



# 2011 ENERGY STAR<sup>®</sup> Awards

## General Instructions for Affordable Housing 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.
- **Note:** All file names should be no longer than 15 characters and contain no spaces or special characters.
- *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 8 pm, EST on December 3, 2010**. We will not accept any applications or materials uploaded after this date.

### How you need to submit:

- All applications must be electronically submitted through the Affordable Housing portal at [www.energystar.gov/awards](http://www.energystar.gov/awards). The electronic system will be available **November 1, 2010**.
- **We will only accept applications submitted via this online system.**

### What to expect after you submit:

- **Confirmation of Receipt:** You will get an e-mail within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contacts in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator Ga-Young Choi at (202) 343-9407 or [choi.ga-young@epa.gov](mailto:choi.ga-young@epa.gov).
- **Notification:** You will be notified no later than February 4, 2011 on the status of your application.

**Additional information:**

- The ENERGY STAR Awards Ceremony will be held on April 12, 2011 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.

**However, organizations promoting ENERGY STAR in more than one ENERGY STAR program area (i.e., Residential New Homes, Home Performance with ENERGY STAR, Qualifying Products, and Commercial and Industrial) are strongly encouraged to submit one comprehensive application** to most effectively convey their organization's strategic use of the ENERGY STAR platform and partnership in advancing energy efficiency, irrespective of internal organization/program management structures.

- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards.
- Applicants for Partner of the Year – Energy Efficiency Program Delivery that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards. These applicants need not apply separately for this recognition.
- 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.).
- **Each applicant will be screened for any outstanding civil or criminal environmental actions.** Results of this screening will be factored into the winner selection process.

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# 2011 ENERGY STAR<sup>®</sup> Award Application

## Excellence – Affordable Housing

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**Eligibility:** This award is open to state and local governments, non-profits, non-governmental organizations (NGO's), public housing authorities, and utilities that developed and administered publicly-funded affordable housing programs in 2010, that primarily promoted the use of ENERGY STAR qualified products in existing homes and/or ENERGY STAR's energy efficiency guidelines for residential new construction. For-profit organizations are not eligible for this award category.

Organizations that have either received Sustained Excellence awards in past years or have demonstrated continuous commitment to excellence by winning consecutive ENERGY STAR Affordable Housing Awards will be eligible to receive a Sustained Excellence award in 2011.

For 2011, no regional awards will be given. Eligible applicants for this category will be considered for a Leadership in Housing award ([http://www.energystar.gov/index.cfm?c=bldrs\\_lenders\\_raters.pt\\_NewsAwards](http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.pt_NewsAwards)).

**Description:** This award recognizes organizations that have made exceptional or market-leading contributions during 2010 toward advancing energy-efficiency in publicly-funded affordable housing, by prioritizing the use of ENERGY STAR qualified products and equipment, and/or ENERGY STAR's residential new construction guidelines in their affordable housing policies, programs, and projects.

**Narrative:** Please complete this application by addressing each of the four bulleted points. **Your responses to the evaluation criteria should not exceed three pages** (not including any 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 2010 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 2010 and more than \$10 million since 2001).

## Award Evaluation Criteria

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**Required Criteria:** Activities must be ongoing or completed during calendar year 2010.

Each item, as defined below, must be addressed explicitly in the application:

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- **Demonstrated Success:** Describe how your organization successfully promoted the use of ENERGY STAR products and/or ENERGY STAR's residential new construction guidelines in your affordable housing programs, policies, and projects in 2010. Please provide qualitative and numerical data to support your case that your efforts have improved or will likely improve energy efficiency in a sustained way. Describe specific efforts with details on impacts (changes in energy consumption, air quality, comfort, reduced homeowner or tenant complaints, etc.). Provide information such as:
  - A description of energy efficiency milestones and goals that were met or will likely be met in 2010.
  - The number of new ENERGY STAR qualified homes (verified to meet ENERGY STAR residential guidelines) built. If possible, provide a breakdown based on housing type (single-family vs. multifamily).
  - The number of existing homes/units where ENERGY STAR qualified products and equipment were installed. If possible, provide a breakdown based on housing type (single-family vs. multifamily) and a description of the types of products and equipment installed.
  - The total number of homes/units for which your organization has jurisdiction, oversight or responsibility.
  - 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, and payback periods.
  
- **Institutional Change:** Describe how your efforts to utilize ENERGY STAR products and/or ENERGY STAR's residential new construction guidelines in your projects or programs 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. Also, describe the public funding sources leveraged to pay for energy efficiency improvements and how those funds were sourced and utilized.
  
- **Outreach and Education:** Describe how your organization has encouraged other organizations to pursue greater energy efficiency as part of their affordable housing efforts. How has your organization educated housing occupants in the benefits of energy efficiency and enabled them to be more proactive in reducing their own energy use at home? Describe your efforts to utilize the ENERGY STAR name and logo in outreach efforts, materials, and events, including in trade publications, homeowner handbooks, or at industry events. Provide electronic samples of outreach materials as supporting materials, if possible (e.g., Web pages, media coverage, homeowner or tenant education materials, etc.).