

**RCII-6 Comments**  
**Recommendation 6**  
**Consumer education programs**

Who will provide the information? Most climate change information is not accurate or supported by scientists that are climate experts. Information from environmental groups and liberal governments who want to control the people are not documented in sound science or economic principals.

Government meddling/incentives rarely result in progress. Montana should be working to remove barriers to progress not impeding them by adding bureaucracy that adds no value to the end product. Furthermore, this report was based on a politically correct directive which assumes there is a man-made climate crisis. While this assumption has the backing of the media and politicians it has little support from the scientific community. Hence the reporting by the media of the relative minority that support the theory.

Need to link to groups and all areas of state

Conservation is the key. But, again, who pays for the education? If its through the utility companies, they will pass it on to the consumers.

Large Tax on all electronic signs. These are a stupid use of electricity.

How much will this cost and who is going to pay for it?

Who will provide the information, will it be unbiased? Scientifically proven? Who will pay for this? More taxes, regulations and red tape is not what will help Montana.  
Could only support if based on proven science not just theory

The so-called scientific evidence on climate change is highly controversial. I am adamantly against promoting political and societal change until debate on this issue is welcomed and not discouraged/silenced as it is being now.

Absolutely. Change the public mindset about "free use" of our resources.

I support this idea if it is implemented through the USB program and not with a separate effort.

If the truth were being taught now I would support this, however, the truth is not being taught so I cannot trust that the truth will suddenly start to be taught. For instance, over the last [7] years what do you think, from the education given to the public now, has been the average global temp change? It is [0]!!! Average global temps have not risen in the last [7] years.....see NASA data for confirmation.

Montanans are hungry for this information - We both want and need it!

We have cut our total energy use in half, and found this relatively easy to do. Not to mention saving us \$4600 a year in energy costs. I think this is the best payoff item on the list if done effectively.  
<http://www.builditsolar.com/References/Half/Half.htm>

People have to have the information to make informed decisions

This could be so effective - think about the fact that seatbelts seemed optional only 25 years ago, but after a nation wide education campaign, people have come around!

Stick to energy efficiency and renewable energy use.

Education in user choice and efficiency actions is a critical endeavor that must be successful. People must understand that today's choices will determine tomorrow's quality of life. Self must be balanced with all our relatives generations.

This is an easy and inexpensive option for moving along lots of conservation - use less.

Support here is based upon the expectation that informational programs will provide facts - not Al Gore-like propaganda. Based upon the Governor's appointments to the CCAC, I admit I have no sound basis for that expectation. Still I hope.

Can you legislate desire?

Programs have existed for decades. No point on re-inventing the wheel.

Only on a non-bias presentation. I am not sure how much is in agreement on climate change. We are only in agreement that there is a shift in the climate. As to the cause and cure, there is too much disagreement.

Need non-biased information.

A large help here would be to operate closed high schools, that is the student stay on campus all day and not leave at noon to, perhaps, purchase food. That habit, seemingly, developed in high school unfortunately seems to continue on into adult life.

Can we say "propaganda"?

This is redundant. Unless you live in a cave, you know about climate change and those who continue to deny it will, in the end pay the price.

Education is CRITICAL. An informed populace will allow us all to enter the debate informed and bring all our skills to the table.

Environmental information is fine but many times it is quite biased in blaming agriculture, industry, business, transportation and mining for all problems.

It would be nice to see truthfulness in education.

Especially rooftop solar systems. I do not particularly support large-scale industrial-style corporate wind farms and their accompanying transmission lines!

This should only be one component amongst more proactive changes.

I think this is perhaps the most important action we can take. Our 10-year old recently suggested she would be happy to help shovel snow if we got a 4-wheeler with a plow on it! And we live in town with just a short driveway and a sidewalk. I also believe there needs to be education about American per capita energy consumption as compared with all other countries (i.e., how vastly we exceed all others) and the moral implications behind "energy greed," e.g., "Do you really feel okay about driving six blocks to school if it means polar bear cubs will starve, and children in Bangladesh or the Yucatan will be flooded out of their homes."

Great approach!

Individuals can only do so much with this issue, we need strong and numerous government action of many forms and formats...

This is not something that should be "Legislated". Give incentives to Utility Companies to provide these services.

education costs money, who pays? If this is truly the wave of the future, business professionals should seek "education" on their own!

This is not an area that needs state-sponsored involvement. Many private/non-profit groups are already engaged in this type of educational campaign.

Look to the UN-intended consequences. Let the market do its job. Like most government involvement in an issue, it is well intentioned, but will ultimately make the situation more cumbersome and expensive. The fact that the term 'climate change' is now being thrown around instead of 'global warming' or 'global cooling' is telling. Really? We're NOT jumping the gun just a bit?

Essential. Most people have been thoroughly propagandized against conservation and efficiency.

In general, good idea. I have yet to see general education programs be effective, however.

We must change our lifestyle and this requires a real effort. People don't want to be bothered.

Nothing wrong with educating people about cleaning up the environment, but don't bring so called "climate change" or "global warming" into it. Such issues are mere scientific speculation and theories, nothing more.

In fact, recent studies show that man has much, much less impact on so called "global warming" than previously thought. I do not support spending tax payers money and recourses to educate people on problems that don't exist.

Especially climate change: How many fish can you put on the earth and still sustain life?

Lets teach our children junk science. That is exactly what this climate change agenda is. There are thousands of Atmospheric Scientists like Dr. Richard Linzen of MIT that don't buy human caused climate change. Lets get the facts first.

Lets start by educating them about natural systems and the fact that we may not be the predominant factor influencing climate -refer to any work on the web by Avery and Singer.

I would also support, although not directly related to global climate change, an educational campaign that informs consumers about the health impacts of cleaning products, pesticides, herbicides, and other commonly used products.

The government's role in this type of education effort should be limited. There are already plenty of non-government organizations that fill this role.

Again, outreach seems far less important than action. Way past time to take action -- e.g. follow CA lead.

I think spending on education is okay, but less important than providing real, affordable means to give consumers the real means for changing their ways.

waste of money. people can educate themselves.

I think this is a great idea!

The programs already exist but would need resources to spread the word more widely.

Education must be non-biased and directed toward conservation and not towards the evils of manufacturing and energy production.

I wouldn't spend a lot on this; unless you can get to people living in caves, they've probably already heard about it.

There is a heavy push for that already, might be best to incorporate what is out there already than to just "re-invent the wheel".

Not only folks on limited incomes would have problem with this. Maybe if permit required for work, certain regulations would have to be met? If incentives are offered, that reduces monetary output of businesses and individuals, so that might help substantially. Pats on the back for a job well done voluntarily may work better than forcing (and money/man power to do so by state to enforce regulations) too many rules down everyone's throat.

Education: If it is fair and Scientific, not presented or represented by those in the Nobel Prize group.....

I always support education; however with limited resources I think incentives are more effective. You need to educate everyone about how the pesticides that they use are killing the micro-organisms in the soil and the phytoplankton in the ocean that remove a great deal of the CO<sub>2</sub> from the atmosphere. The pesticide soup is killing those organisms that are vital to vertebrate life, and causing serious health problems in vertebrate species. Over one third of the individuals of wild ungulate populations have serious symptoms of Congenital Fetal Hypothyroidism as a result of fetal exposure to environmental toxins. Reducing pesticide use would help slow global climate change and make all life healthier.

Seems like it would be easier and cheaper to just require changes...the education will come along with the change...rather than spending so much money trying to convince people of the necessity.

The government can't educate people on climate change until the government understands climate change.

Education is not enough. Creating financial incentives/imperatives will create the motivation for people to learn. I have been involved in efforts to educate consumers about the consequences of wasteful energy use choices most of my adult life. There needs to be a carrot or stick to open up their ears first.

It seems critical that we spend the time and money to educate the public. Individual action is important in principal and in real benefits to energy conservation.

Good idea. Kids are the future. And they actually want to learn. It is the building contractors and appliance sales people who are horridly ill-informed. They call themselves professionals but only know what sells and what is cheap and high profit.

I would give this a 5 but am leary about who will set the messaging for climate change. Climate is clearly changing but it is not clear how much of the change is driven by people and how much by natural phenomenon such as solar radiation. If we define this as only a CO<sub>2</sub> problem, which is a controversial position, then we are headed off into the wrong direction. Need a balanced approach. Is the state prepared to deliver?

Yes, definitely; this is the most important issue of our time, and most people should be much better educated about it than they currently are.

Need appropriations for DEQ in HB2

We are all so overloaded already with learning - seems like an idea to create an entirely new state dept which cannot afford.

OK if it is truly "education" and not the usual propaganda and misinformation now being presented, especially in schools.

we don't need more programs my taxes are high enough.

Must present both sides of CO2 vs climate change debate since there is no scientific consensus. Recent reports analyzing historical data clearly show that climate drives CO2 rather than the reverse. CO2 is too small in % of atmosphere to drive climate.

Establishing programs costs money. There is already enough information out there for citizens to make their own decisions on how they feel about climate change. I am opposed to school programs on this issue as students are not presented with both sides of the climate change issue.

**EDUCATION IS GREAT; BRAINWASHING IS NOT. UNDER CURRENT CONDITIONS OF BIASED SCIENCE AND MEDIA REPORTING THIS PROGRAM WOULD DEGENERATE INTO BRAINWASHING OUR PEOPLE WITH THE POLITICALLY CORRECT.**

Especially important to educate children.

This type of focus is overrated and hard to verify as effective. Suggest more of an "on the ground approach". Investigate the largest inefficiencies and address them directly.

This could be perhaps be in part tackled by neighborhood-scale action groups that take on energy saving, carbon-cutting actions in their communities.

How about creating a "Green Corps" of Montana college students to do this education?

I generally support educational efforts, but will they present an unbiased picture or will it be agenda driven through psuedo-science???

Educational efforts are difficult to measure. Making education mean something to consumers translates to \$\$\$ saved for them. "If you saved this much energy, you could get a new bike with that money."

Education is empowerment.

I like the fact that children are included. we need to think of the 7th generation and not just today.

This has been going on for years

Are you kidding me, more government? NO!

Has a low ranking because the state already underfunds education. Don't add more programs to the schools until you adequately fund what is already there.

Why not set this as a goal versus a mandate. Who will oversee this program? What are the costs of this program versus the benefit? Why not give the schools additional funding and just include it in there curriculum?

I am opposed to this type of program in the schools. Aim your programs at adults, let them make an informed decision and pass it along to their own children.

Education is critical for building industry professionals as well as consumers to better understand the importance of energy reduction as well as the most cost effective and highest benefit practices.

Let's get programs in our elementary schools to teach kids to conserve and preserve. We gotta teach 'em when they're young!!

With the prices rapidly increasing, conserving natural resources is a matter the free market can handle without government involvement.

This sounds good, however, my "trust" level is not there yet.

Be sure to revise state education standards to require this, or else it won't get done in our public schools.

A waste of money and a promotion of psuedo/junk science is not going to help Montana in any way.

who is going to teach consumerism a school teacher,they have a hard enough time teaching children

It's immoral to take money from the people by force through taxation, only to turn around and spend that money on indoctrinating those same people in socialist principles.

This is the role of private sector non-profit organizations. State money is best spent elsewhere.

The information is out there. The State does not need to pay for it.

I believe there is already plent of information out there for those of us that are truly interested.

Education is good but the programs need to include the full picture, not just the current "politically correct" view. There are lots of different views on what is causing global warming but not all are "politically correct". We need honesty first, not an agenda.

make available, but not required!

Let the private market educate people. I oppose use of my tax dollars to pay for this!

This Action Plan was not a Montana grassroots Plan. It was the same plan written for California and other states. Montana's poor and middle class cannot pay any more for energy.

<http://www.righttalk.com/asx/ggws.aspx>

So much information is now readily available. People just need to read and make empirically based decisions.

Too much bureaucracy. I don't want to pay for all of this.

Until the State of Montana can tap into a resource besides the citizens to fund legislative programs to educate the citizens, we cannot endorse any legislation that creates more government.

My Question again who will pay for this addition education program, our children have trouble reading and writing and doing math, Our cities are complaining that they don't have enough money to do the current task of education our children. What will the cost be. What will the cost be to employers to add this educational requirement to their current requirements to keep professional up to date on all the new regulation. This is a high price to pay for an unproven theory.

Figure out decisively and first if global warming is man caused or cyclic and sun related. What I have seen so far is education by agenda, my science vs. your science. Nothing conclusive. We don't need more grant funded education, the cost of admin and application outweigh any benefit. Use existing entities to accomplish this, some are already doing it. Duplication  
Climate change is a natural cycle of earth's environment and there is nothing man can do to stop this natural cycle.

Is legislation required to execute an education program? Maybe an environmental or other non-profit group would be willing to do this with grant money instead of via legislation. Or, maybe the utility companies and manufacturing companies that operate in Montana could be enlisted to help pay.

GHG theory is simply that, a theory. And this waste of tax payers dollars is unacceptable and must be stopped. This is a plan to control the people and economy and to undermine our good country. This is unacceptable.

Increased government... not a good idea.

Let us not brainwash anyone about things we are not sure are true. We don't know if human activity is causing global warming.

Oh my gosh. If you want to educate yourself at no cost, do some research on the internet--it's virtually free and does not need additional state personnel to become "Educators".

This is the direction that I feel you need to go. Education is the key as long as the education is not bias. Give people all of the information and let them decide. I feel that they will go the right direction. Most people want clean air to breath and a clean environment.

Education is great but remember schools are locally controlled so emphasis should be on local districts not OPI.. Should be done with PSA's and perhaps literature brought home by students from state sponsored programs

You mean indoctrinate don't you?

Who pays?

Education is great but remember schools are locally controlled so emphasis should be on local districts not OPI.. Should be done with PSA's and perhaps literature brought home by students from state sponsored programs

climate change is a natural cycle, has occurred before and will happen again.

As long as you don't try and corrupt those who believe global warming is a myth. Just talk about making better choices regarding efficiencies and, as a result, cost savings. It sickens me to hear the diatribe about global warming.

This doesn't really seem like the state's role. Besides, everyone and his dog is conducting consumer education programs. We don't need more education--we need more action.

I really like this idea, the challenge will be to base the education on the facts and not emotion. There is a lot of conflicting information out there.

We should have educational programs about renewable energy, etc...not because of climate change (there are a significant number of people who do not believe it exists) but conservation is the RIGHT THING TO DO. I would have given this a 5 if the phrase on climate change was not at the end.

Should be provided through energy suppliers. Education on GSHP's and an expanded LIEAP should be expanded

We do not need new programs like this. The business world can do this to promote their wares and the issue.

Got a job for me here? This is the prerequisite for getting the political backing to make most of these proposals fundable long-term! Seriously, everyone considers him or herself an environmentalist, but few of us diminish our wasteful habits. Our state government needs to give us that opportunity, just as government reduces healthcare costs by encouraging healthy behaviors. No other planning goal focuses on the community's common benefit as much as does sustainability.

Start immediately

require energy consumption information of commonly used consumer products

So far, these are absolutely fantastic initiatives with possible long-term, positive effects!

Don't teach "Climate Change" garbage science in the schools. Educate public on energy efficiencies and create incentives to pay extra for energy efficient devices.

If we can get children aware of conservation of energy it becomes a habit that they will carry through their life.

Education and hopeful ways to implement sustainable practices in everyday life. (Tax the Stock Farm residents (not business dwellings) and other people building huge homes on the amount of energy/resources they use that is way over the average family home). Have creative incentives to motivate people to save their use of utilities and resources.

Without education there can be no hope.

Why do we need more legislation? Aren't we being bombarded with the information every time we turn on the TV, radio, or read a newspaper?

Education can help people understand that efficiency will stretch out the lifetime of currently-valuable resources.

children can make informed choices? Who pays?  
throw money away without proof that it will make a difference on climate. Must have more money than you know what to do with! Not so!

Education needs mostly to go to profit organizations as to how this improves overall health and profits. They are the biggest culprits of stagnation

Not an appropriate use of tax monies. No.

Climate change is not propaganda folks, who would be benefitting from the propaganda anyways?

Of course.

It has not been proven that climate change is caused by man. We need to stop teaching our children junk science.

Don't trust government to tell the truth. We're already inundated with greenhouse gas, carbon footprints, and global warming lies.

Fair education, presenting facts from both sides.



yes!!! education is key. informing professionals in the energy sector so that they understand and are able to clearly articulate to others is crucial. also crucial that there are formal education opportunities where the knowledge will be shared with consumers and school kids.  
No new taxes for this. Use available resources or get Fed funding.

I don't believe the GW issue is understood yet to the extent that it requires State Government to create additional expense for taxpayers

Senator Baucus has recently pushed through an appropriation to fund a program called "Taking Technology to the Classroom." This program seeks to create college courses in technology that teachers can take to acquire "technology certification" under OPI's 'areas of special permissive competency.' Currently, no certification programs exist in MT for teachers in technology. The state government and EQC should support this effort and work with its stakeholders to create and implement a course focused on GIS and climate change/energy issues in the state. Teachers could then take their knowledge back to the classroom and educate students. Also, the National Science Foundation provides a grant-program called 'Informal Science Education' which focuses on science education in informal and community-level venues. Perhaps this could be a way to fund some of these consumer programs without dipping into state coffers?

Nice idea if more informative than this survey/study, please connect with people who have more experience and have already made all the mistakes. Please be more resourceful than you presently think you are.

Yes, eventually these children will be leading our community. Teach them proper care for the commons. And to teach them, we must teach the teachers.

Education is absolutely important, but I think incentives will send the message home, so to speak.

More government spending on "politically correct" thinking is not helpful.

Education is key! We need to be informed so we can make smart choices!

Another mandate for schools and local government and how would it be funded?

Mayor John Engen and the Missoula City Council are not interested in conserving energy; in fact regardless of what they say, their actions reflect a desire to consume more, not less.

The sooner the better, as both adults and their children are in denial regarding how we live affects impacts all of our futures.

In most cases, this probably won't make a major change.

Education is great but ALL sides of the issue need to be presented. Taxes spent

Education is always one of the most important steps to any process, the more would be well spent on this project!

How will this legislation be paid for?

I think that education has to tell all sides to a story, not just one side that a biased committee came up with.

Absolutely as today's electronic age is using more and more energy between computers, LCD screens, and PS2/3's, Wii's etc. Kids need to realize that energy is finite, not infinite.

Needs cost analysis to fully understand impact.

education about this problem is still needed and appropriate use of public funds.

Sounds like re-education camps to me! Teaching unproven, hypothetical, junk science to the residents of Montana is an abomination.

It is hard to determine the extent of the impact to consumers and needs more analysis.

Be sure to link with efforts to provide tax incentives, rebates or parallel efforts by utilities (under USB) to educate users.

The more people that know about renewable energy and climate change, the better!

Lack of education and forward thinking is primarily responsible for the mess we're in. Promoting healthy, thinking, and responsible societies hinges on educating people in a clear and effective way. Teach, don't preach, and try to present the information in such a way that the facts speak for themselves if possible. "We are going to use less energy by doing this and this and here's why." With a proper and straightforward education campaign we could not only work to solve the current situation but a thinking population will help prevent crises like this from arising again in the future. However the catch to education is that it requires transparency alongside it to allow people the ability to make clear choices. Just telling people what to do is not education, they have to come to the conclusions themselves if they are going to be persuaded to change.

Many years ago I said "get control of the children's minds and in 15/20 years government controls the minds of the adults." This is nothing more than 'mind control;' government controlling the minds of its citizens.

Schools have enough to worry about without adding this to the underfunded education system, and we really don't need any more environmental indoctrination programs

I especially approve of letting children and young people, teen-agers, etc. become knowledgeable about the effect of irresponsible actions where energy use is involved. Example: Opening windows because a room is too warm, such as an upstairs room, instead of dealing with the source of the heat by closing a door. This is just one example. They do not know that the energy to heat one's home is expensive and that wasted energy is "wasted money that could be used for something else."

This I feel is the most important facet of this whole thing. Until the TV starts showing this, the public will be unaware. Sad but true fact of this American life.

This again would quickly become propaganda which we already have seen too much of.

Educating children is crucial to future action, as is current steps in an environmentally conscious direction.

These education efforts are a huge waste of resources. They are ineffective and do not reach their target audience.

All of these are 'feel good' expensive bullsh\*t legislation. Global warming is NOT a fact (cold records set last winter in the southern hemisphere) so it might be Northern hemisphere warming, but not global. Secondly, latest studies of the sun spots (that control global temperatures more than humans) indicate that within 20 years we will be back in a 'mini-ice age'. Not politically correct, but MUCH more accurate.

I favor efficiency education for better use of our energy.

This is too weak. How about establishing a new education paradigm for higher education. Develop a pilot degree program in the University system. A new Degree BS/BA called say Global Warming Abatement. Students could choose specialties-Biology-Engineering-Politics/Legal-etc. Fund it w/ coal tax money. Think long term.

This is so important. We must change our behavior as well.

O.K. We're all idiots. We need the government to educate us. King George tried that, too.

Ignorance is fueling a lot of resistance to these programs.

I support this except for climate change education, I believe the jury is still out on anthropogenic contribution to global warming

Man Made Global Warming is based on JUNK SCIENCE.  
You need to do your homework and do the research.  
We don't want a carbon tax or Cap and Trade Policies.

Stay away from our children. Shoving your personal policy beliefs is the same as force feeding, it's illegal.

This is fine but do not use this to propagandize the alarmist position on global warming. In spite of Al Gore & his supporters' alarm, there is plenty of debate that should occur on the extent humans cause global warming and the extent to which it is cost effective to take drastic actions. We're not all as gullible as Steve Running thinks.

Will both the negative and positive costs of choices be part of the education process?

Education is good, but scaring and brainwashing our children is reprehensible.

Much needed.

This is very important in affecting change!

This needs to be done on all levels - from kindergarten to town hall meetings. Better education and incentives for change will encourage the needed changes to come into being.

The target audience should be consumers and businesses, NOT Children. This is too scary and they are not responsible for the mess we're in.

We already have adequate environmental education and controls.

Only if all sides of the issues are presented. It is especially important that citizens understand that sun spot activity and not CO2 is the cause of global warming or cooling  
Once again, we are delving into growing the government, and indoctrinating children. Lets concentrate on just educating children. If a business owner or consumer wants to show up to a seminar, that is fine, because it is voluntary.

This would take place on its own when the higher standard codes are in place and enforced. Usually, the norm is to follow everyone else lead because that's what society does is follow the latest trends on things...so these programs are good to have around in case someone misses the boat.

Given all of the misinformation of climate change, such program will promote ignorance about Montana's climate instead of creating informed citizens. There is nothing individuals or Montanans as a group can do to make it rain more in the summer. We are at the mercy of natural climatic cycles that have been at work for thousands of years. Montanans should know that 40 year droughts have occurred in the past in our area of the world and we should prepare for such of an event. I doubt the program will make Montanans aware of such facts and therefore a waste of money.

Everyone could make wiser choices about their use of energy if they were better informed.

What are you going to do about low-income folks who can barely afford utility bill payments, much less energy efficiency improvements? Education and "incentives" are going to have almost no impact on them. This is an important consideration, since Montana is an "old" state, both in terms of population age and age of residential structures.

This kind of education of the public, and professionals, is crucial. It makes people aware of the problem, and shows them what they can do, and contribute as individuals, to help fix it.

Teachers need to be included. They can impact children as quickly as anyone. If the slant of these recommendations is aligned with what the education platform would be like, then only half of the story would be told. Let parents, & local school boards decide these issues.

more tax payer money going into feel good politics when it should be used more effectively. wind turbines on public housing would serve similar goals without the hot air.

Please, no more legislation.

I don't believe that climate change is the same as, or should be rolled into conservation and pollution reduction.

There is no better way to get people to act than educate them. Except educating their children whom will not accept anything less for their future.

How would this be funded? Would it be mandated and passed on to some other agency to implement and fund?

Do not need another program that will cost money. Energy efficiency professionals should not depend on state for their education on this.

It's not the State's business to educate citizens. We're not stupid. There's plenty of info out there for us to study for ourselves.

Education is important, but can be very tricky given the complexity of the issues.

I'd like to help with this.

At least here the citizen would have a choice

Set time frame - 2009.

It is hard to determine the extent of the impact to consumers and needs more analysis.

Perhaps. But I am concerned that this will turn into yet another taxpayer-funded propaganda exercise.

The entire concept of man-caused climate change is unsupported by real science...the idea of brain washing children is ridiculous.

Absolutely not. This is called propaganda. Reputable scientists from leading institutions around the world are soundly challenging the premises of man-made global warming. Let the hype settle. To suggest the "debate is over" is not only silly, but flies in the face of sound scientific procedure.

Isn't this already done by MSU Extension? Why duplicate it at the state level?

Another boondoggle proposal. Existing programs are adequate. Just where does the State of Montana think they are going to get better information than that available to existing professionals working in energy efficiency? The fact is that the existing professionals would have to educate State Government.

Make sure education is fact based and peer reviewed for soundness. There is much bias around we needn't make it worse.

Yes! Canada's school kids are fully aware of energy efficiency and savings much like we grew up with Smokey the Bear.

GOOD!

**THIS IS EXTREMELY IMPORTANT PIECE OF THE SUCCESSFUL OUTCOME.**

Only if the education is balanced and non-biased. It is difficult and inefficient to try educate those who do not want to be educated.

The answer will eventually come through education leading to cultural change.

Legislation is not needed and education should only be factual not politicized crap like Al Gore put out.

essential

Shut the door, close the window, turn down the thermostat. Montana's people don't want to waste energy especially sine it cost so darn much. Don't waste the time or money on this one.

Broad-based, geographically and across all sectors.

Education especially for children but also other consumers is an absolute necessity to reach all of the energy goals.

Should be a Federal program. This much legislation leads to complicated bureaucracies. We could use schools to educate children who could then carry the message home.

**THESE PROGRAMS EXIST "NOW" PRIVATELY AND MORE HOME OWNERS SIGN ON DO TO HIGHER MONTHLY INCREASING POWER BILLS EA MONTH/YEAR**

Advertising, publicity, government awards are probably as cost effective as trying to establish programs. You might have a Governor's Award for innovative classroom programs by teachers who incorporate energy conservation into classroom programs, e.g. math curriculum with problems around conserving energy.

I think education is much too important to gloss over; it's misunderstandings and ignorance that fuel poor thinking and "if it was good enough for dad, grandpa, it's good enough for me" mentalities.

Respondent does not have sufficient information or knowledge to rank this recommendation.

costly and not needed

School facilities could be a target for improved energy efficiency. Along with the instillation and construction of improved energy efficiency, an educational component could be linked.

there are existing providers available such as the Extension service that could be utilized

Generally in favor of education. Focus on things that consumers can do, and stay away from lofty statements. There are many people out there already who are instant experts. Fill the void with real experts in their respective fields.

Don't let the corporations influence the message--they have a vested interest in advocating "X" technology or plan; let the disinterested non-profits and the environmental groups agree on the best educational messages. Then let OPI and interested local groups do the messaging. Do not make the acquisition of this energy efficiency information expensive; let groups and individuals get the information for little/no cost (use libraries, for example), and encourage people-to-people programs to learn about the new requirements/expectations and then to follow up! with actions. The follow-up is the hard part. Please do not hold fancy conferences in fancy hotels and then assume all is well. Education must be followed up by actions.

Again, there is no lack of information available to the public. I am not in favor of using my tax dollars to promote the agenda of the MEIC.

The problem does not appear to be with the children, but with the adults and legislators that have competing interests.

The public will support action once we understand the scope of the problem. We all want a livable environment for our children and grandchildren.

no more government, too expensive,

Good concept but let this be done by business through incentives and spare the taxpayer of additional government programs.

Holcim supports consumer education programs, but recognizes the need for appropriate funding mechanisms for these outreach / education programs.

school programs are necessary

As long as the education notes that "climate change" is not solely caused by man.

Such education of children and adults would have to include a serious discussion of the scientific debate on climate change, its multiple origins and multiple impacts. A "the debate is over" stance would be an injustice to the people of Montana.

add clean coal technology

This is the most important thing Montana can do as a state because without knowledge there is no action.

Best idea you have had so far.

You already have a meda on the bandwagon doing much of the work leading the charge. Is this their carrot (continue we think we can pay you now).

This is so important!

We have lost funding over the past five years to spend time in the schools educating children. It would be nice to have funding for those activities again. They are the future, and it is important to plant these seeds when they are young.