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FOR IMMEDIATE RELEASE
August 23, 2018

NYSERDA Launches State's First Community Campaigns to Install Clean Heating and Cooling Systems in New York

***Campaigns to Support Workforce Development and Installations in Low-
Income Households***

***\$2 Million Now Available in Second Round of Funding Under This
Initiative***

***Supports Governor Cuomo's Ambitious Clean Energy Goal to Reduce
Greenhouse Gas Emissions 40 Percent by 2030***

The New York State Energy Research and Development Authority (NYSERDA) today announced the launch of the state's first community campaigns designed to install clean heating and cooling systems for residents and businesses. Eight organizations will operate the campaigns, which will play a major role in achieving Governor Andrew M. Cuomo's clean energy goal to reduce greenhouse gas emissions 40 percent by 2030.

Alicia Barton, President and CEO, NYSERDA said, "Clean heating and cooling systems will provide users with energy bill savings, increased comfort levels and health benefits compared to conventional heating and cooling technologies. It's a win-win for consumers and the environment and is another example of how communities are turning to more sustainable energy solutions in support of Governor Cuomo's commitment to reducing greenhouse gas emissions."

The Clean Heating and Cooling Community Campaign initiative brings together groups of potential customers so they can obtain discounts for air and ground source heat pumps, biomass heating and solar heating through aggregated purchases and a simplified procurement process. It is also designed to educate

and increase the awareness and knowledge of clean heating and cooling technologies among consumers.

Each of the eight organizations will receive \$150,000 to manage the campaigns, three of which also applied and are receiving additional funds for workforce development training. The Central New York Regional Planning and Development Board, is also receiving pilot funding to test methods of how best to engage low-to-moderate income households in this initiative. In total, NYSERDA is providing \$1.66 million toward these campaigns which will be selecting installers in the next few months and will then hold local events to inform and sign up residents and businesses in the following areas:

Central New York

- Central New York Regional Planning and Development Board*

Finger Lakes

- City of Rochester

Mid-Hudson

- Catskill Mountainkeeper
- Energy Improvement Corporation*
- Sustainable Westchester*

Mohawk Valley

- Otsego County Conservation Association

Southern Tier

- Binghamton Regional Sustainability Coalition*
- Solar Tompkins, Inc.

**Receiving workforce development funds*

NYSERDA is also announcing the availability of up to \$2 million to help launch additional clean heating and cooling campaigns statewide. More information about the funding is available at [NYSERDA's website](#). The funding is made available through the State's Clean Energy Fund.

This is the latest funding being made available to support clean heating and cooling technology. Previously, NYSERDA announced the [availability of \\$15 million in rebates](#) for the installation of ground source heat pump systems for residences, businesses and institutions as well as [\\$10 million to install air-source heat pump systems](#) for residences.

The Clean Heating and Cooling Community Campaign initiative is based on the State's highly successful Solarize campaigns which bring together groups of residents and businesses to install solar. Since 2014, there have been 850 solar projects installed or in development throughout New York, saving participants more than \$2.9 million on upfront purchase costs.

About the Clean Energy Fund

The 10-year, \$5.3 billion Clean Energy Fund (CEF) is a core component of New York State's Reforming the Energy Vision strategy to achieve a clean, resilient and affordable energy system for all New Yorkers. The CEF includes a focused effort to bring more clean energy opportunities and benefits to low- to moderate-income communities and is designed to deliver on New York State's commitment to accelerate the use of clean energy and energy innovation and drive economic development, while reducing ratepayer collections. NY Green Bank, a core component of the CEF, has generated \$32.6 million in positive net income as a result of \$457.5 million in investments in clean energy transactions across New York. Its \$1 billion NY-Sun initiative has already helped facilitate a more than 1,000 percent increase in solar deployment since 2011. The CEF supports New York's ambitious Clean Energy Standard requiring 50 percent of the state's electricity to come from renewable energy sources by 2030.

About NYSERDA

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce reliance on fossil fuels. NYSERDA professionals work to protect the environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York State since 1975. To learn more about NYSERDA's programs and funding opportunities, visit nyserderda.ny.gov or follow us on [Twitter](#), [Facebook](#), [YouTube](#), or [Instagram](#).