



2016 EPA Indoor airPLUS Leader Award

Rater Application

APPLICATION INSTRUCTIONS

Eligibility:

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

- Be an Indoor airPLUS partner in good standing.
- Have verified and reported at least ten (10) Indoor airPLUS 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.
- 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 verified in 2015: _____

Number of ENERGY STAR certified homes verified in 2015: _____

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

Scoring Criteria:	
Criteria (see details below)	Maximum Points
Number of Indoor airPLUS qualified homes	60
Indoor airPLUS web presence (company website, social media, etc.)	10
Use of Indoor airPLUS brand in company marketing, education, and outreach (email communications, collaterals, training materials, etc.). Attach examples and links.	10
Review of Narrative Questions	10
Builder Recommendation Letter	10
Total	100

Criteria Details:

- **Number of Indoor airPLUS qualified homes**

Rater with the most Indoor airPLUS homes verified	60 points
1 st quartile (as a percentage of #1)	50 points
2 nd quartile	40 points
3 rd quartile	30 points
4 th quartile	20 points

- **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 in recruiting builders to the program.
 - Marketing examples include collaterals, fact sheets, case studies, testimonials, or other materials explaining the benefits of building an Indoor airPLUS home to the builder (i.e., outlining the growing consumer demand for IAQ and healthy housing).
 - Rating company provides training activities for the builder on best practices for design, construction, and verification processes, as well as sales, marketing, or promotion of Indoor airPLUS to homebuyers and the general public.
 - Rating company provides evidence of concerted outreach efforts to grow market share of Indoor airPLUS labeled homes, including distribution of collaterals or program resources, promotion at trade shows, or coordination with designers, trade contractors, real estate agents, or other stakeholders.
- **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.
- **Builder Recommendation Letter**
 - Please provide a brief letter of recommendation from a participating Indoor airPLUS builder you work with. In this recommendation, the builder should include the following:
 - Name of Building Company
 - Contact Person
 - Email and Phone Number
 - Brief explanation of how the Rater has assisted the builder in the design and verification processes of Indoor airPLUS homes citing any examples of construction improvements or design strategies to improve the overall performance and indoor air quality of the home, as well as any collaborative sales/marketing approaches to help increase the number of Indoor airPLUS homes constructed and sold by the builder.
 - Builders can provide the recommendation letter to the Rater for submittal, or send them directly to IAP@icfi.com.

Narrative Questions:

1. How do you engage with builders and encourage their participation in the Indoor airPLUS Program? Provide details of any efforts that you have made to promote the program to builders in your service area.



2. Challenges:

a. What requirements of the Indoor airPLUS Construction Specifications are potential candidates to be made more rigorous in future revisions without losing builder participation (e.g., passive radon systems in EPA Radon Zone 2 or addition of low-emitting adhesive and sealant requirements)?

b. When explaining the Indoor airPLUS Construction Specifications, what challenges have the builders articulated and how have you overcome them?

