**2020 Green Power Leadership Awards**

**U.S. EPA Green Power Community of the Year Application**

**\*Note: Local governments interested in applying should use the standard Green Power Leadership Award application to be recognized for using green power independently from the broader community.**

**Instructions**

1. **Ensure Eligibility**

An applicant (or community nominated for an award by a third party) is eligible if the following requirements are met:

* Applicants are either currently or will become an EPA [Green Power Community (GPC)](https://www.epa.gov/greenpower/green-power-communities) by March 30, 2020.
* Only eligible green power generated from U.S.-based renewable energy resources will be considered. Please review the [Partnership Requirements](https://www.epa.gov/greenpower/green-power-partnership-requirements) for more information.
* Communities must have met the GPC [requirements](https://www.epa.gov/greenpower/green-power-community-usage-requirements) by March 30, 2020.
* Previous GPC winners are eligible. However, previous winners are evaluated on their incremental green power use and activities since their last award.

Please note: Eligibility will be verified during the review process, and finalists will need to pass an EPA compliance screen to be selected.

1. **Complete Application and Data Form**

Communities applying for a Green Power Leadership Award must complete the application and Community Green Power Use Data Form.

Applicants will be evaluated on their written responses in this application, as well as the data supplied in the Community Green Power Use Data Form. *Please note that submitting the Community Green Power Use Data Form is not a replacement for the partnership requirement of reporting official green power use data to EPA.*

Third parties (e.g., green power provider or other organization) may nominate Green Power Communities for an award using this application and the accompanying Community Green Power Use Data Form.

EPA encourages Communities to apply directly for an award. If a third party is nominating a community for an award, the community being nominated MUST be copied on the email submittal. We also strongly advise third-parties to consult with nominees to accurately capture their full contribution to the green power marketplace, not solely the nominating organization’s or provider’s experience with them. *Note: only Partners can request that EPA share green power use data.*

Please complete all sections of the application:

* **Review EPA Green Power Community of the Year Award Category**
* **Contact Information**
* **Community Green Power Use Data Form\***
* **Green Power Use Essay Questions**
* **Green Power Community Communications and Outreach Activities**
* **Green Power Leadership Award Applicant Profile**

1. **Submit Materials to** [**GPLA@epa.gov**](mailto:GPLA@epa.gov)

**Required**

* A completed GPLA application for Green Power Community of the Year
* Community Green Power Use Data Form
* Please email [GPLA@epa.gov](mailto:GPLA@epa.gov) to obtain a Community Green Power Use Data Form to submit in conjunction with this application. EPA will provide current GPCs interested in applying for an award a pre-populated Community Green Power Use Data Form; the form will include the most recent data the GPC has submitted. Review the *Community Green Power Use Data Form* section in this application for more information.

**Optional**

* Supplemental materials (see instructions under *Communications and Outreach Activities*).

After the award application and green power use forms are submitted, EPA will confirm receipt and follow up with questions, if necessary.

1. **Questions?** Email [GPLA@epa.gov](mailto:GPLA@epa.gov) or contact Rebecca Taylor at [taylor.rebecca@epa.gov](mailto:taylor.rebecca@epa.gov) or 202-564-5211.

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| **Deadline** |
| **Monday, March 30, 2020 (11:59 p.m. Eastern Time)**  Applications will be accepted beginning February 14, 2020. |

Application Form - Green Power Community of the Year Award

**The Green Power Community of the Year Award** category, within the U.S. EPA Green Power Leadership Awards Program, recognizes [EPA Green Power Communities](https://www.epa.gov/greenpower/green-power-communities) that distinguish themselves through their green power usage, leadership, citizen engagement, renewable energy strategy, and impact on the green power market. Applicants selected coordinate successful community campaigns to buy green power in amounts that meet the minimum GPC requirements.

**Applicant Contact Information**

*Note: Please fill out the fields below with contact information for the community applying for or being nominated for a Green Power Community of the Year Award.*

|  |  |  |
| --- | --- | --- |
| **Organization** | | |
| **Contact Name** | | |
| **Title** | | |
| **Address (Street 1)** | | |
| **Address (Street 2)** | | |
| **City** | **State** | **Zip** |
| **Phone** |  | |
| **Email** | | |

**Submitter Contact Information**

*Note****:*** *Please fill out the contact information below if a third party is submitting*

*an application for a community.*

If same as contact information above, check here and skip:

|  |  |  |
| --- | --- | --- |
| **Organization** | | |
| **Contact Name** | | |
| **Title** | | |
| **Address (Street 1)** | | |
| **Address (Street 2)** | | |
| **City** | **State** | **Zip** |
| **Phone** |  | |
| **Email** | | |
| **Relationship to Applicant** | | |

**Applicant’s Communications/Public Relations Contact**

If same as applicant contact information, check here and skip:

|  |  |
| --- | --- |
| **Contact Name** | |
| **Title** | |
| **Phone** |  |
| **Email** | |

**Community Green Power Use Data Form**

Please contact [GPLA@epa.gov](mailto:GPLA@epa.gov) to obtain a Community Green Power Use Data Form to submit with the application and other award materials. The written application and data form should be submitted together. Additional details and instructions are included in the form. *Note: Applicants who are already an EPA Green Power Community must request a pre-populated Community Green Power Use Data Form.*

Green Power Use Essay Questions

Applicant answers to the essay questions must focus on the community-wide green power use reported to EPA in the Community Green Power Use Data Form. For past GPLA winners, the focus must be on the incremental green power use and activities since they were last awarded.

All green power projects and usage included in these essays must align with the information submitted in the Community Green Power Use Data Form. EPA strongly encourages Partners to complete the Community Green Power Use Data Form prior to developing their answers to the essay questions.

EPA will only recognize green power use and activities that have previously not been recognized. Partners are strongly urged to explain in essay responses the amount of green power and activities undertaken since their last award, if applicable.

* Previous GPLA winners must report their incremental green power use since their last award (as EPA cannot recognize an organization for activities for which they have previously been recognized).
* Partners that have not previously won a Green Power Leadership Award may report their historical use of eligible green power in its entirety (since joining the Green Power Partnership).

Applicants should contact [GPLA@epa.gov](mailto:GPLA@epa.gov) (or their assigned account manager) prior to developing answers to the essay questions if they are unsure of the eligibility OR relevance of their green power use.

Please note: if the applicant is selected as an award winner, EPA will use the content of these essay answers to write the applicant’s award winner profile. Please make sure all of the information provided is as accurate as possible and the description of green power activities reflect the information in the Community Green Power Use Data Form. Accuracy of information is required in order to receive an award.

*Please continue to the next page to review questions and provide answers.*

1. Why is the applicant worthy of national recognition for its community-wide green power use? How has the applicant demonstrated leadership within its region or among its peer group of communities by using green power? Assuming the community’s green power use has increased to a level worthy of national recognition, specify what activities the community undertook to reach this milestone or how the strategy resulted in meaningful environmental protection or impact on the market. Please be sure the essay response provided below is supported by the information included in the data form. (300-word maximum)

1. Please discuss any innovative strategies the community has used to procure green power or the strategies it used to increase green power use by its residents and businesses. (300-word maximum)

Green Power Community

Communications and Outreach Activities

**Below are essay questions regarding the applicant’s communications and outreach activities related to its community-wide green power use.**

* All activities listed should have a direct communications or outreach connection to the community applicant’s green power use.
* All activities detailed should align with the information included in the Community’s Green Power Use Data Form. Activities could include, but are not limited to, the following:
* Posting Green Power Community road signs
* Press releases and other media outreach
* Social media outreach
* Press conferences and community events
* Promotion of ranking on EPA’s Green Power Community list
* Promotion of green power use and partnership on website (provide details, including web analytics if available)
* Paid print, radio, television advertising, or public service announcements
* Marketing collateral (brochures, catalogs, flyers)
* Direct mailings/utility bill inserts.
* How has the applicant communicated its community-wide green power use for the activities detailed in this application and who was the audience? What has been the market impact of these activities? In addition, how has the applicant built awareness around green power and its participation in the Green Power Partnership? How has the community marketed its engagement with the Green Power Partnership? What steps, if any, does the applicant take to encourage community residents and businesses to use green power? Please detail on the following page the communications and outreach activities that the community has engaged in to promote its green power use. (350-word maximum)
* **Submit supplemental materials (encouraged but not required)**. If possible, please provide supplemental materials supporting the applicant’s communications and outreach activities in one (1) PDF file. Please include the applicant’s name in the file name(s). The supplemental materials (including any green power provider materials) should relate to the applicant’s ***communications, stakeholder, or Green Power Community (if applicable) activities***, as detailed below. Please also include links to press releases, mentions of the Green Power Partnership and the Partner Mark, sustainability reports, and other relevant promotional activities as appropriate. *Note that materials may be emailed to* [*GPLA@epa.gov*](mailto:gpla@erg.com) *if less than 20 MB in size. If larger, please contact Rebecca Taylor at* [taylor.rebecca@epa.gov](mailto:taylor.rebecca@epa.gov) *or 202-564-5211.*

Please be sure these communications activities are related to and support the information included in the Community Green Power Use Data Form.

Please note: EPA strongly encourages each award winner to attend the ceremony in person, issue a press release, promote its status as an award winner on social media and other relevant channels, and post notice of the award on its website. The Green Power Leadership Awards ceremony will take place during the [2020 Renewable Energy Markets conference](https://www.renewableenergymarkets.com/).

*Please continue to the next page to review questions and provide answers.*

**Green Power Leadership Award**

**Applicant Profile**

The Green Power Partnership’s website features profiles of all Green Power Leadership Award winners going back to 2001. The green power use information described in this profile should reflect the green power activities detailed in the applicant’s Community Green Power Use Data Form. Please write a profile describing the applicant’s community-wide green power use activities reflected in the Community Green Power Use Data Form, as well as any activities undertaken since the applicant last won a Green Power Leadership Award, if applicable. This profile will be featured on the Partnership’s website if the applicant is selected as a 2020 Green Power Leadership awardee.

[Please refer to previous award winner profiles on the Green Power Partnership website to better understand length and tone.](https://www.epa.gov/greenpower/green-power-leadership-awards)

The profile should focus directly on accomplishments that align with these specific awards criteria: the applicant’s green power leadership, detailing green power use and its impact on the market; any innovative and creative procurement methods and communications activities; and other information deemed relevant. Please do not include information on sustainability activities not related to green power use (e.g., recycling). (300-word maximum)