



2020 EPA Indoor airPLUS Leader Award

Builder Application

APPLICATION INSTRUCTIONS

Overview:

The Indoor airPLUS Leader Awards were created to recognize outstanding Indoor airPLUS Program partners who construct and verify Indoor airPLUS homes, designed and built for improved indoor air quality. This annual award acknowledges market leading builders and raters that promote the benefits of enhanced indoor air quality protections and educate consumers on the value of safer, healthier, and more comfortable homes with the Indoor airPLUS label.

Benefits:

As an Indoor airPLUS Leader Award recipient your organization receives the following benefits:

- Customized Leader Award marketing collateral;
- 2020 Leader Award Winner logos and banner;
- Award, presented at ceremony hosted at the EEBA High Performance Home Summit;
- Recognition and web linking on the EPA website;
- Email and social media promotion; and
- Opportunity to earn EPA's Indoor airPLUS *Leader of the Year Award* (*awarded to just one builder and rater*).

Eligibility:

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

- Have built at least three (3) Indoor airPLUS qualified homes in the previous calendar year (2019).
- Be in good standing as an Indoor airPLUS partner and with EPA regarding compliance with all applicable regulations.
- Submit a valid, completed application for the award.



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, and some are required for the *Indoor airPLUS Showcase* submittal.
- We're looking for your favorite Indoor airPLUS home. This section is designed to allow our partners the opportunity to showcase the home they are most proud of and all the features contributing to the health and safety of the home. Please see the *Showcase Form* at the end of this application, and for more details, please reference the Criteria Details section. We're also encouraging short video submissions to highlight your work! See below for more details.
- When finished, submit via email to Indoor_airPLUS@epa.gov. Once you have submitted the completed application, the Indoor airPLUS Program will provide a link to **your own online folder where you will be able to easily submit all supplemental materials.**

When you need to submit:

- Applications are due by 8 pm EDT, June 10, 2020.

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 and will contain further instructions on how to access and submit all supplemental materials via your online folder. If you do not receive confirmation within this timeframe, please contact Indoor_airPLUS@epa.gov.
- **Notification:** You will be notified of the status of your application by July 24, 2020.

Ceremony Details: The Indoor airPLUS Leader Awards will be publicly announced on or before August 11, 2020 and will be formally presented at the [EEBA High Performance Home Summit](#), September 29 – October 1, 2020 in Denver, Colorado.

All Indoor airPLUS Leader Award recipients will have the opportunity to receive their award onstage. EPA will also be presenting the Indoor airPLUS Leader of the Year Award to just one outstanding builder and rater partner, selected from the pool of Leader Award winners. The builder winner may be selected from any of the builder categories. The winning builder and rater will be chosen based on their achievements with Indoor airPLUS in the previous year, showcased by the quality of their Leader Award application. These two Leader of the Year winners will be announced in-person during the award ceremony at the EEBA Summit.

This is an excellent opportunity to showcase your great work at a nationally recognized conference for high performance building!



Required Information:

Organization Name: _____

Contact Name: _____

Phone Number: _____ Email Address: _____

Physical Address (for award distribution for winners not attending the EEBA ceremony):

Company Website: _____

Company Social Media Pages:

Facebook: _____

Twitter: _____

Other: _____

Number of homes built in 2019 (total volume constructed): _____

Number of Indoor airPLUS qualified homes built and verified in 2019: _____

Note: For Corporate Builder applications, include the total volume constructed and total number of labeled homes for all eligible Indoor airPLUS builder partner divisions. Eligible divisions must each have individual Indoor airPLUS partnerships and must each have built a minimum of 3 Indoor airPLUS homes in 2019.

Commitment to Continued Participation:

- ☐ By checking this box, you acknowledge your intention to remain actively involved in the construction of 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 2020 Indoor airPLUS Leader 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% = 25 100% = 30	30	0-5% = 5 6-25% = 10 26-74% = 20 75-99% = 25 100% = 30	30
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		10		10		10
Homeowner testimonials (5 pts/each, up to two. Attach examples.)		10		10		10
Best Indoor airPLUS Home Showcase		20		20		20
BONUS: Video Submission		10		10		10
Total (110 possible w/ bonus)		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 above.
- **Indoor airPLUS web presence**
 - A strong web presence includes:
 - The Indoor airPLUS logo featured prominently on the company website as an indicator of partnership;
 - A description of the program features and benefits;
 - Links to applicable and current Indoor airPLUS web pages;
 - Social media activity including original posts/tweets about Indoor airPLUS homes being constructed, verified, or recently occupied, and re-posts/re-tweets/likes of Indoor airPLUS social media content;
 - Homeowner testimonials and/or videos about their experience in Indoor airPLUS homes.
- **Examples of Indoor airPLUS in marketing, education, and outreach**
 - 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 resident.
 - NOTE: Please describe and upload marketing examples that have been utilized by your company only since the last award cycle.
 - 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 educational material focusing on the importance of indoor air quality, the Indoor airPLUS 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 in your online folder referenced above. *See additional streamlined instructions for “Repeat Award Recipients”.*
- **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: noticeably improved air quality, reduction in health issues, and/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.).

- Note: You may submit homeowner testimonials in the “BONUS: Video Submissions” section and they will be scored with both sections.

- **Showcase Submission Form Response**

- Select your favorite “Indoor airPLUS Showcase Home” completed since January 1st, 2019 and provide details per the submission form at the end of this document. Any home verified between 1/1/19 and the date of application is eligible for submittal. **The details provided below and images from the applicant will be used to create featured profiles of the winners.**
- **Provide at minimum 4 high resolution images.** Example images can include Indoor airPLUS qualified homes (under construction or finished), marketing and sales materials, trainings (internal and external), and/or presentations at conferences.
- If desired, please provide any supplemental materials in your online folder referenced above. Examples include: a homeowner information packet, letters of recommendation from rater or trades about this home, marketing specific to this home, IAQ testing or monitoring results, or energy modeling and/or monitoring results. **We encourage you to provide as many photos and as much information as you can about your favorite Indoor airPLUS home.**

- **Video Submission (Bonus, but strongly encouraged)**

- 10 bonus points are possible for applicants who provide a video submission.
- Examples of video content include, but are not limited to:
 - Testimonial from a company representative discussing Indoor airPLUS and how it has benefited the business;
 - A short tour of a home;
 - Indoor airPLUS focused homeowner testimonial;
 - How you are coordinating with your Indoor airPLUS Verifier and design team to offer an exceptionally healthy and safe home for your homebuyers.
- Please do not submit content that is largely self-promotional. Applicants can use their name, company, and logo in the video, but they should also highlight the indoor air quality features of their homes or benefits to homeowners and insights they’ve learned as an Indoor airPLUS partner and/or homeowner. More traditional video advertisements are also welcome but will be considered under the criteria for Marketing/Education/Outreach.
- Builder and rater partners are permitted to submit a video together for separate applications in their respective categories, but each partner’s substantive contribution should be readily apparent to the viewer. Joint videos should be noted in the application.
- **The video submission is optional for Leader Award achievement; however, applicants are strongly encouraged to submit a video to receive top recognition from EPA.**
- Please utilize your online folder provided by EPA to upload your video submission.



Narrative Questions:

Simplified Instructions for Repeat Award Recipients: If your organization has received a Leader Award in each of the 3 previous consecutive years, your narrative responses may be streamlined. If you are eligible, in questions 1, 2, and 3 below please describe any significant changes to your Indoor airPLUS activities since your last application was submitted. If there have been no significant changes to either items 1, 2 or 3, you may enter in these fields, "We affirm that we are continuing to undertake the Indoor airPLUS related activities as described in our last application." Applicants who have not received the last 3 consecutive awards should provide complete responses to each question below.

1. Sales and Marketing are two important and distinct components to promoting your business. Please describe how you sell and market the Indoor airPLUS Program and how you educate homebuyers on indoor air quality, health, and safety. Provide specific examples of your marketing materials and sales approaches, including their reach and impact. *(Please upload examples in your online folder provided by EPA following receipt of your application.)*

2. The Indoor airPLUS Leader Award recognizes partners that champion the program and also provide healthier living environments to their homebuyers while differentiating themselves in the homebuilding market. Why does your organization deserve to be recognized as a 2020 Indoor airPLUS Leader Award recipient?

3. a) Has your organization made the Indoor airPLUS 100% Commitment for 2020, intending to label all of your homes this year? ☐ YES ☐ NO

*Note--the 100% Commitment is not a requirement to be awarded the 2020 Leader Award.

b) If yes, how have you leveraged this designation?

c) If no, what details are you considering or barriers are you encountering in building all your homes to Indoor airPLUS?

4. Homeowner Testimonial: To earn points for Homeowner Testimonials please attach up to two (2) testimonials in a supplemental document or paste text in the box below. Please attribute the quote to the homeowner(s) and provide any other insights you are receiving from homeowners. **Please limit testimonials to those captured since the last award cycle.**



Indoor airPLUS

Showcase Submission Form

To promote the Leader Award Winners, posters will be drafted and publicly displayed throughout the 2020 EEBA Summit. Please provide at minimum 4 high resolution images. This form is required by all applicants, including Repeat Award Winners. **These details and images will be used to create featured profiles of the winners.**

Examples of images can include but are not limited to:

- Indoor airPLUS qualified homes;
 - Elevation;
 - Under construction interior/exterior;
 - Finished interior/exterior;
- Marketing and sales materials;
- Internal/external trainings; and
- Presentations at conferences.

Best Indoor airPLUS Home

Per the criteria listed above, please provide information for one home constructed since January 1st, 2019 that you are entering as your “Best Indoor airPLUS Home.” Any home verified between 1/1/19 and the date of application is eligible.

Home Overview:

Home Location (address or city/state/community):

Home Size (sq.ft): _____

Other Building Labels and Certifications Achieved:

HERS Score: _____

Climate Zone: _____

Radon Zone: _____

Indoor airPLUS Verifier(s):

Radon System: ☐ PASSIVE ☐ ACTIVE ☐ N/A

Conducted Radon Test: ☐ YES ☐ NO

(note: Radon testing is not required for Indoor airPLUS)



Construction & Indoor Air Quality Features:

Provide brief descriptions (1 – 2 sentences) of your “Best Indoor airPLUS Home” for each of the following categories. Suggestions on what to provide have been included in parenthesis, but you are not limited to those suggestions.

Walls (Describe construction of primary wall assembly including interior-to-exterior materials and estimated R-value):

Attic Details (Describe attic type, insulation type, and R-value):

Air Sealing Measures (Describe key air sealing techniques, materials used, and final air change rate):

Heating/Cooling (Describe HAC system type and fuel; AFUE; SEER; duct type; location of air handler(s); filter locations, dimensions, and MERV Rating):

Ventilation Strategy – Whole Dwelling (Describe overall strategy (e.g., balanced, central supply, integrated supply/exhaust, exhaust-only, etc.), equipment type, and location):

Ventilation Strategy – Local Exhaust (Describe exhaust fan features and controls for bathrooms, kitchens):

Low Emission Products:

At minimum, please list the 3rd-party standards and/or certifications met for the following materials used in the home: 1) composite wood used for trim and cabinets, 2) paints/finishes, 3) carpet products, 4) adhesives/sealants, and 5) hard surface flooring. (Note—items 4 and 5 not yet required). Additionally, use this space to describe any *other* low-emission or contaminant control products utilized in the home, even if they are not specifically required or recommended by Indoor airPLUS.

Renewable or Smart Technology:**Other:**

Please use the space provided below to highlight any marketing and sales efforts related to this specific home, as well as any additional construction features that contributed to the improved indoor air quality, comfort, durability, or overall performance of this home.