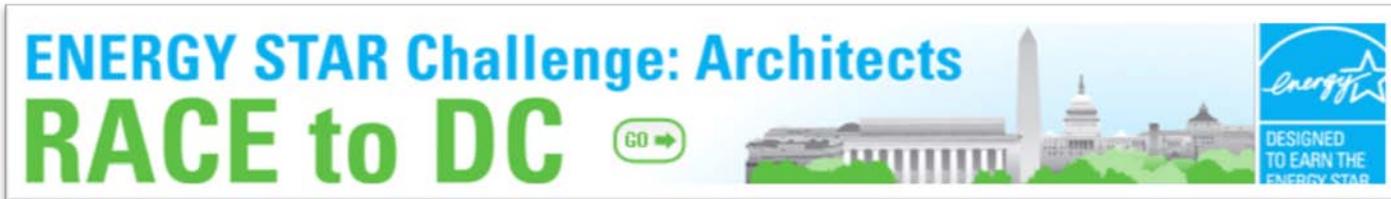




*Join the*  
**ENERGY STAR Challenge:**  
**2012 Race to DC**



# Contents



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# About ENERGY STAR Challenge: 2012 Race to DC



- The Challenge is an ongoing call to action for architecture firms to incorporate energy efficiency in their projects to **achieve Designed to Earn the ENERGY STAR** certification.
- The Race is a friendly competition among three regions of the US.
- The region that submits the most projects to achieve the Designed to Earn the ENERGY STAR certification – **WINS!**

# The Challenge Regions

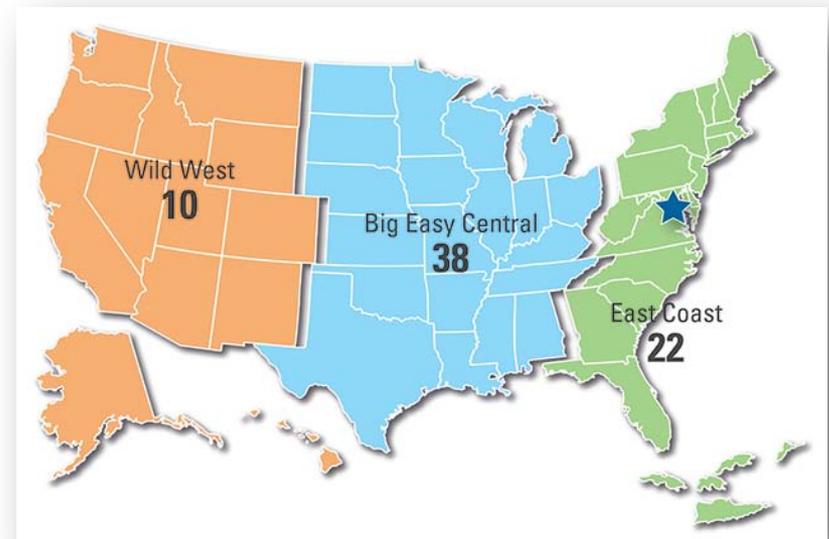


## The Wild West, Big Easy Central and East Coast

- Each region covers a variety of climate zones, businesses, and industries.

The region receives one point for each project approved for Designed to Earn the ENERGY STAR certification:

- project location is determined by zip code

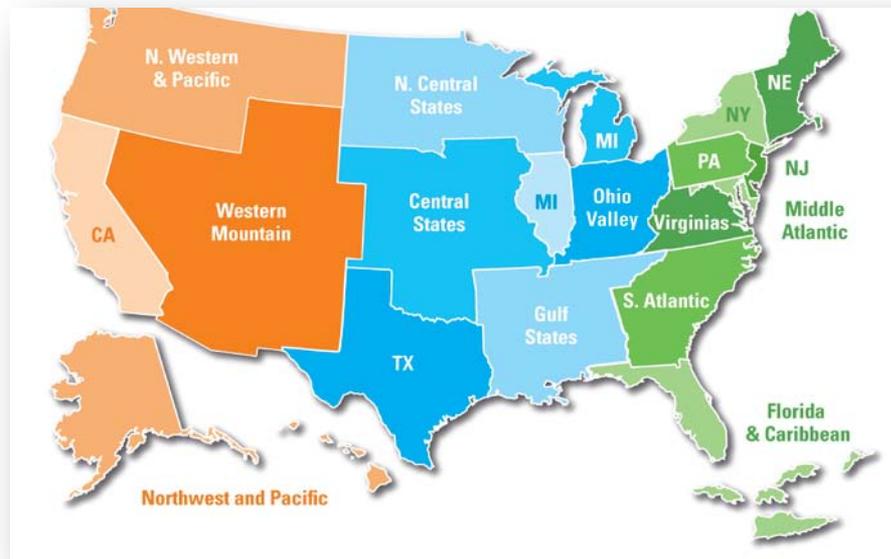


ENERGY STAR Challenge Regions  
2012 Race to DC as of 01.03.12

# AIA Chapter Regions



AIA Chapters are also grouped into the three US regions for competing in the Race.



AIA Regional Chapters

# The Criteria



- Projects that score 75 or higher on the EPA energy performance scale using **Target Finder** are eligible for Designed to Earn the ENERGY STAR certification and will be counted in the Race to DC competition.
- The **Architect of Record** is responsible for applying for Designed to Earn the ENERGY STAR.
- Designed to Earn the ENERGY STAR applications must be submitted to EPA on or before **April 4, 2012**.

# Promote the Race to DC



## Action Items

- Post Web button or banner on Chapter website
- Send email to members and announce the Race
- Advertise Target Finder training; members can earn 1.0 AIA credit for SD/HSW or CEU
- Print postcards and distribute at Chapter events
- Check the regional stats map to see how your region is doing and who's in the Race



Web Banner

# On the Web



- Get ahead of the competition, learn how at:  
[www.energystar.gov](http://www.energystar.gov) > Building and Plants >  
Commercial Building Design > [Challenge: Architects](#)
- Who's – In the 2012 Race to DC?
  - Download the Web banner or button from [Race to DC Toolkit](#)
  - Post button or banner to your website and tweet about it
  - Send us an [email](#) with the link to where on your website you are promoting the Race, and you're IN!
- Contact Us: [buildingdesign@cadmusgroup.com](mailto:buildingdesign@cadmusgroup.com)

# Race to DC Toolkit



## Promotional Materials

- Web Banner and Button
- Promotional Language for the Race
  - Text document
  - HTML email
- Race to DC Postcard
- Social Media Events
  - Follow us on Twitter @EnergyStarBldgs
  - Facebook: Ten projects will be chosen for the Facebook Favorite Contest
- ENERGY STAR Logo Guidelines
  - [Designed to Earn the ENERGY STAR](#)



Web Button

# Race to DC Toolkit



## Training, Resources and Tools

- Target Finder [Training Sessions](#)
- [Target Finder](#)
- [Target Finder Brochure](#)
- [Applying for Designed to Earn the ENERGY STAR](#)
- [How to Apply for Designed to Earn the ENERGY STAR Brochure](#)
- [Building Design Profile](#)
- [Architects and Projects Listing](#)

## Target Finder Brochure

**SET ENERGY USE TARGETS AND RATE YOUR DESIGN**

Use Target Finder throughout the design process to help translate design intent into superior operational performance. The rating applies the same performance metric from pre-design through schematic design development and during building operation to determine how the energy use ranks against similar buildings across the nation. To use Target Finder, complete all required fields.

**Pre-Design: Set Energy Use Goal**

**1. FACILITY INFORMATION**  
Enter the ZIP code of the project location. Red asterisk (\*) indicates a required input field to calculate an energy use target or rating.

**2. FACILITY CHARACTERISTICS**  
Select the space type for your project: Office, K-12 School, Hospital, Hotel, Medical Office, Residence Hall/Dormitory, Supermarket/Grocery, Warehouse (Refrigerated/Unrefrigerated), Courthouse, Bank/Financial Institution, or Retail.

**3. TARGET RATING**  
Select a "Target Rating" or "Energy Reduction Target," and the tool provides the estimated total annual energy use. A 75 or higher rating achieves ENERGY STAR.  
Select "View Results" to see next page.

**Schematic Design Development**  
As the design develops, enter results from energy analysis calculations to get the Design Rating.

**4. DESIGN ENERGY**  
Enter estimated energy data: source, units, annual usage, and rate.  
Select "View Results" to see next page.

Note: An incomplete energy use profile could result in a high but inaccurate rating. Total annual estimated energy use should include plug, process, and all non-regulated loads; equipment loads specified on drawings; and all fuel sources.\*

The brochure includes screenshots of the Target Finder web application. The first screenshot shows the 'Facility Information' form with fields for 'Zip Code' and 'City'. The second screenshot shows the 'Facility Characteristics' form with a dropdown for 'Space Type'. The third screenshot shows the 'Target Rating' form with a dropdown for 'Target Rating' and a text input for 'Energy Reduction Target'. The fourth screenshot shows the 'Design Energy' form with a table for entering energy data.

# Celebrate



- EPA will honor the Race to DC projects, A/E firms and chapters/organizations from the winning Region at the 2012 AIA National Convention
  - Host recognition event with AIA and EPA officials
  - Feature all projects at the ENERGY STAR Gallery
- Highlight A/E firms and projects in ENERGY STAR program materials

