



2014 ENERGY STAR® Awards

General Instructions

What you need to submit online (www.energystar.gov/mesa):

- Your MESA account information (see below under “How you need to submit” your application)
- A 300-word executive summary highlighting the main elements of your application. If you earn an award, this is the section we use for our script and for the *Profiles in Leadership* report, which highlights all ENERGY STAR award winners and their accomplishments.
- An electronic copy of your completed narrative in Word or PDF. (To avoid any file conversion issues, applicants are strongly encouraged to submit all materials in PDF.)
- Supplemental materials such as photos, pamphlets, copies of advertisements, videos, audio files, etc. can be uploaded with your completed narrative as PDF files (each file must be less than 12 MB). We strongly recommend you 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.

What needs to be submitted via e-mail:

- **Letter of Recommendation:** Each applicant must have a letter of recommendation submitted on their behalf from the Licensed Professional who is responsible for submitting documentation to EPA for ENERGY STAR certification¹. The letter of recommendation should be no more than one page and should be submitted by the Licensed Professional directly to the EPA via e-mail to Brian Ng at Ng.Brian@epa.gov no later than 8 p.m., EST on Wednesday, November 20, 2013. We will not accept any letters submitted after this date.

When you need to submit it:

- A complete electronic application must be **uploaded by 8 p.m., EST on Wednesday, November 20, 2013**. 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). The electronic system will be available **Friday, October 4, 2013**.
- 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 receive 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, Rebecca Hudson, at 202-343-9862 or hudson.rebecca@epa.gov.
- **Notification:** You will be notified no later than **Friday, February 14, 2014** on the status of your application.

¹ For applicants participating in the NYSERDA Multifamily Performance Program (MPP), the letter of recommendation must be provided by the MPP partner.

2014 ENERGY STAR POY Award Application – Multifamily High Rise Developer

Additional information:

- The ENERGY STAR Awards Meeting will be held on **Tuesday, April 29, 2014** in Washington, DC.
- 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 that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.
- The Sustained Excellence Award, our highest honor (and different than Excellence Awards), recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements of the previous year. There is no separate application for Sustained Excellence.

- **NEW FOR 2014! ENERGY STAR Partner of the Year--Climate Communications:** We are looking for ENERGY STAR partners who, during calendar year 2013, helped to raise their customers' awareness of climate change. Please note in your application that you would like to be considered for this honor and include a narrative that demonstrates how your ENERGY STAR efforts have helped consumers understand how their actions can individually and/or collectively protect the climate.

- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence) are strongly encouraged to submit one application that responds to the criteria of both categories. To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.
- Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, 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.).
- Applicants should submit all supplemental materials, including marketing examples, collateral, and literature electronically, following the application's instructions. Any information and materials submitted as part of this application will not be returned to the applicant and may be used by EPA for ENERGY STAR outreach and promotional purposes unless directed otherwise in writing by the applicant at the time of submittal.
- Applicants should ensure that any supplemental material they submit demonstrates proper ENERGY STAR logo use according to the *ENERGY STAR Brand Book* [see: www.energystar.gov/logouse]. Any instances of logo violations will strongly impact the review of the application.
- Organizations that are under contract with the EPA are not eligible to receive an award. They may however be involved in preparing applications on behalf of clients that partner with ENERGY STAR.
- **Each applicant will be screened for any civil and criminal environmental actions.** Results of this screening will be factored into the winner selection process.

2014 ENERGY STAR[®] Award Application Partner of the Year – Multifamily High Rise Developer

Eligibility: To be eligible, each applicant must:

- Be an active ENERGY STAR Multifamily High Rise Developer partner; and
- Have had an approved Project Application, Proposed Design Submittal or As-Built Submittal in 2013, or be actively benchmarking an ENERGY STAR certified multifamily building in 2013²

Description: This award recognizes ENERGY STAR Multifamily High Rise Developer Partners that have demonstrated excellence and innovation in building and promoting ENERGY STAR certified multifamily high rise buildings. Applicants for this award will be judged on criteria including marketing/promotional activities and collateral, technical training of construction staff and subcontractors, training of sales/leasing and marketing staff, a letter of recommendation, as well as unique approaches to implementing the ENERGY STAR program.

**Executive
Summary:**

(300 words or less)—Each applicant must provide a brief overview of the company and highlights of key ENERGY STAR accomplishments in 2013. Include all of the following information: company revenue; location of company headquarters; brief summary of company (2-3 sentences); and a summary of your top three 2013 ENERGY STAR accomplishments. In the event that you are chosen to receive an award, this text will be used to prepare a summary of your organization's achievements.

Narrative: **(no more than two pages)**—The narrative should include responses that address the following:

- **Accomplishments** — Applicants for this award should provide a detailed description of **only their most effective/innovative 2013 accomplishments** that best demonstrate how they meet each of the required criteria listed below. The narrative should also address measured and observed results, such as business growth and increased occupancy rate, achieved through these 2013 activities and efforts that support the criteria listed below.
- **Cumulative Accomplishments** — Where possible, provide cumulative accomplishments in addition to those achieved in 2013. Please be sure to include a timeframe (e.g., built 50 units in 2013, bringing the cumulative total to 200 units built since 2011).

**Supplemental
Materials:**

Your narrative must be supplemented with the following:

- **Electronic Sales, Marketing and Training Samples** — Your completed narrative must be accompanied by electronic samples of the best/most effective and innovative ENERGY STAR collateral and marketing materials, as well as training materials developed and/or used in 2013 and that were described in your narrative template. When possible, consolidate these materials into one electronic file. Any materials submitted will not be returned and may be used for ENERGY STAR program outreach purposes. Examples of collateral and marketing materials may include:

² Or participate in the NYSEDA MPP new construction program.

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- Web sites
 - Advertisements
 - Media stories generated and/or articles placed
 - ENERGY STAR training presentations
 - Interior and exterior signage
 - Resident or Property Manager education materials (e.g, brochures, fact sheets)
 - Resident awareness/feedback surveys or testimonials
 - Sales/leasing and marketing staff training presentations or collaterals
 - Cooperative activities with other ENERGY STAR partners
- **Licensed Professional Letter of Recommendation** - Each applicant must have a letter of recommendation written and submitted by their Licensed Professional who is responsible for submitting documentation to EPA for ENERGY STAR certification³. The letter should describe the Licensed Professional's experience working with the Developer Partner during 2013. It may also address how well the developer met the criteria described below during 2013.

The letter of recommendation should be no more than one page and must be submitted directly to the EPA by the Licensed Professional via e-mail to Brian Ng at Ng.Brian@epa.gov. The letter will not be shared with the developer applicant, and EPA will only accept letters submitted by the application deadline. Letters received will not be returned and may be used, without any association with the author or applicant, for ENERGY STAR outreach purposes.

Criteria: An applicant's description of their implementation of the ENERGY STAR Multifamily High Rise program will be evaluated by a panel of EPA program staff based on three required criteria and two optional criteria. Each required criterion must be addressed.

Note that any application that does not at least partially address the required criteria will be disqualified from consideration.

Required Criteria

- **ENERGY STAR Promotional and Marketing Collateral (40 pts.):** Describe in the Accomplishments section of your narrative the promotional/marketing materials and activities your organization developed and implemented in 2013 for ENERGY STAR certified multifamily high rise buildings. Where applicable, electronic copies of these promotional/marketing materials must be submitted as supplemental materials.
- **ENERGY STAR Training (50 pts.):** Describe in the Accomplishments section of your narrative how your organization engaged and prepared your construction staff and subcontractors during 2013 to build ENERGY STAR certified multifamily high rise buildings. Also describe how you engaged and prepared your sales/leasing employees, building managers and real estate professionals during 2013 to promote ENERGY STAR. Where applicable, electronic copies of training materials must be submitted as supplemental materials.

³ For applicants participating in the NYSEDA Multifamily Performance Program (MPP), the letter of recommendation must be provided by the MPP partner.

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- **Licensed Professional Letter of Recommendation (10 pts.):** Applicants must have letters of recommendation submitted on their behalf by their Licensed Professional. See the above Supplemental Materials section for a detailed description.

Optional Criteria

- **Impact of ENERGY STAR on Tenant Lease-up and Occupancy Rates (OPTIONAL-5 pts.):** To earn up to five additional points on your application, you may include a brief description of how building ENERGY STAR multifamily high rise units has impacted the rate of leasing up and/or occupancy. Quantitative information (i.e., percent change in time to lease compared to building non-ENERGY STAR units) should be provided if possible.
- **Costs and Savings Associated with ENERGY STAR (OPTIONAL-5 pts.):** To earn up to five additional points on your application, you may include a description of the costs and savings associated with your ENERGY STAR certified multifamily high rise buildings constructed during 2013 as compared to code. Costs can include both incremental hard (e.g., material costs) and soft costs (e.g., labor hours). Savings can include utility bill savings, energy savings, and greenhouse gas emissions savings. Evaluation of this criterion will not be based on the level of costs or savings achieved.

Scoring: Eligible applications will be evaluated and scored based on responses to the criteria described above. The evaluation panel will include ENERGY STAR program staff. Applications can earn up to a total of 110 points with 10 points coming from responses to the optional criteria described above. The applicant, or applicants, that receive the highest total score will be selected as an award winner.

EPA may recognize more than one developer as a Partner of the Year Award recipient.

Sustained

Excellence: Applicants that have either received Sustained Excellence in past years or demonstrated continuous commitment to excellence by winning consecutive ENERGY STAR Awards are eligible to receive a Partner of the Year--Sustained Excellence Award in 2014.