



FirstService
RESIDENTIAL

FIRST Impressions

News for board members and building owners of properties managed by FirstService Residential



MARCH-APRIL 2021

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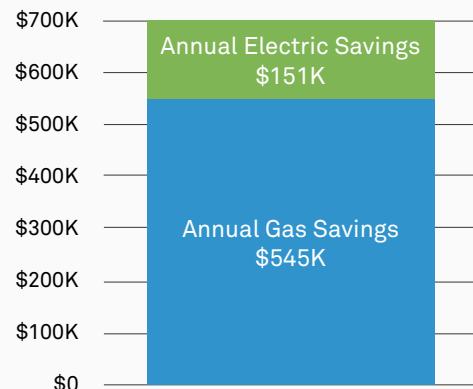
Delivering Value **Energy Aggregation Purchasing Program**

As part of FirstService Residential's commitment to continuously deliver value, our clients achieve significant savings in utility costs by participating in one of the country's largest gas and electric aggregation programs for multifamily buildings.

Our FirstService Energy procurement specialists leverage the collective consumption of our management portfolio to negotiate competitive rates with third-party Energy Supply Companies (ESCOs). The rates average 10–11% lower than the utility. The program has helped our clients

TOTAL 2020 SAVINGS: \$696K

FirstService Residential Clients



save millions of dollars in energy costs over the last decade.

To participate in the spring aggregation program, an authorized board member or building owner must submit the Letter of Authorization (LOA) to Edmond.Ohin@FirstServiceEnergy.com by May 7. [Click here](#) for more information.



[Click here to watch the webinar.](#)



Ask Our Experts

IS YOUR PARKING GARAGE READY FOR ELECTRIC VEHICLE CHARGING STATIONS?

Thursday, April 15 • 6:00 p.m. – 7:00 p.m.



John Skipper
Director of Energy
Management
FirstService Energy



Amelia Berman
Business Development
Manager
Con Edison



Charles DePuthod
President
INF Associates



Robert Miller
Energy Manager
EV Charging Team
INF Associates

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What We'll Cover

- EV Charging Stations and the NYC PowerReady Program
- Benefits of installing EV charging stations
- Installation costs for multifamily residential buildings
- Incentive programs available to participating buildings

**CLICK HERE TO
SUBMIT YOUR
QUESTIONS AND
REGISTER TODAY!**

Times are changing. Electric vehicle (EV) charging stations are now an attractive amenity for New York City condo, co-op and rental properties. While installation can be costly, Con Edison offers an incentive program that can offset up to 100% of installation costs. Join our experts to learn the ins and outs of EV charging stations, how installation can set your property apart from competing buildings, and incentive opportunities.



[**Click here to register.**](#) Have a question about this webinar? Contact Director of Energy Management John Skipper at John.Skipper@FirstServiceEnergy.com

Preparing Your Building to Comply with the Climate Mobilization Act

We understand that our clients will need wide-ranging support to navigate the myriad complexities and timelines associated with achieving the strict emissions targets required by NYC Local Law 97 (LL97). In addition, some buildings will be subject to an emissions penalty beginning in 2024, and others in 2030. Your respective management teams will advise you if you fall into this category.

To increase the capabilities and support available to you, we have assembled a group of experts committed to a shared mission: Helping boards and building owners make the most informed decisions on opportunities that will deliver the greatest value in terms of reduced emissions, costs, and energy use, improved efficiency and resident comfort, and enhanced property values, while avoiding fines and remaining compliant with the law.

FirstService Residential, Steven Winter Associates, FirstService Energy, and FirstService Project Management have joined forces to deliver more value, capabilities, and support than a single company can provide to help our clients navigate the path to LL97 compliance.



We focus on achieving whole building, deep energy savings by assessing your building through the lens of each of our areas of specialization—allowing us to think bigger to help your building perform better. By taking a holistic approach to improving energy performance, the team considers all the critical components of your building in a Retrofit Roadmap Study analysis.

Learn more the Retrofit Roadmap Study in this [short video](#).

For more information, email Lily.Malota@FirstServiceEnergy.com.



THE CLIMATE MOBILIZATION ACT *Your path to compliance*

1. Conduct an energy assessment to understand your building's energy use.
2. Calculate penalties if emissions will exceed the limits.
3. Evaluate compliance strategies and costs based on data.
4. Implement low-cost, high-reward strategies to optimize building performance.
5. Develop a long-term plan to properly budget time, resources, and cost.
6. Execute your strategy to achieve early or on-time compliance.

BEST PRACTICES

VIRTUAL ANNUAL MEETINGS

Virtual annual meetings are the new normal. Strict compliance with the requirements in administering your virtual meeting is crucial, as any departure could result in a legal challenge to the election on the grounds that it was conducted in violation of law.

On April 6, FirstService Residential hosted a webinar for board members on Virtual Annual Meeting Best Practices. Our experts included Dan Wurtzel, president, FirstService Residential, Michael Wolfe, president, Midboro Management, and Theresa Jose, Executive Director of Operations, Midboro Management. If you missed it, you can [watch a replay here](#).



AS FEATURED IN THE NEW YORK TIMES



ASK REAL ESTATE

Should Only Vaccinated People Be Allowed to Use the Gym?

Apartment buildings with gyms may want to combat the coronavirus, but banning unvaccinated residents from working out is a perilous idea.

"Common sense would say, 'OK, you want your gym open? Open it and follow the guidelines,'" said Dan Wurtzel, president, FirstService Residential. "The guidelines are conservative around making sure there is a minimal possibility of the virus spreading." [Click here to read more.](#)

NEW CLIENTS

Welcome TO THE FIRSTSERVICE RESIDENTIAL FAMILY



BERKSHIRE GREEN
42-22 Ketcham Street,
Elmhurst
127 apartments



STEWART TENANTS CORP.
70 East 10th Street,
Manhattan
360 apartments



THE 467 CENTRAL PARK WEST CONDOMINIUM
467 Central Park West
99 apartments



449 WEST 44TH ST.
449 West 44th Street,
Manhattan
60 apartments

Ask Our Experts

PROTECTING YOUR CO-OP OR CONDO FROM LEGAL LIABILITY & BOARD MEMBERS FROM PERSONAL EXPOSURE

Wednesday, April 28 • 6:00 p.m. – 7:00 p.m.



Ben Kirschenbaum
VP & General Counsel
FirstService Residential



Sean Kent
SVP, Insurance
FirstService Financial

What We'll Cover

- ▶ Types of Claims Against, and Protections for, Co-ops and Condos
- ▶ Maintaining Proper Insurance to Mitigate Loss
- ▶ Protection Afforded by Coverages for Inevitable Claims
- ▶ Risk Management/Transfer: Protection Against Tort Claims
- ▶ Personal Liability: Exposures and Protections for Board Members

**CLICK HERE TO SUBMIT YOUR
QUESTIONS AND REGISTER TODAY!**

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Cooperatives and condominiums can face potential legal liability on many fronts. Join our discussion during which our experts will advise on how board members can mitigate risk, D&O liability insurance protections, insurance policy modifications and exclusions that might diminish those protections, Business Judgment Rule protections, and the importance of expert assessment of insurance policies for your building, contractors and vendors.



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Financial

[Click here to register.](#)

Con Edison Introduces **“The Neighborhood Program” for Multifamily Buildings**

Brooklyn and Queens properties may be eligible for incentives to make your property more energy- and cost-efficient

Are you in the process of replacing your building's mechanical systems and facilities with energy efficient equipment? As part of Con Edison's "[The Neighborhood Program](#)," multifamily building owners in select areas of Brooklyn and Queens may be eligible for incentives and rebates to offset the cost of new, efficiency-rated equipment that will improve the property's energy performance.

For eligible properties, this includes new LED lighting, updated lighting fixtures and controls, ventilation upgrades, heating and air conditioning systems, and the replacement of costly elevator mechanicals. Each incentives package is determined by the overall reduction of energy consumed, quantified in kilowatts (kW). According to Con Edison, participating building owners can receive up to \$2,000 per kW of reduced consumption.

FirstService Energy is working with our managed properties to determine eligibility and to connect them with local vendors. These vendors can survey the property, offer roadmaps to improved efficiency, and estimate total project costs for equipment upgrades.

APRIL IS NATIONAL VOLUNTEER MONTH

All of us at FirstService Residential celebrate all of you who dedicate your time and actions to serving on your cooperative or condominium board.

**Thank you for your service to
your building and your neighbors!**



[Click here for an eligibility map by neighborhood.](#)

For more information, email Maggie Welsh at Maggie.Welsh@FirstServiceEnergy.com.



HURRICANE EVACUATION NOTICES

New Requirements for Multifamily Buildings

In accordance with NYC Local Law 103, multifamily residential buildings located in a hurricane evacuation zone are now required to take specific additional actions to educate and protect residents. This includes posting a Hurricane Evacuation Notice in one of several common areas by April 30, 2021.

As specified by the city's Office of Emergency Management (NYCEM), a common area includes a street-level lobby or primary entrance, mailbox area, elevator cabs, or the main stairwell. The notice cannot be visually obstructed and must be



displayed in a conspicuous location.

The local law was established in 2019 to help keep residents and building staff aware of the property's current hurricane zone designation—a number ranging from one to six that can be used to determine the closest hurricane evacuation centers.

Our Compliance Department has determined which buildings are in such zones and your management team is addressing any notice posting requirement. Buildings outside of designated hurricane evacuation zones are not required to post a notice. To determine if your property is located in a hurricane zone, [click here](#).

Notices are available to [download on the NYCEM website](#) in various sizes and formats.

GIVING THANKS

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To President Dan Wurtzel, FirstService Residential, and President Michael Wolfe, Midboro Management:

"I want to thank you, the Realty Advisory Board (RAB), and The Real Estate Board of New York (REBNY) for your efforts in getting the governor to recognize that staff members of residential buildings are essential workers and should move up the eligibility line for receiving the COVID-19 vaccines. My fellow Board members and I will do all we can to provide encouragement to our staff members to take advantage of their eligibility for their own benefit as well as everyone they come interact with on a daily basis."

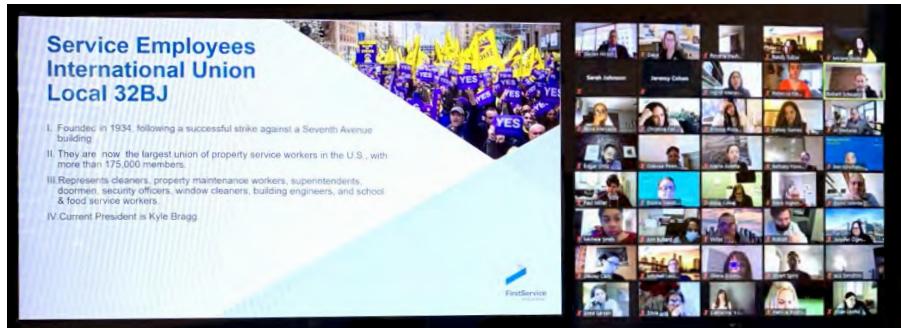
—Stephen Yesenosky,
Board President, The Beaumont

FirstService Residential and Midboro Management wish to recognize the many board members who contacted their elected officials to let your voices be heard.



April Featured Guests Monthly Property Managers' Meeting

Robert Schwartz, EVP of the Realty Advisory Board on Labor Relations (RAB), addressed labor relations for employees governed by the Apartment Building Agreement between the RAB and Local 32BJ, SEIU. Schwartz covered the differences between new hires, vacation relief, and temporary employees, and common mistakes to avoid in progressive (corrective) discipline with building staff. A trio of attorneys from Seyfarth Shaw LLP—Dennis Greenstein,



Ingrid Manevitz and Jeremy Cohen—gave a colorful presentation on best practices for navigating quality of life legal issues during the pandemic.

NEW TO YOUR BOARD?

BEST PRACTICES TO ONBOARDING NEW BOARD MEMBERS

New board members can be full of fresh ideas and perspectives, but in order for a board to be successful, all members must be well-versed in their roles and responsibilities. That's why we created a best practices guide to help new board members transition into their new role. [Click here to read our guide to successfully onboarding new board members.](#)

Thank you for volunteering to make a difference for your building and fellow residents.



AS FEATURED IN HABITAT MAGAZINE



BRICKS & BUCKS

BUILDING PROJECTS IN NYC CO-OPS/CONDOS

A Façade Repair With Surprise Costs – What's Not to Love?

Gramercy House, a 339-unit condop managed by FirstService Residential since 2006, is featured in the April issue of Habitat magazine. The property is undergoing \$3.8 million in capital projects including extensive façade repairs, a roof replacement, and installation of a green roof. [Read more here.](#)

NYC LIFESTYLE NEWSLETTER

NYC LIFESTYLE—A WEEKLY NEWSLETTER FOR RESIDENTS

April marks the one-year anniversary of *NYC Lifestyle*, our weekly newsletter filled with fun, creative activities to help our residents stay engaged with the city we love. [View the NYC Lifestyle library here.](#)



“Our residents really appreciate these newsletters. I get compliments every Friday when they are distributed.”

—Fabiola Frias, Assistant Property Manager,
100 United Nations Plaza Condominium

NYC Lifestyle

Spring 2021

STAY CONNECTED



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First Impressions is published for board members and rental building owners of properties managed by FirstService Residential New York. While every effort is made to achieve accuracy in the information contained in this publication, it is not intended as advice to any specific property, and FirstService Residential shall not be liable for any damages resulting from reliance on the accuracy of information contained herein. The information contained herein is meant to provide general advice, and it is not intended to be applied to a specific building or situation experienced at a building. Please consult with your property manager and other professionals to address any compliance matter at your building.

We welcome your feedback. Email us at news.ny@fsresidential.com.