



2009 ENERGY STAR® Awards

General Instructions

What you need to submit/upload:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative
- Supplemental documents such as photos, pamphlets, copies of advertisement, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). If necessary, you can mail hard copies of supplemental material (address below).

When you need to submit it:

- A complete electronic application must be **uploaded by December 12, 2008**. EPA and DOE will not accept any applications or materials uploaded/postmarked after this date.
- Any collateral material that is mailed must be **postmarked no later than December 12, 2008**.

How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" (www.energystar.gov/esa). The electronic system will be available November 17, 2008.
- If you are not currently an ENERGY STAR Partner an electronic copy of your application should be emailed to Quarforth.Alyssa@epa.gov.
- Any supplemental material that cannot be submitted electronically should be sent to the address listed below. An overnight or two day delivery service is recommended.

Via US Postal Service:

Alyssa Quarforth
US EPA
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Alyssa Quarforth
US EPA
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9604

What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 24 hours confirming any materials you submit electronically. It will be sent to the Primary and Communications contact in the award application. EPA will confirm receipt of hard copy materials by email within a few days. If you do not receive confirmation within 48 hours for electronic submissions or one week for hard copy materials, please contact the ENERGY STAR Awards Coordinator, Alyssa Quarforth, at (202) 343-9604 or quarforth.Alyssa@epa.gov.
- **Notification:** You will be notified by January 31, 2009 on the status of your application.

Additional information:

- ENERGY STAR Awards Ceremony will be March 31, 2009 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 Awards, our highest honors, are given to organizations who have won Partner of the Year for several years and their achievements continue to surpass those of the previous year.
- Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- 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.).



2009 ENERGY STAR[®] Award Application: Excellence in Affordable Housing

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City State Zip Code +4

Primary Contact Name Title E-Mail Address

Phone (including area code and extension) Fax

Communications Contact (or authorized advertising/PR firm) Communications Contact E-Mail Address

Phone Fax Web Site Address

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City State Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA, DOE, and HUD for public outreach related to the ENERGY STAR program and the 2009 ENERGY STAR Awards." **Signatory must be an employee of the organization listed above.**

Name Printed/Signed

Title

Date

Part II: Excellence in Affordable Housing Application

Eligibility: **Eligible organizations include:**

Governments, non-profits, non-governmental organizations (NGO's) or utilities responsible for developing and administering affordable housing programs in 2008 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 2008 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 2008 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 2008 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 the General Information section and any supporting materials).

Criteria: Criteria for evaluating this award are listed below.

Award Evaluation Criteria

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 2008. 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 2008. 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 in. 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 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 2008 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 samples of outreach materials as supporting materials if possible.