

Energy Efficiency in Alabama

Commissioner Susan Parker

The Public Service Commission (PSC) in Alabama does not have authority to cause the utility company to initiate energy efficiency programs. However, Alabama Power is currently installing smart metering and all the state's utility companies are working to educate the public about ways to save energy with this new technology.

The state legislature is currently in session and is considering a package of bills to establish and promote efficiency programs. Several of these bills provide substantial change mechanisms and funding sources for the establishment of both EE and renewable energy initiatives.

In the meantime, the PSC is working within the existing parameters to bring about energy savings in the state. We are launching a statewide educational program called, "Consumer Education Initiative (CEI)." This program includes the following:

1. Creation of an Advisory Committee which includes representatives from the industry, all state and federal agencies involved in EE, constituency groups such as senior citizens, public housing, and students K-college.
2. Publication of a simple, consumer friendly publication to educate citizens about why and how to conserve energy.
3. New website with EE information and links to numerous other helpful sites.
4. PSC team of speakers/trainers who will blanket the state with educational programs at senior citizen centers, retired teacher and state employee events, school programs, etc. to reach thousands of citizens with the message about EE.
5. Statewide media blitz with visits to editorial boards of all daily and weekly newspapers to encourage their participation.
6. Radio/TV appearances on talk shows, interviews.
7. On-going press message program with weekly press releases regarding programs and initiatives around the state.

The CEI program began in late 2007 and will be in full operation by spring of 2008. The program is funded by the PSC.