

2016 ENERGY STAR[®] Partner of the Year Award Application Multifamily High Rise Developer

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About the Award

Eligibility

To be eligible for the 2016 ENERGY STAR Partner of the Year Award, an applicant must:

- Be an active ENERGY STAR Multifamily High Rise Developer Partner and
- Meet at least one of the following:
 - Have had a Proposed Design Submittal or As-Built Submittal submitted in 2015.
 - Be actively using ENERGY STAR Portfolio Manager to benchmark a building with ENERGY STAR certified multifamily high rise units in 2015.
 - Be a developer with a project pursuing ENERGY STAR certification through the NYSERDA Multifamily Performance Program that had a design approved or a project certified in 2015.
- **Please review the instructions carefully. Significant changes from previous applications have been made.**
- **Additionally, please remember to review the General Instructions at www.energystar.gov/awards for all applicants before completing your application.**

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 units. 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, benchmarking of 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.

Criteria:

Each award application will be evaluated based on the following criteria. While none of the following criteria is mandatory for the application to be submitted, applicants that complete more of the criteria will increase the potential for a higher score.

Key Criteria	Maximum Points
Promotion and Marketing	35
ENERGY STAR Web Presence	20
Energy Efficiency Innovation	15
Costs and Benefits	10
Resident Testimonials	10
Training	5
Licensed Professional Letter of Recommendation	5
TOTAL	100

- **Promotion and Marketing (Maximum of 35 points):** Using the Narrative Template at the end of this document, describe materials and activities that your organization developed and used to promote and market ENERGY STAR certified units in MFHR buildings during

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2015. Examples include, but are not limited to: print, audio, and electronic advertisements; websites; brochures; pre-purchase or post-lease or purchase information sessions; and signage, videos, or other materials used during open houses. Where appropriate, submit electronic copies of your promotional and marketing materials.

- **ENERGY STAR Web Presence (Maximum of 20 points):** Using the Narrative Template, include a link or links from your organization's website that highlights your ENERGY STAR partnership, discusses features of ENERGY STAR certified units, and cross-links to the ENERGY STAR Multifamily High Rise website. Use the [ENERGY STAR weblinking guidelines](#) for minimum requirements.
- **Energy Efficiency Innovation (Maximum of 15 points):** Using the Narrative Template, describe the innovative features of the ENERGY STAR MFHR projects you have designed and/or certified in the last year. How did these features translate to benefits for the occupants?
- **Costs and Benefits Associated with ENERGY STAR (10 points):** Using the Narrative Template, include a description of the costs and savings associated with your ENERGY STAR certified multifamily high rise buildings constructed during 2015 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 and/or provide the cost-benefit analysis, in terms of Savings to Investment Ratio or Simple Payback. Evaluation of this criterion will not be based on the level of costs or savings achieved.
- **Resident Testimonials (Maximum of 5 points per letter and 10 points total):** Submit electronic copies of one or more resident testimonials describing their experience living in an ENERGY STAR certified MFHR unit. Examples of content include, but are not limited to: lower than expected utility bills, improved comfort, or overall satisfaction with quality of home. Using the Narrative Template, please also explain your process for collecting testimonials – including but not limited to email, follow-up questions, Facebook or other social media, or post-leasing/sales meetings, etc.
- **Training (Maximum of 5 points):** Using the Narrative Template, describe training related to ENERGY STAR multifamily high rise that your organization engaged in during 2015. Examples include, but are not limited to: training of sales/leasing staff to promote the features and benefits of ENERGY STAR certified units; training of site supervisors or trades regarding the ENERGY STAR multifamily high rise technical program requirements; training of building managers on operating a MFHR building; training of customer service representatives to answer resident questions related to the operation of their ENERGY STAR certified units. Where appropriate, submit electronic copies of your training materials.
- **Licensed Professional Letter of Recommendation (Maximum of 5 points):** Have one or more Licensed Professionals participating with the developer on an ENERGY STAR project prepare a letter of recommendation, no longer than one page each, that describes the Licensed Professional's experience working with the Developer Partner during 2015 to construct, verify, and/or promote ENERGY STAR certified multifamily high rise units. Examples of content include, but is not limited to: description of developer's commitment to properly certifying

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multifamily high rise ENERGY STAR projects; project kick-off meetings with the developer, Licensed Professional, and trade managers; regularly-scheduled quality assurance/continuous improvement check-ins; and training conducted by the Licensed Professional for construction staff. Letters will be evaluated based on quality and content, rather than by the quantity of recommendation letters received. Letters must be sent directly to Montoro.Marta@epa.gov and will not be shared with the developer applicant.

- **BONUS OPPORTUNITY (Maximum of 15 points):** Please use the space provided in the template to describe any other innovative activities you have undertaken as an ENERGY STAR partner not listed above.

Selection of Award

Winners: Applications will be evaluated and scored by a panel of EPA program staff based on the criteria included in the narrative defined above. EPA will select from the top-rated applicants and may select more than one award winner.

Below is general guidance on what constitutes a low, average, or high scoring application for the narrative and supplemental materials provided in the application:

Low Scoring	Average	High Scoring
<ul style="list-style-type: none"> • Criteria in Narrative section addressed minimally • Minimal mention of ENERGY STAR on company website 	<ul style="list-style-type: none"> • Criteria in Narrative section are addressed moderately • Moderate ENERGY STAR web presence, linking to EPA website 	<ul style="list-style-type: none"> • Criteria in Narrative section are addressed fully • Robust webpage dedicated to ENERGY STAR MFHR, includes ENERGY STAR identifier, and linking to EPA website
<ul style="list-style-type: none"> • Almost no mention of ENERGY STAR whatsoever in sales, marketing, and training efforts description in Narrative section 	<ul style="list-style-type: none"> • Some mention of ENERGY STAR in sales, marketing, and training effort description in Narrative section but not necessarily specific to the MFHR Program 	<ul style="list-style-type: none"> • Description of sales, marketing, and training efforts in Narrative references ENERGY STAR MFHR specifically
<ul style="list-style-type: none"> • Supplemental materials include little description of ENERGY STAR MFHR Program or only description of ENERGY STAR products 	<ul style="list-style-type: none"> • Supplemental materials include moderate content with limited mention of ENERGY STAR MFHR Program 	<ul style="list-style-type: none"> • Substantial ENERGY STAR highlights in marketing supplemental materials with specific ENERGY STAR MFHR references
<ul style="list-style-type: none"> • Media mentions provided include other green programs but do not include ENERGY STAR references 	<ul style="list-style-type: none"> • Media mentions include limited ENERGY STAR focus or products only 	<ul style="list-style-type: none"> • Media mentions include ENERGY STAR logo or description

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| <ul style="list-style-type: none">• Limited tenant collaterals without specific reference to ENERGY STAR | <ul style="list-style-type: none">• Tenant collaterals highlight ENERGY STAR products | <ul style="list-style-type: none">• Tenant collaterals highlight benefits of ENERGY STAR MFHR certification |
|--|---|---|

Preparing Your Award

Application: Complete the following steps to prepare your award application submission:

1. Review the **General Instructions for All Applicants** at www.energystar.gov/awards for detailed instructions on where to submit the application, deadlines, required company contact information, technical requirements for the documents submitted, general restrictions and additional important notices for all applicants.
2. **Download the MFHR Developer Award Application** (this document) provided on the award application Web page at www.energystar.gov/awards.
3. **Using the Narrative Template** (at the end of this document), **complete the Executive Summary section (300 words or less)**. Each applicant must provide a brief overview of the company and highlights of key ENERGY STAR accomplishments in 2015. If the applicant is chosen to receive an award, this text will be used in preparing a summary of the organization's achievements and may be used for outreach purposes. When submitting the application, this summary will also need to be pasted into the application directly in MESA.
4. **Using the Narrative Template, prepare a response for one or more of the Key Criteria.**
5. **If desired, prepare one or more resident testimonials**, per the Key Criteria.
6. **If desired, have one or more Licensed Professionals prepare a letter of recommendation**, per the Key Criteria. **Have the Licensed Professional submit any letters of recommendation directly to the EPA via e-mail** to Marta Montoro at Montoro.marta@epa.gov. Letters received will not be returned and may be used, without any association with the author or the applicant, for ENERGY STAR outreach purposes.
7. **Submit completed Narrative Template, electronic copies of supporting materials, and (if prepared) resident testimonials** through your "My ENERGY STAR Account" (www.energystar.gov/mesa). **If possible, submit the Narrative Template in PDF format.** When possible, consolidate supporting materials into one electronic file. Any materials submitted will not be returned and may be used for ENERGY STAR program outreach purposes.

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Narrative Template

Company Name: _____

Mailing Address: _____

ENERGY STAR Contact: _____

Phone Number: _____

E-mail Address: _____

Company Web Site: _____

Executive Summary: In no more than 300 words, provide a brief overview of your company and highlights of key ENERGY STAR accomplishments in 2015. If your organization is chosen to receive an award, this text will be used to prepare a summary of the organization's achievements and may be used for outreach purposes and for inclusion in ENERGY STAR's *Profiles in Leadership*.

Where possible, also provide relevant cumulative accomplishments in addition to those achieved in 2015. Please be sure to include a timeframe (e.g., built 50 units in 2015, bringing the cumulative total to 200 units since 2010).

Responses to Application Key Criteria:

- Your ENERGY STAR Promotional and Marketing Efforts (35 pts.):** (Note: For projects that are still under construction, include marketing efforts related to Designed to Earn the ENERGY STAR)

ENERGY STAR Consumer-focused Promotional and Marketing Activities	Used in 2015 (check all that apply)
<i>Traditional Advertising:</i>	
Press Release	
Radio	
TV	
Print	
Direct Mail	
Resident Newsletters	
Billboards/Transit Signage	
Other Traditional Marketing (insert here):	
<i>Onsite Promotions:</i>	

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Outdoor Signage (yard signs, flags, banners)	
In-unit/building Displays/Signage	
ENERGY STAR-themed Community Events	
Other Onsite Promotions (insert here):	
<i>Online Promotions:</i>	
ENERGY STAR Ads on Other Web Sites	
ENERGY STAR-related On-line Videos or Blogs	
ENERGY STAR Outreach via Social Media	
Other Online Promotions (insert here):	
<i>Other Promotions:</i>	
Resident Awareness Surveys	
"Dirty boots" Tours	
<Please use this space to describe other promotions>	

Describe the 2015 promotional and marketing efforts you listed above. Provide specific examples of your efforts and information that describes the frequency of your efforts, as well as their reach or impact. Where appropriate, provide Website URLs. Also provide electronic copies of your outreach materials as attachments:

2. Your ENERGY STAR Web Presence (20 pts.):

ENERGY STAR on Your Website	Used on website in 2015 (check all that apply)
<i>General:</i>	
Link back to ENERGY STAR webpage	
ENERGY STAR Partner mark	
Ask About ENERGY STAR mark	
Description of ENERGY STAR MFHR program or company participation in program	
Description of features/benefits of ENERGY STAR certified units	
<i>Design Projects:</i>	
Project design page mentions Designed to Earn the ENERGY STAR recognition (for projects under construction that have achieved Designed to Earn the ENERGY STAR)	
Project design page has Designed to Earn the ENERGY STAR logo (for projects under	

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construction that have achieved Designed to Earn the ENERGY STAR)	
<i>Certified Projects:</i>	
Project post-construction page mentions ENERGY STAR certification	
Project post-construction page has ENERGY STAR certification mark	
<i>Other:</i>	

List the webpage(s) that highlight(s) your ENERGY STAR partnership and include(s) the items in the table above. For any pages that were displayed during 2015 but no longer online, provide screen shots of the web pages in an attachment.

3. **Energy Efficiency Innovation (Maximum of 15 points):** Describe the innovative features of the ENERGY STAR MFHR projects you have designed and/or certified in the last year. How did these features translate to benefits for the occupants?

4. **Costs and Benefits Associated with ENERGY STAR (10 points):** Include a description of the costs and savings associated with your ENERGY STAR certified multifamily high rise buildings constructed during 2015 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 and/or provide the cost-benefit analysis, in terms of Savings to Investment Ratio or Simple Payback. Evaluation of this criterion will not be based on the level of costs or savings achieved.

5. **Resident Testimonials (Maximum of 5 pts. per letter and 10 pts. total):** Submit electronic copies of one or more resident testimonials describing their experience living in an ENERGY STAR certified unit. Examples of content include lower than expected utility bills, improved comfort, or overall satisfaction with quality of home. Please also explain your process for collecting testimonials - including email, follow-up questions, Facebook/social media, or post-sales meetings, etc.

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6. Your ENERGY STAR Training Activities (5 pts.):

2015 ENERGY STAR Training Activities	Number of Training Sessions	Number or Percent of Staff/Residents Trained
Construction Staff and Subcontractors Trained in 2015		
In-house Sales or Leasing Staff and Outside Real Estate Agents Trained in 2015		
Resident Training in 2015 (i.e., post-sale/lease training about their ENERGY STAR certified unit)		
Other Training Provided (insert here)		

Provide specific examples of your training efforts, as well as information describing the impact of your training activities. Include electronic copies of your training materials when uploading supporting documentation.

7. Licensed Professional letter(s) of recommendation (5 pts.):

Submit letter(s) electronically to EPA per the application instructions.

BONUS OPPORTUNITY: Please use the space below to describe any other innovative activities you have undertaken as an ENERGY STAR partner not listed above. For example, this could include information on benchmarking in ENERGY STAR Portfolio Manager.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.