



HeatSmart is a program of Solar Tompkins
Solar Tompkins, PO Box 954, Ithaca, NY 14851-0954
Heat Smart & Cool Smart



Monday, August 20, 2018

Dear Town Supervisor,

I am writing to let you know that the 2018 HeatSmart Tompkins campaign is now in full swing, and to ask for your help in spreading the word. This is a local volunteer-led community program providing education, guidance, and vetted installers to empower people to take action in the often-unfamiliar arena of heat pumps and building insulation improvements.

HeatSmart Tompkins has already had successful campaigns in 2016 and 2017, and our example has inspired many other groups in New York state and beyond. There is now a HeatSmart Massachusetts and NYSERDA has created the Clean Heating and Cooling Communities program, which is now funding eight HeatSmart groups across New York. We have provided extensive data to NYSERDA as it has developed its program, which is modeled largely after our example, and we are one of the eight communities receiving multi-year funding.

While we are proud that our groundbreaking program has had such a broad impact, our main focus is on helping the residents of Tompkins County and its immediate surroundings meet their heating needs with the best possible economy, comfort, health, and environmental stewardship. For more than half the homeowners and landlords of the county, this is an opportunity to win in all four categories at once!

There has never been a better time. Heat pumps are more efficient and cost-effective than ever, and support is growing at many levels of government. For example, ground source heat pump installation now receives a NYSERDA rebate of \$5,000-\$8,000 dollars for most residences, and there is a federal tax credit of 30% on the remaining cost. Tompkins County has enacted GML 329, which specifies that any new construction should address the county's energy goals. If heat pumps are not part of the proposal, a written justification must be given. The greatest challenge now is getting the message to the public. We have begun a greatly expanded outreach effort using grassroots listservs, direct mail, media, social media, and more. We are also developing a cadre of HeatSmart Ambassadors to help relay our message to their friends and acquaintances.

We hope that you will help to make your constituents aware of the HeatSmart program and its benefits. If you would like to know more about the program, I would be pleased to come give a brief presentation for you and your colleagues. You can also learn more on our website, www.HeatSmartTompkins.org.

With respect and appreciation for your service to the community,

Jonathan Comstock

HeatSmart Program Director
Jonathan@solartompkins.org
Phone: 607-351-1752