



~ Matching Grant Application ~

The 2008 Colorado ENERGY STAR New Homes Program

Eligible Responders:

All Colorado Cities and Counties

Offered By:

The Governor's Energy Office

Matching Grant Application

The Colorado ENERGY STAR® New Homes Program



Governor's
Energy Office



Grant Application Overview

The Governor's Energy Office (GEO) has prepared the following Matching Grant Application for cities and counties interested in receiving funding for the local implementation of the 2008 Colorado ENERGY STAR New Homes Program within their jurisdictions. When geographically appropriate, cities and counties are encouraged to form regional partnerships and co-submit a single Matching Grant Application for the combined administration of a regional program. Since the needs and current market conditions for the residential new construction industry vary greatly across the state, cities and counties are encouraged to develop/identify effective and customized approaches for a region-specific implementation plan. Applicants are invited to propose strategies that will; (i.) attempt to increase local homebuilder participation in the Colorado ENERGY STAR New Homes program, and (2.) attempt to increase the percentage of single family home starts that earn the ENERGY STAR certification. Matching Grant Application requests may be made for any funding amount, up to a maximum of \$25,000. All applications will be competitively evaluated, with cities and counties notified of their funding awards by January 30, 2008.

2008 Colorado ENERGY STAR New Homes Program Overview

During 2008, GEO will work closely with all participating Colorado cities, counties, homebuilder associations, homebuilders and Home Energy Rating partners to support the statewide construction and testing of new energy efficient single family homes built to ENERGY STAR standards. The program's objectives are to both increase consumer awareness of energy efficiency options in residential new construction, and to actively support all participating Colorado ENERGY STAR homebuilders. All certified new homes will receive the ENERGY STAR label to allow for simple identification by Colorado homebuyers.

What is an ENERGY STAR New Home?

To earn the ENERGY STAR label, a home must meet guidelines for energy efficiency set by the U.S. Environmental Protection Agency (EPA). These homes are at least 15% more energy efficient than homes built to the 2004 International Residential Code (IRC), and include additional energy saving features that typically make them 20–30% more efficient than standard homes. The home's actual energy performance must be certified by an independent Home Energy Rater who is responsible for conducting onsite testing and inspections of installed measures such as insulation, high performance windows, building envelope, duct systems, and efficient heating and cooling equipment. Additional ENERGY STAR Home information can be found at www.energystar.gov/homes.

Completing the Matching Grant Application

The Matching Grant Application includes a series of questions that requests information from each applying city or county, to help determine area program goals and targets, assess current market conditions, and clarifies the amount of matching funding requested. Also included is an "Implementation Planning Worksheet" component, which allows for the applying city or county to communicate its specific planned activities in the following areas:

- Program Execution, Organization & Management
- Homebuilder Participation
- Homebuilder Training & Support
- Marketing & Consumer Awareness
- Program Tracking and Reporting

Completed Matching Grant Applications should be submitted electronically via email to Eric Stern at eric.stern@state.co.us **no later than 5:00 PM (MST) on January 23, 2008.**

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Matching Grant Application Assistance

If there are additional questions, or if you would like to request assistance completing the Matching Grant Application, please contact any of the following individuals:

Joani Matranga

GEO Regional Representative – Western Colorado
970.366.6036

joani.matranga@state.co.us

Mona Newton

GEO Regional Representative – Central Colorado
303.523.4113

mona.newton@state.co.us

Bob Mailander

GEO Regional Representative – Eastern Colorado
970.371.3939

robert.mailander@state.co.us

Eric Stern

GEO Residential Program Manager
303.866.2206

eric.stern@state.co.us

Patty Crow

US EPA Region 8 MCP3T, ENERGY STAR Program
303.312.6464

crow.patty@epa.gov

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Section I: Applicant Information:

This section should include all cities, counties and other organizations applying for the matching grant. Partnerships are not required, as a city or county may request consideration for matching funding independently; although for reasons of cost-sharing as well as creating a stronger regional presence, forming strategic multi-city and county partnerships are encouraged.

City/County/Organization Name: _____

Contact Representing City/County/Organization

Name: _____ Job Title: _____

Mailing Address: _____

City: _____ Zip Code: _____

Phone: _____ Email: _____

City/County/Organization Name: _____

Contact Representing City/County/Organization

Name: _____ Job Title: _____

Mailing Address: _____

City: _____ Zip Code: _____

Phone: _____ Email: _____

City/County/Organization Name: _____

Contact Representing City/County/Organization

Name: _____ Job Title: _____

Mailing Address: _____

City: _____ Zip Code: _____

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City/County/Organization Name: _____

Contact Representing City/County/Organization

Name: _____ Job Title: _____

Mailing Address: _____

City: _____ Zip Code: _____

Phone: _____ Email: _____

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Section II: Program Goals & Targets

For each city and county listed on the application, please enter the most recent new construction data available for the area. Data may be estimated when unavailable from local resources.

City/County Name: _____

For This Jurisdiction (Estimate When Needed):

i. Estimated 2007 Single Family Home Permits: _____

ii. Estimated 2007 ENERGY STAR Labeled New Homes: _____

iii. Calculate the % of ENERGY STAR New Homes Labeled in 2007 = (No. from ii.) / (No. from i.): _____

iv. Predicted 2008 Single Family Home Permits: _____

v. Predicted 2008 ENERGY STAR Labeled New Homes (target goal): _____

vi. Calculate % Goal of ENERGY STAR New Homes to be Labeled in 2008 = (No. from v.) / (No. from iv.) _____

City/County Name: _____

For This Jurisdiction (Estimate When Needed):

i. Estimated 2007 Single Family Home Permits: _____

ii. Estimated 2007 ENERGY STAR Labeled New Homes: _____

iii. Calculate the % of ENERGY STAR New Homes Labeled in 2007 = (No. from ii.) / (No. from i.): _____

iv. Predicted 2008 Single Family Home Permits: _____

v. Predicted 2008 ENERGY STAR Labeled New Homes (target goal): _____

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iii. Calculate the % of ENERGY STAR New Homes Labeled in 2007 = (No. from ii.) / (No. from i.): _____

iv. Predicted 2008 Single Family Home Permits: _____

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vi. Calculate % Goal of ENERGY STAR New Homes to be Labeled in 2008 = (No. from v.) / (No. from iv.) _____

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City/County Name: _____

For This Jurisdiction (Estimate When Needed):

i. Estimated 2007 Single Family Home Permits: _____

ii. Estimated 2007 ENERGY STAR Labeled New Homes: _____

iii. Calculate the % of ENERGY STAR New Homes Labeled in 2007 = (No. from ii.) / (No. from i.): _____

iv. Predicted 2008 Single Family Home Permits: _____

v. Predicted 2008 ENERGY STAR Labeled New Homes (target goal): _____

vi. Calculate % Goal of ENERGY STAR New Homes to be Labeled in 2008 = (No. from v.) / (No. from iv.) _____

Section III: Residential New Construction Market Assessment

For each city and county listed on the application, please enter the following information about the current residential new construction market.

City/County/Organization Name: _____

For This Jurisdiction

Current Residential Building Code: _____

Current Residential Energy Code: _____

Name of Local Homebuilder Association: _____

List the Top 3 Potential ENERGY STAR Homebuilders:

List Any Local HERS Rating Companies/Organizations Able to Support ENERGY STAR Homebuilders:

If The Planned ENERGY STAR Program Will Be Part of Another Local Energy Efficiency or Green Building Program, Please Briefly Describe That Program and How ENERGY STAR Will Be Incorporated:

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City/County/Organization Name: _____

For This Jurisdiction

Current Residential Building Code: _____

Current Residential Energy Code: _____

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Current Residential Energy Code: _____

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List the Top 3 Potential ENERGY STAR Homebuilders:

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List Any Local HERS Rating Companies/Organizations Able to Support ENERGY STAR Homebuilders:

If The Planned ENERGY STAR Program Will Be Part of Another Local Energy Efficiency or Green Building Program, Please Briefly Describe That Program and How ENERGY STAR Will Be Incorporated:

City/County/Organization Name:

For This Jurisdiction

Current Residential Building Code:

Current Residential Energy Code:

Name of Local Homebuilder Association:

List the Top 3 Potential ENERGY STAR Homebuilders:

List Any Local HERS Rating Companies/Organizations Able to Support ENERGY STAR Homebuilders:

If The Planned ENERGY STAR Program Will Be Part of Another Local Energy Efficiency or Green Building Program, Please Briefly Describe That Program and How ENERGY STAR Will Be Incorporated:

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Section IV.: Matching Grant Calculation

A combined matching grant request up to \$25,000 per application is available. Applicants may request matching funding in any amount, so as not to exceed the \$25,000. This section should include the matching contributions from all cities, counties and other organizations applying for the matching grant.

City/County/Organization Name: _____

Planned Matching Financial Contribution: \$ _____

City/County/Organization Name: _____

Planned Matching Financial Contribution: \$ _____

City/County/Organization Name: _____

Planned Matching Financial Contribution: \$ _____

City/County/Organization Name: _____

Planned Matching Financial Contribution: \$ _____

Total Combined Matching Contribution \$ _____

Total Matching Grant Amount Requested \$ _____

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Section V. Implementation Planning Worksheet

For this worksheet, grant-applicants should identify their planned key activities under each implementation strategy. The GEO recognizes that each city or county will have unique residential new construction market conditions, and are therefore encouraged to create a customized implementation plan based on available resources and budget. The quality of the plan proposed in this worksheet will be a determining factor for funding considerations. If approved, the applicant's proposed plan will be incorporated into the Purchase Order to accompany funding. **A recommended list of activities has been provided, although proposing innovative activities in place of what is presented is recommended.**

Although both flexibility and innovation with the grant is encouraged, grant-applicants should clearly demonstrate how during 2008 they will use this grant funding to (1.) Increase the number of participating/registered ENERGY STAR homebuilders in their jurisdictions; (2.) Increase the percentage of single-family home starts that are certified with the ENERGY STAR New Home Label and (3.) Successfully administer, manage and track their 2008 local program.

Applicants are encouraged to select and/or propose one or two additional activities per strategy. Matching grant funding is intended to support the city or county's direct costs as well as any administrative time. When selecting or proposing activities, applicants should be aware of the total budget they are preparing so as to not under or over estimate resources. The total budget is equal to grant funding amount plus the equivalent city or county match.

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Strategy I: Regional Program Execution, Organization & Management

Program implementation will begin February 2008; each regional program partner is encouraged to customize its execution strategy to align with its own program experience, resources and homebuilder needs. The GEO recommends completion of some of the following actions during the first quarter of 2008:

All regional program partners will be implementing the following activities. Please allocate the appropriate resources when preparing your proposed budget for this application:

- Officially designate a regional program manager to lead implementation efforts; and communicate this individual's name and contact information to the GEO's regional field representative.
- Register the city/county as an EPA ENERGY STAR New Homes Program Sponsor via the ENERGY STAR website (www.energystar.gov); (budget 1 hour)
- Review the EPA's Best Practices for ENERGY STAR Homes Program Sponsors, available via the ENERGY STAR website (www.energystar.gov); (budget 1 hour)
- Prepare an expected budget and timeline for the roll-out and delivery of the city/county's ENERGY STAR New Homes program during 2008; (budget 4 hours)

Please check boxes for any of the additional activities below that you are proposing to administer during 2008:

In partnership with the GEO's regional field representative and the EPA's Region VIII ENERGY STAR Manager, complete an analysis of both residential building permits for the region and the current number of certified ENERGY STAR homes to determine a program goal for 2008; (budget 10 hours)

Coordinate/establish a monthly conference call with all city/county partners for the region (if more than one city) to align implementation plans and efforts. (budget 10 hours)

Create a simple webpage for the program, (to be located as part of the regional partner's current website). The web-page should provide a brief description of the program and list local contact information; the GEO can provide content language and website examples; (budget to be estimated by city or county based on available resources)

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Strategy 2: Homebuilder Participation Planning

A statewide campaign to present the ENERGY STAR New Homes program to all Colorado homebuilders will begin in February 2008 and run through May 2008. Homebuilders interested in participating in the ENERGY STAR program will be encouraged to register as an ENERGY STAR homebuilder, and then continue to work closely with each regional program partner to engage in any offered trainings, marketing campaigns and other local efforts. A local area homebuilder recruitment effort will in large part determine the program's success. Although the GEO encourages a "rolling" enrollment for area homebuilders, establishing a formal registration deadline date for homebuilders may help drive overall participation in the 2008 program, and allow the city or county to better manage and plan future program activities.

Please check boxes for any of the activities below that you are proposing to administer during 2008, or select "other" to enter additional activities for this section:

Develop an official program "participation agreement" for area homebuilders with a return deadline of May 1, 2008. This "participation agreement" in no way commits the homebuilder to build ENERGY STAR homes, but indicates their intent to participate in the program and desire to be listed as an ENERGY STAR homebuilder. The GEO will provide sample "participation agreements" to use a guideline if desired. The "participation agreement" may be posted on the local program webpage; *(budget 10 to 20 hours)*

Prepare official "Homebuilder Information Packets" that includes information about the region-specific program, details on the ENERGY STAR New Homes program, "How-to-Participate" guides, and the "Participation Agreement". Both the GEO and the EPA will provide a packet outline, sample language and content for each piece of information, and examples of final packet products if desired; *(budget 20 to 30 hours + printing costs)*

Research and develop a comprehensive list of all area homebuilders within the city/county's jurisdiction. From this comprehensive list, a "priority list" of potential ENERGY STAR homebuilder partners can be created to maximize time allocations. *(budget 10 to 15 hours)*

Identify all certified HERS Raters operating in the jurisdiction (registered HERS Raters can be found at www.energystar.gov or at www.natresnet.org). Conduct either a group meeting or one-on-one meetings to explain the upcoming ENERGY STAR program (the GEO can help facilitate this meeting). Distribute homebuilder recruiting packets to HERS Raters and encourage them to actively recruit area homebuilders to complete the Participation Agreement; *(budget 20 to 30 hours)*

Working closely with the local Homebuilder Association (HBA), schedule and deliver a presentation about the ENERGY STAR New Homes program to HBA members; *(budget 10 to 20 hours)*

In partnership with both HERS Raters and the HBA, use the priority-list developed earlier, schedule and coordinate private meetings to discuss the program with their key staff. These meetings may be held with purchasing managers, marketing staff and/or executive management, and can include a walk-through of all program features and benefits; *(budget 30 to 40 hours)*

Reimbursement of Homebuilder HERS Analysis: Encourage homebuilders to work with a certified HERS Rater to complete a plan analysis for the homebuilder's "5-best" plans. Homebuilders may receive a "one-time" reimbursement of ~\$250 for an initial plan analysis, by sending a copy of the HERS Rater's invoice to the funded partner; *(budget for 10 builders x \$250 each = \$2,500)*

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Strategy 3: Training & Support

Once the initial ENERGY STAR homebuilder “sign-up” phase has been completed, providing training resources to participating homebuilders and affiliated partners is an important component of a successful implementation effort. A variety of trainings may be offered and delivered to homebuilders and related industry groups, depending on the specific needs of regional market. Several Colorado training partners have self-registered on the GEO website as available to assist cities and counties with the delivery of these events. The GEO will also be available to work with cities and counties one-on-one to help coordinate any needed trainings. Some suggested ENERGY STAR related training topics are listed below:

Please check boxes for any of the activities below that you are proposing to administer during 2008, or select “other” to enter additional activities for this section:

Real Estate Professional Training. The GEO can assist cities and counties in securing partnerships to deliver training on the effective selling of ENERGY STAR New Homes and Sustainable New Construction to all Real Estate professionals operating within each partner’s jurisdiction. Working closely with training partners and participating homebuilders to actively promote and enroll area Real Estate professionals in this training is an important action; *(budget TBD, \$1,500 to \$3,000)*

HERS Rater Training. Each city or county may need to evaluate their jurisdiction’s current access to HERS Raters. If the city or county determines that the current supply of qualified HERS Raters is inadequate to service the needs of the area’s ENERGY STAR homebuilders, the partner may engage the GEO to participate in a regional Colorado HERS Rater training class. The GEO can help identify an instructor and coordinate a location of other partners to cost-share. Each regional partner participating in the class will have an allocated number of training spaces reserved for them, and can identify local candidates to complete the training. A suggested goal may be to successfully train 3 new HERS Raters for the area; *(budget TBD, estimate \$1,200 per HERS Rater x 3 = ~\$3,600)*

Homebuilder Sales Staff Training. For the most active ENERGY STAR homebuilders participating in the program, the GEO recommends scheduling and delivering brief trainings to the homebuilder’s sales staff on effectively selling ENERGY STAR Homes. The GEO can provide the city or county with a sample presentation, that can be edited and delivered as needed. This training may be done in partnership with the HBA; *(budget TBD, estimate \$1,500 to \$5,000 depending on activity level)*

Homebuilder Construction Personnel Training. For the most active ENERGY STAR homebuilders participating in the partner’s jurisdiction; the GEO recommends scheduling and delivering brief trainings to the homebuilder’s construction staff on effectively building and testing ENERGY STAR Homes. The GEO can provide the regional partner with suggested local Colorado training organizations, able to effectively present and discuss energy-efficient construction techniques and strategies. This training may be done in partnership with the local HBA; *(budget TBD, estimate \$3,000 to \$5,000 depending on activity level)*

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Strategy 4: Marketing & Consumer Awareness

Developing and supporting a regional marketing co-operative in partnership with participating builders to promote the ENERGY STAR brand is a critical strategy for each program. A statewide marketing campaign to increase homebuyer and consumer awareness of all participating ENERGY STAR homebuilders will be implemented in the summer of 2008. Homebuilders will be encouraged to implement their own ENERGY STAR marketing efforts, but also to work closely with each local program partner to engage in any regional co-operative marketing efforts. Some suggested marketing and consumer awareness activities to consider are presented below:

Please check boxes for any of the activities below that you are proposing to administer during 2008, or select "other" to enter additional activities for this section:

Establishing a regional ENERGY STAR marketing co-operative comprised of sales/marketing representatives from all participating homebuilders. This co-op may meet several times a year to facilitate a local advertising campaign to promote ENERGY STAR New Homes to area homebuyers. The advertising campaign may include ad-placements in local print-media, radio or other concepts. The GEO and the EPA can provide examples of materials and previous campaigns. *(budget TBD, estimate \$10,000 to \$15,000 depending on activity level, plus a possible matching grant from EPA)*

Supplying "Point-of-Sale" displays with ENERGY STAR brochures to participating homebuilders to display in their model homes and/or sales offices. Ordering the brochures can be done through in partnership with the EPA and the GEO office, as the 2008 brochures are currently available through the national ENERGY STAR website (www.energystar.gov). *(budget \$500 to \$1,000)*

Through communications with sales and marketing personnel, encourage participating homebuilders to take advantage of the EPA's matching funding for any customized advertising done by homebuilder that features the ENERGY STAR logo. *(budget 10 to 20 hours)*

List the area's participating ENERGY STAR homebuilders on the program's website, and encouraging homebuilders to prepare a few sentences about their specific energy-efficiency home features or preferred ENERGY STAR communities. *(budget 20 to 30 hours)*

Creating an area map for homebuyers that displays the locations of all locally available ENERGY STAR new homes and active ENERGY STAR homebuilders. *(budget to be estimated by city or county based on available resources)*

Working closely with the GEO's statewide ENERGY STAR marketing efforts and Communications Director to collaborate on efforts and receive recognition for the regional program.

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Strategy 5: Program Tracking and Reporting

During the course of 2008, tracking all certified ENERGY STAR New Homes and ensuring accurate reporting to both the state and EPA program will be important in helping participating builders earn local and national recognition for their homes, as well as evaluating the success of the program. Some suggested activities to support this process include:

All regional program partners will be implementing the following activities. Please allocate the appropriate resources when preparing your proposed budget for this application:

- Requesting that all participating HERS Raters and Homebuilders send the city/county's program manager via a monthly report or spreadsheet that lists all of their ENERGY STAR labeled homes for the month by homebuilder.

Please check boxes for any of the activities below that you are proposing to administer during 2008, or select "other" to enter additional activities for this section:

Notifying homebuilders that for every new home address that they submit an ENERGY STAR certificate for, the city or county will supply them with a bronze ENERGY STAR plaque for the home. This will allow the partner to track certified ENERGY STAR Homes for their program; (*Budget = The GEO may be able to cost-share, estimate \$7 per plaque, e.g., 200 homes would be \$1,400*)

Submitting a quarterly qualitative summary to GEO's Regional Field Representatives, that provides an update on how the program is progressing, shares some best practices or new ideas, and identifies any experienced barriers or obstacles; (*budget 10 to 20 hours*)

Other

Section VI. Signature

Since all submissions of this application will be made electronically, no official signature is required. For this section, please indicate the name of the individual completing the application and the date it was prepared.

Individual Submitting the Application:

Name: _____ Job Title: _____

Mailing Address: _____

City: _____ Zip Code: _____

Phone: _____ Email: _____

Thank You for Submitting the Matching Grant Application!