



2017 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 (2016).
- 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 Indoor_airPLUS@epa.gov. Supplemental files can be sent separately to Indoor_airPLUS@epa.gov. 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, July 14, 2017.**

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 Indoor_airPLUS@epa.gov.
- **Notification:** You will be notified no later than August 25, 2017 on the status of your application.

Required Information:

Organization Name: _____

Contact Name: _____

Phone Number: _____ Email Address: _____

Shipping Address (plaque distribution for winners): _____

Company Website: _____

Company Social Media Pages: _____

Number of Indoor airPLUS qualified homes completed and verified by a HERS Rater in 2016: _____

Number of homes completed in 2016 (total volume constructed): _____

Note: Do not count gut rehabs in the total volume constructed, unless they were included in the number of Indoor airPLUS qualified homes above.

By checking this box you acknowledge your intention to build and verify at least one Indoor airPLUS home in the 2017 calendar year.

Scoring Criteria:		
EPA recognizes that small and large builders have different approaches to marketing and promotion. As such, applications submitted for the 2017 Indoor airPLUS Award will be scored based upon the following criteria.		
Criteria	Affordable Builder	Maximum Points
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
Review of Narrative Questions		30
Homeowner Testimonials (up to two, 10pts/each. Attach examples.)		20
Total		100

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 educational message to the homeowner. Although the Indoor airPLUS 100% Commitment is not required for application, maximum points in this criteria 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.
 - Uses Indoor airPLUS program participation to demonstrate the importance of IAQ in affordable housing.
- **Examples of Indoor airPLUS in promotion, education, and outreach**
 - Affordable Builder actively promotes participation in the Indoor airPLUS Program and makes a concerted effort to raise program visibility with homeowners and stakeholders.
 - Examples of the following can be provided as electronic attachments as PDF or Word documents and where appropriate, website URLs with a description of the linked material. 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 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 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 as PDF or Word documents.
- **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 2016. 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.)*

2. Communicating the value of improved indoor air quality can be difficult. Please describe details of any efforts you have made to educate your clients on the indoor air quality improvements you have implemented and ways the resident can maintain their home for long-term durability and health.

3. a) What was your most notable achievement within the last 12 months?
b) 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.).
c) What is the average HERS score of the homes you are building?

4. What additional recommendations do 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?

5. a) Have you committed to building 100% of your homes to meet the Indoor airPLUS Construction Specifications for 2017? YES NO

*note the 100% commitment is not a requirement to be awarded the 2017 Leader Award.

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

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

6. What building practices do you use that are particularly innovative or most helpful in differentiating your organization from other similarly-sized builders?