



# How to Utilize the ENERGY STAR Multifamily New Construction Program

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February 6, 2020

# Today's Agenda

The ENERGY STAR Brand  
Eligibility

Program Overview

Certification Paths: ERI, ASHRAE, Prescriptive  
MFNC & Other "Green" Programs

Cost & Savings

Examples from Other Program Sponsors

MFNC website

Q&A: [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov)





# The ENERGY STAR Brand



Hines

nationalgrid



Efficiency Vermont



CBRE



ENERGY STAR is voluntary partnership among government, business and consumers

The Goal: to save money and protect our climate through superior energy efficiency

[energystar.gov/partnersearch](http://energystar.gov/partnersearch)

# Cross-Portfolio Reach



America's Trusted Resource for Energy Efficiency



**5.8 BILLION**  
products



**35,000**  
buildings



**190**  
industrial plants



**1.9 MILLION**  
homes



# Strong Brand Identity & Awareness



## In American Households:



MORE THAN

**90%**

RECOGNIZE  
THE ENERGY STAR®  
LABEL



NEARLY

**85%**

UNDERSTAND  
WHAT  
IT MEANS



IN THE PAST YEAR

**45%**

PURCHASED  
ENERGY STAR-LABELED  
PRODUCTS

OF THESE PURCHASERS



**74%** were influenced  
by the label in  
their decision

**80%** are likely to recommend  
ENERGY STAR  
to a friend

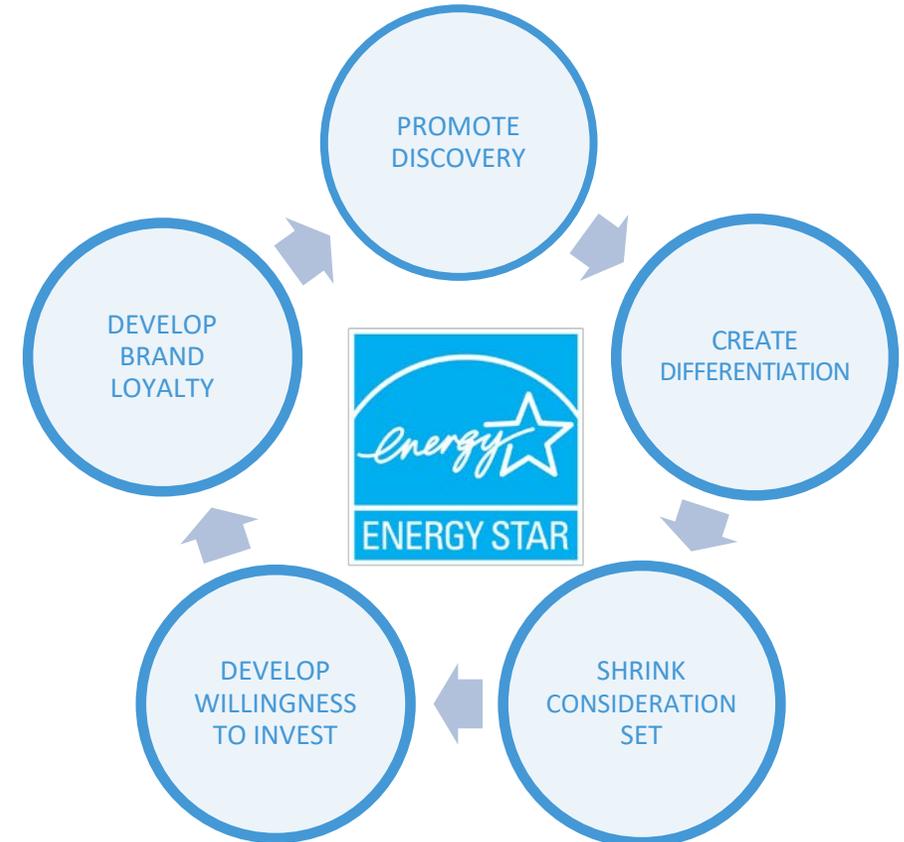
# Why Enter the Multifamily New Construction Market

- There is significant potential for energy savings in the multifamily sector
- Multifamily housing has been traditionally underserved by utility-sponsored energy efficiency programs
- A majority of low-income households live in multifamily housing and spend a higher proportion of their income on energy expenses compared to the average household



# How Utilities Benefit from Leveraging ENERGY STAR

- Established program requirements and verification protocols reduce the burden on utilities to set up their own programs
- Use the ENERGY STAR brand to promote utility partnership & engage multifamily developers and stakeholders
- Technical and marketing support from the ENERGY STAR Program





# Eligibility

# ENERGY STAR Residential New Construction Programs: Past

## Guidelines for new or gut rehab:

Single family homes

Low rise multifamily buildings

Some 4 & 5 story multifamily buildings

Certified Homes

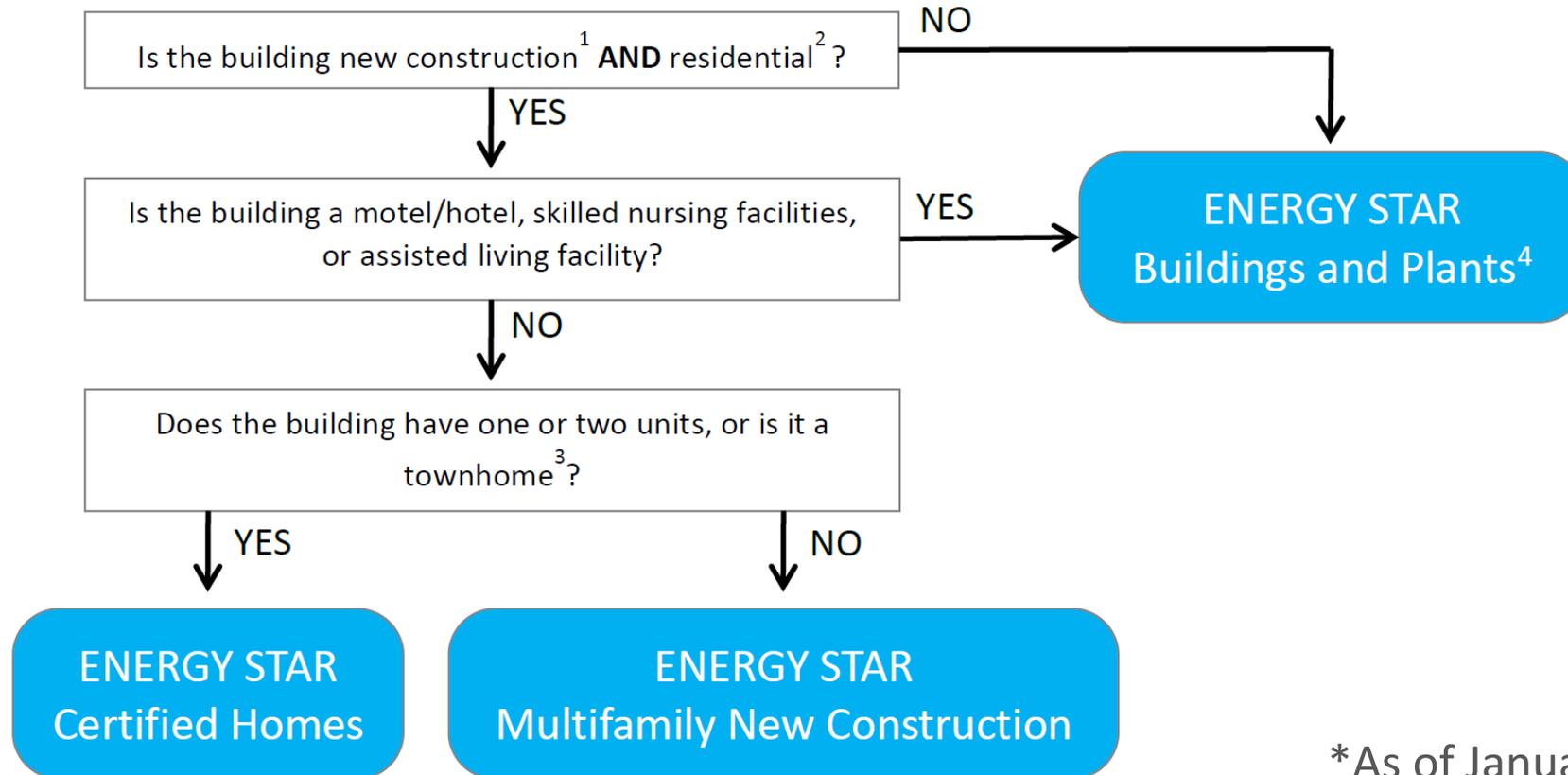


Mid and high rise multifamily buildings

MFHR



# ENERGY STAR Residential New Construction Programs: Future\*



\*As of January 1, 2021



# MFNC Program Overview

**Above-Code Performance Target**

**+**

**Mandatory Minimum Requirements**

**+**

**Verification & Quality Assurance**



**Above-Code Performance Target**

**ERI**

**ASHRAE**

**Prescriptive**

**+**

**Mandatory Minimum Requirements**

**+**

**Verification & Quality Assurance**



# Above-Code Performance

Model unit-by-unit energy savings based on the ERI target (or savings above Title 24 in California) and follow a prescriptive package of energy efficient measures developed by EPA in common spaces.

**ERI**

Model energy savings of the building's design compared to ASHRAE 90.1 (or Title 24 in California).

**ASHRAE**

Use a prescriptive package of energy efficient measures developed by EPA.

(Not available in California.)

**Prescriptive**



# ES MFNC Partners & Participants



Builder/  
Developer



Rater



Functional  
Testing Agent



HVAC  
Designer



ASHRAE Modeler  
(ASHRAE Path)



Multifamily Certification  
Organizations

# Mandatory Minimum Requirements

**National Rater Design Review Checklist<sup>1</sup>**  
ENERGY STAR Multifamily New Construction, Version 1 / 1.1 / 1.2 (Rev. 01)

If pursuing Path A - Dwelling Unit HVAC Grading, complete this page.<sup>1</sup>

Project Name: \_\_\_\_\_ Number of Units: \_\_\_\_\_ Permit Date: \_\_\_\_\_  
Project Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

**1. Partnership Status**

1.1 Partner has certified and documented that builder or developer has an ENERGY STAR partnership agreement using [www.energystar.gov/partnership](http://www.energystar.gov/partnership).  Yes  No

1.2 ASHRAE Only: Partner has verified that builder is listed in the online directory using [www.energystar.gov/ASHRAE](http://www.energystar.gov/ASHRAE).  Yes  No

1.3 Partner name: \_\_\_\_\_ (Not required for projects in California)

**2. High-Performance Fenestration**

2.1 Designation: \_\_\_\_\_ Specific fenestration meets or exceeds ENERGY STAR Reference Design 1.  Yes  No

2.2 Fenestration meets or exceeds specification in Items 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.1.6, 2.1.7, 2.1.8, 2.1.9, 2.1.10, 2.1.11, 2.1.12, 2.1.13, 2.1.14, 2.1.15, 2.1.16, 2.1.17, 2.1.18, 2.1.19, 2.1.20, 2.1.21, 2.1.22, 2.1.23, 2.1.24, 2.1.25, 2.1.26, 2.1.27, 2.1.28, 2.1.29, 2.1.30, 2.1.31, 2.1.32, 2.1.33, 2.1.34, 2.1.35, 2.1.36, 2.1.37, 2.1.38, 2.1.39, 2.1.40, 2.1.41, 2.1.42, 2.1.43, 2.1.44, 2.1.45, 2.1.46, 2.1.47, 2.1.48, 2.1.49, 2.1.50, 2.1.51, 2.1.52, 2.1.53, 2.1.54, 2.1.55, 2.1.56, 2.1.57, 2.1.58, 2.1.59, 2.1.60, 2.1.61, 2.1.62, 2.1.63, 2.1.64, 2.1.65, 2.1.66, 2.1.67, 2.1.68, 2.1.69, 2.1.70, 2.1.71, 2.1.72, 2.1.73, 2.1.74, 2.1.75, 2.1.76, 2.1.77, 2.1.78, 2.1.79, 2.1.80, 2.1.81, 2.1.82, 2.1.83, 2.1.84, 2.1.85, 2.1.86, 2.1.87, 2.1.88, 2.1.89, 2.1.90, 2.1.91, 2.1.92, 2.1.93, 2.1.94, 2.1.95, 2.1.96, 2.1.97, 2.1.98, 2.1.99, 2.1.100.

**3. High-Performance Insulation**

3.1 Dwelling unit: \_\_\_\_\_

3.1.1 Insulation: \_\_\_\_\_

3.1.2 RSI and U-factor: \_\_\_\_\_

3.2 Common space: \_\_\_\_\_

3.2.1 RSI and U-factor: \_\_\_\_\_

3.2.2 ASHRAE only: \_\_\_\_\_

**4a. Review of AND / RESNET / ICC-ES 308 HVAC Design Report with ENERGY STAR MFC Supplement**

4.1 HVAC design report: \_\_\_\_\_

4.2 Supplement: \_\_\_\_\_

4.3 Designation: \_\_\_\_\_

4.4 ASHRAE Only: \_\_\_\_\_

4.5 Non-coincident internal gains: \_\_\_\_\_

4.6 Cooling saving %: \_\_\_\_\_

4.7 Date of Name: \_\_\_\_\_

4.8 Rater Signature: \_\_\_\_\_ Rater Company Name: \_\_\_\_\_

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**Rater Design Review Checklist**

**National Rater Field Checklist<sup>1</sup>**  
ENERGY STAR Multifamily New Construction, Version 1 / 1.1 / 1.2 (Rev. 01)

Project Name: \_\_\_\_\_ Number of Units: \_\_\_\_\_ Permit Date: \_\_\_\_\_  
Project Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

**1. Thermal Envelope System**

Item	Must Comply	Builder Verified	Rater Verified	Pass
1.1 High-Performance Fenestration & Insulation				
1.2 High-Performance Insulation				
1.3 High-Performance Mechanical				
1.4 High-Performance HVAC				
1.5 High-Performance Water				
1.6 High-Performance Electrical				
1.7 High-Performance Other				

**2. High-Performance Fenestration & Insulation**

2.1 Fenestration meets or exceeds specification in Items 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.1.6, 2.1.7, 2.1.8, 2.1.9, 2.1.10, 2.1.11, 2.1.12, 2.1.13, 2.1.14, 2.1.15, 2.1.16, 2.1.17, 2.1.18, 2.1.19, 2.1.20, 2.1.21, 2.1.22, 2.1.23, 2.1.24, 2.1.25, 2.1.26, 2.1.27, 2.1.28, 2.1.29, 2.1.30, 2.1.31, 2.1.32, 2.1.33, 2.1.34, 2.1.35, 2.1.36, 2.1.37, 2.1.38, 2.1.39, 2.1.40, 2.1.41, 2.1.42, 2.1.43, 2.1.44, 2.1.45, 2.1.46, 2.1.47, 2.1.48, 2.1.49, 2.1.50, 2.1.51, 2.1.52, 2.1.53, 2.1.54, 2.1.55, 2.1.56, 2.1.57, 2.1.58, 2.1.59, 2.1.60, 2.1.61, 2.1.62, 2.1.63, 2.1.64, 2.1.65, 2.1.66, 2.1.67, 2.1.68, 2.1.69, 2.1.70, 2.1.71, 2.1.72, 2.1.73, 2.1.74, 2.1.75, 2.1.76, 2.1.77, 2.1.78, 2.1.79, 2.1.80, 2.1.81, 2.1.82, 2.1.83, 2.1.84, 2.1.85, 2.1.86, 2.1.87, 2.1.88, 2.1.89, 2.1.90, 2.1.91, 2.1.92, 2.1.93, 2.1.94, 2.1.95, 2.1.96, 2.1.97, 2.1.98, 2.1.99, 2.1.100.

**3. High-Performance Insulation**

3.1 Dwelling unit: \_\_\_\_\_

3.1.1 Insulation: \_\_\_\_\_

3.1.2 RSI and U-factor: \_\_\_\_\_

3.2 Common space: \_\_\_\_\_

3.2.1 RSI and U-factor: \_\_\_\_\_

3.2.2 ASHRAE only: \_\_\_\_\_

**4a. Review of AND / RESNET / ICC-ES 308 HVAC Design Report with ENERGY STAR MFC Supplement**

4.1 HVAC design report: \_\_\_\_\_

4.2 Supplement: \_\_\_\_\_

4.3 Designation: \_\_\_\_\_

4.4 ASHRAE Only: \_\_\_\_\_

4.5 Non-coincident internal gains: \_\_\_\_\_

4.6 Cooling saving %: \_\_\_\_\_

4.7 Date of Name: \_\_\_\_\_

4.8 Rater Signature: \_\_\_\_\_ Rater Company Name: \_\_\_\_\_

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**Rater Field Checklist**

**National HVAC Design Report<sup>1</sup>**  
ENERGY STAR Multifamily New Construction, Version 1 / 1.1 / 1.2 (Rev. 01)

Project Name: \_\_\_\_\_ Number of Units: \_\_\_\_\_ Permit Date: \_\_\_\_\_  
Project Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

**HVAC Designer Responsibilities:**

- Complete one National HVAC Design Report for each building / project, which includes system design for all unique unit plans and common spaces.
- Provide the completed National HVAC Design Report to the Rater and the person / company completing the National HVAC Functional Testing Checklist.
- Obtain efficiency values in e.g., window performance, insulation levels, and infiltration rates from the builder, architect or Rater.

**1. Design Overview**

1.1 Designer name: \_\_\_\_\_ Designer company: \_\_\_\_\_ Date: \_\_\_\_\_

1.2 Design team: \_\_\_\_\_

1.3 Name of company you are providing these design services to: \_\_\_\_\_

1.4 Project address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

**2a. Dwelling Unit & Common Space Mechanical Ventilation Design<sup>1,2</sup>**

2.1 Dwelling unit ventilation airflow design rate & on-time meet the requirements of Section 4 of ASHRAE 62.2-2010 (2013).

2.2 Common space ventilation airflow design rate meet the requirements of Section 4 of ASHRAE 62.2-2010 (2013), without exceeding 20% rates by zone.

2.3 Airflow paths to exhaust outdoor air are provided and accessible by the Rater.

2.4 Use unique unit plans for which all ventilation rates are specified.

2.5 Mechanical ventilation system is designed to meet the requirements of Section 4 of ASHRAE 62.2-2010 (2013).

2.6 Mechanical ventilation system is designed to meet the requirements of Section 4 of ASHRAE 62.2-2010 (2013).

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**HVAC Design Report**

**National HVAC Functional Testing Checklist<sup>1</sup>**  
ENERGY STAR Multifamily New Construction, Version 1 / 1.1 / 1.2 (Rev. 01)

Project Name: \_\_\_\_\_ Number of Units: \_\_\_\_\_ Permit Date: \_\_\_\_\_  
Project Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

**HVAC Functional Testing Agent Responsibilities:**

- The only performing Functional Testing, the Functional Testing Agent (FT Agent), must be an estimator authorized by an HVAC Quality Installation, Training and Oversight organization (HQITO), or must hold an approved credential, as listed at [www.energystar.gov](http://www.energystar.gov), or must be a representative of the Original Equipment Manufacturer (OEM) to complete this checklist. A contractor authorized by an HQITO is only permitted to complete Sections 1.2 of this checklist.
- Functional Testing checklists must be completed and signed by an FT Agent. An FT Agent is permitted to complete just the specific sections of this checklist that pertain to their area of expertise. However, all applicable sections must be completed by an FT Agent, which may mean multiple checklists signed by multiple FT Agents. FT Agents shall sign checklists that contain items that they have verified. An FT Agent may contact the field or inspection contractor, or witness the test or inspection being conducted by the installing contractor or other HVAC professional.
- Functional Testing checklists must be completed for all unique unit plans, common spaces, and other applicable, unique systems. Multiple checklists will be needed to document all HVAC equipment and systems. The FT Agent is responsible for ensuring that the Functional Testing Checklists are completed for all unique unit plans, common spaces, and other applicable, unique systems.
- The completed checklists, along with supporting documentation, shall be submitted to the Rater by the FT Agent for quality assurance purposes. Furthermore, if an FT Agent is unable to complete the checklist, the Rater shall be notified and signed checklists by the builder / developer and the Rater / responsible for certifying the units / building, prior to the project's certification. Checklisted construction shall provide the checklist upon request.

**1. Functional Testing Overview**

1.1 Company name: \_\_\_\_\_

1.2 Functional testing agent name: \_\_\_\_\_

1.3 Builder / developer name: \_\_\_\_\_

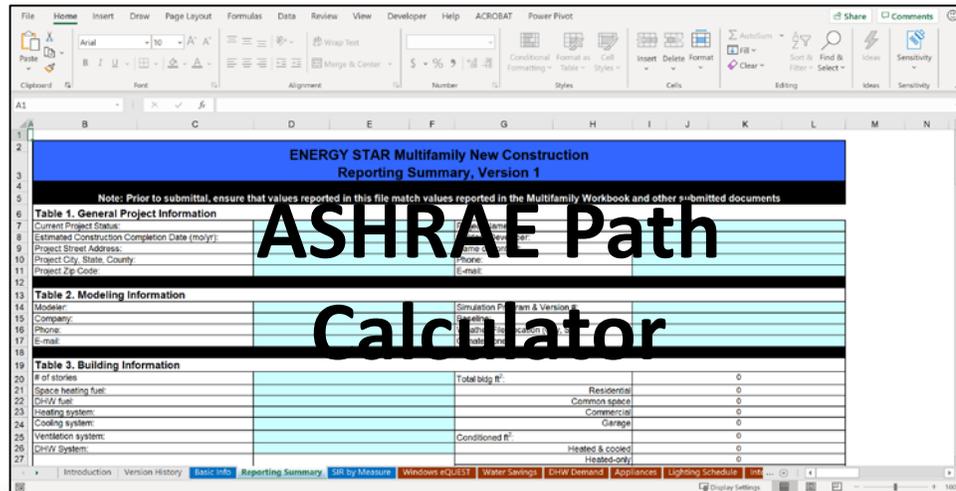
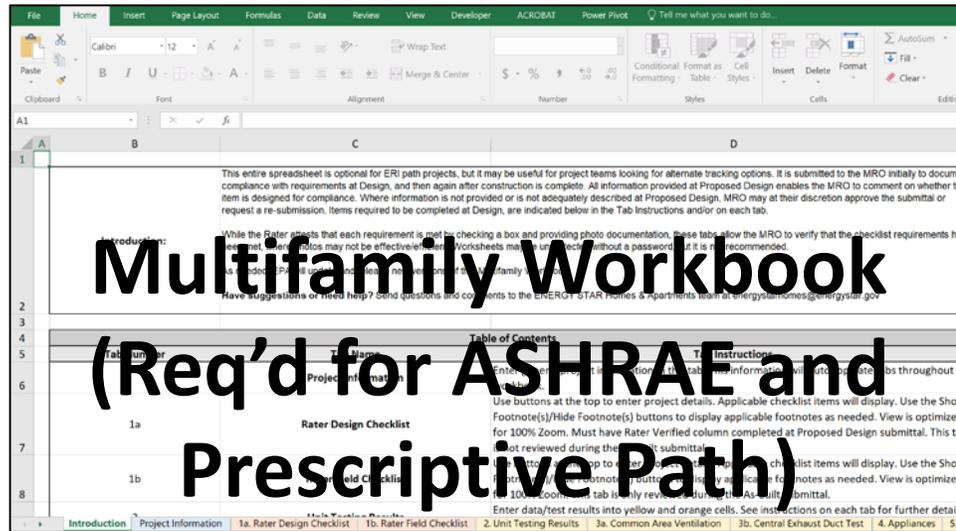
1.4 Project address: \_\_\_\_\_

1.5 National HVAC Design Report corresponding to this project has been collected from designer or builder.

1.6 Checklist applies to the following equipment:

Equipment	FT Agent Verified	NA
1.1 Cooling and heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.2 Mechanical ventilation equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.3 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.4 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
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1.7 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.8 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.9 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
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1.16 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
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1.81 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.82 Heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
1.83		

# Verification & Quality Assurance



## ENERGY STAR MULTIFAMILY NEW CONSTRUCTION Photo Documentation Guidance Document

For ASHRAE and Prescriptive Path projects (and for ERI Path projects where required by your OAD), use this document as a guideline to comply with the photo documentation requirements of the ENERGY STAR MFNC program. Provide your MRO (or OAD) with a copy of all applicable photos or documents listed below. Name files accordingly or save in appropriately named sub-folders. Clarify photo content in a separate document as needed. Ensure that nameplates and details demonstrating compliance are clearly identifiable in the photo.

### 1 – APPLIANCES

1. Include a **clear** photo of the nameplate of each unique appliance listed below showing appliance model number.

ERI Path: Additionally, provide the Energy Guide label or other documentation that confirms energy use or efficiency consistent with the energy model. To document compliance with ENERGY STAR Certified appliances in common spaces (Rater Field Checklist 13.2), additionally provide documentation that confirms model number is listed online at [www.energystar.gov/products](http://www.energystar.gov/products), or was listed at time of purchase.

ASHRAE Path: If modeling savings or efficiency Simulation Guideline defaults, additionally provide the Energy Guide label, proof of ENERGY STAR certification (as applicable), the documentation that confirms energy use or efficiency consistent with the energy model.

Prescriptive Path: To document compliance with ENERGY STAR Certified appliances (Rater Field Checklist 13.1), additionally provide documentation that confirms model number is listed online at [www.energystar.gov/products](http://www.energystar.gov/products), or was listed at time of purchase.

- a) Refrigerator
- b) Dishwasher
- c) Clothes Washer
- d) Clothes Dryer
- e) Ceiling Fans (Prescriptive/ERI Paths only)

### 2 - DHW

1. Include a **clear** photo of the nameplate of each unique water heater showing model number, efficiency, and capacity. Where efficiency is not reported on the nameplate, provide AHRI Certificate. (Rater Field 11.1 (Prescriptive), Rater Field 11.2 (ERI))
2. For each unique in-unit storage water heater model, provide AHRI certificate that confirms the presence of a heat trap. (Rater Field 11.3)
3. For the minimum number of dwelling units required to be inspected via sampling, include a photo of the hot water piping insulation in each of those units indicating the R-value or measuring the thickness with a ruler. (Rater Field 11.4)
4. For each unique faucet and showerhead model installed in dwelling units, provide a clear photo indicating the flow rate. Where flow rate is not visible or able to be photographed clearly, provide documentation that confirms flow rate being modeled matches installed fixtures.



# Verification & Quality Assurance



**Home Certification Organization**

**Multifamily Review Organization**



# Unit Labeling (required)



# Building Labeling (optional)

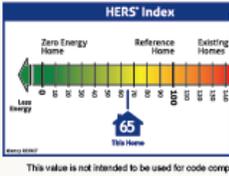


# Unit Certificate (required)

# Building Certificate (optional)



Builder/Developer Name: Gamble Builders  
 Permit Date/Number: 4 April 2011  
 Home/Unit Address: 1310 L Street  
 Washington DC 20005  
 Rating Company: G Force Testing  
 Rater Identification Number: 2345678  
 Rating Date: 6 July 2011  
 ENERGY STAR Program/Version Number: 3.0



## Standard Features of ENERGY STAR Certified New Homes and Apartments

Your ENERGY STAR certified new home or apartment has been designed, constructed, and independently verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency (EPA), including:

### Thermal Enclosure System

A complete thermal enclosure system that includes comprehensive air sealing, quality-installed insulation, and high-performing windows to deliver improved comfort and lower utility bills.

Air Infiltration Test: 4 ACH50

Primary Insulation Levels:  
 Ceiling: R-30 Floor: R-10  
 Wall: R-19 Slab: R-6

Primary Window Efficiency:  
 U-Value: 0.60 SHGC: 0.27

### Heating, Cooling, and Ventilation System

A high-efficiency heating, cooling system, and ventilation system that is designed and installed for optimal performance.

Total Duct Leakage: 6 CFM25 per 100 sq. ft. Duct Leakage to Outdoors: 4 CFM25 per 100 sq. ft.

Primary Heating (System Type • Fuel Type • Efficiency): Fuel-fired Hydronic Distribution • Natural Gas • 90 AFUE

Primary Cooling (System Type • Fuel Type • Efficiency): Ground-source Heat Pump • Electric • 14.5 SEER

### Water Management System

A comprehensive water management system to protect roofs, walls, and foundations.

Flashing, a drainage plane, and site grading to move water from the roof to the ground and then away from the home or building.

Water-resistant materials on below-grade walls and underneath reduce the potential for water entering the home or building.

Management of moisture levels in building materials during construction.

### Energy Efficient Lighting and Appliances

Energy efficient products to help reduce utility bills, while providing high-quality performance.

ENERGY STAR Certified Lighting: 75%

ENERGY STAR Certified Appliances and Fans:  
 Refrigerators: 1 Dishwashers: 1  
 Ceiling Fans: 4 Exhaust Fans: 3

Primary Water Heater (System Type • Fuel Type • Efficiency): Electric Resistance Heater • Electric • 0.94 EF



Builder/Developer Name: Gamble Builders  
 Permit Date/Number: 4 April 2011  
 Home/Unit Address: 1310 L Street  
 Washington DC 20005

Rating Company: G Force Testing  
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Primary Water Heater (System Type • Fuel Type • Efficiency): Electric Resistance Heater • Electric • 0.94 EF



The U.S. Environmental Protection Agency awards the ENERGY STAR to

# GAMBLE TOWERS



on  
 1/1/2020



ENERGY STAR certified multifamily buildings are designed, constructed, and independently verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency.

**About this certificate**  
 This certificate provides a summary of the major energy efficiency and other construction features that contribute to this home or apartment meeting the ENERGY STAR, as described through independent inspection and verification performed by a third-party professional. The Energy Rating Index or HERS index for this home or apartment, is calculated in accordance with ANSI ACCREDITED Standard 301, with any exceptions approved by EPA. Because the version of Standard 301 used to calculate this

index may not align with the version referenced by code, this value is not intended to be used to demonstrate compliance with code. Note that when a home or apartment contains multiple performance levels for a particular feature (e.g., window efficiency or insulation levels), the predominant value is shown. Also, homes and apartments may be certified to earn the ENERGY STAR using a sampling protocol, whereby one home or apartment is randomly selected from a set for representative inspection and testing. In

such cases, the features found in each home or apartment within the set are intended to meet or exceed the values presented on this certificate. The actual values for your home or apartment may differ, but offer equivalent or better performance. This certificate was printed using REDMAP - v15.1.1. © 1995-2018 NRES/CO, Boulder, Colorado





# Certification Process

JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

DESIGN

Complete **Design Verification Documents**.

BUILD

Complete **Construction Verification Documents**.

CERTIFY

Rater submits all documentation to an oversight organization.

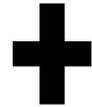
MARKET

ENERGY STAR certification label and ENERGY STAR certificate.  
ENERGY STAR plaques available for purchase.



# Certification Process ERI Path

# Mandatory Minimum Requirements



Model unit-by-unit energy savings based on the ERI target (or savings above Title 24 in California) and follow a prescriptive package of energy efficient measures developed by EPA in common spaces.

**ERI**

JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

✓ Builders

✓ Raters

✓ Functional Testing Agents

✓ Developers

JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

- ✓ Builders
- ✓ Raters
- ✓ Functional Testing Agents
- ✓ Developers

DESIGN

Complete **Design Verification Documents.**

- ✓ Rater Design Review Checklist
  - ✓ HVAC Design Report
- Optional: Multifamily Workbook; Reference: Rater Field Checklist, Water Mgmt System Requirements*

ERI

Conduct energy modeling to ensure that project design meets or exceeds the ERI Target.

## JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

- ✓ Builders
- ✓ Raters
- ✓ Functional Testing Agents
- ✓ Developers

## DESIGN

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  - ✓ HVAC Design Report
- Optional: Multifamily Workbook; Reference: Rater Field Checklist, Water Mgmt System Requirements*

ERI

Conduct energy modeling to ensure that project design meets or exceeds the ERI Target.

## BUILD

Complete **Construction Verification Documents.**

- ✓ Rater Field Checklist
  - ✓ HVAC Functional Testing Checklist
  - ✓ Photo Documentation
- Optional: Multifamily Workbook; Reference: Water Mgmt System Requirements*

## JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

- ✓ Builders
- ✓ Raters
- ✓ Functional Testing Agents
- ✓ Developers

## DESIGN

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- ✓ Rater Design Review Checklist
- ✓ HVAC Design Report

*Optional: Multifamily Workbook; Reference: Rater Field Checklist, Water Mgmt System Requirements*

ERI

Conduct energy modeling to ensure that project design meets or exceeds the ERI Target.

## BUILD

Complete **Construction Verification Documents.**

- ✓ Rater Field Checklist
- ✓ HVAC Functional Testing Checklist
- ✓ Photo Documentation

*Optional: Multifamily Workbook; Reference: Water Mgmt System Requirements*

ERI

Update energy rating based on conditions. Register each unit in the project with an EPA-approved HCO.

## CERTIFY

Rater submits all documentation to an oversight organization.

JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

- ✓ Builders
- ✓ Raters
- ✓ Functional Testing Agents
- ✓ Developers

DESIGN

Complete **Design Verification Documents.**

- ✓ Rater Design Review Checklist
  - ✓ HVAC Design Report
- Optional: Multifamily Workbook; Reference: Rater Field Checklist, Water Mgmt System Requirements*

ERI

Conduct energy modeling to ensure that project design meets or exceeds the ERI Target.

BUILD

Complete **Construction Verification Documents.**

- ✓ Rater Field Checklist
  - ✓ HVAC Functional Testing Checklist
  - ✓ Photo Documentation
- Optional: Multifamily Workbook; Reference: Water Mgmt System Requirements*

CERTIFY

Rater submits all documentation to an oversight organization.

ERI

Update energy rating based on conditions. Register each unit in the project with an EPA-approved HCO.

MARKET

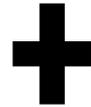
ENERGY STAR certification label and ENERGY STAR certificate.  
ENERGY STAR plaques available for purchase.





# Certification Process ASHRAE Path

# Mandatory Minimum Requirements



Model energy savings of the building's design compared to ASHRAE 90.1 (or Title 24 in California).

**ASHRAE**

## JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

- ✓ Builders
- ✓ Developers
- ✓ Raters
- ✓ ASHRAE Path Modelers
- ✓ Functional Testing Agents

## DESIGN

Complete **Design Verification Documents.**

- ✓ Rater Design Review Checklist
- ✓ Multifamily Workbook
- ✓ HVAC Design Report
- Reference: *Rater Field Checklist, Water Mgmt System Requirements*
- ✓ ASHRAE Calc.

ASHRAE

Conduct energy modeling to ensure that project design achieves the required savings over ASHRAE 90.1 (or Title 24). Submit required documents to EPA-approved MRO.

## BUILD

Complete **Construction Verification Documents.**

- ✓ Rater Field Checklist
- ✓ Multifamily Workbook
- ✓ HVAC Functional Testing Checklist
- ✓ ASHRAE Path Calculator
- ✓ Photo Documentation

Reference: *Water Management System Requirements*

## CERTIFY

Rater submits all documentation to an oversight organization.

ASHRAE

Update energy model based on conditions. Submit project As-Built Submittal to an EPA-approved MRO.

## MARKET

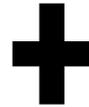
ENERGY STAR certification label and ENERGY STAR certificate.  
ENERGY STAR plaques available for purchase.





# Certification Process Prescriptive Path

# Mandatory Minimum Requirements



Use a prescriptive package of energy efficient measures developed by EPA.

(Not available in California.)

## Prescriptive

# Prescriptive

## JOIN

All **participants** met participation requirements **prior to** certifying multifamily buildings.

- ✓ Builders
- ✓ Raters
- ✓ Functional Testing Agents
- ✓ Developers

## DESIGN

Complete **Design Verification Documents.**

- ✓ Rater Design Review Checklist
  - ✓ HVAC Design Report
  - ✓ Multifamily Workbook
- Reference: Rater Field Checklist, Water Mgmt System Requirements*

Prescr. →

Ensure the design meets all the mandatory requirements for Prescriptive Path projects. Submit required documents to EPA-approved MRO.

## BUILD

Complete **Construction Verification Documents.**

- ✓ Rater Field Checklist
  - ✓ HVAC Functional Testing Checklist
  - ✓ Photo Documentation
  - ✓ Multifamily Workbook
- Reference: Water Management System Requirements*

Prescr. →

Submit project As-Built Submittal with required documents to an EPA-approved MRO.

## CERTIFY

Rater submits all documentation to an oversight organization.

## MARKET

ENERGY STAR certification label and ENERGY STAR certificate.  
ENERGY STAR plaques available for purchase.





# Key Comparisons with other Multifamily ENERGY STAR Programs

# How does MFNC compare to the Certified Homes Program?

## The MFNC program:

- Offers a similar ERI Path, just modified for Multifamily, so ERI target drops a few points
- Removes the height restriction; MFNC is available for dwelling units in any height building
- Uses similar program documents as Certified Homes
- Adds a Prescriptive Path and an ASHRAE 90.1 modeling path
- Can involve the same Builders/Raters; the Raters need additional MFNC training
- Has similar Mandatory Requirements in dwelling units, but adds req'ts to common spaces
- Allows options for other qualified professionals to “commission” HVAC & also addresses central HVAC systems and those serving the common spaces
- Still involves mandatory quality assurance, with certain organizations providing oversight for certain paths

# How does MFNC compare to the MFHR Program?

## The MFNC program:

- Offers a similar ASHRAE Path and Prescriptive Path, and adds the ERI Path
- Removes the height restriction; MFNC is available for dwelling units in any height building (even low-rise choosing to do an ASHRAE 90.1 model)
- Can involve the same MFHR Developers/Raters; they may need additional MFNC training/credentials. No “Licensed Professional” required
- Some Mandatory Requirements are different (i.e., minimum insulation requirements)
- Some documents look less like MFHR; some are similar
  - New Multifamily Workbook (replace Testing & Verification worksheets)
  - New ASHRAE Path Calculator (replaces Performance Path Calculator)
- Quality Assurance and Oversight still provided by MRO



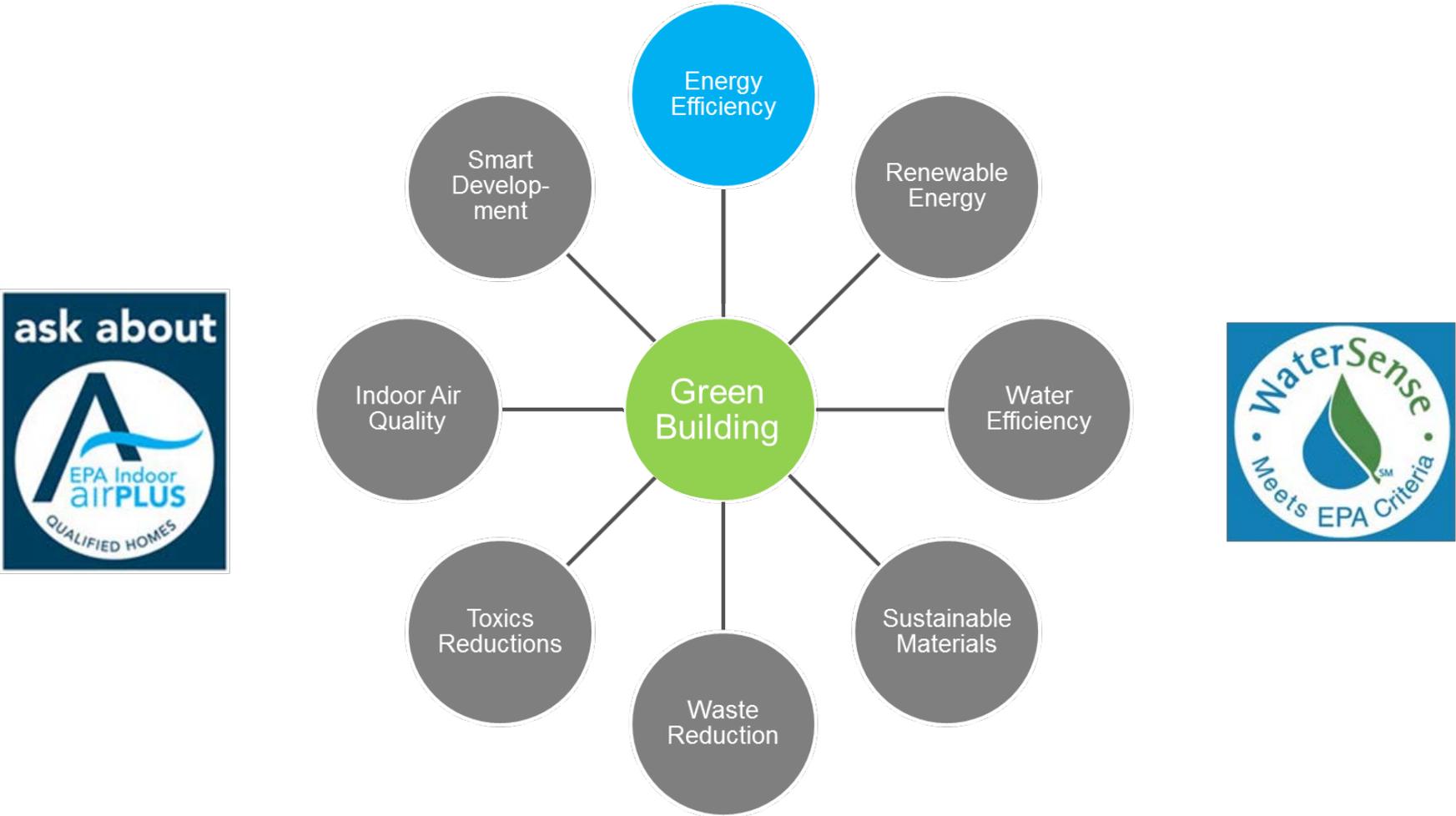
# ENERGY STAR MFNC and other “Green” Programs

# Programs Leveraging ENERGY STAR as a Symbol for Energy Efficiency



- Required ENERGY STAR Certified Homes certification and referenced ENERGY STAR MFHR
- EGC, LEED for Homes (low-rise), and PHIUS will be requiring ENERGY STAR MFNC certification
- LEED for Homes (mid-rise) will allow ENERGY STAR MFNC instead of MFHR

# How ENERGY STAR Fits in the Green Building Community



## Government Backed Programs

- **Indoor airPLUS** - Recently expanded eligibility to projects that earn the ENERGY STAR label under the Multifamily New Construction Program for buildings 5 stories or below
- **WaterSense**
- **DOE Zero Energy Ready Home** – ERI or Prescriptive Path, for buildings 5 stories or below

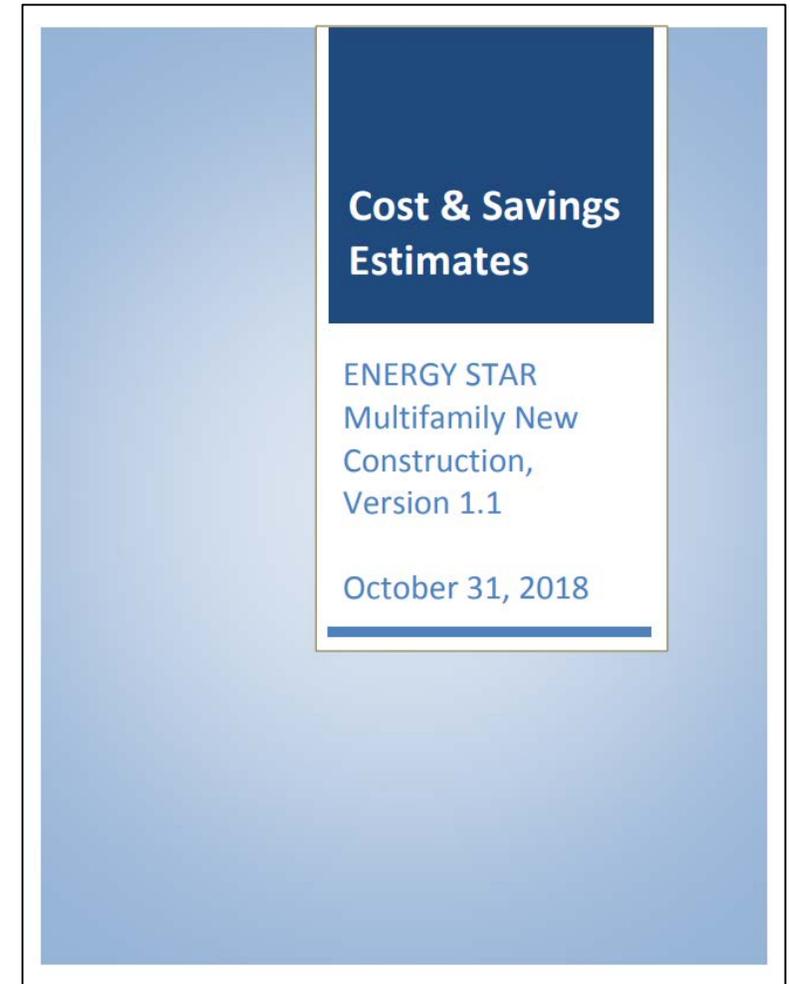




# Costs & Savings ENERGY STAR Multifamily New Construction

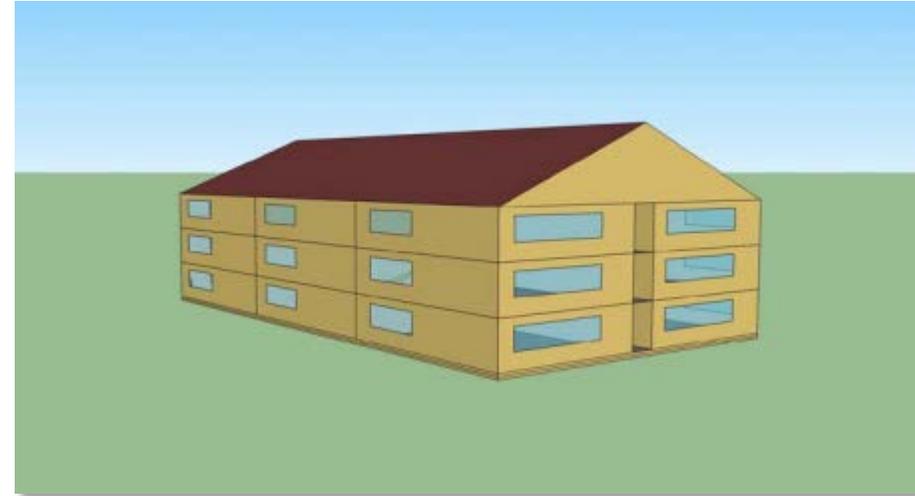
# Costs & Savings

- Resource for partners, utility sponsors, and program designers
- Incremental costs to build & associated savings from a low-rise ENERGY STAR MFNC building
- Analyzed 4 of 6 unique unit types in MF prototype building with varying fuels across hot, mixed, and cold climates



# Costs & Savings: Building Characteristics

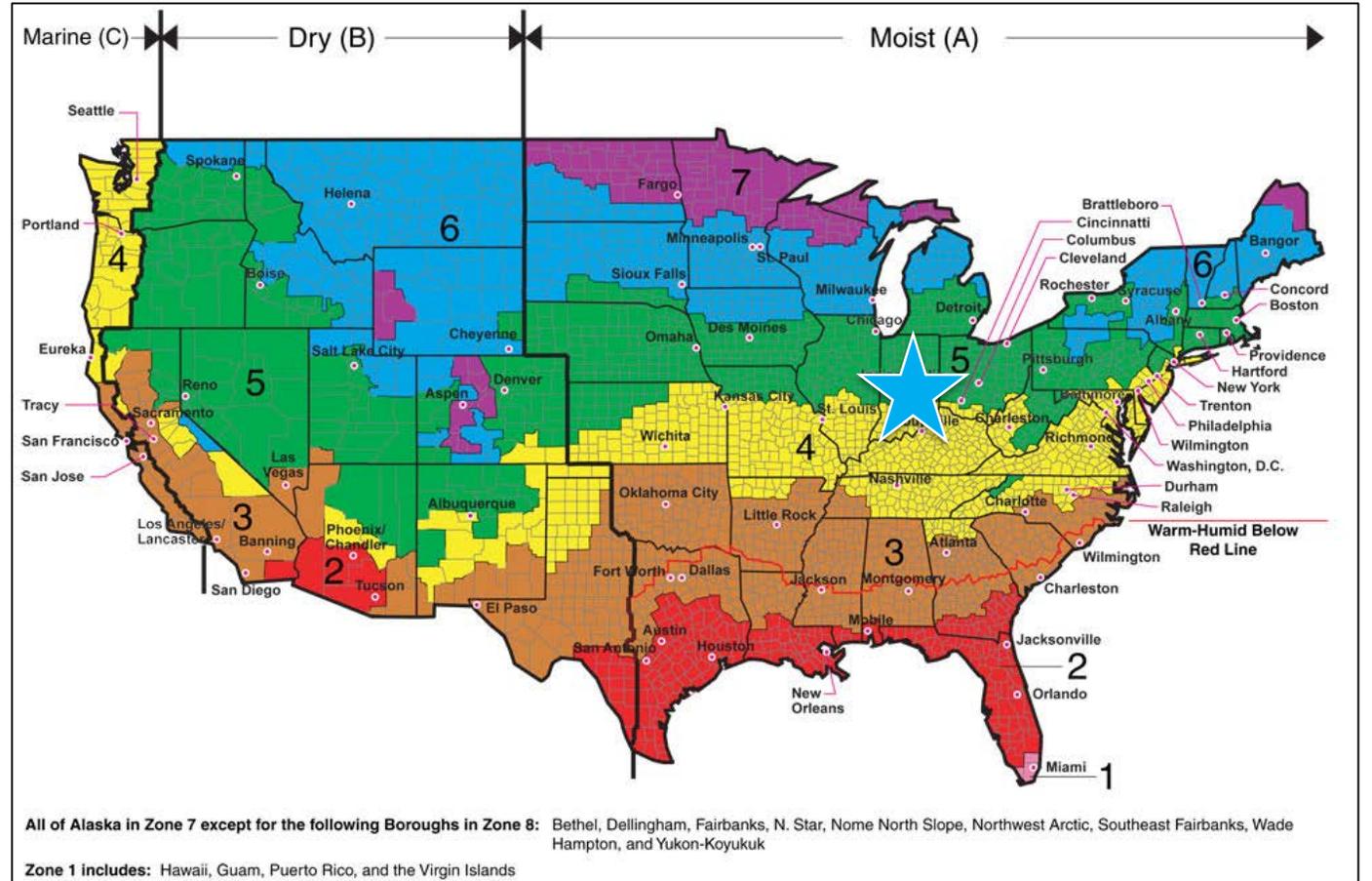
Parameter	Value
Number of Stories in Unit	One
Conditioned Floor Area per Unit (ft <sup>2</sup> )	1,200
Number of Stories in Building	Three
Number of Units in Building	18
Unit Perimeter (ft)	30 x 40
Ceiling Height (ft)	8.5
Bedrooms	2
Window Area & Distribution	23% of exterior wall (not including breezeway)
Exterior Door Quantity & Total Area (ft <sup>2</sup> )	1 Doors, 21 ft <sup>2</sup>
Framing	Wood
Foundation Type	Slab



- No common spaces, central systems, or hydronic equipment
- Separate dwelling unit heating and cooling equipment
- All-electric building and mixed-fuel building

# Costs & Savings: Example

- Indianapolis, IN
- Climate Zone 5
  - Cold
  - Moist
- Equipment
  - Gas Furnace
  - Electric A/C
  - Gas Water Heater



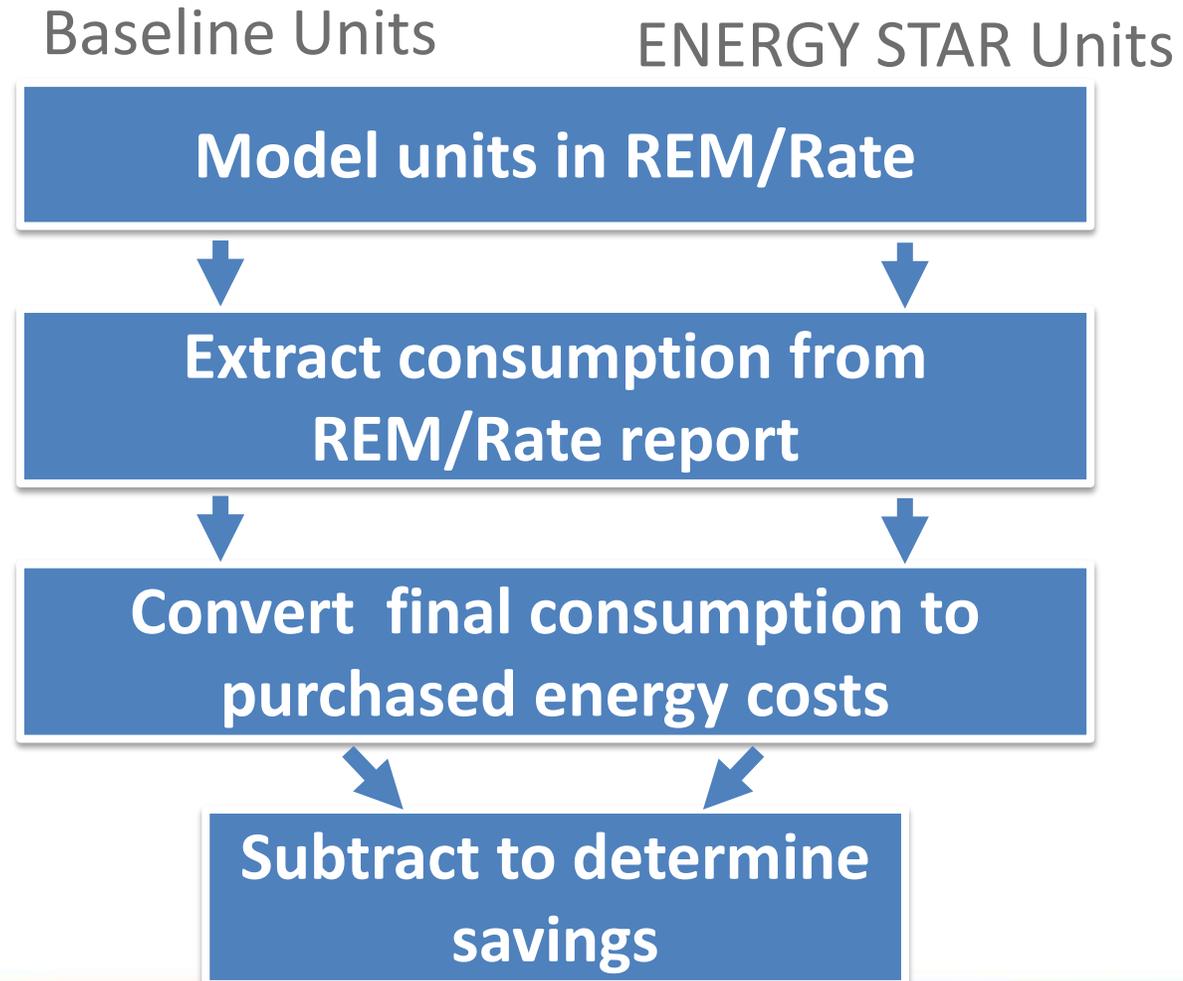
# Costs & Savings: Costs

Exhibit 13: ENERGY STAR Multifamily New Construction v1.1 vs 2012 IECC Building - CZ 5 - Config. B - Gas

Measure	2012 IECC Baseline	ENERGY STAR v1.1	Inc. Unit Cost	Cost Qty	Cost Unit	Inc. Cost
<b>Measures Not Required by Checklists &amp; Used to Meet ENERGY STAR ERI Target</b>						
Infiltration	3 ACH50	0.30 CFM50 / SF Shell	-	-	-	-
Cooling Equipment	13 SEER Central AC	13 SEER Central AC	-	-	-	-
Heating Equipment	80 AFUE Gas Furnace	95 AFUE Gas Furnace	\$7.85	576	kBtu/h	\$4,522
Duct Location (Top Units)	Unconditioned Space	Ductwork Located in Conditioned Space	\$0.39	7200	Cond. Floor Area (ft <sup>2</sup> )	\$2,808
Water Heater	0.62 EF Gas DHW, 40 Gal. (Atmo. Vent)	0.67 EF Gas DHW, 40 Gal. (Power Vent)	\$169.25	18	Unit	\$3,047
Lighting	75% Fluorescent Lighting	90% ENERGY STAR CFLs	\$2.80	72	Lamps	\$202
Thermostat	Programmable Thermostat	Programmable Thermostat	-	-	-	-
Dishwasher	Standard Efficiency Dishwasher	ENERGY STAR Dishwasher	\$10.00	18	Dishwasher	\$180
Refrigerator	Standard Efficiency Refrigerator	ENERGY STAR Refrigerator	\$5.00	18	Refrigerator	\$90
Clothes Washer	Standard Efficiency Clothes Washer	ENERGY STAR Clothes Washer	\$163.48	18	Clothes Washer	\$2,943
Clothes Dryer	Standard Efficiency Clothes Dryer	ENERGY STAR Clothes Dryer	\$85.44	18	Clothes Dryer	\$1,538
Water Fixtures	Standard Water Fixtures	Low-Flow WaterSense Fixtures	\$16.56	18	Unit	\$298
Sub-Total of Measures Not Required by Checklists & Used to Meet ENERGY STAR ERI Target						\$15,626
<b>Rater Field Checklist: Thermal Enclosure System</b>						
Ceiling Insulation	R-49	R-49	-	-	-	-
Ceiling Insulation Installation	Grade II Installation	Grade I Installation	\$0.07	7,200	Ins. Surface Area (ft <sup>2</sup> )	\$536
Above-Grade Wall Insulation	R-20	R-20	-	-	-	-
A-G Wall Insulation Installation	Grade III Installation	Grade I Installation	\$0.05	15,300	Ins. Surface Area (ft <sup>2</sup> )	\$691
Foundation Insulation	R-10, 2 ft	R-10, 2 ft	-	-	-	-
Windows	U-Value: 0.32 / SHGC: 0.4	U-Value: 0.27 / SHGC: 0.4	\$1.04	2,111	Window Area (ft <sup>2</sup> )	\$2,191
Doors	R-3.1	R-5.9	\$22.06	18	Door	\$397
Additional Checklist Measures: Rater Verification						\$425
Sub-Total of Thermal Enclosure System Checklist						\$4,241
<b>Rater Field Checklist: HVAC System</b>						
Duct Sealing - Total Leakage	4 CFM per 100 ft <sup>2</sup> of CFA @ Rough-In	4 CFM per 100 ft <sup>2</sup> of CFA @ Rough-In	-	-	-	-
Duct Insulation	R-8 Attic, R-6 Other Uncond. Spaces	No Ins.; Ducts in Conditioned Space	-\$1.43	2,304	Duct Surface Area (ft <sup>2</sup> )	-\$3,283
Additional Checklist Measures: Rater Verification of Equipment Model Numbers, Static Pressure, Total Duct Leakage Tests, Etc.						-\$775
Sub-Total of HVAC System Checklist						-\$4,058
<b>Rater Design Review Checklist</b>						
Sub-Total of Rater Design Review Checklist: Rater Collection of HVAC Design Report, Rater Review of Design, Partnership, & Credential						\$175
<b>HVAC Design Report</b>						
Ventilation	ENERGY STAR Exhaust Fan with Controller	ENERGY STAR Exhaust Fan with Controller	-	-	-	-
Additional Checklist Measures: Checklist Completion by Designer						\$165
Sub-Total of HVAC Design Report						\$165
<b>HVAC Functional Testing Checklist</b>						
Sub-Total of HVAC Functional Testing Checklist: Credential Cost, Refrigerant Charge Check, Air Handler Airflow Check, Completion of Checklist						\$1,625
<b>Water Management System Requirements</b>						
Sub-Total of Water Management System Requirements: Foreman's Completion of Checklist						\$0
<b>Energy Modeling</b>						
Sub-Total of Cost of Energy Modeling Performed by Rater						\$1,650
<b>Total Incremental Cost for the Building</b>						<b>\$19,424</b>

**\$1,079/unit**

# Costs & Savings: Savings



# Costs & Savings: Example

**Exhibit 3: ENERGY STAR Multifamily New Construction v1.1 vs 2012 IECC, Illustrative Cost & Savings Summary**

			ENERGY STAR MFNC Version 1.1					
CZ	Location	HVAC Equipment Type	Weighted Average Annual Purchased Energy Savings		Weighted Average Total Upgrade Cost	Monthly Purchased Energy Savings	Monthly Mortgage Upgrade Cost	Net Cash Flow
1	Miami, FL	Elec. Air-Source HP	\$155	17%	\$1,687	\$13	\$9	\$4
1	Miami, FL	Gas Furnace / Elec. AC	\$172	19%	\$1,910	\$14	\$10	\$4
2	Tampa, FL	Elec. Air-Source HP	\$156	17%	\$1,371	\$13	\$7	\$6
2	Tampa, FL	Gas Furnace / Elec. AC	\$168	19%	\$1,594	\$14	\$9	\$5
3	Fort Worth, TX	Elec. Air-Source HP	\$162	16%	\$814	\$13	\$4	\$9
3	Fort Worth, TX	Gas Furnace / Elec. AC	\$162	17%	\$1,037	\$14	\$6	\$8
4	St. Louis, MO	Elec. Air-Source HP	\$182	16%	\$884	\$15	\$5	\$10
4	St. Louis, MO	Gas Furnace / Elec. AC	\$178	18%	\$1,065	\$15	\$6	\$9
5	Indianapolis, IN	Elec. Air-Source HP	\$202	17%	\$1,114	\$17	\$6	\$11
5	Indianapolis, IN	Gas Furnace / Elec. AC	\$186	19%	\$1,079	\$15	\$6	\$10
6	Burlington, VT	Elec. Air-Source HP	\$217	17%	\$1,159	\$18	\$6	\$12
6	Burlington, VT	Gas Furnace / Elec. AC	\$187	19%	\$1,047	\$16	\$6	\$10
7	Duluth, MN	Gas Furnace / Elec. AC	\$214	20%	\$1,047	\$18	\$6	\$12



Examples of Program Sponsors with  
incentives for  
**ENERGY STAR**  
Multifamily New Construction

# Program Sponsors Incentivizing ENERGY STAR Multifamily

- Incentive tied to performance
- Tiered incentive structure
- Financial incentive to the homeowner and/or builder



# Maryland

# EmPOWER MARYLAND

- Program provides incentives for meeting ENERGY STAR Version 3.1 and 90% LED lighting. Builders receive for \$400 for multifamily, \$550 for Two over Two condos, \$750 for Town Homes, and \$1250 for Single Family homes. Additionally, builders receive \$100 for installing ENERGY STAR thermostats.
  - Potomac Electric Power Company (Pepco) (Pepco's Energy Saving Programs)
  - Baltimore Gas and Electric Company (BG&E) (BGE Smart Energy Savers Program)
  - Delmarva Power (Delmarva Power's Energy Saving Programs)
  - Potomac Edison (FirstEnergy) (Potomac Edison's Energy Saving Programs)
  - Southern Maryland Electric Cooperative (SMECO) (SMECO's EmPOWER Maryland programs)

# AEP Ohio

- A pay-for-performance (base + \$/kWh) incentive is available to all builders of HERS eligible residential construction (single- and low-rise multifamily) meeting a set of minimum prescriptive and performance requirements. The program has two tiers: EfficiencyCrafted Homes and EfficiencyCrafted Plus ENERGY STAR® Certified.



# 2020 Sponsor Update

- This update provides current information on your residential new construction program and how you incorporate ENERGY STAR.
- <https://www.surveymonkey.com/r/2020sponsorupdate>
- Due TOMORROW February 7, 2020



# Multifamily New Construction Program Website

# ENERGY STAR MFNC Requirements Pages

SINGLE FAMILY **MULTIFAMILY** MANUFACTURED UNDERGOING GUT REHAB

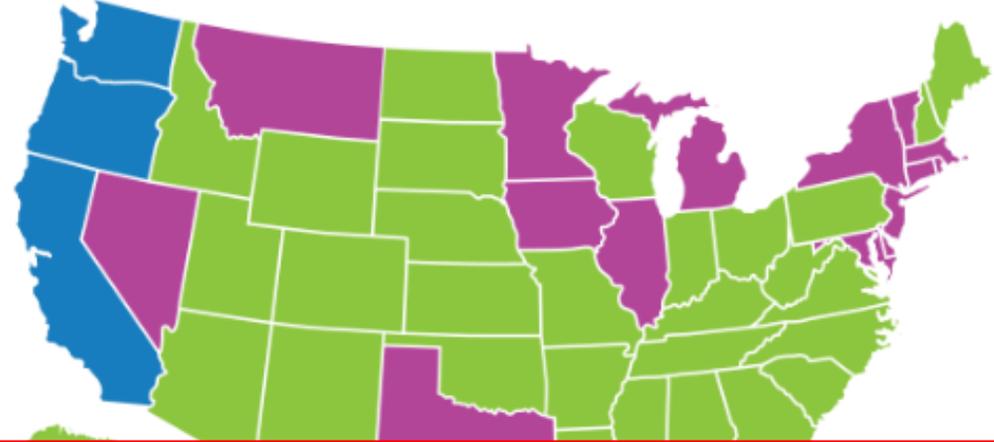
## PROGRAM VERSIONS AT A GLANCE

Visit the [Multifamily New Construction Certification Process](#) page to learn about multifamily certification options.

STEP 1: SELECT A PATH

- ERI and Prescriptive
- ASHRAE / Title 24

STEP 2: **Select State or Territory** 



## ELIGIBILITY

The requirements on this tab apply to the ENERGY STAR Multifamily New Construction (MFNC) program, launched in 2019. This program is available for all attached residential new construction, except two-family dwellings. See [flow chart](#) (PDF, 85 KB) for the specific multifamily projects that are eligible. Multifamily projects permitted prior to January 1, 2021, may continue to certify through the MFHR or [Certified Homes program](#), based on the eligibility requirements of those programs.

## PROGRAM REQUIREMENTS

**National Program Requirements**  
MFNC National Program Requirements Version 1/1.1/OR-WA 1.2 (PDF, 490 KB)

**Regional Program Requirements**

[www.energystar.gov/mfnc](http://www.energystar.gov/mfnc)

# ENERGY STAR MFNC Requirements Pages



## IMPLEMENTATION TIMELINE

To determine the program Version that a multifamily building is required to be certified under, identify the location and permit date of the building below. Note that the National Version 1.1 program requirements are being implemented in states that have adopted the residential 2012, 2015, or 2018 IECC, or an equivalent code. Note, as well, that regional program requirements, and associated implementation timelines, have been developed for buildings in CA, OR, and WA.

State / Territory	Buildings Permitted On or After This Date <sup>1</sup> Must Meet the Adjacent Version	Multifamily New Construction Program Version
AL, AK, AZ, AR, CO, GA, GU, HI, IN, ID, KS, KY, LA, ME, MS, MO, NE, NH, NM, NMI, NC, ND, OH, OK, PA, PR, SC, SD, TN, USVI, UT, VA, WV, WI, WY	01-01-2021	National Version 1
CA	01-01-2021	California Version 1.2
CT, DC, DE, FL, IA, IL, MA, MD, MI, MN, MT, NJ, NV,	01-01-2021	National

## Mandatory Measures

- [MFNC Rater Design Review Checklist \(PDF, 523 KB\)](#)
- [MFNC Rater Field Checklist \(PDF, 736 KB\)](#)
- [MFNC HVAC Design Report \(PDF, 415 KB\)](#)
- [MFNC HVAC Functional Testing Checklist \(PDF, 407 KB\)](#)
- [MFNC Water Management System Requirements \(PDF, 143 KB\)](#)

## SUPPORTING DOCUMENTS

### Verification Files

- [Multifamily Workbook \(EXCEL, 463 KB\)](#)
- [Multifamily Workbook Example \(EXCEL, 461 KB\)](#)
- [Photo Documentation Guidance \(PDF, 80 KB\)](#)

## ADDITIONAL RESOURCES

# ENERGY STAR MFNC Requirements Pages

SINGLE FAMILY   **MULTIFAMILY**   MANUFACTURED   UNDERGOING GUT REHAB

## PROGRAM VERSIONS AT A GLANCE

Visit the [Multifamily New Construction Certification Process](#) page to learn about multifamily certification options.

**STEP 1: SELECT A PATH**

- ERI and Prescriptive
- ASHRAE / Title 24

**STEP 2:** To see county design temperatures, select your state or territory.

Select State or Territory 

## ELIGIBILITY

The requirements on this tab apply to the ENERGY STAR Multifamily New Construction (MFNC) program, launched in 2019. This program is available for all attached residential new construction, except two-family dwellings. See [flow chart](#) (PDF, 85 KB) for the specific multifamily projects that are eligible. Multifamily projects permitted prior to January 1, 2021, may continue to certify through the [MFHR](#) or [Certified Homes program](#), based on the eligibility requirements of those programs.

## PERFORMANCE TARGETS

For the ASHRAE Path, determine the [commercial code in effect in your state](#) and then choose from the Performance Target options in the table below. Projects in states that have adopted as the commercial code the 2012 IECC, 2015 IECC, 2018 IECC, ASHRAE 90.1-2010, ASHRAE 90.1-2013, ASHRAE 90.1-2016, or equivalent, will be required to meet a Performance Target of 15% better than the energy code under which the building is permitted, unless choosing one of the equivalent options in the table below. All other projects must meet the national requirement of 15% over ASHRAE 90.1-2007.

## PROGRAM REQUIREMENTS

**National Program Requirements**  
[MFNC National Program Requirements Version 1/1.1/OR-WA 1.2](#) (PDF, 490 KB)

# ENERGY STAR MFNC Requirements Pages

SINGLE FAMILY    **MULTIFAMILY**    MANUFACTURED    UNDERGOING GUT REHAB

## PROGRAM VERSIONS AT A GLANCE

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**STEP 1: SELECT A PATH**

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**National Program Requirements**  
[MFNC National Program Requirements Version 1/1.1/OR-WA 1.2](#) (PDF, 490 KB)

# ENERGY STAR MFNC Certification Process Page

Join ENERGY STAR

Products

Residential New Construction

Buildings & Plants

Utilities/EEPS

Home Improvement

Program Requirements

Single Family Homes

Multifamily Buildings

**Multifamily New Construction Certification Process**

Multifamily High Rise Program (New Construction)

Manufactured Homes

Homes Undergoing Gut Rehab

Policy Record

Archives

About the ENERGY STAR Residential New Construction Program

Working with ENERGY STAR

[/partner\\_resources/join-energy-star](#)

## Multifamily New Construction Certification Process

There are three paths to earning the ENERGY STAR for multifamily new construction projects. Builders/developers may choose:

1. **ERI Path:** Use an approved rating tool software to determine unit-by-unit energy savings based on the ERI target (or savings above Title 24 in California) and follow a prescriptive package of energy efficient measures developed by EPA in common spaces; OR
2. **ASHRAE Path:** Use an energy modeling software approved to determine energy cost savings of the building's energy efficient design compared to ASHRAE (or Title 24 in California); OR
3. **Prescriptive Path:** Use a prescriptive package of energy efficient measures developed by EPA. (Not available in California)

Regardless of which path is chosen, each building must meet certain minimum mandatory requirements, and these are verified in the field by an approved Rater.

The graphic below illustrates the process that eligible multifamily buildings follow to earn the ENERGY STAR.

- ▶ Step 1: Join
- ▶ Step 2: Design
- ▶ Step 3: Build
- ▶ Step 4: Certification
- ▶ Step 5: Marketing and Labeling

# ENERGY STAR Partner Pages

Home » Partner Resources » Residential New Construction

## Partner Resources

Join ENERGY STAR Products **Residential New Construction** Buildings & Plants Utilities/EEPS Home Improvement

### Residential New Construction Partner Resources



**Build Energy-Efficient Multifamily Buildings**  
Join the ENERGY STAR Multifamily New Construction Program.

[EXPLORE THE PROGRAM →](#)

1 2 3

#### POLICY CHANGES & CLARIFICATIONS

EPA revises program requirements in response to partner questions and evolving standards.

- Nov. 1, 2019: [Current ENERGY STAR Multifamily New Construction Policy Record \(PDF, 158 KB\)](#)
- Sept. 1, 2018: [Current ENERGY STAR Certified Homes Policy Record \(PDF, 1.3 M\)](#)

[See more >](#)

#### PROGRAM REQUIREMENTS



Access current program requirements.

#### WORKING WITH ENERGY STAR



Access resources that support program participation.

#### MARKETING RESOURCES



Educate customers about the value of ENERGY STAR.

#### MY ENERGY STAR ACCOUNT

View and manage information about your organization's ENERGY STAR participation and contacts; access all of your password-protected tools or resources.

**My ENERGY STAR Account**

username  
adminm

password  
.....

[FORGOT PASSWORD?](#)

[LOGIN](#)

#### EDUCATIONAL RESOURCES



Learn about ENERGY STAR to get the most out of your partnership.

#### PARTNER LOCATOR



Find local builders, developers, energy rating companies, and incentives.

#### HOME BUYER INFORMATION



Explore benefits of ENERGY STAR certified homes and apartments.

[JOIN ENERGY STAR!](#)

# Stakeholder Pages

## Partner Resources

Program Requirements ▶

About the ENERGY STAR Residential New Construction Program

**Working with ENERGY STAR** ▼

Builders & Developers ▶

Energy Rating Companies

Utilities & Other Program Sponsors ▶

Other Participants ▶

Marketing Resources ▶

Educational Resources ▶

Certified Homes Partner Locator

Tools & Resources

Related Programs ▶

Home Buyer Information

## Working with ENERGY STAR

ENERGY STAR is the government-backed symbol for energy efficiency recognized by more than 90% of American households. ENERGY STAR certified homes and apartments are designed and constructed to be significantly more energy efficient than those built to code while lowering homeowner utility bills and providing superior comfort, quality, and durability.

ENERGY STAR provides [marketing](#) and [technical support](#) to both partners and other organizations. There are opportunities for various types of organizations to support the construction of energy-efficient new homes and apartments through the ENERGY STAR Residential New Construction program. Learn about participating with ENERGY STAR, including partnership eligibility and training requirements.



### Builders & Developers



### Energy Rating Companies

- Raters
- Providers



### Utilities & Other Program Sponsors



### Other Participants:

- Architects & Designers
- ASHRAE Energy Modelers
- Functional Testing Agents (FTAs)
- Home Appraisers
- Home Builders Associations
- HVAC Contractors
- Lenders
- Multifamily Review Organizations (MROs)
- Manufactured Homes Quality Assurance Providers (QAPs)
- Real Estate Professionals

# Stakeholder Pages – Utilities & Other Program Sponsors

Join ENERGY STAR Products Residential New Construction Buildings & Plants Utilities/EEPS Home Improvement

Program Requirements ▶

About the ENERGY STAR Residential New Construction Program

Working with ENERGY STAR ▼

Builders & Developers ▶

Energy Rating Companies

**Utilities & Other Program Sponsors** ▼

- Becoming a Residential New Construction Sponsor Partner
- Best Practices for Program Design and Implementation
- Utility Support of Energy-Efficient Multifamily Construction
- Resources for Utility Sponsors

Other Participants ▶

Marketing Resources ▶

Educational Resources ▶

Certified Homes Partner Locator

Tools & Resources

Related Programs ▶

Home Buyer Information

## Utilities & Other Program Sponsors

Homes and apartments built to ENERGY STAR program requirements are designed to be at least 10% more energy efficient than those built to code and achieve a 20% improvement on average. Sponsoring an ENERGY STAR Residential New Construction program is an opportunity to promote energy efficiency in the residential market and to capture long-term peak and energy demand savings that can stand-alone or complement other residential energy efficiency initiatives.

View [Program Requirements](#) for Single-Family, Multifamily, and Manufactured homes.

By implementing an ENERGY STAR Residential New Construction program, utility sponsors can leverage a powerful brand advantage, along with fully-developed technical specifications and associated training and technical support available from EPA at no cost. Specific benefits to utilities of using this program platform include:

**More detailed verification of efficiency measures:** The inspection checklists allow for a high level of verification that provide sponsors with greater assurance that efficiency measures are being properly installed and that ENERGY STAR certified homes and apartments meet performance and quality expectations.

- The Thermal Enclosure checklist helps ensure that there are no thermal defects.
- The HVAC Quality Installation checklists helps ensure that HVAC systems are installed using industry best practices and perform at rated efficiencies.
- The Water Management builder checklist helps ensure roofs, walls, and foundations are fully protected from water intrusion.

**Greater savings per home:** ENERGY STAR certified homes are approximately 20% more efficient than homes built to the 2009 International Energy Conservation Code (IECC). Further, the size adjustment factor ensures that larger homes include additional energy efficiency measures to account for their added size.

**More definitive savings:** Demand and peak savings will be much more reliable with every certified home due to greater rigor of the Reference Design and mandatory checklists. As a result, there will be less opportunity for builders to omit important energy efficiency improvements, and utilities can more confidently quantify the specific savings associated with ENERGY STAR certified homes and apartments.

**Leverage nationally recognized ENERGY STAR name:** ENERGY STAR makes it easy for homebuyers to select energy-efficient homes and apartments with its high consumer brand recognition. Efficiency programs based on ENERGY STAR benefit from this level of awareness and builder/developers partners also benefit from being able to leverage ENERGY STAR for effective differentiation from the resale market.

ENERGY STAR, a government-backed symbol for energy efficiency recognized by more than 90% of American households,

# Marketing Materials

## Partner Resources

### Residential New Construction Partner Resources



**Build Energy-Efficient Multifamily Buildings**

Join the ENERGY STAR Multifamily New Construction Program.

[EXPLORE THE PROGRAM →](#)

1 2 3

#### POLICY CHANGES & CLARIFICATIONS

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[See more >](#)

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Access current program requirements.

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Access resources that support program participation.

#### MARKETING RESOURCES



Educate customers about the value of ENERGY STAR.

#### EDUCATIONAL RESOURCES



Learn about ENERGY STAR to get the most out of your partnership.

#### PARTNER LOCATOR



Find local builders, developers, energy rating companies, and incentives.

#### HOME BUYER INFORMATION



Explore benefits of ENERGY STAR certified homes and apartments.

#### MY ENERGY STAR ACCOUNT

View and manage information about your organization's ENERGY STAR participation and contacts; access all of your password-protected tools or resources.

##### My ENERGY STAR Account

username  
adminm  
password  
.....

[FORGOT PASSWORD?](#)

[LOGIN](#)

[JOIN ENERGY STAR!](#)

# Marketing Materials

## Partner Resources

[Join ENERGY STAR](#)[Products](#)[Residential New Construction](#)[Buildings & Plants](#)[Utilities/EEPS](#)[Home Improvement](#)[Program Requirements](#)[About the ENERGY STAR Residential New Construction Program](#)[Working with ENERGY STAR](#)**Marketing Resources**[Fact Sheets and Infographics](#)[Recognition and Awards](#)[Web Promotion Tools](#)[Educational Resources](#)[Certified Homes Partner Locator](#)[Tools & Resources](#)[Related Programs](#)[Home Buyer Information](#)

## Marketing Resources for Partners

Building ENERGY STAR certified homes and apartments is only the first step for partners. As an ENERGY STAR partner, you have access to a variety of resources at no cost that will help educate home buyers and renters of the value of ENERGY STAR, and set your company apart.



Partners may use these plaques on projects that have earned the ENERGY STAR label to promote their accomplishment and participation with ENERGY STAR.

### Designed to Earn Mark\*

If the project has earned the Designed to Earn Mark, you may use these marks for their approved design.

## SOCIAL MEDIA

### ENERGY STAR Homes on Twitter

Follow @ENERGYSTARHomes on Twitter for energy savings tips, ENERGY STAR Certified Homes program updates, and to engage with other program partners.

### ENERGY STAR on Facebook

Like the ENERGY STAR Facebook page to stay connected with the program and engage with other companies, organizations, and individuals interested in energy efficiency on a page that is viewed by thousands of Facebook users every day.

## ADDITIONAL RESOURCES

### Marketing Tools (PDF, 426 KB)

Review this document to learn about many of the free marketing resources available for ENERGY STAR builder partners.

### Multifamily Marketing Tools (PDF, 392 KB)

Review this document to learn about additional marketing resources available for ENERGY STAR multifamily builder and developer partners.

### Key Resources to Remember (PDF, 372 KB)

Find additional web resources for partners.

\*Only available via partners' My ENERGY STAR Account (MESA)

### Fact Sheets

Educate homebuyers about the many energy-efficient features found in ENERGY STAR certified homes.

### Tips and Maintenance Guide for New ENERGY STAR Homeowners (PDF, 922 KB)

Provide this document to homeowners so they know how to maintain their new ENERGY STAR certified home. Co-brandable version available.

# Marketing Materials

## ENERGY STAR Multifamily New Construction MARKETING TOOLS



Building and labeling ENERGY STAR certified homes and apartments is only the first step to being a successful ENERGY STAR partner. To extend the value of your partnership, educate prospective buyers and renters about the features and benefits with these resources. All resources detailed below can be found at [www.energystar.gov/mesa](http://www.energystar.gov/mesa).

### Partner Mark

The Partnership Mark helps ENERGY STAR partners communicate their commitment to the ENERGY STAR program and energy efficiency. Use the mark in advertising, on your website, on signage, and in promotional materials to associate your apartments with the nationally recognized and trusted ENERGY STAR program. To ensure you are using the marks correctly, obtain a copy of ENERGY STAR's Brand Book.



### Certified Apartments Brochure & Insert

Partners may use the co-brandable, tri-fold brochure and insert to help residents understand the big message behind the little label: better is better. The brochure helps residents learn about the features and benefits of living in any ENERGY STAR certified apartment, while the insert provides additional information on ENERGY STAR Multifamily New Construction program requirements.



### Promotional Mark & Web Buttons

The Promotional Mark is used in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program. Use the Promotional Mark to showcase the energy efficient features of your homes and apartments, such as including a designated "Energy Efficiency" section on your website.



### Plaques

Buildings that earn the ENERGY STAR can promote their commitment to energy efficiency to residents, employees, and the community. Partners can choose to use a pre-designed plaque or use plaque template files to create their own building plaque to promote the building's energy efficient construction.



The marks are also available as web buttons that can be easily uploaded to your site to promote your ENERGY STAR partnership and allow you to easily link back to the Multifamily New Construction consumer-facing landing page.

**Ready to Order Plaque:** Partners can order aluminum building plaques through an identified vendor.

**Plaque Templates:** Partners can use template plaque files to create their own building plaque.

### Designed to Earn Mark

Multifamily new construction projects can achieve Designed to Earn the ENERGY STAR recognition if the design is verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency.



Use the mark in promotional materials for approved project designs to showcase your commitment to energy efficiency and high-performance design.

### ENERGY STAR Sales Training Kit (STK) & Selling the Value of ENERGY STAR to Renters

The ENERGY STAR Sales Training Kit helps sales agents describe the features and benefits of ENERGY STAR certified homes in a way that aligns with customers' own values. Coming soon, to complement the STK, is an additional resource designed to train leasing staff on highlighting the key features and benefits of renting an ENERGY STAR home or apartment.



### Promotional Language

Sample text is provided to help promote your ENERGY STAR certified apartments and partnership to consumers. Simply copy and paste the sample text to your organization's web site. Use this content in combination with our web banners and buttons to take advantage of ENERGY STAR's web linking policy.



### Communicating the Benefits of ENERGY STAR

This resource is a collection of ideas for "silent sales signs" that highlight the distinct features of ENERGY STAR certified apartments. It provides examples of display methods and recommended language that can be used in a sales office or model unit to showcase the benefits of ENERGY STAR certification to consumers.



\*The "My ENERGY STAR Account" (MESA) site is password protected. If you don't know your username or password, contact [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov).

Contact [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov):

- Schedule follow-up phone calls/ training for your team;
- Address questions;
- Obtain webinar recordings;
- Sign-up for emails with program updates.



# Q & A