

Multifamily Performance Program

Talking Points



This document outlines approved talking points on NYSERDA's Multifamily Performance Program (MPP) to help you communicate the value of energy efficiency and MPP. You can reference the talking points when preparing for your conversations with existing or prospective customers. This document is not meant to be client-facing document; rather it is designed to help you develop your own script, pitch, marketing collateral, and/or website content. You can leverage copy directly, if you want, but feel free to customize these talking points as you see fit.

What is the Multifamily Performance Program?

NYSERDA's Multifamily Performance Program enables you to make energy saving improvements to your affordable multifamily properties (5+ units), resulting in greater efficiency, marketability, and profitability. A NYSERDA-qualified Multifamily Building Solutions Provider will work with you and develop a list of recommended upgrades that is customized to your properties and targets a minimum of 15% energy savings. The program features a tiered-incentive structure, starting at \$700/unit and increases up to \$1,500/unit if you decide to target a higher level of projected energy savings.

Benefits

Build long-term value into your property portfolio.	Energy upgrades that target at least 15% annual energy savings lower operating costs, increase net operating income, and increase asset value. Invest in solutions that improve year-round comfort and improve tenant satisfaction.
Get confidence and assurance from qualified partners, verified solutions, and a proven program.	NYSERDA's quality control measures, data-driven measurement and verification procedures, and high standards set for its network of qualified Multifamily Building Solutions Providers help ensure that projected energy savings targets materialize. Hundreds of multifamily properties of all sizes have benefitted from this program.
Energy-saving upgrades become more attainable.	Unlock valuable incentives that lower the total cost of capital improvements and shorten your ROI. MPP now offers more money earlier in the construction phase of your project that can be underwritten into a refinancing package and alleviate cash flow constraints.
Get more out of planned capital improvements, refinancing opportunities, and property rehab projects.	Incorporating energy efficiency early in your building upgrade process, refinancing period, or rehab of newly acquired properties helps you make the most out of an opportunity you are already dedicating time, effort, and money toward.
Gain insight into your properties' operational performance.	Become more familiar with how your buildings and the systems within them use energy and discover where you can unlock operational efficiencies with the latest energy-saving technology.
Become more proactive.	Gain an opportunity to replace aging equipment before it impacts your bottom line or your tenants' comfort and satisfaction. If you're a regulated property, be able to meet or exceed your housing agency's minimum energy efficiency requirements that become more stringent over time.

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Benefits *(continued)*

Work you can be proud of.	Feel a sense of accomplishment while making smart investments that result in immediate savings and long-term value added to your properties. Build a reputation as a leader in the affordable housing space that cares for the well-being of tenants while operating sustainable, high-quality, comfortable properties.
Make progress toward Local Law 97 compliance milestones.	Properties in New York City who are subject to LL97 carbon emissions limits can achieve significant reductions by implementing a comprehensive energy-saving project. Leverage MPP incentives and technical assistance provided by Multifamily Building Solutions Providers to start your path to compliance today.
Reduce costs, improve health with heat pumps.	Electrify your property with a heat pump heating and cooling system that yields many benefits: <ul data-bbox="636 435 1906 602" style="list-style-type: none">• Give tenants more control over their comfort with in-unit air handlers that provide both heating and cooling.• Improve indoor air quality and achieve a healthier building when you use cleaner technologies to heat and cool your building.• Lower your heating costs with an electric heat pump that is more efficient and more cost-effective compared to electric baseboard heating and oil-fueled systems.