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SUSTAINABLE WESTCHESTER LAUNCHES NEW CLEAN HEATING AND COOLING COMMUNITY CAMPAIGN TO SUPPORT COMMERCIAL AND MULTIFAMILY BUILDING DEVELOPERS

Hires Commercial HeatSmart Consultants to Provide Project Developers with Clean Heating and Cooling Solutions and Rebates

Mount Kisco, NY, August 20, 2019--Sustainable Westchester, a leader in market transformation in Westchester County is launching a new campaign to support commercial and multifamily project developers as part of HeatSmart Westchester's Clean Heating and Cooling Community Campaign. To support this effort, Sustainable Westchester has hired Rachel Carpitella and Frank Maricic as Commercial HeatSmart Program Managers.

Funded by the New York State Energy Research and Development Authority (NYSERDA), the Clean Heating and Cooling Community Campaign initiative is designed to accelerate the installation of clean heating and cooling systems for residents and businesses. Sustainable Westchester launched its first campaign in 2018 focusing primarily residential outreach. Earlier this year the organization received additional funding through the state's Clean Energy Action Plan to support developers and businesses in gas constrained areas of Westchester. Support from the Commercial HeatSmart campaign is available immediately to all new construction and existing buildings countywide.

Carpitella and Maricic, in their roles, will manage efforts to organize a commercial clean heating and cooling outreach campaign, plan informational events in collaboration with municipalities, and connect project developers and building owners with heat pump installers, third-party owners and incentives. Heat pumps are clean heating and cooling solutions that heat without fossil fuels and include air source heat pumps which exchange heat from the air, and ground source heat pumps which utilize the constant temperatures of the Earth to achieve higher efficiencies than traditional HVAC systems. Rebates of up to \$5 million per building, are available for commercial and multi-family buildings through the State's [Clean Energy Action Plan](#).

Carpitella is also the Director of Business Development with the Green Business Partnership, a program of the Business Council of Westchester. Prior to that role, she served as Sustainability Leader for the Greenburgh Nature Center in Scarsdale, New York. She is a member of the Westchester County Climate Crisis Task Force, the Westchester County Food Waste Advisory Committee, and the Long Island Clean Energy Leadership Task Force.

Maricic is a cleantech industry veteran and President and Founder of EE Reports, a marketing and consulting firm. He is a founding member of Sustainable Westchester, and a member of the Westchester County Climate Crisis Task Force Energy Committee. As energy manager for the Town of Somers, he performed energy audits on their buildings, managed their lighting retrofit and solar PV projects, and led the Greenhouse Gas inventory and Climate Action Plan teams.

“Sustainable Westchester has brought together the best of the best to implement NYSERDA’s commercial clean heating and cooling campaign in our gas-constrained county. The need for geothermal and air source heat pumps is clear, as is the benefit to our economic development.”
-said Steve Rosenthal, Interim Executive Director, Sustainable Westchester

This commercial offering complements the Residential HeatSmart campaign. For more information on this program, visit Sustainable Westchester’s [website](https://sustainablewestchester.org/initiatives-toolkits/heatsmart/) at: <https://sustainablewestchester.org/initiatives-toolkits/heatsmart/>. To see if a homeowner is eligible and how much they would save by converting from fossil fuels such as oil, gas or propane, go to <https://www.heatsmartny.com>.

Sustainable Westchester adds this latest offer in renewable energy options to already established programs including Westchester Power, the first community choice aggregation (CCA) in New York State; Solarize campaigns that enable homeowners and commercial property owners to install solar panels; the Clean Transportation Program, which provides aggregation discounts for zero-emission electric vehicles; and the most recently launched Community Solar program to allow residents and small businesses to take advantage of solar energy even if they dwell in shaded homes, are renters or live in apartments or buildings not permitting solar array installations.

For more general information about commercial clean heating and cooling programs and incentives, go to NYSERDA’s website at <https://www.nyserda.ny.gov/>.

About Sustainable Westchester

Sustainable Westchester (www.sustainablewestchester.org) is a collaboration of 44 Westchester County governments that empower sustainability initiatives and share tools, resources, and incentives for healthy, vibrant and attractive communities, now and in the future. Focus areas include energy with programs including The Westchester Power program (CCA) serving 27 municipalities, Solarize Westchester and the Community Solar programs in collaboration with Abundant Efficiency, and the Clean Heating and Cooling Community Campaign; transportation and land use with the Clean Transportation program (EVs and charging stations), waste management and materials, food and water.

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