

Guide to Applying for 2011 Financial Incentives

For Builders of LIPA New York ENERGY STAR® Labeled Homes
LIPA New York ENERGY STAR Labeled Homes V2.0

LABELED HOME INCENTIVE APPLICATION

- 1) For Labeled Home Incentive Applications to be processed at the 2011 Labeled Home Incentive levels depending on the HERS rating of the qualified home, all of the following must be met:
 - a) The home must qualify for the New York ENERGY STAR Label (i.e. a minimum score of 84 on the HERS scale) and meet additional New York requirements. (see item 2 of the Builder's Commitment in the 2011 Addendum for details)
 - b) New York ENERGY STAR Labeled Homes must receive a HERS rating from a certified HERS Rater in compliance with the HERS Rater's Commitment detailed in the 2011 Addendum
 - c) Payment shall be provided by LIPA following receipt and verification of a properly completed incentive application, qualification form, and other required documents must be received by NYSBA-REF 6 months after completion of the HERS Rating final inspection. Incentive payments will not be made on applications received by NYSBA-REF after the application deadline.

MODEL HOME INCENTIVE APPLICATIONS

- 2) For Model Home Incentive Applications to be processed at the 2011 Model Home Incentive levels, all of the following must be met:
 - a) The home must comply with all 2011 program guidelines for Model Homes. (see 2011 Addendum for details)
 - b) Review and proof of eligibility is required for all Model homes.
 - c) New York ENERGY STAR Labeled Model Homes must be publicly accessible for viewing for at least 60 days and may not be occupied as a residence during the viewing period. The viewing period may not begin until the home has met all program technical requirements and has been branded. If the home is sold and occupied in less than 60 days, the builder must provide an alternate ENERGY STAR Labeled Model Home to the New York ENERGY STAR Account Manager for eligibility. The new or additional address must be submitted and accepted on the pre-approved list before the change is made.
 - d) New York ENERGY STAR Labeled Model Homes must be "branded" by the account manager in your region, using approved program branding material. Branding materials must be on display on both the exterior of the home and in interior common area(s), as appropriate. In addition, program literature (i.e. program brochures) should be on display in the common area(s) of the home and available for the public to take.
 - e) ENERGY STAR Labeled Model Home Incentives are limited to no more than one model home payment per 10 ENERGY STAR labeled homes built in a program year by a builder.
 - f) Owner-builders are not eligible for this incentive.
 - g) If any home appliances for which an ENERGY STAR qualified label exists (i.e. dishwasher, refrigerator, freezer, clothes washer, furnace, boiler and air conditioning system) are on display in the home, the appliances must be ENERGY STAR qualified. If appliances are not installed, appropriate ENERGY STAR qualified product literature must be on display in their place.
 - h) ENERGY STAR Labeled Model Homes must include a minimum total electric savings of 500 kWh's from ENERGY STAR qualified lighting, appliances, ceiling fans equipped with lighting fixtures, and/or ECM motors.
 - i) The completed incentive application, including all required documentation and verification by the Account Manager that the 60-day viewing period requirement was fulfilled must be received by NYSBA 3 months after completion of the required 60-day viewing period or 6 months after completion of the HERS Rating final inspection, whichever comes first. Incentive payments will not be made on applications received by NYSBA-REF after the deadline.
 - j) Notice of eligibility by the Account Manager is required for all Model Homes in the LIPA territory.

DISPLAY HOME INCENTIVE APPLICATION

- 3) For Display Home Incentive Applications to be processed at the 2011 Display Home Incentive levels, all of the following must be met:
 - a) All ENERGY STAR Labeled Display Homes participating in an eligible event must meet all requirements for Model homes described above prior to the start of the event, except the 60 day viewing period requirement.
 - b) Display home events must be reviewed by the Account Manager.
 - c) Must be widely advertised for at least two weeks prior to the event
 - d) Must be publicly accessible for viewing during the entire event.
 - e) The completed incentive application, including all required documentation and verification by the Account Manager that the display event requirements were fulfilled must be received by NYSBA-REF 3 months after completion of the eligible event in which the Display home is entered. Incentive payments will not be made on applications received by NYSBA-REF after the application deadline

CO-OP ADVERTISING INCENTIVE APPLICATIONS

- 4) For Co-op Advertising Incentive Applications to be processed at the 2010 Co-op Advertising Incentive levels, all of the following must be met:
- Advertising campaigns must prominently use the ENERGY STAR logo and highlight the benefits of New York ENERGY STAR Labeled Homes.
 - All advertising copy and layout must be presented to the designated program representative for eligibility; proof of the ad placement(s) is required.
 - LIPA shall reimburse enrolled builders for up to 25% of qualified pre-approved co-op advertising costs, with the following limitations: *(LIPA reserves the right to disapprove any co-op advertising incentive request based on a builder's prior performance in the program.)*
 - Enrolled builders in good standing that build and label up to 20 New York ENERGY STAR Labeled Homes in a calendar year are eligible to receive up to \$10,000 per calendar year for qualifying co-op advertising.
 - Each additional 10 New York ENERGY STAR Labeled Homes built and labeled in that same calendar year, the co-op advertising incentive cap increases by \$5,000, up to a maximum of \$50,000 per calendar year.
 - The completed incentive application, proof of ad placement(s) (i.e. invoices and ad) must be received by NYSBA-REF 6 months after placement of each eligible ad. Incentive payments will not be made on applications received by NYSBA-REF after the application deadline.

INITIAL PLAN REVIEW AND FINAL RATING INCENTIVE APPLICATIONS

- 5) For Initial Plan Review and Final Rating Incentive Applications to be processed at the 2010 Initial Plan Review and Final Rating Incentive levels (\$300 per final completion of an ENERGY STAR Labeled Home, \$200 per completed plan review and \$300 per final rating of a qualified ENERGY STAR Labeled Home), all of the following must be met:
- Initial plan reviews and final ratings/completions must be completed by a certified HERS Rater in full compliance with the HERS Rater's Commitment in the 2010 Addendum.
 - Final rating/completion incentives are only awarded for homes that meet all New York ENERGY STAR Labeled Home requirements outlined in item 2 in the 2010 addendum.
 - Documentation for plan reviews includes a draft rating report based on plans.
 - Documentation of a final rating/completion includes a properly completed Qualification Form, CST form, and final HERS rating report (if applicable).
 - This incentive may be payable to either the rater performing the work or the builder of the subject home, as indicated on the incentive application form.
 - Payment shall be provided by LIPA following receipt and verification of a properly completed incentive application, including properly completed and verifiable documentation. Application deadline is 6 months after completion of the HERS Rating final inspection. Incentive payments will not be made on applications received by NYSBA-REF after the application deadline.

This incentive is limited to one plan review and one final rating/completion per eligible builder partner, but is not limited to the same home for both initial and final incentives.

ORGANIZATION MARKETING SUPPORT INCENTIVE

- 6) For Organization Marketing Support Incentive Applications to be processed at the 2010 Incentive levels (\$1,000 or 25%), all of the following must be met:
- All ENERGY STAR Labeled "Display" Homes must meet requirements outlined in item 2 in the 2010 addendum.
 - Organizations and events must be deemed eligible by LIPA or NYSBA-REF.
 - Organizations that qualify for builder incentives outlined in item 2 of the 2010 Addendum are not eligible for this incentive.
 - Payment shall be provided by LIPA following receipt and verification of a properly completed incentive application, including all required documentation, and verification by the Account Manager that display event requirements were fulfilled. Application deadline is 3 months after completion of the approved event. Incentive payments will not be made on applications received by NYSBA-REF after the application deadline.

INCOMPLETE INCENTIVE APPLICATIONS OR NON-COMPLIANT HOMES

- All incomplete Home Incentive Applications will be returned to the builder or rater.
- All Home Incentive Applications, for homes not in compliance with the guidelines of the program year, as described above, will be returned to the builder or rater.
- All Home Incentive Applications returned to the builder or rater as incomplete or for non-compliance to program guidelines will NOT be considered as received by NYSBA-REF until all paperwork is complete, the home is in compliance to program guidelines, and the new completed paperwork is received at NYSBA-REF.