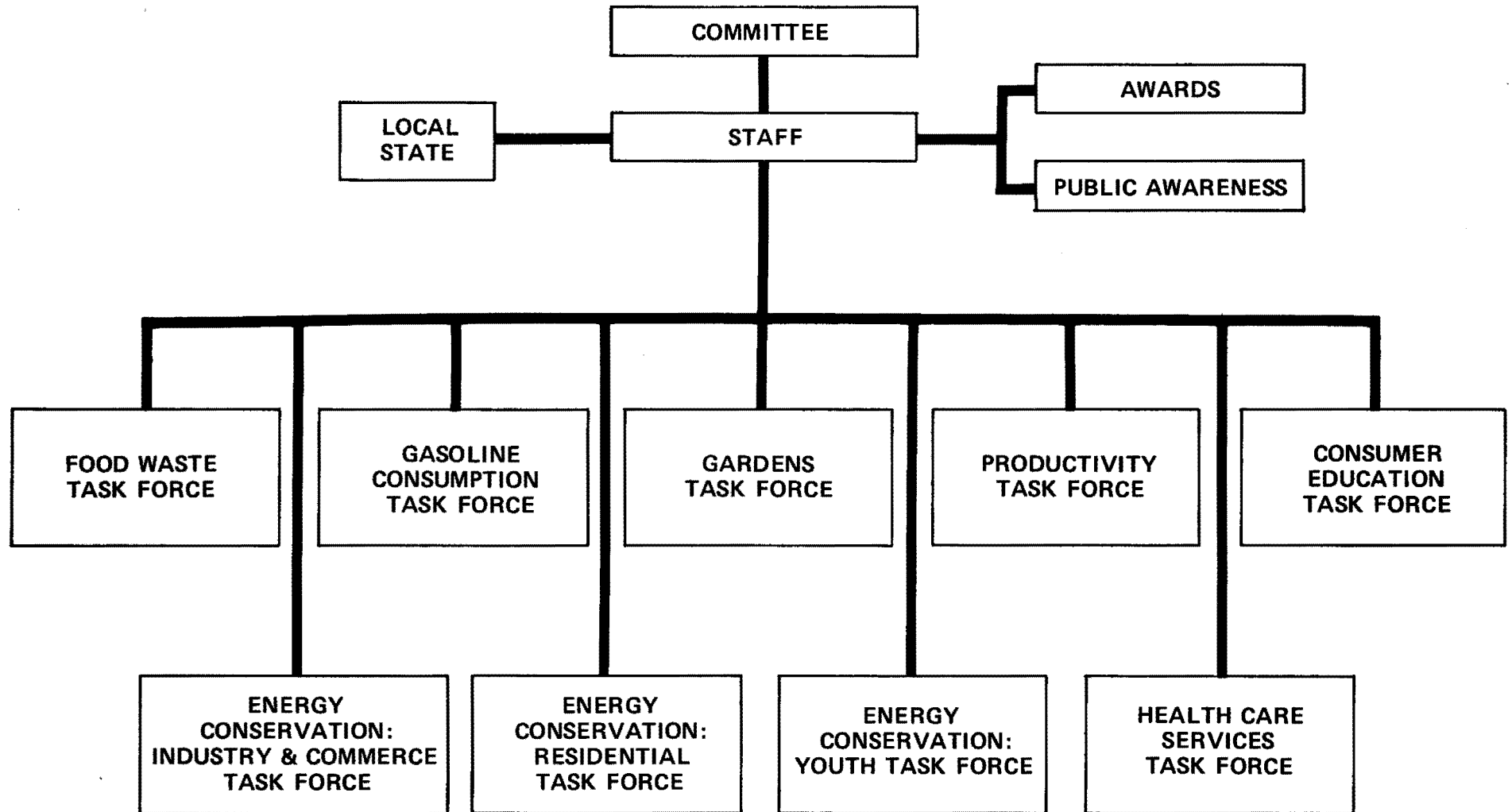
- Secure unused land, public and private, for community gardening.
- Organize responsible groups to plant and tend community gardens.
- Assist would-be home gardeners in obtaining reliable information for sound gardening.
- Work with local Garden Clubs in educating non-gardeners to plant only what they can easily grow and use.
- Assist companies in planning employee gardens.
- Establish canning and freezing centers.

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**Why a Citizens' Action Movement**

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# THE NATIONAL CITIZENS ACTION COMMITTEE



## HOW THE WORK OF THE NATIONAL COMMITTEE IS ORGANIZED

As the organization chart indicates, the resources of the Citizens Action Committee, at the national level, are threefold.

- The Committee, acting as a board of directors, establishes policy and directs the work of the staff. Members of the Committee, individually, also serve as resource people.
- The small staff handles day-to-day operations, suggests and evaluates program ideas and coordinates the work of the "Task Forces."
- The "Task Forces" are voluntary, ad-hoc groups of experts and resource people from the private sector. (When appropriate, representatives of government agencies also participate.) This approach makes it possible to draw upon the talents of bona fide experts to formulate programs which will achieve significant and measurable results in areas of interest to the Committee, namely: Energy conservation, inflation and economic recovery. For the most part, the programs are intended to be carried out by citizens' action groups at the local level.

"Task Forces" are disbanded when their work is complete and other, new ones, are organized as additional program possibilities are suggested.

Local citizens' action groups would be encouraged to organize comparable "Task Forces" to: (a) adopt national programs to local needs and circumstances; (b) generate and develop program ideas of their own.