



2016 EPA Indoor airPLUS Leader Award

Builder Application

APPLICATION INSTRUCTIONS

Eligibility:

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

- Be an Indoor airPLUS partner in good standing.
- Have built at least five (5) 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. Supplemental files can be sent separately to 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.
- **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): _____

Note: For Corporate Builder applications, include the total volume constructed of all eligible Indoor airPLUS builder partner divisions. Eligible divisions must each have individual Indoor airPLUS partnerships and must each have built a minimum of 5 Indoor airPLUS homes in 2015.

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

Scoring Criteria:						
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.						
Criteria	Points By Category					
	Small Builder (<30 homes ¹)	Max Pts	Large Builder (≥30 homes ¹)	Max Pts	Corporate Builder (multiple divisions ²)	Max Pts
Percentage of total volume constructed that are Indoor airPLUS qualified (average per division for Corporate Builder)	0-5% = 2 6-25% = 5 26-74% = 10 75-99% = 15 100% = 20	20	0-5% = 5 6-25% = 10 26-74% = 20 75-99% = 30 100% = 40	40	0-5% = 5 6-25% = 10 26-74% = 20 75-99% = 30 100% = 40	40
Indoor airPLUS web presence (website, social media)		20		15		15
Examples of Indoor airPLUS in marketing, education, and outreach		20		15		15
Review of narrative questions		30		20		20
Homeowner testimonials (up to two, 5pts each. Attach examples.)		10		10		10
Total		100		100		100

¹ Refers to the total number of homes built by a single entity OR a single division within a corporate entity.

² Corporate builders must have two or more eligible Indoor airPLUS partner divisions at the time of application to apply in the Corporate category. In this category, the “percentage of total volume constructed” applies only to the eligible Indoor airPLUS partner divisions.

Criteria Details:

- **Percentage of total volume constructed**
 - Builders are strongly encouraged to offer Indoor airPLUS as a standard across all of their homes, streamlining their construction process and simplifying the message to the consumer. Maximum points are awarded only for 100% participation. See breakdown of point structure in scoring criteria table.
- **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.
- **Examples of Indoor airPLUS in marketing, education, and outreach**
 - Examples of the following can be provided as electronic attachments in PDF or Word document form, and where appropriate, website URLs with a description of the linked material.
 - The applicant utilizes the Indoor airPLUS label as a marketing tool to promote healthier homes to consumers.
 - Marketing 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. Sales and Marketing are two distinct components to promoting your business, please describe the Indoor airPLUS marketing efforts you made during 2015 as well as any sales training examples. Provide specific examples of your efforts, including their reach and impact. *(Please attach examples to the submission of your application.)*



- 2. 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.).



3. a. What Indoor airPLUS partner resources have you found most useful? Provide details of how and when they have been utilized.
- b. If EPA developed a new Indoor airPLUS logo only for partners committed to building 100% of their homes to Indoor airPLUS, would you utilize this logo in your marketing (website, collaterals, ads, etc.)? Why or why not?
- c. Are there any additional resources that you think would be valuable for the program to create?



4. If you were honored with the 2016 Leader Award, how could EPA help you promote your accomplishment?

