

2020 ENERGY STAR® Awards

PART 2: Partner of the Year Award Application Multifamily High Rise Developers

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Award Description

The Partner of the Year award for Multifamily High Rise Developers recognizes ENERGY STAR partners that have demonstrated excellence and leadership in building and promoting ENERGY STAR certified multifamily high rise units.

Eligibility Requirements:

To be eligible for recognition, applicants must meet each of the following requirements:

- Be an active ENERGY STAR Multifamily High Rise Partner;
- Maintained satisfactory compliance with all applicable EPA regulations (EPA will perform a compliance/enforcement screening for each applicant as part of the application review process); and
- Meet at least one of the following criteria:
 - o Submitted a Proposed Design Submittal or As-Built Submittal in 2018 or 2019;
 - o Used ENERGY STAR Portfolio Manager to benchmark at least one building in 2019 that was certified through the ENERGY STAR MFHR program; and/or
 - o Have a project pursuing ENERGY STAR certification through the NYSERDA Multifamily New Construction Program that had a design approved or was certified in 2018 or 2019.

Application Instructions:

ALL application materials must be submitted electronically through your My ENERGY STAR Account (MESA) (www.energystar.gov/mesa) using the electronic application forms provided. These materials must include:

- **PART 1: General Instructions & Executive Summary** which includes a brief description of your organization and six bullet points showcasing your organization's main ENERGY STAR achievements during 2019 in the corresponding fields. *(required)*
- **PART 2: Award Accomplishments Document** consists of your organization's responses to Sections A and B of this application. *(required)*
- **PART 3: Supporting Materials** include electronic samples of materials used by your organization (e.g., samples of 2019 marketing and training materials) in support of the ENERGY STAR-related activities described in Section B below. Applicants must provide at least one supporting material for at least one activity in Section B. *(required)* When possible, please consolidate supporting materials into one electronic file. Any materials submitted may be used by EPA in promotion of the ENERGY STAR program and will not be returned to applicants.
- **PART 4: Organization's high-resolution logo** *(required)*

Selection of Award Winners:

- EPA will evaluate applications based on the information provided in response to the areas specified in Section B.
- EPA may select any number of award winners, depending on the quality of the applications received.
- Licensed Professionals may be considered for a Certificate of Recognition when nominated by their developers.

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BEGIN APPLICATION



PART 2: Award Accomplishment Document

Section A (Required for all applicants)

| | |
|---|--|
| Organization Web Site: | Enter organization's Web site URL here |
| ENERGY STAR-related Web Page(s): | Enter organization's ENERGY STAR Web page URLs here |
| # of MFHR units Earning ENERGY STAR Certification in 2019¹: | Enter # of mid- and high-rise multifamily units that were certified through the ENERGY STAR MFHR program in 2018 here |
| # of ENERGY STAR low-rise units earning ENERGY STAR Certification in 2019¹: | Enter # of low-rise multifamily units that were certified through the ENERGY STAR Certified Homes program in 2018 here |

¹ Applicants should make their best projection of units to be constructed and ENERGY STAR certified during the 4th quarter of 2019. Applicants should enter "0" if they do not have any units or buildings that meet the criteria. EPA will confirm the final actual number of reported units prior to selecting award winners.

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2019 Projects: Please list all of the ENERGY STAR Multifamily High Rise projects that your organization has participated in developing or managing in 2019.

| Project Name | Address | # Units | Phase (<i>Design, Construction, Certified, Benchmarking</i>) | Project Webpage(s) |
|--------------|---------|---------|--|--------------------|
| enter | enter | enter | Choose an item. | enter |
| enter | enter | enter | Choose an item. | enter |
| enter | enter | enter | Choose an item. | enter |
| enter | enter | enter | Choose an item. | enter |

Why do you participate in ENERGY STAR? In a few sentences, please describe why your organization has sought ENERGY STAR MFHR certification for your project(s).

Click or tap here to enter text.

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Optional: Licensed Professionals Acknowledgement

Please use the space below to identify any Licensed Professionals² who were integral to your success with the ENERGY STAR Multifamily High Rise program in 2019. EPA will take this acknowledgement and description into account when considering these organizations for a Certificate of Recognition for their contribution.

| Company Name | Licensed Professional | Mailing Address | Phone Number |
|----------------------------|----------------------------|----------------------------|----------------------------|
| Click or tap here to enter | Click or tap here to enter | Click or tap here to enter | Click or tap here to enter |
| Click or tap here to enter | Click or tap here to enter | Click or tap here to enter | Click or tap here to enter |

Please provide a brief explanation of why you are nominating each Licensed Professional(s) listed above, describing how they contributed to your success with ENERGY STAR in 2019:

Click or tap here to enter text.

² Participants in the NYSEDA Multifamily New Construction program may nominate NYSEDA Multifamily New Construction Partner(s).

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Section B (Required for all applicants)

Instructions

Complete each section below using concise bullets. Successful applications will:

- Quantify your achievements (e.g., number of units certified, number or percentage of sales staff trained on ENERGY STAR certified units, number of technical ENERGY STAR trainings delivered, number of ENERGY STAR-related newsletters sent to residents, resident or building owner satisfaction increased by x %).
- Specify annual and cumulative achievements within a given timeframe (e.g., built 100 ENERGY STAR certified units in 2019 and 1,000 ENERGY STAR certified units since 2008).
- Include electronic samples of supporting materials used in support of the ENERGY STAR-related activities described below. Applicants are **required** to submit at least one supporting material for at least one of the activities described below.
- Highlight what sets your organization apart.
- Tell a positive story about how your organization achieved new heights or rose to new challenges.

1. Promoting and Marketing ENERGY STAR (Maximum of 5 points):

In the space below, use concise bullets to describe marketing materials and promotional activities employed by your organization in 2019 to promote your ENERGY STAR certified apartments/condos and participation in the ENERGY STAR program. Where possible, please describe the reach (e.g., number of people reached) and impact (e.g., increase in rental activity, observed change in resident behavior, etc.) of these promotional efforts. (Note: For projects that are still under construction, include marketing efforts related to Designed to Earn the ENERGY STAR) Examples include, but are not limited to:

- Press release, print, radio, and TV ads
- Direct mail campaign
- ENERGY STAR ads on other websites
- Building Profile on the [ENERGY STAR website](#)
- Resident newsletters
- Outdoor signage, Lobby/in-unit displays or signage
- Community events
- Social media
- Videos, vlogs, blogs
- Resident testimonials

Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

- *Example – Prominently displayed the ENERGY STAR name and logo on a banner in our Lobby, in traditional marketing efforts, and in social media posts, including in all “now-leasing” tweets which has led to ~50%*

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| <i>higher total engagements and impressions than our tweets that don't mention ENERGY STAR.</i> |
| • Click or tap here to enter text. |
| • Click or tap here to enter text. |
| • Click or tap here to enter text. |

2. Web Presence (Maximum of 5 points):

Please use the table to describe how your web page(s) highlight your organization's ENERGY STAR partnership. For any pages that were displayed during 2019 but are no longer online, provide screen shots of the web pages in an attachment.

| ENERGY STAR on Your Website | Used on website in 2019 (check all that apply) |
|--|---|
| <i>General Organization Pages: URL(s) (if not listed in Section A):</i> | <input type="checkbox"/> |
| Link back to ENERGY STAR webpage | <input type="checkbox"/> |
| Have ENERGY STAR Partner mark | <input type="checkbox"/> |
| Have Ask About ENERGY STAR Certified Apartments mark | <input type="checkbox"/> |
| Describe ENERGY STAR MFHR program or company participation in program | <input type="checkbox"/> |
| Describe features/benefits of ENERGY STAR certified apartments/condos | <input type="checkbox"/> |
| Announcement/promotion of previous ENERGY STAR awards and recognitions | <input type="checkbox"/> |
| Other: | <input type="checkbox"/> |
| <i>Design/Under Construction Project Page(s): URL(s) (if not listed in Section A):</i> | <input type="checkbox"/> |
| Mention Designed to Earn the ENERGY STAR recognition (for projects under construction that have achieved Designed to Earn the ENERGY STAR) | <input type="checkbox"/> |
| Have Designed to Earn the ENERGY STAR logo (for projects under construction that have achieved Designed to Earn the ENERGY STAR) | <input type="checkbox"/> |

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| ENERGY STAR on Your Website | Used on website in 2019 (check all that apply) |
|--|---|
| Have Ask about ENERGY STAR Certified Apartments mark | <input type="checkbox"/> |
| Link back to ENERGY STAR website | <input type="checkbox"/> |
| Other: | <input type="checkbox"/> |
| <i>Certified Project Page(s): URL(s) (if not listed in Section A):</i> | |
| Reference ENERGY STAR certification | <input type="checkbox"/> |
| Describe the features/benefits of ENERGY STAR certified units | <input type="checkbox"/> |
| Have ENERGY STAR certification mark | <input type="checkbox"/> |
| Link back to ENERGY STAR website | <input type="checkbox"/> |
| Include resident testimonials related to ENERGY STAR | <input type="checkbox"/> |
| Other: | <input type="checkbox"/> |
| <i>Other Web Pages:</i> | <input type="checkbox"/> |
| | |
| | |

In the space below, use concise bullets to summarize your organization's efforts related to the activity described in the table above.

| |
|--|
| <ul style="list-style-type: none"> • <i>Example - Featured the ENERGY STAR name and logo and information about the features and benefits of ENERGY STAR certified apartments/condos prominently on our company website and all certified project pages.</i> |
| <ul style="list-style-type: none"> • Click or tap here to enter text. |
| <ul style="list-style-type: none"> • Click or tap here to enter text. |
| <ul style="list-style-type: none"> • Click or tap here to enter text. |

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3. Educating Residents and Building Managers (Maximum of 5 points):

In the space below, use concise bullets to describe your organization's efforts in 2019 to educate and inform your customers about the features and benefits of ENERGY STAR certified apartments/condo and educating building managers on how to operate the building. Examples include, but are not limited to:

- Training leasing/sales staff and/or real estate professionals to promote the features and benefits of ENERGY STAR certified apartments/condos
- Training customer service representatives to answer resident questions related to the operation of their ENERGY STAR certified apartment/condo
- Educating renters/buyers post-lease/sale about their ENERGY STAR certified apartment/condo
- Surveying residents about ENERGY STAR certified apartments/condos and/or energy efficiency
- Providing lease-up/point of sale collateral materials about ENERGY STAR certified apartments/condos
- Training building managers on operating a MFHR building
- Providing an operations manual for building managers

Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

• *Example – Provided year-round, ongoing training to a total of 15 leasing/sales staff serving all certified projects about the features and benefits of ENERGY STAR certified apartments/condos. .*

• Click or tap here to enter text.

• Click or tap here to enter text.

• Click or tap here to enter text.

4. Meeting ENERGY STAR Program Requirements (Maximum of 5 points):

In the space below, use concise bullets to describe your organization's efforts in 2019 to ensure that its ENERGY STAR certified apartments/condos met all program requirements. Examples include, but are not limited to:

- Identifying cost effective solutions to achieve greater energy efficiency
- Providing technical training (e.g., training new trades or ongoing education of existing trades)
- Staffing/appointing a dedicated, in-house design and construction ENERGY STAR coordinator
- Holding preconstruction team meetings
- Ongoing coordination with outside parties, including Licensed Professional and trades professionals, on achievement of energy efficiency targets
- Proactively working with EPA to understand and effectively implement program requirements
- Developing comprehensive construction documents
- Developing quality management plans

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Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

| |
|--|
| <ul style="list-style-type: none">• <i>Example – Early in project development, held a design charrette to ensure that all members of the project team, including the architect, MEP, GC, and consultants, understood the ENERGY STAR MFHR requirements, how to incorporate them into the construction documents, how to implement them in the field, and how they would be inspected and verified throughout the construction process.</i> |
| <ul style="list-style-type: none">• Click or tap here to enter text. |
| <ul style="list-style-type: none">• Click or tap here to enter text. |
| <ul style="list-style-type: none">• Click or tap here to enter text. |

5. Energy Efficiency Innovation (Maximum of 5 points):

In the space below, use concise bullets to describe any innovations or emerging technologies that your organization implemented in its ENERGY STAR certified units in 2019. These innovations may go above and beyond core ENERGY STAR program requirements, including the use of connected home technology or advanced building practices.

Applicants are strongly encouraged to provide electronic documentation (e.g., photos or product descriptions) of innovations/technologies used.

| |
|--|
| <ul style="list-style-type: none">• <i>Example – Constructed approximately half of our ENERGY STAR certified units in 2019 to also be WaterSense certified units to raise public awareness of the relationship between energy use and water consumption.</i> |
| <ul style="list-style-type: none">• Click or tap here to enter text. |
| <ul style="list-style-type: none">• Click or tap here to enter text. |

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- Click or tap here to enter text.

6. Costs and Benefits Associated with ENERGY STAR (Maximum of 5 points):

In the space below, use concise bullets to describe the costs and savings associated with your ENERGY STAR Multifamily High Rise projects compared to code. Costs can include both incremental hard costs (e.g., materials) and soft costs (e.g., labor hours). Savings can include utility bill savings, energy savings, and/or greenhouse gas emissions savings. You may also choose to focus on the verification costs of the project as a percentage of total project costs and/or provide the cost-benefit analysis in terms of Savings to Investment Ratio or Simple Payback. Evaluation of this criterion will not be based on the level of costs or savings achieved.

- *Example – Based on energy modeling, apartments were projected to save approximately \$100 per unit on resident-paid energy bills annually compared to apartments just built to meet code. The additional costs for meeting ENERGY STAR were approximately 2% of the total projects costs.*

- Click or tap here to enter text.

- Click or tap here to enter text.

- Click or tap here to enter text.

Bonus Opportunity: In the space below, use concise bullets to describe any other innovative activities you have undertaken as an ENERGY STAR partner not listed above and the impacts that they have had on your organization and/or customers. For example, this could include information on benchmarking in ENERGY STAR Portfolio Manager, corporate commitments to ENERGY STAR, participation in the ENERGY STAR certification program for single-family and low-rise multifamily homes, delivering ENERGY STAR information in presentations given at industry conferences, or sharing ENERGY STAR information/knowledge with other developers.

Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

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- *Example – Made a corporate commitment to having all new construction projects get ENERGY STAR certified, through either the Certified Homes program or the MFHR program.*

- Click or tap here to enter text.

- Click or tap here to enter text.

Prepare/Gather Remaining Documents for Upload

PART 3: Supporting Materials (at least one required, as described in the Application Instructions above)

PART 4: Organization's High-Resolution Logo (required)

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