

PRESS RELEASE (2/11/2020)

HeatSmart Utica Campaign by the City of Utica to Launch Clean Heating and Cooling Community Campaign

The Program is directed by City Mayor Mr. Robert M. Palmieri and implemented by the City Economic Development Department.

HeatSmart Utica is launching a community campaign designed to accelerate the installation of clean heating and cooling systems for residents and businesses. On Tuesday, February 11, 2020, from 5:00 p.m. – 7:00 p.m., HeatSmart Utica, in will host an Open House at the Hage Building located at 283 Genesee Street. The owner, JK Hage installed a geothermal system and green roof at his facility 10 years ago which has served as a model for others to follow.

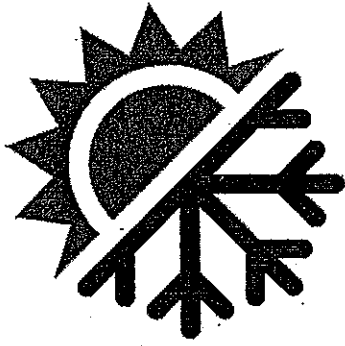
The City of Utica is managing one of 14 Clean Heating and Cooling Community Campaigns administered by the New York State Energy Research and Development Authority (NYSERDA) throughout the state. The campaigns support Governor Andrew M. Cuomo's Green New Deal, the most aggressive climate change program in the nation as well as the state's nation-leading goal to reduce greenhouse gas emissions 85 percent by 2050.

This goal of the community campaign is to help residents and businesses in the City of Utica install clean heating and cooling (CH&C) technologies. CH&C technologies like ground and air source heat pumps, can help lower energy bills and reduce emissions of harmful greenhouse gases while making homes and businesses more comfortable. In addition to the clean heating and cooling technologies listed, the campaign will include information on and support for home energy efficiency improvements.

Mayor Robert M. Palmieri's comment:

"There's no reason that Utica cannot be a leader when it comes to energy technology and innovation. The City of Utica was blessed with natural geothermal reserves, an abundance of water and all of the elements to be a forerunner of energy efficiency. I commend NYSERDA in helping homeowners and businesses alike and, therefore the neighborhoods, in our City to be part of the modernization that will make us an energy leader."

The HeatSmart Utica program will start the Utica outreach campaign beginning of March 2020. Any questions about participating in the Campaign should be directed to the City Director of the Campaign Mr. Jack Spaeth at 315-792-0195 or jspaeth@cityofutica.com



HEAT SMART UTICA, NY

HEAT SMART UTICA is a community campaign designed to encourage residents to learn about clean heating & cooling (CH&C) technologies and improve home energy efficiency. The campaign is directed by the City of Utica with support of the New York State Energy Research & Development Authority (NYSERDA) and supported by rebates from NYSERDA & National Grid.

WHY CONSIDER CLEAN HEATING & COOLING TECHNOLOGIES?

If your house or building has an old inefficient energy supply system and you are interested in using modern, efficient & clean CH&C technologies and save money - please participate in the campaign. The CH&C systems include ground source heat pumps, air source heat pumps, heat pump water heaters and house energy use reduction. CH&C systems offer many benefits:

- **Affordable** – lowers your energy bills as technologies are more efficient, and last longer with low maintenance
- **Clean** - safe for your home and better for the environment
- **Comfortable** – provides both heating & cooling so you can set your home at your ideal temperature throughout the year

HOW TO ENROLL IN THE HEATSMART UTICA CAMPAIGN

Mr. Jack Spaeth - Economic Development Program Specialist, is leading the Campaign. Respond by e-mail: jspaeth@cityofutica.com or call Jack at (315) 792-0195, to enroll in the campaign. You may also mail the Survey to Jack at City Hall, 1 Kennedy Plaza Utica, NY 13502.

ENROLLING IN THE CAMPAIGN IS FREE, HAS NO OBLIGATION, & ALLOWS YOU TO:

- (1) Learn about home energy efficiency opportunities & CH&C technologies that meet the needs of your home & lifestyle.
- (2) Find out about NYSERDA's and National Grid's energy efficiency rebates that can save you money on home improvements.
- (3) Sign up for a free, no obligation home energy assessment to learn how you can save money and improve your home's energy efficiency.
- (4) After the assessment, you may decide to have a discussion with an experienced contractor about what type of home energy efficiency and CH&C technology installation is right for your home.

HEATSMART UTICA CAMPAIGN GOALS:

- 1) Increase public awareness of energy efficiency and CH&C technologies through community-based marketing, outreach, and education activities.
- (2) Enroll home owners in the campaign for access to information/meet a contractor events, free energy audits, and guidance to improve home energy efficiency and select the right CH&C technologies to meet the needs of the homeowner.
- (3) Build long-term interest and demand for energy efficient and clean heating and cooling technologies after the conclusion of the campaign.



Please complete this form & mail it to:



DEPARTMENT OF URBAN &
ECONOMIC DEVELOPMENT

Jack Spaeth
Economic Development
Program Specialist

1 Kennedy Plaza, Utica NY 13502



ROBERT M. PALMIERI
MAYOR

HEAT SMART UTICA, NY

Name: _____

Address: _____

E-mail: _____

Telephone: _____

What type of building(s) do you have?

Single Family Home Duplex Apartment Unit Commercial Other

How is your home or business heated now? (Check all that apply)

Electric Space Heaters Heat Pumps Propane Fuel Oil
 Natural Gas Wood Pellet Stove Other: _____