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Jaclyn A Brillling, **Sec.**
NYS Public Service Commission
3 Empire Plaza
Albany NY 12223-1350

Dear Ms. Brillling,

I am a contractor who works under the Home Performance with Energy Star residential program in retrofit, and the Energy Star Labeled Homes program in new construction. You can get more information about my business by visiting my [website](#). We have been active in these programs of over 5 years. I was involved in the formation of the programs before SBC 2.

I am writing in support of funding NYSERDA to continue these programs through SBC3, and to ask that they be funded at a level above their current expiring funding. The program has grown significantly, and their expenses have grown proportionally. I have heard discussion of 50 million per year for 5 years as a need.

What do you get for that?

I have some suggestions, and I have some results from the past 5 years you may want to look at. Over the past 5 years, I have acquired additional equipment and personnel to provide whole house services to Homeowners throughout the Central Southern Tier. I have worked on homes owned by individuals with 6 and 7 figure incomes and on homes for senior citizens with extremely limited income. All of them got complete inspections of their homes or proposed projects. Some listened and responded by doing all the work recommended, some took certain items and postponed others, and some said 'no thanks'.

I had a call from a client several months after his work was complete, saying his Carbon Monoxide alarm was sounding. He is wheelchair bound, so I was concerned right away. His house is all electric, and it was summer. He was not cooking. It took me about 3 minutes to figure out he had used his remote starter to start the van in his attached garage, and forgotten to close the house door. His alarm and call saved him from a potentially dangerous situation. His name is Dan Cullen from Powers Rd in Binghamton.

I have a woman who thought she may lose her home because the price of heating it was getting too high. She got an audit, grant, new furnace, new water heater, and full insulation package for about \$3000 out of pocket. Her loan payments will be on the order of \$35, and she will save more than that in energy. Her name is Adelaide Zanker, she lives on Forrest Hills Rd in Binghamton.

I had a client who was considering building a new vacation home on Skaneateles Lake. He didn't want any financial help, but he did want us to fully insulate his house with foam. He had 2 wood

One Cold Knight



76 One Too Many

fired fire places. I told him, when the house was still just a dream, that he would not be able to run a kitchen exhaust fan while the fire place was in use unless he opened a window. Several months later, when the house was nearly finished, I proved this to him using synthetic smoke. This was the Mendolia Family.

Now we have architects calling us to see what we think about some of their plan details before they draw the plans.

All of this is based on things I learned both before and during the SBC 2 round. Many of them were learned using some type of financial subsidy from these programs either through NYSERDA sponsoring an Affordable Comfort event in New York, or through networking with other contractors at an event that had at least some NYSERDA funding. All of them involved equipment bought with NYSERDA subsidizing the cost in some way.

I believe these programs have had a strong positive effect on the population of New York, and they deserve continued funding.

I do have a suggestion that I have found NYSERDA does not support. Given the recent increases in fuel costs, there will be lots of slipshod contractors out there looking to cash in on unsuspecting consumers. These guys will not be BPI certified, and they will not want consumers to know what they should be buying. To date, NYSERDA's advertising campaigns have been very limited in scope and exposure. They rely on the name recognition and endorsement of Steve Thomas and that is about it. While I thank them for this effort, I believe it is far short of where it should be. Back in **1993**, when I started out in the foam business, I used a product called Icynene. Icynene bought time on This Old House, and became a household word in about **3** years. Steve Thomas was there then. Icynene got video recordings of the episode on This Old House and distributed them to all their contractors. All of a sudden, you could not go through a home show in New England without seeing that video. By **1996**, there were Icynene contractors and clients throughout the US. This from a company in Toronto with less than 20 employees and a much smaller budget than NYSERDA's.

I don't think This Old House is a good vehicle for these programs. I do think that if NYSERDA funded production of **3** to **5** one hour shows concerning the principals of these programs and ran them on the Discovery ~~channel~~ they would find an audience, and someone would fund continuing the programs. If the woodchucks fro Orange County Choppers and West Coast Cycles can get an audience, then we can too. I have not done an audit yet, where the homeowner did not play a part, and get excited about the knowledge they received. What we do is very interesting stuff, and it has dramatic impact on health & safety, comfort, and energy efficiency of homes and businesses. With the right host and the right script, this could turn into a funding source for NYSERDA beyond SBC **3**. AND, it would dramatically educate consumers in NY and nationwide, resulting in vastly improved work done on houses nationwide. I dearly believe ~~NYSERDA should have funding explicitly limited and dedicated to producing at least three one hour pilots.~~

The money should be phased. First phase is creation of some scripts and sketches. Pitch them to Discovery and HGTV to see if there is interest. Pitch them also to some of the people who produce the products we use to do the work. Pitch it to insulation manufacturers, HVAC manufacturers, specialty contractors, specialty product manufacturers, appliance manufacturers, trainers, etc. to ask if they would be interested in advertising during these programs. Once you have a venue and some sort of public domain advertising, then produce three shows and put them out in the market. I believe your response will be big and very positive. While you are educating the consumers and adding credibility to BPI and the contractors through BPI certification, you will also be creating a funding source for NYSERDA.

There are several places you should not send SBC money. One is to the New York State General Fund. This program is still too small to cut off funding, and if the money goes to the general funds it will be squandered on some pork barrel project.

Funds should not go to any sort of Rebate Program.

Some part of the funds should be dedicated to helping people who are below the median income level, but below the median income level of people in NY. Right now this is a grant program. I believe it should remain half the total value of the job or the maximum allowed, whichever is less, but the maximum grant allowed should be \$ 10,000, not \$5000.

I hope you will take this under consideration, every time I go to training in these programs I come away with more knowledge, and better able to fully educate my customers and serve their needs. My staff has risen from 4 to 10 over the past 5 years, and our payroll has risen from about 100K to 300K. And, the consumers we serve are getting better work every day.

Sincerely



Patrick W. Dundon, Pres.
Dundon Insulation, Inc.