

Affordable Multifamily Program Upstate (AMP Up)

This document outlines approved key messages for how to describe the Affordable Multifamily Program Upstate to property owners and contractors. This document is not meant to be public facing. It is designed to guide internal conversations within the teams at NYSERDA and to be used as an outline of consistent messaging for the development of any new public facing communications. These messages are intended to be customizable and can be leveraged as is or tailored for specific communications.

What is the Affordable Multifamily Program Upstate?

The Affordable Multifamily Program Upstate (AMP Up) is dedicated to serving as a one-stop shop to enhance building performance, deliver energy bill savings and improve the quality of life for residents living in multifamily housing across Upstate New York. By providing financial incentives for energy efficiency, electrification and resilience enhancements, AMP Up offers Upstate multifamily property owners and managers a flexible, guided, and cost-effective pathway toward property upgrades. AMP Up enables owners to bring the benefits of better comfort, resilience, and tenant affordability to their properties.

Primary Message: AMP Up provides a flexible, guided, and cost-effective pathway for multifamily building owners to upgrade buildings for comfort, resilience, and energy savings.

Flexible support for every building's needs.

From simple upgrades like new refrigerators and smart thermostats, to more comprehensive solutions like insulation, heating and cooling system replacement, and resiliency upgrades, AMP Up incentivizes a wide range of energy solutions to meet your property's needs.

Eligible upgrades are grouped into categories, each targeting different aspects of your property's energy use. You can choose whether you would like your project to focus on one category or multiple categories.

- **Appliance:** Refrigerator with freezer replacements.
- **Prescriptive:** Direct install upgrades that achieve instant energy savings for you or your tenants. Sample upgrades: Smart thermostats, low-flow faucet aerators.
- **Weatherization:** Building envelope upgrades that reduce energy leaks and maintain consistent comfort year-round. Sample upgrades: Roof and wall insulation, air sealing, window replacement.
- **Electrification:** Electrify your space heating and cooling and domestic hot water systems with high-efficiency heat pumps. Sample upgrades: Mini-split heat pumps, heat pump hot water heaters.
- **Deep Retrofit:** Advanced ventilation and envelope upgrades help you achieve greater health, comfort, and energy saving benefits. Sample upgrades: Heat recovery ventilation,

	<p>envelope overclad.</p> <ul style="list-style-type: none"> ● Resilience*: Protect your property from the hazards of extreme weather events. Sample upgrades: Hurricane-resistant windows, heat pump floodproofing. <p>*This is a pilot category for eligible properties. Eligibility is based on the installation of eligible base program upgrades, climate hazard exposure, and NYSERDA review and approval.</p> <p>You can participate in AMP Up multiple times, allowing you to phase in projects over time, if that is a more feasible approach to upgrading your property.</p>
<p>Guidance from start to finish.</p>	<p>You have two options to access AMP Up incentives:</p> <ul style="list-style-type: none"> ● Option 1 – Work with your preferred contractor if they are part of the Multifamily Contractor Network. ● Option 2 – NYSERDA can connect you with a contractor. <p>All contractors in the Multifamily Contractor Network provide enhanced project support throughout the process and will assist you by identifying incentive-eligible upgrades, developing scopes of work, reviewing program guidelines to ensure your eligibility, and planning and implementing your upgrades.</p> <p>Other enhanced project support services include:</p> <ul style="list-style-type: none"> ● Application support ● Building assessments ● Scoping support ● Capital funding guidance ● Construction monitoring ● Project close out <p>Participating contractors offer a guided path through the program. Whether you work with your preferred contractor or one provided by NYSERDA, the contractor will provide you with support applying for incentives, reducing your administrative burden, and bringing deep expertise to your project.</p>
<p>Incentive structure makes projects more feasible and cost-effective with payouts throughout project phases.</p>	<p>Access financial incentives on eligible upgrades to reduce the cost of your building improvements.</p> <p>Incentives are capped by measure category AND a scope-of-work cap of 85% of the total project cost for projects with 5-20 units or 70% of the total project cost for projects with 21+ units.</p> <p>Multiply the incentive caps by the total number of dwelling units at your properties to determine the total amount of incentives you may be eligible for:</p> <ul style="list-style-type: none"> ● Appliance: \$400 per dwelling unit

	<ul style="list-style-type: none"> ● Prescriptive: Up to \$1,750 per dwelling unit ● Weatherization: Up to \$2,500 per dwelling unit ● Electrification: Up to \$5,750 per dwelling unit ● Deep Retrofit: Up to \$6,750 per dwelling unit ● Resilience Enhancements: 30-100% of project cost, dependent upon upgrade and property exposure to extreme weather events like flooding or extreme heat <p>Receive incentives throughout the stages of your project to reduce your financial burden.</p> <p>Projects with 5-20 dwelling units receive 25% incentive payout during each of these four phases: scope development, construction start, partial construction, and construction completion.</p> <p>Projects with 21+ dwelling units receive incentives during scope development (25% payout), partial construction (40%), and construction completion (35%).</p> <p>Technical assistance incentives are paid out 75% during scope development and 25% once construction begins.</p> <p>Floodproofing Design Assistance is paid out at 100% at the scope development milestone.</p> <p>Extreme heat and extreme wind resilience enhancement incentives are paid out in full once construction is completed.</p> <p>If your property is eligible for the Weatherization Assistance Program and/or New York State Homes and Community Renewal (NYSHCR) funding, you may be eligible to stack incentives for additional financial support.</p>
<p>Many Upstate NY multifamily buildings are eligible to access AMP Up.</p>	<p>Program eligibility:</p> <ul style="list-style-type: none"> ● Properties must be located in Upstate New York, defined as any property in New York State north of Con Edison service territory. ● Projects must consist of one or more existing multifamily buildings. Mixed use buildings may be eligible but at least 50% of gross heated square footage must be residential or residentially associated. ● Projects must have 5 or more units. ● Multiple buildings can be submitted as a single project provided that each building has at least 2 units. ● Buildings must be classified as an affordable property, where at least 25% of the units are, or are expected to be, occupied by households earning not more than 80% of the Area Median Income or State Median Income, whichever is higher. ● Projects must work with a NYSERDA-approved participating contractor.

Audience Specific Key Messages:

Multifamily Property Owners and Managers

Get flexible financial support to upgrade your property. Whether you're hoping to unlock energy savings, improve tenant affordability, deliver year-round comfort, modernize your property, improve resilience during extreme weather events, or all of the above, AMP Up brings together incentivized upgrades under one program to help you achieve what is most important to you. Choose your path to achieve your goals for your property.

Gain an understanding of your building's energy needs and identify opportunities eligible for AMP Up incentives with a targeted building assessment. Choose the upgrades you want to move forward with and phase in additional scopes of work based on what is feasible for your property.

All projects are eligible for complimentary concierge service and technical assistance to manage your project from assessment to completion. This includes assistance with the competitive bid process, capital funding stack guidance and analysis, construction oversight, and other hands-on assistance.

Contractors

Deliver more value to your clients with a flexible incentive structure. AMP Up allows you to offer clients a broad range of solutions, from prescriptive direct install upgrades to comprehensive electrification, weatherization, and deep retrofit projects. Scale projects to fit the ambitions and budgets of your clients.

Build a predictable pipeline of business when you help building owners plan a phased approach to building upgrades with scopes of work spread out over time.

Create lasting relationships with building owners when your expertise and enhanced project support services help lower their project costs, reduce their administrative burden, and guide them to energy savings.

Get a consistent program experience all across the Upstate territory with NYSERDA. This streamlined approach makes it easier for you to sell projects, manage applications, and access incentives for your clients without navigating multiple utility-based programs.