

**RESOLUTION RECOGNIZING THE
HEATSMART CNY INITIATIVE TO BRING
CLEAN, SUSTAINABLE HEATING AND
COOLING ALTERNATIVES TO RESIDENCES
AND BUSINESSES IN OUR COMMUNITY**

WHEREAS, the City of Syracuse has been designated by the New York State Energy Research and Development Authority (NYSERDA) as a Clean Energy Community; and

WHEREAS, the Syracuse Comprehensive Plan 2040 calls for supporting energy efficient designs and green building technology projects, reducing the volume and impact of energy consumption in the City of Syracuse, and reducing Syracuse’s carbon footprint; and

WHEREAS, the Vision CNY Regional Sustainability Plan also calls for reducing regional energy consumption per capita by 40% below 2010 levels by 2030; and

WHEREAS, NYSERDA estimates heating and cooling in buildings represent 37% of statewide net energy consumption and contribute 32% of New York State’s combustion-related greenhouse gas emissions; and

WHEREAS, clean heating and cooling technologies, such as cold-climate air source heat pumps, and ground source heat pumps (also known as geothermal heat pumps), have the potential to contribute significantly to reducing greenhouse gas emissions of the heating and cooling sector; and

WHEREAS, other benefits to those using clean heating and cooling technologies include energy bill savings and increased comfort levels and health benefits compared to conventional heating and cooling technologies; and

WHEREAS, high energy burdens are part of a complex of economic, health, and housing issues that contribute to serious problems like ill-health and homelessness; and

WHEREAS, HeatSmart CNY is a non-profit, volunteer, initiative in Onondaga, Oswego, Cortland, Madison and Cayuga Counties helping people switch to clean heating and cooling technologies; and

WHEREAS, HeatSmart CNY is an initiative of the Central New York Regional Planning and Development Board and the Alliance for a Green Economy and has received funding and support from NYSERDA to administer a two-year campaign; and

WHEREAS, HeatSmart CNY is one of eight similar community outreach programs in New York State, one of three awarded funding through NYSERDA for workforce development, and the only community outreach program to be awarded funding to provide additional incentives for low-and-moderate income households and a demonstration project for conversion of affordable multi-family housing to geothermal; and

WHEREAS, HeatSmart CNY is modeled after successful Solarize Syracuse and Solarize CNY campaigns which doubled the amount of solar power produced by homes and businesses in and around the City of Syracuse; and

WHEREAS, clean heating and cooling technologies are already proven to work in Syracuse including projects at the Syracuse University Center of Excellence in Energy and Environmental Systems, the Pike Block, Hotel Skyler, and numerous residences; and

WHEREAS, between June 1, 2017 and October 12, 2018, approximately 45 ground source heat pumps and 16 air source heat pumps were rebated by NYSERDA in Central New York; and

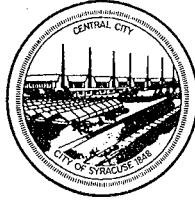
WHEREAS, a successful HeatSmart CNY campaign will help jumpstart a nascent market and drive increased capacity and interest in installing such systems; and

WHEREAS, the installation of ground source heat pump and air source heat pump systems helps protect our environment by reducing the use of fossil fuels used to heat and cool our buildings and provides and creates new jobs in this emerging market; NOW, THEREFORE,

BE IT RESOLVED, that the Syracuse Common Council recognizes the HeatSmart CNY initiative bringing clean heating and cooling technologies to the residents and businesses in City of Syracuse and our surrounding community; and

BE IT FURTHER RESOLVED, that the Syracuse Common Council will continue to take and support initiatives to create a Sustainable Syracuse.

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CITY OF SYRACUSE COMMON COUNCIL

JOSEPH T. DRISCOLL
Councillor - 5th District

October 26, 2018

Mr. John P. Copanas
City Clerk
231 City Hall
Syracuse, New York 13202

Dear Mr. Copanas,

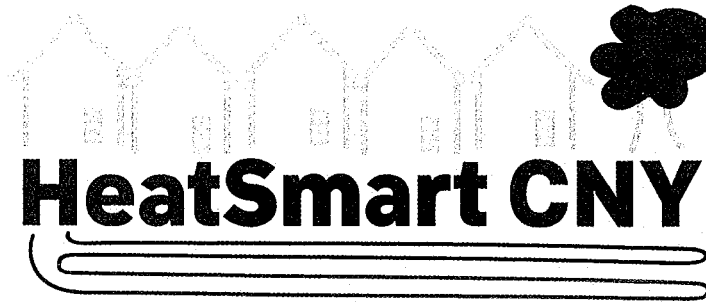
Please prepare legislation for the November 5, 2018 Common Council Meeting regular agenda recognizing the initiative by HeatSmart CNY to bring clean, sustainable heating and cooling practices to homes and businesses in our community.

Attached is a sample resolution for your review and consideration.

Sincerely,



Joseph T. Driscoll
5th District Councillor



Municipal Support Activities for Clean Heating & Cooling Campaigns

Below is a list of specific activities that municipalities can take to support the NYSERDA-supported clean heating and cooling campaigns.

1. Provide meeting space for workshops and events (municipal office, library, fire station).
2. Post flyers, posters, lawn signs in and around municipal office and facilities (parks, parking lots).
3. Allow "leave-behind" collateral marketing material (trifolds, brochures, etc.) at libraries, municipal office, and other locations that get a lot of foot traffic.
4. Post info. about HeatSmart CNY on municipal website; link to our website.
5. Include HeatSmart CNY fact sheet or blurb in municipal newsletter or mailings (i.e., trash bill inserts).
6. Pass a municipal resolution in support of HeatSmart CNY.
7. If the municipality has adopted an alternative energy or climate action plan, encourage them to act in fulfillment of their plan's heat pump clause (i.e. by referring to that clause in connection with their publicly stated support of HeatSmart), or in cases where attention to heat pumps is absent or inadequate in their plans, recommend that they update their plans.
8. Participate in a press conference / media event announcing campaign launch.
9. Provide a testimonial or statement of support for HeatSmart CNY social media. Campaign should provide template language/infographics etc. to municipality that can be revised as needed.
10. Promote our events on municipal social media channels (if any).
11. Have an energy audit / heat pump evaluation of municipal buildings.
12. Participate in the campaign as an individual customer. Become an evangelist.
13. Conduct outreach to municipal employees (i.e., "lunch and learn" events).
14. Help with outreach to municipal "internal" partners such as local chambers of commerce, rotary club, VFW, churches, schools.
15. Help with outreach to municipal "external" partners such as county legislators, state elected reps., municipal leaders from neighboring communities.
16. Convene municipal partners, or accompany us in our initial outreach to them.
17. Help to organize and publicize a "block blitz" canvassing event. (Neighborhoods to be identified using Faraday tool or through conversations with municipal officials and leaders.)
18. Help us to identify key property owners, specific neighborhoods to target for canvassing or other outreach.
19. Notify residents that canvassers will be in neighborhoods.
20. Help us to identify residents or businesses that may have already installed CH&C technologies (for outreach regarding Open Houses or other support).

21. Give a welcome address or otherwise participate in workshops and public events.
22. Help us identify important municipal or community events, facilitate our participation.
23. Co-branding of outreach materials (allow us to use municipal seal / logo).
24. Outreach to elected officials' own personal and professional networks and contacts.
25. Help us to identify the key community leaders, the "movers and shakers" (i.e., religious leaders) that we need on our side - make an introduction to them.
26. Help us to identify and recruit volunteers.
27. Provide "local knowledge" - history of relevant community issues that we should be aware of, initiatives that we could leverage.
28. Provide any relevant census, demographic or other data that could supplement Faraday targeting tool. Cadmus has used both town assessor data to identify heating fuel, distribution system, size, etc. and also building permit data to eliminate homes where HVAC replacement recently occurred.
29. **HELP US TO TAILOR OUR OUTREACH LANGUAGE IN WAYS THAT RESONATE WITH LOCAL CONCERNS.** What is the community-specific approach, rhetorical frame, buzzwords that we should use or avoid? "Get off the grid," "energy independence," "climate change," "save money." Review and give us feedback on our messaging.