



## 2016 EPA Indoor airPLUS Leader Award

### Affordable Builder Application

#### APPLICATION INSTRUCTIONS

##### Eligibility:

To be considered eligible for the award, a builder must:

- Be an Indoor airPLUS partner in good standing.
- Be an affordable builder as defined below:
  - Builders of income-eligible housing typically designated for lower-income households whose construction is publicly subsidized by federal, state, or local housing agencies, usually via grants, loans, tax credits, and/or tax-exempt bonds.
- Have built at least three (3) Indoor airPLUS qualified homes in the previous year (2015).
- Submit a valid, complete application for the award.
- Be in good standing with EPA regarding compliance with all applicable regulations. (Please note that all applicants will undergo enforcement compliance screenings).

##### What you need to submit:

- Complete all fields below. Responses to each narrative question must be typed. Supplemental materials such as photos, images, or illustrative examples are strongly encouraged as additional attachments in PDF format. Please limit collateral materials to those from the last calendar year.
- When finished, use the submit button in the upper right hand corner of the PDF to submit via email to [IAP@icfi.com](mailto:IAP@icfi.com). Supplemental files can be sent separately to [IAP@icfi.com](mailto:IAP@icfi.com). You can also save a copy to your hard drive for your records.

##### When you need to submit:

- **Applications are due by 8 pm EDT, May 2, 2016.**

##### What to expect after you submit:

- **Confirmation of Receipt:** A confirmation email will be sent to the email address listed in your application within 2 business days of its submission. If you do not receive confirmation within this timeframe, please contact [IAP@icfi.com](mailto:IAP@icfi.com).
- **Notification:** You will be notified no later than June 7, 2016 on the status of your application.

**Required Information:**

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Physical Address (plaque distribution for winners): \_\_\_\_\_

Company Website: \_\_\_\_\_

Company Social Media Pages: \_\_\_\_\_

Number of Indoor airPLUS qualified homes built and verified by a HERS Rater in 2015: \_\_\_\_\_

Number of homes built in 2015 (total volume constructed): \_\_\_\_\_

By checking this box you acknowledge your intention to build and verify at least one Indoor airPLUS home in the next 12 months.

<b>Scoring Criteria:</b>		
EPA recognizes that small and large builders have different approaches to marketing and promotion. As such, applications submitted for the 2016 Indoor airPLUS Award will be scored based upon the following criteria.		
<b>Criteria</b>	<b>Affordable Builder</b>	<b>Maximum Points</b>
Percentage of total volume constructed that are Indoor airPLUS qualified.	0-5% = 2 6-25% = 5 26-74% = 10 75-99% = 15 100% = 20	20
Indoor airPLUS web presence (website, social media)		15
Use of Indoor airPLUS in promotion, education, and outreach		15
Homeowner Testimonials (up to two, 5pts each. Attach examples.)		10
Review of Narrative Questions		40
<b>Total</b>		<b>100</b>

## **Criteria Details:**

- **Indoor airPLUS web presence**
  - A strong web presence features the Indoor airPLUS logo on the company website as an indicator of partnership, a description of the program features and benefits, and links to applicable and current Indoor airPLUS web pages.
  - Uses IAP program participation to demonstrate the importance of IAQ in affordable housing.
  
- **Examples of Indoor airPLUS in promotion, education, and outreach**
  - Examples of the above can be provided as electronic attachments in PDF or Word document form, and where appropriate, website URLs with a description of the linked material.
  - Affordable Builder actively promotes participation in the Indoor airPLUS program to customers and industry partners and makes a concerted effort to raise visibility of the program.
  - Promotional and educational examples can include:
    - Traditional Advertising such as radio, TV, print, direct mail, homeowner newsletters, or billboards/transit signage;
    - Onsite Promotions such as outdoor signage (yard signs, flags, banners), in-model displays, videos, trade show promotion, or IAP-themed community events;
    - Collaterals, fact sheets, case studies, testimonials, or other materials explaining the benefits of an Indoor airPLUS home to the homebuyer.
  - Builder provides training activities for construction staff, trade contractors, real estate agents, or other stakeholders on best practices for design, construction, and implementation of Indoor airPLUS features.
  - Builder provides homeowner or tenant educational material focusing on the importance of indoor air quality, the features included in their home, and strategies for long-term maintenance.
  
- **Review of narrative questions**
  - Please respond to the Narrative Questions in the text boxes below, fully addressing each part of the question. If desired, please provide any supplemental materials to your answers as electronic attachments in PDF or Word document form.
  
- **Homeowner testimonials**
  - Please provide examples of one or more testimonials from homeowners describing their experience living in an Indoor airPLUS labeled home. Examples of content might include, lower than expected utility bills, improved air quality, reduction in health issues, or overall satisfaction with durability and construction quality of home. Please also explain your process for collecting testimonials (e.g. email, homeowner evaluation, follow-up questions upon closing, social media posts, etc.).

**Narrative Questions:**

1. Describe the Indoor airPLUS promotion/outreach efforts you made during 2015. This may include web-based promotion or other broad outreach (not client-specific) surrounding healthier homes and Indoor airPLUS. Provide specific examples of your efforts, including their reach and impact. *(Please attach examples to the submission of your application.)*

A large, empty rectangular box with an orange border, intended for the applicant to provide a narrative response to the first question.

2. Communicating the value of improved indoor air quality can be difficult. Please describe details of any efforts to educate your clients on the indoor air quality improvements that have been implemented and ways they can maintain their residence.

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- 3. a. What was your most notable achievement within the last 12 months?
- b. Have you received any other awards or accolades for building healthier or more efficient homes prior to 2015?
- c. What other programs or rating systems, if any, do you participate in? (e.g., LEED, DOE Zero Energy Ready Homes, Passive House, ICC-700 National Green Building Standard, etc.).



4. What additional recommendations do you have for EPA for additional resources, tools, or program refinements that would help increase Indoor airPLUS participation with affordable housing builders generally and provide healthier homes for your clients specifically?

