



GREEN-TOPPERS

NATIONAL INSULATION COMPANY



Tuesday, March 24, 2009

To the Public Service Commission of Utah,

First of all, as I've pulled up histories on who you are and what you've done, I'd like to thank each of you for what you're doing for our community and for the Wasatch Front in particular. I think you're doing a fantastic job and the idea that I'm going to throw out tonight I hope will not offend anybody. It's simply an idea.

A lot of people have the ability to throw out Yes's or No's, but I think that along with a "Yes" or a "No" there should always be a reason and a plan. I'm going to throw out in the following pages a plan, a plan that I have faith can work. A plan that I know will better the state I grew up in and that all live in.

As Albert Einstein once said: **“If at first, the idea is not absurd, then there is no hope for it”.**

So to this “idea” if you'll give me at least that is on the pretty “absurd side”, and I'm going to take a shot at it from the deck, if you get my drift.

“It is much easier to talk about your ideas than it is to actually follow through with them. Don't allow yourself to fall into this trap. As soon as thoughts pop into your head, take action. Write them down, create a plan of how you can achieve them, and then run with them.” - Anonymous

This takes me to the current idea that I have. It is regarding the following attachment that I got in my mail this month as that I am a current Questar Customer.

UTAH MARCH 2009

Volume 32, Number 1

Teaming up to REACH those in need

Basketball star Deron Williams, the Utah Jazz and Questar Gas are teaming up to help low-income elderly and disabled Utahns pay their gas bills. For every assist Deron makes during home games, he, the Jazz and Questar Gas will donate a total of \$200 to the REACH program.

You can join the team too by calling Questar Gas to make a one-time donation or sign up to make a monthly contribution on your gas bill. Every year, Questar employees, shareholders and customers contribute more than \$300,000 to this important program. With a little teamwork we can help some good people in need.

If you need assistance or know someone who does, contact the Information and Referral Hotline at 211.

Deron Williams, Utah Jazz point guard, shares the ball with Lorrie Nielson, Questar gas REACH advisor, as part of a campaign to help low-income elderly and disabled Utahns pay their heating bills.



Questar Gas asks Utah PSC to cut natural gas rates by \$157 million

The cost to heat a home in Utah is going down. Questar Gas has filed with the Public Service Commission of Utah (PSC) to reduce natural gas rates by \$157 million. If approved, the rate cut will lower the typical homeowner's annual bill by about \$124, or 16 percent, beginning March 1. This latest cut follows a November 1, 2008, rate cut of \$63 million, or 5.3 percent. Twice yearly, Questar Gas and the PSC use third-party forecasts

of natural gas prices to estimate how much the utility's rates should be adjusted to cover anticipated costs of buying natural gas for its customers. Questar Gas president and CEO Ron Jibson said, "Our rates are consistently among the lowest in the U.S. Our cost to purchase natural gas for our customers has declined significantly in recent months, so we're passing the savings on to our customers."

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Therm: wise to water heating

Look for new ThermWise[®] ads on television beginning in late February. Therm, as talk show host, interviews an old water heater, and encourages viewers to upgrade to EnergyStar[®] appliances, especially water heaters. The campaign also features interviews with a home energy auditor and an accountant processing customer rebates. Stay tuned!



BUYER BEWARE ...

Thousands of customers are improving the efficiency of their homes by adding more insulation. It's a low-cost way to save big money. Best of all, ThermWise[®] rebates are just the incentive to encourage consumers to start conserving now. A program this good, unfortunately, can attract some unscrupulous people who may take advantage of you.

HERE ARE SOME TIPS FROM THE UTAH DIVISION OF CONSUMER PROTECTION TO HELP YOU FIND THE RIGHT CONTRACTOR:

- Always get two or more estimates for the work;
- Make sure the contractor is bonded and insured; and
- Avoid contractors who come to your home seeking business.



For more great tips and information, visit the Utah Division of Consumer Protection's Web site: <http://consumerprotection.utah.gov/consumerinfo/homeimprovement.html>.

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<http://www.pcs.state.ut.us/faq/energyassistance.html>

“Homeowners should generally concentrate on adding additional attic insulation as it provides the best payoff.”

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http://en.wikipedia.org/wiki/Wasatch_Front

CURRENT Census Wasatch Front

The combined population of the five Wasatch Front Counties totals **2,051,058** according to the 2007 Census ^[1]

<http://www.utahrealestateguy.com/Newsletter>

Future Growth Estimates Wasatch Front which also states approx # of units:

“...Nelson should know. He came to Utah after a 21-year career at Georgia Tech and Virginia Tech and is one the nation’s most recognized urban planners. He has been used as an expert source by Atlantic Magazine, The New York Times, National Geographic, Newsweek, ABC and CBS.

“We are facing tremendous demographic changes in this country and in the Wasatch Front,” Nelson said. “The United States is a growing nation. We’ll actually add 100 million more Americans to this country faster than any other country with the exception of Pakistan and India.”

And here along the Wasatch Front Nelson projects more than 2 million more people will populate the area by 2040, raising the total population count to more than **4.2 million** people.” Don’t you all remember when it was just the ‘90’s and Michael Jordan beat our Jazz. Doesn’t that feel like yesterday, and in 9th months it’s going to be 2010.

“The doubling of the Wasatch Front’s population means more homes and more commercial space will be needed to satisfy what Nelson calls a “megapolitan” surge. In fact, Nelson projects more than 900,000 new housing units at a value of \$300 billion will need to be built along the Wasatch Front by 2040, a 126 percent increase compared to the roughly 650,000 housing units at present.”

http://www.edcutah.org/files/Wasatch_Front_Profile.pdf

Estimate of number of Housing Units along the Wasatch Front:

These numbers fall in line very well considering percentages with that stated from another website that gives us a picture of Utah as follows on the next page which estimates slightly different, that there are approximately 656,378 housing units along the Wasatch Front, which is

less than 1% of a differential.

POPULATION

	2007 Population	Housing Units
Davis County	280,398	91,203
Salt Lake County	970,848	347,757
Utah County	474,675	136,154
Weber County	216,885	81,264
Wasatch Front	1,942,806	656,378
State of Utah	2,560,165	912,908

Source: Decision Data Resources

WASATCH FRONT DEMOGRAPHICS

	2000 Census	% Change	2007 Estimate	% Change	2012 Forecast	
Population	1,785,930	8.8%	1,942,806	8.6%	2,110,547	
Housing Units	587,892		616,125		675,263	
Age	2000 Census	%	2007 Estimate	%	2012 Forecast	%
0 - 4	169,679	9.5%	186,233	9.6%	194,968	9.2%
5 - 14	306,626	17.2%	318,173	16.4%	359,950	17.1%
15 - 19	169,891	9.5%	144,501	7.4%	151,254	7.2%
20 - 24	183,457	10.3%	167,285	8.6%	146,648	6.9%
25 - 34	272,856	15.3%	347,142	17.9%	358,207	17.0%
35 - 44	242,682	13.6%	245,709	12.6%	291,065	13.8%
45 - 54	189,388	10.6%	221,609	11.4%	233,790	11.1%
55 - 64	109,930	6.2%	153,424	7.9%	190,171	9.0%
65 - 74	75,177	4.2%	86,466	4.5%	107,264	5.1%
75 - 84	50,062	2.8%	51,572	2.7%	55,884	2.6%
85+	16,182	0.9%	20,846	1.1%	21,528	1.0%
Median Age	27.0		29.2		30.9	
Ethnicity	2000 Census	%	2007 Estimate	%	2012 Forecast	%
Caucasian	1,584,908	88.7%	1,735,675	89.3%	1,893,381	89.7%
African American	16,546	0.9%	17,126	0.9%	17,833	0.8%
American Indian or Alaskan Native	14,056	0.8%	13,566	0.7%	14,096	0.7%
Asian or Pacific Islander	47,995	2.7%	60,860	3.1%	70,393	3.3%
Some Other Race	81,892	4.6%	76,081	3.9%	78,396	3.7%
Two or More Races	38,810	2.3%	39,470	2.0%	36,413	1.7%
Hispanic Population	2000 Census	%	2007 Estimate	%	2012 Forecast	%
Hispanic	177,396	9.9%	247,929	12.8%	301,492	14.3%
Household Income	2000 Census	%	2007 Estimate	%	2012 Forecast	%
Less than \$14,999	54,164	9.7%	45,500	7.4%	43,994	6.5%
\$15,000-\$24,999	61,488	11.0%	52,042	8.4%	50,091	7.4%
\$25,000-\$34,999	70,603	12.7%	60,572	9.8%	54,361	8.4%
\$35,000-\$49,999	105,414	18.9%	95,375	15.5%	93,567	13.9%
\$50,000-\$74,999	130,587	23.4%	143,477	23.3%	152,378	22.6%
\$75,000-\$99,999	68,242	12.2%	93,049	15.1%	103,542	15.3%
\$100,000-\$149,999	45,888	8.2%	81,642	13.3%	111,646	16.5%
\$150,000+	21,412	3.8%	44,468	7.2%	65,684	9.7%
Average Household Income	\$59,102		\$64,111		\$66,690	

Source: Decision Data Resources

Let's all play dumb for a minute:

Currently, in order to be up to code to a new build job in Utah, a home must have R-52 insulation in the attic. This line of thinking is going to be going in the direction of conservation, rather than providing incredible prices to the public today, which we as Utahns currently enjoy one of the lowest Gas Rates in the United States of America which we have both Questar Gas and the Public Service Commission to thank for that.

Supposing that rather than dropping the price of gas by \$157 million dollars, we should do some other math first. It's impossible to say what 650,000 attics along the Wasatch Front currently have in them. The Department of Energy recommends between R-49 – R-60. Code on Residential New Construction build jobs is requiring R-52 insulation in the attics in order to obtain a building permit.

So I say we shoot for an R-50.

If we played dumb and stated that Home Depot blows in a batted R-19 for \$.99 a square foot, making it \$.05 per R factor per square foot for their insulation. Let's get a little a lot more aggressive on the pricing and do it for **\$.018 per R-Factor** per square foot, a substantial drop.

Now let's now estimate that **the average home has R-20 in their attic.** They would need an increase in insulation of **30 R factors.** If we estimated that the average attic sizes along the Wasatch Front were somewhere in the range of 1000 sq ft that then we would have the equation of the following:

30 (R-Factors)*.018(Cost per R Factor) *1000 (Average Square Footage)*650,000 (Approx Housing Units Along the Wasatch Front) =

\$351,000,000.00 We already have \$157 Million of that if PSC doesn't approve the decrease.

I think that if this were carried out right, it would take time; which would give us the additional time needed to collect the additional monies needed to complete the work. I think this would benefit all! Provide lots of jobs. Who knows, we could be named the Energy Star State. That'd be cool. The end result would be incredible! Every home along the Wasatch Front would have long term lower heating and cooling bills. Isn't it becoming easier to conserve than to create?

This would of course take a lot of oversight, would provide an extreme amount of jobs, would help us be conservative, not save money one year, or one 6 month

period, but for the life of some of these out dated homes, and be the leader in the nation in this aspect. I know that this would have to go through thousands of meetings to even be somewhere even remotely in place, and most people are probably going to think I'm crazy, but an American can dream. We have the right to, you know. I'm a go getter, and I think we all should be. Let's go get 'em.

This could be one of the biggest win-win-win situations that this state has ever seen, and I think that we'll see national hype on it, and a lot of followers behind us.

What if we were able to complete a feat so amazing? Wouldn't we be an example to every state in the Nation? I know this is something that can be done! I know we can do it. We have to have the faith that our forefathers had when challenging the greatest nation on the earth for freedom. We too need that freedom. We need the freedom from our dependence on energy to survive, and for our children to survive, and for our grand-children to survive.

New homes will carry the higher insulation amounts, so we don't need to worry about future build jobs, but every job that Utah Power processes, the property has less than an R-19 insulation in it (Below 40% of recommended and in the weakest portion of our homes armor against the elements, as the Public Service Commission stated, insulation added to the attic "provides the best payoff".)

I KNOW that this can be done! Let's make it happen! Let's have a positive outlook on things, and all work together to make a better Utah for all of us to live in and stay one step ahead of the hit man. As Obama named his book – "The Audacity of Hope", let's have hope. Anybody can shoot a hole through an idea, it takes guts to make one happen.

If the rebate changes go through as requested by Quest, than we can congratulate Questar for another great incentive program that is helping less than 1% of the population of the Wasatch Front! Yea! Go get 'em boys!

"I have more respect for the fellow with a single idea who gets there than for the fellow with a thousand ideas who does nothing."

-Thomas Edison

Sincerely

Matt Milar