



2015 ENERGY STAR[®] Award Application

Partner of the Year – Multifamily High Rise Developer

Eligibility:

To be eligible for the 2015 ENERGY STAR Partner of the Year Award, an applicant must:

- Be an active ENERGY STAR Multifamily High Rise Developer Partner; and
- Have had a Proposed Design Submittal or As-Built Submittal submitted in 2014, or be actively using EPA's Portfolio Manager to benchmark an ENERGY STAR certified multifamily high rise building in 2014; or
- Be a developer with a project pursuing ENERGY STAR certification through the NYSERDA Multifamily Performance Program, or be actively using EPA's Portfolio Manager to benchmark an ENERGY STAR certified multifamily high rise building in 2014.
- **Please read the separate General Instructions for all applications.**

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 ENERGY STAR specific marketing/promotional activities and collateral, technical training of construction staff and subcontractors, training of sales/leasing and marketing staff, a letter of recommendation, benchmarking of certified buildings (if applicable), as well as unique approaches to implementing the ENERGY STAR Multifamily High Rise Program. EPA may recognize more than one developer as a Partner of the Year Award recipient.

To be considered for an award, an application must include the following four components:

- 1) Executive summary
- 2) Narrative
- 3) Licensed Professional letter of recommendation
- 4) Supplemental materials

Each of these components is described in more detail below.

1) Executive Summary

(300 words or less, required but no points assessed)

Each applicant must provide a brief overview of the company and highlights of key ENERGY STAR accomplishments in 2014. Include all of the following information: location of company headquarters; brief summary of company (2-3 sentences); and a summary of your top three 2014 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 and will be used on the ENERGY STAR website and in the ceremony script and PowerPoint.

2) Narrative

(2 pages maximum, up to 105 points)

The narrative should include responses that describe both the applicant's accomplishments implementing and promoting the ENERGY STAR Multifamily High Rise Program in 2014

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and their cumulative accomplishments (as appropriate).

Applicants for this award should provide a detailed description of only their most effective/innovative 2014 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 2014 activities and efforts that support the criteria listed below. If a project is actively being benchmarked using EPA's Portfolio Manager please include the building ID number for verification.

Where possible, provide cumulative accomplishments in addition to those achieved in 2014. Please be sure to include a timeframe (e.g., built 50 units in 2014, bringing the cumulative total to 200 units built since 2011).

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 (up to 90 points)

ENERGY STAR Promotional and Marketing Collateral (70 points): Describe the promotional/marketing materials and activities your organization developed and implemented in 2014 for ENERGY STAR certified multifamily high rise buildings. Where applicable, electronic copies of these promotional/marketing materials should be submitted as supplemental materials. See the 'Supplemental Materials' section for examples of ENERGY STAR promotional and marketing collateral.

ENERGY STAR Training (20 points): Describe how you engaged and prepared your sales/leasing employees, building managers and real estate professionals during 2014 to promote ENERGY STAR. If you provided ENERGY STAR specific technical training for your construction staff and subcontractors you may also describe it in this section. Where applicable, electronic copies of training materials should be submitted as supplemental materials.

Optional Criteria (up to 15 points)

Impact of ENERGY STAR on Tenant Lease-up and Occupancy Rates (5 points): 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 (10 points): You may also earn extra points by including a description of the costs and savings associated with your ENERGY STAR certified multifamily high rise buildings constructed during 2014 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. You might also focus on the verification costs of the project as a percentage of total project costs. Evaluation of this criterion will not be based on the level of costs or savings achieved.

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3) Licensed Professional Letter of Recommendation

(1 page maximum, up to 20 points)

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 certification¹. For applicants participating in the NYSERDA Multifamily Performance Program (MPP), the letter of recommendation must be provided by the MPP partner. The letter should describe the Licensed Professional's experience working with the Developer Partner during 2014. It may also address how well the developer met the criteria described above during 2014.

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.

4) Supplemental Materials

(no page limit, points assessed based on Narrative)

The completed narrative must be accompanied by electronic samples of the best or most effective and innovative ENERGY STAR collateral and marketing materials, as well as training materials developed and/or used in 2014 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:

- Media stories generated and/or articles placed that specifically reference the building's ENERGY STAR certification
- Web sites that describe the benefits of ENERGY STAR certification and/or provide links to the ENERGY STAR page (www.energystar.gov/mfhr)
- Advertisements that feature the ENERGY STAR logo and promote the benefits of ENERGY STAR multifamily high rise certification
- Interior and exterior ENERGY STAR signage featuring the ENERGY STAR logo
- Resident or Property Manager education materials (e.g, brochures, fact sheets) that describe the benefits of the ENERGY STAR certification
- Sales/leasing and marketing staff training presentations or collaterals that mention how to use the ENERGY STAR to differentiate the property
- Resident awareness/feedback surveys or testimonials

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

- ENERGY STAR technical training presentations
- Use of the 'Designed to Earn' logo on building plans
- Submission of ENERGY STAR MFHR Building Profile to EPA
- Cooperative activities with other ENERGY STAR partners

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Scoring:

Eligible applications will be evaluated and scored based on responses to the criteria listed above. The evaluation panel will include ENERGY STAR program staff. Applications can earn up to a total of **125 points** based on the quality of the Developer Partner’s response to the narrative and the quality of the Licensed Professional’s letter of recommendation.

The applicant, or applicants, that receive the highest total score may be selected as an award winner. Below is general guidance on what constitutes a low, average, or high scoring application for the Narrative and Supplemental Materials sections of the application:

Low Scoring	Average	High Scoring
<ul style="list-style-type: none"> • Required Criteria in Narrative section addressed minimally • Almost no mention of ENERGY STAR whatsoever in sales, marketing, and training efforts description in Narrative section • Supplemental materials include little description of ENERGY STAR MFHR Program or only description of ENERGY STAR products • Media mentions provided include other green programs but do not include ENERGY STAR references • Limited tenant collaterals without specific reference to ENERGY STAR • Basic letter of recommendation 	<ul style="list-style-type: none"> • Required Criteria in Narrative section are addressed fully • Some mention of ENERGY STAR in sales, marketing, and training effort description in Narrative section but not necessarily specific to the MFHR Program • Supplemental materials include moderate content with limited mention of ENERGY STAR MFHR Program • Media mentions include limited ENERGY STAR focus or products only • Tenant collaterals highlight ENERGY STAR products • Letter of recommendation describes developer and designer collaboration 	<ul style="list-style-type: none"> • Both Required Criteria in Narrative section are addressed fully and effort was made to address Optional Criteria • Description of sales, marketing, and training efforts in Narrative references ENERGY STAR MFHR specifically • Substantial ENERGY STAR highlights in marketing supplemental materials with specific ENERGY STAR MFHR references • Media mentions include ENERGY STAR logo or description • Tenant collaterals highlight benefits of ENERGY STAR MFHR certification • Exemplary letter of recommendation highlighting achievements and collaboration • Actively benchmarking certified building in EPA’s Portfolio Manager