

2021



ANNUAL IMPACT REPORT

2021

Our collaborative achievements this year are a particular source of pride.



We launched the WCA's Talent Council to bring regional healthcare employers together with the deans and faculty of our regional colleges to address nursing and other staff shortages. This enables lead executives of our regional employers to tap a local talent pool and fill positions during the job recovery. Our nationally recognized Y-Zone project will provide internet service to hundreds of households in Yonkers as we pilot an innovative public-private

partnership to address the digital divide in Westchester. Our one-of-a-kind Clean Energy Portal is connecting hundreds of businesses with a wide array of programs to help them transition to a low carbon future. And, of course, we notched substantial advocacy victories in the areas of healthcare, real estate, housing, and funding for our local businesses and economy.

These efforts will continue in the new year as we bring together leaders from across the professional spectrum to drive economic growth by identifying and addressing our collective challenges and opportunities. For the WCA's member organizations, it is about more than networking. It is results driven work.

“

2021 has been a year of significant accomplishment. From purpose driven committee work, to targeted advocacy at the national, state, and local level, to the invaluable connections we foster for our membership organizations, the Westchester County Association continues to set the professional agenda for the county and beyond.

MICHAEL N. ROMITA
President and CEO of the WCA

SUSAN FOX
Chair of the WCA
President and CEO of
White Plains Hospital

“The Westchester County Association is the most influential community of businesses and non-profits in the region. Together we strive to improve the health of our regional economy so that businesses will want to move here and grow and thrive.

MICHAEL N. ROMITA
President and CEO of the WCA



Advocacy

KEY STAKEHOLDER GROUPS SET THE PROFESSIONAL AGENDA:

Talent Council

Supporting Healthcare Providers

NURSE EXECUTIVE OFFICERS AND DEANS OF AREA NURSING SCHOOLS COLLABORATE TO HELP SOLVE THE CRITICAL NURSING SHORTAGE

Real Estate Committee

Spearheading Smart Development

Protecting State & Local Funds for Smart Development

DEVELOPERS, BROKERS, LAND USE ATTORNEYS, ARCHITECTS AND ENGINEERS ADDRESS BEST PRACTICES FOR SMART DEVELOPMENT WITH AN EMPHASIS ON AFFORDABLE HOUSING

Digital Connectivity

Linking Digital Opportunity to Business Growth

BROADBAND PROVIDERS, LOCAL GOVERNMENT, COMMUNITY GROUPS AND END USERS WORK TOGETHER TO ADDRESS WAYS TO PROVIDE UNIVERSAL BROADBAND ACCESS AND CLOSE THE DIGITAL DIVIDE

Healthcare Consortium

Ensuring a Strong and Vibrant Healthcare Sector

THE LEADING HEALTHCARE PROVIDERS AND ADVISORS MEET TO SET THE HEALTHCARE ADVOCACY AGENDA AND DEVELOP RELEVANT CONTENT PROGRAMMING

Energy and Sustainability

Charting the Path Forward

WCA'S NETWORK OF ENERGY PROFESSIONALS AND POLICY MAKERS ADDRESS THE NEED TO MOVE THE REGIONAL ECONOMY TO A CLEAN AND SUSTAINABLE ENERGY FUTURE



View video to learn more about
our core initiatives here

[WWW.YOUTUBE.COM/WATCH?V=YWWXPJY-QS8](https://www.youtube.com/watch?v=YWWXPJY-QS8)

Y-Zone *A Digital Opportunity Zone for Our Urban Cores*

BUILDING OUT A ROBUST BROADBAND SYSTEM THAT FOCUSES ON THE UNDERSERVED IS INCREDIBLY IMPORTANT TO BUSINESS DEVELOPMENT.

The more people who can actively participate in the economy, the better. Digital access enhances opportunities for telehealth, e-commerce, on-line learning, and work-from-home productivity. It is a catalyst for economic expansion and improves the delivery of public services.

Leading by example, the WCA convened a powerful group of government, business, nonprofit, and educational partners to create a first-in-the-nation digital opportunity zone in Yonkers. Y-Zone is an innovative approach to urban broadband access for those most in need. Through the WCA's existing pilot, the Y-Zone partners have created a digital opportunity zone that aims to be a blueprint for neighborhoods across the country looking to bridge the digital divide.



Yonkers Councilman John Rubbo; Bob Cacace, CIO, City of Yonkers; Michael N. Romita, President and CEO, Westchester County Association; Yonkers Mayor Mike Spano; Christopher Fisher, Executive Board Member, Westchester County Association and Managing Partner of Cuddy & Feder; Margaret Käufer, President, The STEM Alliance; Steve Myrthil, Director of IT, Westhab; Frantz Lucien, Outreach Director, The STEM Alliance; Sam Wallis, Executive Director, Yonkers Partners in Education.

Y-Zone is more than an affordable new connectivity solution. It is a digital opportunity zone based on three core principles:

- (1) digital equity driven by a coalition of committed local stakeholders, including local residents and program youth;
- (2) widespread adoption through community input and engagement; and
- (3) advancing digital fluency by providing device ownership and tech education as well as connectivity.

The result will be free or affordable internet access to need-based households in downtown Yonkers, New York for one year using CBRS spectrum.

Through the WCA, Westchester is now part of a groundbreaking national experiment. We will be plugged into organizations working on similar broadband projects from across the country and lessons learned will be used as a model for digital inclusion throughout the United States.

“I am proud to work with the Westchester County Association to continue this important work of making sure that the Yonkers community has access to the reliable, high-speed internet that’s needed in our modern-day economy.”

U.S. SENATOR OF NEW YORK CHUCK SCHUMER

LEVEL OF DIGITAL DISTRESS: 21.4%
IN WESTCHESTER COUNTY OVERALL

8% OF HOMES HAVE
NO COMPUTER

Program seeks to:
500 SERVE UP TO
HOUSEHOLDS
in Yonkers

Of those 500
200 PEOPLE PROVIDED
ACCESS PLUS:

- full digital EQUITY PACKAGE
- A DEVICE
- **15** HOURS OF tech education

Clean Energy Portal

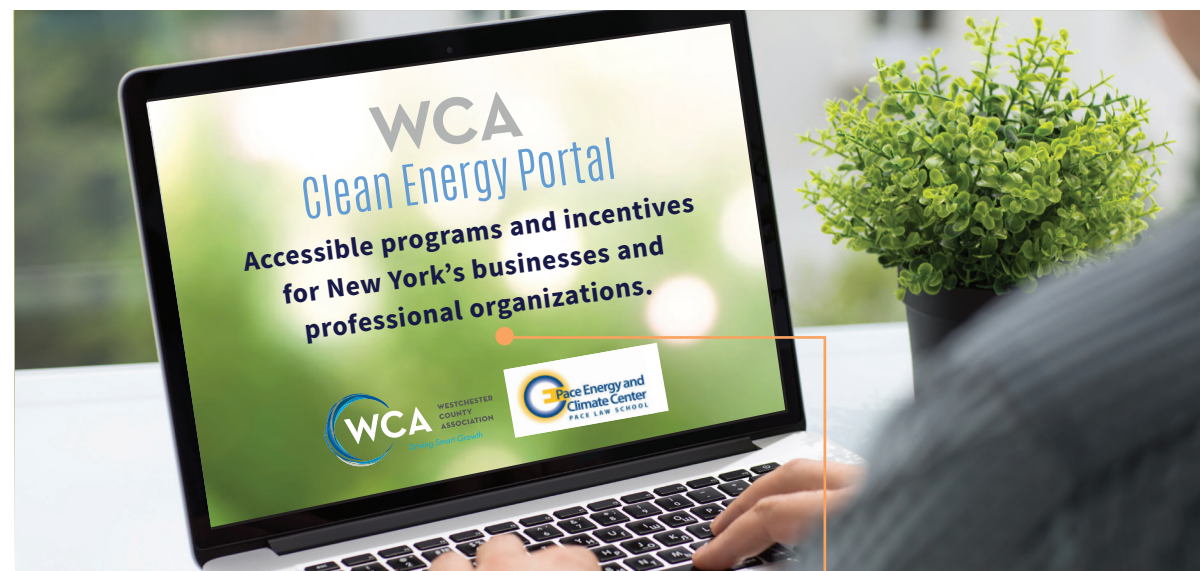
*An On-line Navigation Tool for
Businesses and Property Owners*

2021

WESTCHESTER COUNTY ASSOCIATION

WITH THE PASSAGE OF THE CLIMATE LEADERSHIP AND COMMUNITY PROTECTION ACT, NEW YORK NOW HAS ONE OF THE STRONGEST CLIMATE CHANGE LAWS IN THE WORLD.

To meet these ambitious goals and become a leader in the fight for a clean energy future, businesses, real estate developers, asset managers, community organizations, and local municipalities will need to be proactive – and they will need connection to the proper incentives and information to make that happen. The Westchester County Association has created this dynamic and accessible on-line guide to available clean energy programs and incentives for New York's businesses and professional organizations.



The WCA Clean Energy Program Portal provides organizations of all types with easy access to the programs and resources (financial and otherwise) that can be used to transition businesses and buildings to a low carbon footprint and a sustainable future. There is a broad variety of programs out there at the federal, state, and local level. Now the WCA brings them together in this digestible, readily available, and updatable information clearinghouse. Launched earlier this year, the portal has already connected hundreds of Westchester businesses to dozens of available programs.

PROGRAMS

Management Software
Data Tracking
Labeling/Certification
Information Sharing
Technical Support
Rebates/Incentives
Energy Audits
Consultations

TECHNOLOGIES

Energy Efficiency/
Demand Response
Alternative Energy
Generation/Renewables
Energy Storage
Refrigerants
Transportation
Water Efficiency
Waste Management
Technology Neutral



Access Clean Energy Portal Here:
www.westchester.org/clean-energy-guide/

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Workforce Development

*Solving the Regional Workforce
Needs Through Collaboration*

2021

WESTCHESTER COUNTY ASSOCIATION

OVER THE YEARS, WCA HAS BEEN AT THE FOREFRONT WITH A VARIETY OF WORKFORCE DEVELOPMENT PROGRAMS AND EVENTS FROM RECRUIT WESTCHESTER TO JOBS WAITING TO REGIONAL WORKFORCE SUMMITS. THIS PAST YEAR WAS NO DIFFERENT.

The pandemic caused unprecedented economic and labor crises and WCA responded by creating the Talent Consortium to support the jobs recovery in Westchester, Putnam, and Rockland counties.

PROMOTING JOB OPPORTUNITIES & RECRUITMENT EVENTS

Colleges • Universities • BOCES • Career Centers
NYS Department of Labor • Empire State Development
Hospitals • Healthcare • Banking • Wealth Management
Nonprofits • Other Employers

Members have been sharing job information with about 20,000 students, alumni and other job seekers each month.

Every job filled benefits a job seeker, their family, their community, the employer, and the regional economy in Westchester, Putnam, and Rockland counties.

5.7% March 2021
Unemployment Rate

2.6% December 2021
Unemployment Rate

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Healthcare & Life Science *Protecting the Region's Critical Economic Sector*

WESTCHESTER COUNTY ASSOCIATION 2021

THE WCA SERVES AS THE BUSINESS COMMUNITY PARTNER FOR OUR REGIONAL HEALTHCARE PROVIDERS.

Lending our voice to a healthcare focused advocacy agenda garners the attention of lawmakers at the local, state, and federal levels. We have concentrated on securing adequate government funding, telehealth parity, opposing mandated staffing ratios, and reining in the oversized market influence of for-profit healthcare insurance carriers.

In 2021, we:

Battled the Healthcare Insurance Industry

in an ongoing dispute with major regional healthcare providers to protect the rights of our hospitals, medical offices, and the insured.

Helped Secure Grant Funding

to reimburse healthcare providers for expenditures such as PPE, COVID-19 testing and tracing, vaccine distribution and infection prevention measures; premium pay for essential workers; and for employment programs targeting in-demand healthcare jobs.

Hosted Numerous Public Events

providing important and relevant content, often in partnership with the County Office of Economic Development including: "Healthcare Innovations and Next Gen Connectivity" and "Spotlight on Westchester's Bioscience Ecosystem" as part of WCA's proprietary "All Access Healthcare" series.

Workforce Development Initiatives

to address staff shortages exacerbated by the Covid-19 pandemic.

Regionally, the healthcare and life science sector contributes more than

\$18 billion in **ECONOMIC IMPACT** and **EMPLOYS WELL OVER 70,000**

Westchester hospitals received **\$266M** in **CARES ACT FUNDING**

COMPONENTS OF WESTCHESTER'S BIOSCIENCE ECOSYSTEM

ACADEMIC, HOSPITALS, NON-PROFITS

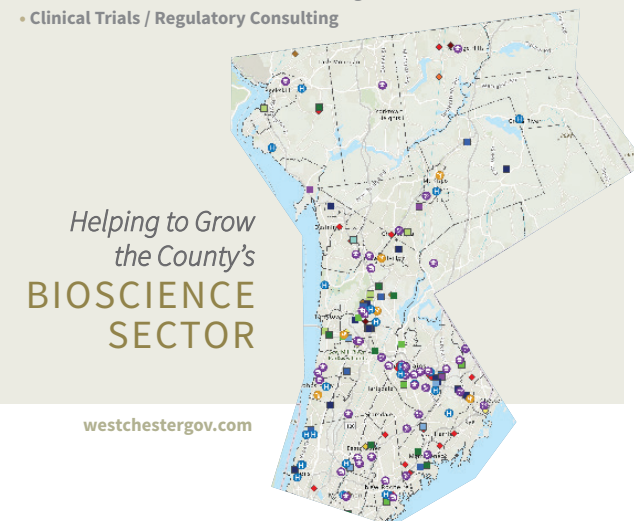
- Academic / Research Institutions • Hospitals
- Disease / Patient Foundations • Nonprofit Organizations

LIFE SCIENCES COMPANIES

- Drug development • Medical device • Ingredients • AgTech
- Research products / instrumentation / equipment • Digital health
- Nutraceuticals / wellness products / OTC consumer products
- Contract research / manufacturing • Related Industry Services

BUSINESS SERVICES

- Environmental health and safety consulting
- RE Development / design / construction • Strategic Consulting
- Financial and Investment Firms • Testing/ Medical labs
- Clinical Trials / Regulatory Consulting



Hosting Educational, Purposeful and Impactful Conversations

WESTCHESTER COUNTY ASSOCIATION 2021

How does the latest COVID-19 information inform your *back-to-work decisions*?

Spotlight on Westchester's *Bioscience Ecosystem*

A showcase of the growing BioScience ecosystem in our region

Future of Telehealth in Westchester and the region

Next generation of *digital connectivity*

Beltway Briefings – updates on *political and economic developments*

Answers to all (or at least some) of your *Vaccine Questions*

Mental Health During a Pandemic – COVID Edition

Sustainability Management Course – *organizational sustainability*

Understanding & Addressing *the Child Care Crisis* in Westchester

Leveraging the "New Normal" in *Training, Recruiting and Retention* of our Talent

Understanding the Economics & Financial Models for *Improved Housing Affordability*

Biden Administration *Clean Energy Agenda*:

Tackling Climate Change and What Does it Mean to New York Business?

Exploring Developments of the Future – Sustainability, Technology and Connectivity in Commercial and Residential Real Estate



In the news

2021

WESTCHESTER COUNTY ASSOCIATION

Opinion: Montefiore-United Healthcare negotiations are a symptom. Industry greed is the preexisting condition

“THE WESTCHESTER COUNTY ASSOCIATION, THROUGH THE WORK OF ITS HEALTHCARE CONSORTIUM AND AS OUTLINED IN ITS RECENT STRATEGIC REPORT ENTITLED TOWARDS A STRONGER FUTURE, IS ACTIVELY WORKING TO LEVEL THE PLAYING FIELD AND REIN-IN THE OVERSIZED MARKET INFLUENCE OF INSURANCE CARRIERS. (LOHUD) :: JANUARY 22, 2021

WCA Reflects on Technological Advances Enabling New Economic Opportunities

“WHAT [5G] MEANS IN PRACTICAL TERMS IS DATA SPEEDS THAT WILL BE UP TO 100 TIMES FASTER THAN WHAT WE HAVE TODAY. LATENCY [OR LAG] PERIODS ARE BEING HALVED NOW, AND IN THE FUTURE WILL BE EVEN FASTER, WITH CONNECTION DENSITY VASTLY INCREASED, MEANING MORE DEVICES THAT CAN FUNCTION IN A GIVEN AREA.” ~ MICHAEL ROMITA, PRESIDENT AND CEO, WESTCHESTER COUNTY ASSOCIATION (914INC.) :: FEBRUARY 9, 2021

Grant set to bring internet access to households in downtown Yonkers

“HUNDREDS OF HOUSEHOLDS IN DOWNTOWN YONKERS WILL SOON HAVE ACCESS TO FREE OR AFFORDABLE INTERNET DUE TO THE GRANT FROM U.S. IGNITE. (NEWS 12 WESTCHESTER) :: APRIL 1, 2021

This Westchester Community is Getting Free Internet Access

“THE WESTCHESTER COUNTY ASSOCIATION (WCA) IS ONE OF THE SEVEN ORGANIZATIONS THAT HAVE BEEN SELECTED TO PARTICPATE IN PROJECT OVERCOME, DESIGNED TO SPEED UP THE DELIVERY OF BROADBAND SERVICES TO UNDERSERVED COMMUNITIES ACROSS THE UNITED STATES. (WESTCHESTER MAGAZINE) :: APRIL 13, 2021

Opinion: Earth Day – To achieve our clean energy goals, the private sector must commit

“A CLEAN ENERGY TRANSITION OBVIOUSLY REQUIRES IMMENSE GOVERNMENT INTERVENTION. IT WILL ALSO REQUIRE PRIVATE SECTOR COMMITMENT AND URGENT ACTION IS NEEDED. IF WE ARE TO ADVANCE A CLIMATE AGENDA BEYOND THE POLITICAL, THE PRIVATE SECTOR WILL NEED TO RECONSIDER TRADITIONAL NOTIONS THAT LINK ENERGY DEMAND WITH ECONOMIC GROWTH OR SHORT-TERM PROFIT WITH PROGRESS. (LOHUD) :: APRIL 21, 2021

The List: 28 Names You need to Know in Business

WCA'S PRESIDENT AND CEO MICHAEL ROMITA AND CHAIRMAN WILLIAM P. HARRINGTON ARE FEATURED AS TWO OF THE TOP NAMES YOU NEED TO KNOW TO DO BUSINESS IN WESTCHESTER. (914INC.) :: JUNE 9, 2021

'Welcome Home Westchester' campaign launched to address housing crisis

“MICHAEL ROMITA, PRESIDENT AND CEO OF THE WESTCHESTER COUNTY ASSOCIATION, SAID THAT BUSINESSES ARE IMPACTED NOT ONLY WHEN THE HOUSING STOCK IS INADEQUATE BUT ESPECIALLY WHEN HOUSING COSTS ARE TOO HIGH,” STARVING LOCAL BUSINESSES OF WORKERS OR FORCING THOSE BUSINESSES TO PAY HIGHER SALARIES TO SUBSIDIZE COMMUTING COSTS.

ROMITA SAID BUSINESSES SUFFER IF WORKERS ARE FORCED TO LOOK ELSEWHERE FOR HOUSING AND EMPLOYMENT. “WE CAN'T MAINTAIN A HEALTHY ECONOMY IF OUR TEACHERS, OUR FIRST RESPONDERS, NURSES, ACCOUNTANTS, ENGINEERS, AND OTHER WORKING - CLASS FOLKS CAN'T AFFORD TO LIVE IN YOUR COMMUNITY. YOU CAN'T CULTIVATE A REAL COMMUNITY IF YOUNG PROFESSIONALS, THE ELDERLY AND THOSE WITH SPECIAL NEEDS GO UNDER - SERVED. FOR A VIBRANT BUSINESS ENVIRONMENT, WE NEED TO WELCOME OUR MIDDLE - CLASS HOME TO WESTCHESTER. (WESTCHESTER BUSINESS JOURNAL) :: JUNE 25, 2021

Michael N Romita, President and CEO of the WCA, and Susan Fox, Chair of the Board, named in The 2021 Westchester Power 100

“CITY & STATE'S WESTCHESTER POWER 100 IDENTIFIES MANY OF THE COUNTY'S MOVERS AND SHAKERS IN POLITICS, ORGANIZED LABOR, BUSINESS, HEALTH CARE AND OTHER SECTORS. (CITY & STATE) :: NOVEMBER 22, 2021

Our regional jobs recovery needs your support. Here's why: Opinion

BY JASON CHAPIN, WCA DIRECTOR OF WORKFORCE DEVELOPMENT

“SINCE MARCH 2020, THE U.S. HAS SPENT \$4 TRILLION TRYING TO RESTART THE ECONOMY AND BOOST THE JOBS RECOVERY. (LOHUD) :: SEPTEMBER 14, 2021

Pilot program offers free access to the internet in Yonkers

“WE THINK THIS IS A CRITICAL PILLAR OF IMPROVING THE REGIONAL ECONOMY AND FOR SMART GROWTH, THAT'S WHY WE WANTED TO GALVANIZE THESE COMMUNITIES AND SET AN EXAMPLE OF THE POSSIBLE,” SAYS MICHAEL ROMITA, CEO OF THE WESTCHESTER COUNTY ASSOCIATION. THE WESTCHESTER COUNTY ASSOCIATION IS SPEARHEADING THIS PILOT PROJECT, WITH A \$450,000 GRANT FROM A NONPROFIT CALLED U.S. IGNITE. (NEWS 12 WESTCHESTER) :: DECEMBER 14, 2021

The Westchester County Association Celebrates New Clean Energy Portal

“CEO AND PRESIDENT MICHAEL ROMITA DISCUSSES THE WCA'S RECENT PARTNERSHIP WITH THE PACE UNIVERSITY ENERGY AND CLIMATE CENTER... THE WESTCHESTER COUNTY ASSOCIATION (WCA) RECENTLY PARTNERED WITH THE PACE UNIVERSITY ENERGY AND CLIMATE CENTER TO LAUNCH A CLEAN ENERGY PORTAL.” (WESTCHESTER MAGAZINE) :: NOVEMBER 30, 2021

2021

WESTCHESTER COUNTY ASSOCIATION

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The WCA is about bringing business and non-for-profit leaders across different sectors together to identify issues and collaborate to find solutions that lift up the entire Westchester community.

SUSAN FOX
*Chair of the WCA
President and CEO
of White Plains Hospital*

Joining/Membership Info

Westchester County Association
Drives Economic Development
and Advocacy in Westchester and
the Hudson Valley Region

ADVOCATING for our Members

PROMOTING Community Engagement

ADVANCING Smart Growth Policies

STIMULATING New Business

DEVELOPING Strong Connections

CONVENING Thought Leaders and Stakeholders

For membership information

CONTACT MELISSA M. LUZZI
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*View video to learn more about
our core initiatives here*

WWW.YOUTUBE.COM/WATCH?V=YWWXPJY-QS8