



2017 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 (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 verified in 2016: _____

Number of ENERGY STAR certified homes verified in 2016: _____

Number of Indoor airPLUS builder clients actively building and labeling Indoor airPLUS homes in 2016
(total # of builder divisions): _____☐ 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 labeled and reported in 2016	30
Number of Indoor airPLUS builder clients actively building and labeling Indoor airPLUS homes	25
Review of Indoor airPLUS web presence (company website, social media, etc.)	15
Review of use of Indoor airPLUS brand in company marketing, education, and outreach (including email communications, collaterals, training materials for builders, 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 in 2016**

Rater with the <u>most</u> Indoor airPLUS homes verified	30 points
1 st quartile (as a percentage of #1)	20 points
2 nd quartile	15 points
3 rd quartile	10 points
4 th quartile	5 points

- **Number of Indoor airPLUS builder clients actively building and labeling Indoor airPLUS homes**

Rater with the most Indoor airPLUS builder clients	25 points
1 st quartile (as a percentage of #1)	20 points
2 nd quartile	15 points
3 rd quartile	10 points
4 th quartile	5 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 as PDF or Word documents, and where appropriate, website URLs with a description of the linked material.
 - The applicant utilizes the Indoor airPLUS label and logos as a marketing tools in recruiting builders to the program and promoting the program to the broader public.
 - Marketing examples may 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, etc. to increase awareness of Indoor airPLUS among industry stakeholders and/or homebuyers.

- **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.

- **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 (including division, if applicable)
 - 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 Indoor_airPLUS@epa.gov.

Narrative Questions:

1. How are you using the Indoor airPLUS Program to expand your business and educate the public about indoor air quality? Provide details of any efforts that you have made to promote the program to builders or other industry stakeholders in your service area through outreach and/or training. In narrative form, please describe any of the marketing materials and/or collaterals attached in your application.

2. Have any of your builder clients committed to building 100% of their homes to meet the Indoor airPLUS Construction Specifications? ☐ YES ☐ NO
- a) If yes, did you play a role in their decision to commit, and how did you encourage them? Please describe the “tipping point” to making this commitment.
- b) If no, how would you go about encouraging a builder partner to make such a commitment? Please describe any perceived barriers to making this commitment.