



# 2010 ENERGY STAR<sup>®</sup> Awards

## General Instructions for All Applicants

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### What you need to submit online:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative.
- Optional supplemental material such as photos, pamphlets, copies of advertisements, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). It is strongly recommended to consolidate supplemental print files into one or two PDF files.
- *Retailers only:* See special instructions in the Retailer application, under the Partner of the Year category.

### When you need to submit it:

- A complete electronic application must be **uploaded by midnight, EST on December 4, 2009**. We will not accept any applications or materials uploaded after this date.

### How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" ([www.energystar.gov/mesa](http://www.energystar.gov/mesa)). The electronic system will be available **November 1, 2009**.
- If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 888-782-7937 to have one created.
- **We will only accept applications submitted via this online system.**

### What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contact in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator Hewan Tomlinson at (202) 343-9082 or [Tomlinson.Hewan@epa.gov](mailto:Tomlinson.Hewan@epa.gov).
- **Notification:** You will be notified no later than February 5, 2010 on the status of your application.

**Additional information:**

- The ENERGY STAR Awards Ceremony will be held on April 13, 2010 in Washington, DC.
- Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards.
- The Sustained Excellence Award, our highest honor, is selected by EPA to recognize organizations that have won Partner of the Year for several years and their achievements continue to surpass those of the previous year. There is no separate application for Sustained Excellence.
- Where applicable, quantify your activities and the results (e.g., percent improvement, number of marketing pieces produced, number of people reached), and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).

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# 2010 ENERGY STAR<sup>®</sup> Award Application

## Excellence – Affordable Housing

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**Eligibility:** Governments, non-profits, non-governmental organizations (NGO's) or utilities responsible for developing and administering affordable housing programs in 2009 that encourage or require the use of ENERGY STAR qualified products and/or ENERGY STAR's energy efficiency guidelines for residential construction.

Public housing authorities, asset management companies, and other organizations that managed large portfolios of affordable housing properties in 2009 that have invested in ENERGY STAR qualified products.

Sponsors of project-specific developments or community activities such as neighborhood or community revitalization organizations that have undertaken project-specific or community-based initiatives in 2009 demonstrating use of ENERGY STAR residential construction guidelines and/or use of ENERGY STAR qualified products.

**Description:** This award recognizes eligible organizations that have made exceptional or market-leading contributions, on a local or national level, during 2009 toward advancing energy-efficiency in affordable housing by making the use of ENERGY STAR qualified products and appliances and/or ENERGY STAR's residential construction guidelines a voluntary or required part of their affordable housing policies, programs, and projects.

**Narrative:** Please complete this application by addressing each of the first three bulleted points (required) and any of the additional bullet points (optional). **Your responses to the evaluation criteria should not exceed three pages** (not including any electronic supporting materials).

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis used in preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the three-page limit.
- **Accomplishments**— Organizations applying for this award should provide a **detailed description of your 2009 accomplishments** demonstrating how you have met the required criteria on page 4.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2009 and more than \$10 million since 2001).

**Criteria:** Criteria for evaluating this award are listed on the following page.

## Award Evaluation Criteria

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### **Required Criteria:**

- **Demonstrated Success:** Describe how your organization successfully promoted the use of ENERGY STAR products and/or residential construction guidelines in your affordable housing programs, policies, and projects in 2009. Describe specific projects with details on impacts (changes in energy consumption, air quality, comfort, reduced homeowner or tenant complaints, etc.). Provide information that quantifies your level of success such as:
  - The number of homes/units built or rehabbed that were ENERGY STAR qualified (verified to meet ENERGY STAR residential guidelines) in 2009. If possible, provide a breakdown based on housing type (number of single-family, multifamily low-rise, multifamily high-rise).
  - The number of homes/units where ENERGY STAR qualified products were installed. If possible, provide a breakdown based on housing type (number of single-family, multifamily low-rise, multifamily high-rise) and a description of the types of products installed.
  - The size, in terms of total households, that your program has jurisdiction, oversight or responsibility for in its implementation.
  - Cost/benefit data that describes the costs associated with the ENERGY STAR-related features (i.e., what was the level of investment in ENERGY STAR measures) promoted by your organization and the benefits from those features (i.e., utility bill savings, energy savings). Examples include cost-to-benefit ratios, savings-to-investment ratios, payback periods. Provide electronic copies of home energy rating reports as supporting materials if possible.
  - Include a description of the reasons why your program has promoted energy efficiency. Also describe program milestones and goals that were met.
- **Institutional Change:** Describe how your efforts to utilize ENERGY STAR products and/or ENERGY STAR's residential energy efficiency guidelines in your projects or programs in 2009 represent a significant and lasting change to your organization (i.e., changes in purchasing and procurement policies, capital planning, O&M procedures, or competitive funding criteria). Include a description of how your organization was able to implement these changes, including institutional challenges or barriers encountered and how they were overcome, lessons learned, and key people or organizations that contributed to your success such as architect/engineering firms, builders, and home energy raters.
- **Housing Affordability:** Describe the target market for your housing programs, policies, and projects, and describe the funding sources leveraged to pay for energy efficiency improvements and how those funds were sourced and utilized.

### **Optional Criteria:**

- Did your organization undertake and/or fund new construction built to ENERGY STAR's Indoor Air Plus specifications? If so, how many new units/homes were constructed?
- Did your organization undertake and/or fund a Home Performance with ENERGY STAR program for existing homes?
- What was the cost to build to the minimum building code on a per unit or home basis (both subsidized and unsubsidized) and what was the cost to build to ENERGY STAR guidelines?
- How has your program inspired successful replication by other organizations?
- What efforts have you made (or plan to make) to expand ENERGY STAR's presence in your housing program?

- Describe your efforts to educate occupants/tenants about the energy efficient features of their homes and how to use them properly.
- Describe your efforts to incorporate the ENERGY STAR name and logo in outreach or promotional materials and events such as in trade publications or at industry events. Provide electronic samples of outreach materials as supporting materials if possible.