

Welcome!

September 6-7, 2018

Phoenix, Arizona

ENERGY STAR® CERTIFIED HOMES STAKEHOLDER MEETING

Utility Sponsors | Builders | Home Energy Raters



Agenda – Day 2



9:00-9:20am



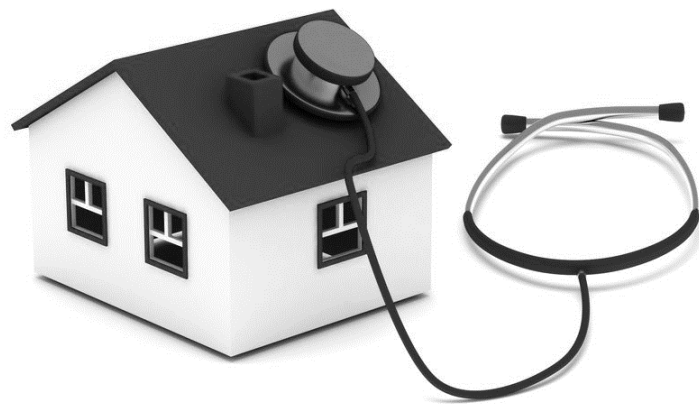
9:20-10:10am



10:25-11:15am



11:15am-12:00pm



1:00-1:45pm

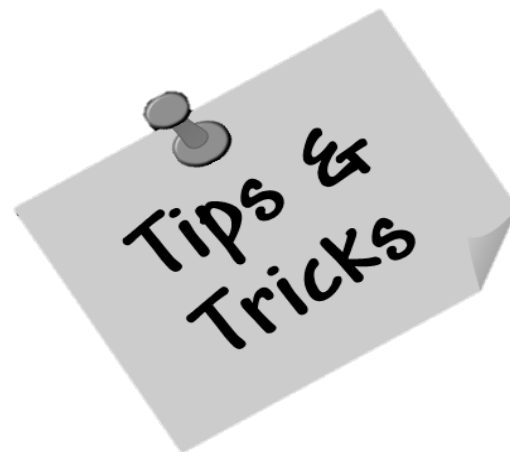
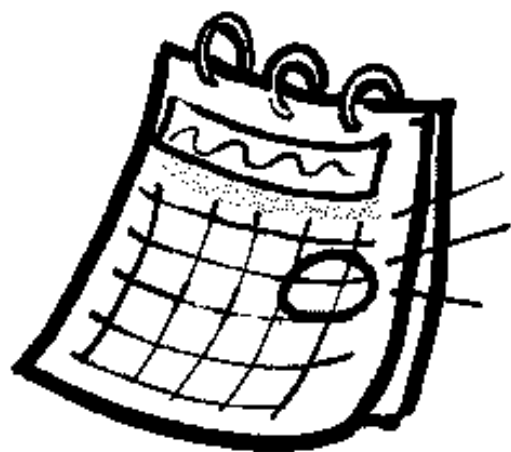


1:45-2:30pm



8:30-9:00am

ENERGY STAR Partner of the Year Award



ENERGY STAR. The simple choice for energy efficiency.



Congratulations to our Partner of the Year and Sustained Excellence Winners in the room!



energyLogic
analysis. insight. answers.



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Key Dates



Partner of the Year Key Dates

Application Available - NOW

Application Portal Opens - Oct 10

Application Portal Closes - Nov 29

Partner of the Year Ceremony – April 11



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Key Changes



Application Parts

Part 1: Gen. Instructions & Exec. Summary

Part 2: Accomplishments Document

Part 3: Supporting Materials

Part 4: Organization Logo





If you want to win in 2019, here are the changes you need to be aware of.

- ✓ Accomplishments
 - ✓ Raters/Providers
 - ✓ New Home Builders
- ✓ Submittal Process
 - ✓ All Partner Types



Key Criteria to Apply – Raters/Providers

Verified at least **100 ENERGY STAR certified homes during 2018** (as either a Home Energy Rater, Accredited Rating Provider, or Quality Assurance Provider).





Key Changes– Raters/Providers

- The builder no longer simply nominates the Rater/Provider for an award. [The Rater/Provider will need to complete an application.](#)
- New categories and scoring:
 - Promoting ENERGY STAR [Recruitment and Retention](#)
 - Assisting Builders in Meeting ENERGY STAR [Program Requirements](#)
 - Assisting Builders with [Homebuyer Education](#)
 - Implementing [Innovative Quality Assurance](#) Approaches
 - Demonstrating [Industry Leadership](#) with ENERGY STAR (Bonus)





Examples have been provided throughout to assist.

Promoting ENERGY STAR Recruitment and Retention

Example - Worked with ABC Builder to increase their percentage of ENERGY STAR certified homes from 50% to 75%, representing a difference of 700 additional certified homes in 2018.

Implementing Innovative Quality Assurance Approaches

Example – Developed a new technology solution to streamline our ENERGY STAR inspection and reporting process through a hand-held, cloud-based platform.



Example: Rater/Provider Application Part 2 (Accomplishments)

1. Promoting ENERGY STAR Recruitment and Retention (Maximum of 5 points):

In the space below, use concise bullets to describe how your organization directly contributed to maintaining or increasing ENERGY STAR participation by builders and/or Home Energy Raters in 2018. Include descriptions of unique challenges or barriers that you faced in achieving these successes. Examples include, but are not limited to:

- Recruiting new builders into the ENERGY STAR program (include builder name and # of homes represented)
- Assisting builders in increasing the proportion of their homes that earn ENERGY STAR or moving to make a 100% commitment to building ENERGY STAR certified homes (include builder name, before and after percentages, and number of certified homes represented)
- Helping builders stay in the ENERGY STAR program in the face of challenges (e.g., transitions to new versions of the program, changes in utility incentive programs, or organizational mergers).

<ul style="list-style-type: none">• <i>Example - Worked with ABC Builder to increase their percentage of ENERGY STAR certified homes from 50% to 75%, representing a difference of 700 additional certified homes in 2018.</i>
<ul style="list-style-type: none">• Click or tap here to enter text.
<ul style="list-style-type: none">• Click or tap here to enter text.
<ul style="list-style-type: none">• Click or tap here to enter text.



Pro Tip 1

- Fill in Part 2 (accomplishments) first.
- Select Top 6 accomplishments
- Fill in Part 1 (executive summary) second.



Executive Summary

2019 ENERGY STAR® AWARDS

PART 1: General Instructions & Executive Summary

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Award Executive Summary

(REQUIRED)

If you earn an award, the content you enter below will serve as the Executive Summary for your application and will populate the event script, slideshow, and the online [Profiles in Leadership](#).

a. In one sentence, please describe the nature and purpose of your organization (Character limit: 200 including spaces)

Enter your description here...Character limit: 200 including spaces

Example: ABC Company, established in 2005, manufactures widgets for the automotive industry.

b. In one sentence, please describe your organization's most significant ENERGY STAR accomplishment during 2018 (Character limit: 200 including spaces)

Enter your description here...Character limit: 200 including spaces

Example 1: ABC Company benchmarked 100% of its facilities in 2018, reducing energy use by 50% across the portfolio.

Example 2: ABC Company built more than 3,000 ENERGY STAR certified homes in 2018, for a cumulative total of more than 10,000 since partnering with ENERGY STAR in 2007.

c. In order of importance or significance, provide a maximum of six bullet points that describe your ENERGY STAR-related activities or innovations in 2018 (e.g. metrics, new program elements, verification methods, marketing, etc.). Please include information about the impact of these activities. Follow the format used in the examples below (begin bullets with active verbs ending with "-ed"). (Character limit: 480 per bullet including spaces)

1	Enter your description here...Character limit: 480 including spaces
2	Enter your description here...Character limit: 480 including spaces
3	Enter your description here...Character limit: 480 including spaces
4	Enter your description here...Character limit: 480 including spaces
5	Enter your description here...Character limit: 480 including spaces
6	Enter your description here...Character limit: 480 including spaces

Key Criteria to Apply – New Home Builder

- Formally committed (in MESA, www.energystar.gov/mesa) to building **100% of their homes** to meet ENERGY STAR program requirements in 2018.
- Constructed at least **50 homes** (for market rate home builders) or at least **25 homes** (for affordable/low-income housing builders) earning ENERGY STAR certification during the **2018 calendar year**.





Key Changes– New Home Builder

- New categories and scoring:
 - Promoting and Marketing ENERGY STAR
 - Educating Homebuyers
 - Meeting ENERGY STAR Program Requirements
 - Demonstrating ENERGY STAR Leadership in the Home Building Industry
 - Implementing Innovations or Emerging Technologies (Bonus)





For builder and Rater applicants that received a Sustained Excellence Award last year:

In each section, please describe any significant changes to your organization's ENERGY STAR-related activities (activities started, updated, improved, or eliminated) since your 2018 application was submitted. If there have been no changes, enter "We affirm that we are continuing to undertake the ENERGY STAR-related activities specified in our 2018 application." Repeat this statement in each applicable section.

Key Changes - Energy Efficiency Program Delivery

- New Information Requested:
 - Number of **Start/Meter Sets** in the past year
 - Number of **ENERGY STAR Homes Completed**
- Expect changes to the application next year.





Submittal Process Changes – All Partner Types

- Download and **complete offline** prior to submittal.
- There are **4 Required Parts** on all Submittals
 - Executive Summary (Used in profiles)
 - Accomplishments Narrative
 - Supporting Materials (New this year)
 - High Resolution Logo

2019 ENERGY STAR® Awards

PART 2: Partner of the Year & Sustained Excellence Award Application Home Energy Raters/Providers

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Award Description:

The Partner of the Year and Sustained Excellence awards for Home Energy Raters/Providers recognize partners that have demonstrated excellence and innovation in expanding the market for ENERGY STAR certified homes.

Eligibility Requirements:

To be eligible for recognition, applicants must meet each of the following requirements:

- Verified at least 100 ENERGY STAR certified homes during 2018 (as either a Home Energy Rater, Accredited Rating Provider, or Quality Assurance Provider)¹;
- Maintained active ENERGY STAR partnership in good standing for at least one full year;
- Maintained satisfactory compliance with all applicable EPA regulations (EPA will perform a compliance/enforcement screening for each applicant as part of the application review process); and
- Maintained good standing (e.g., no active or pending disciplinary actions, probations, or suspensions) with their Verification Oversight Organization (e.g., Residential Energy Services Network/RESNET).

To be eligible for a Sustained Excellence award, applicants must meet the above requirements AND have received a Sustained Excellence award the previous year or received a Partner of the Year award each of the past two years. Applicants meeting these requirements will be automatically considered for a Sustained Excellence award.

Application Instructions:

ALL application materials must be submitted electronically through My ENERGY STAR Account (MESA) (www.energystar.gov/mesa) using the electronic application forms provided. These materials must include:

- **PART 1: General Instructions & Executive Summary** which includes a brief description of your organization and six bullet points showcasing your organization's main ENERGY STAR certified homes achievements during 2018 in the corresponding fields. *(required)*
- **PART 2: Award Accomplishments Document** consists of your organization's responses to Sections A and B of this application. *(required)*
- **PART 3: Supporting Materials** include electronic samples of materials used by your organization (e.g., samples of 2018 marketing and training materials) in support of the ENERGY STAR-related activities described in Section B below. Applicants must provide at least one supporting material for at least one activity in Section B. *(required)* When possible, please consolidate supporting materials into one electronic file. Any materials submitted may be used by EPA in promotion of the ENERGY STAR program and will not be returned to applicants.
- **PART 4: Organization's high-resolution logo** *(required)*

¹ Applicants should make their best estimate of the expected number of homes to be verified for ENERGY STAR certification during calendar year 2018. EPA will confirm the final actual number of reported homes prior to selecting award winners.

The Submittal Process is changing for **EVERYONE!**



- ✓ Download and complete application.
- ✓ Gather supporting material into a single pdf.
- ✓ Have high resolution logo ready.



- ✓ Log into MESA.
- ✓ Submit required documents.



Important Point for Submittal



The process does not automatically save.

Be ready to submit when you enter the process or be prepared to start again.



This part is easy.
Select which type of award
you are applying for.





The system cannot accept a file larger than 100 MB in size. EPA strongly discourages the use of zip files. Consider splitting larger files into separate smaller files that each fall under the upload limit.

File names must be no longer than 15 characters and contain no spaces or special characters. EPA recommends intuitive file names such as a reference to the organization name, an acronym, or and the content of the file (e.g., EPAenergyEd).

Where possible, please consolidate your supporting materials into one or two PDF files. For example, a PDF file could be compiled that labels items by type (e.g., print advertisement, web banner) and subsequently provides supporting imagery under each category.

For audio and video examples, it may be best to provide a document containing a screen shot with links to online versions if available.

To ensure that your logo is of the highest quality if we use it for print materials, we ask that you submit a logo file in one of the following vector* formats:

SVG – Scalable Vector Graphic
EPS – Encapsulated PostScript
PDF – Portable Document Format (vector not raster)

What does "vector" mean, exactly?
There are two types of electronic image files: (1) raster graphics (jpeg, gif, bmp, tif) in which several individual pixels together form an image And (2) vector graphics which are constructed using geometric elements and mathematical formulas. The benefit of vector graphics is that, unlike raster graphics, they can be scaled to any size without losing quality.

The Upload Page - have all four documents ready!

You will submit 4 documents

- 1) Executive Summary
- 2) Accomplishments Narrative
- 3) Supporting Materials (limit of 100 MB)
- 4) High Resolution Logo (SVG, EPS or PDF)

You are required to submit something for all 4 categories. The application will not be accepted without an attachment for each category.



Pro Tip 2

- Put all your supporting materials into a pdf. Provide links to large files and web pages to avoid bumping up against file size limits.

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Application Tips

Partner of the Year Application Tips

- ✓ Prepare Ahead.
- ✓ Follow Direction.
- ✓ Be Concise.
- ✓ Show Your Work.





Questions about your application prior to submitting?



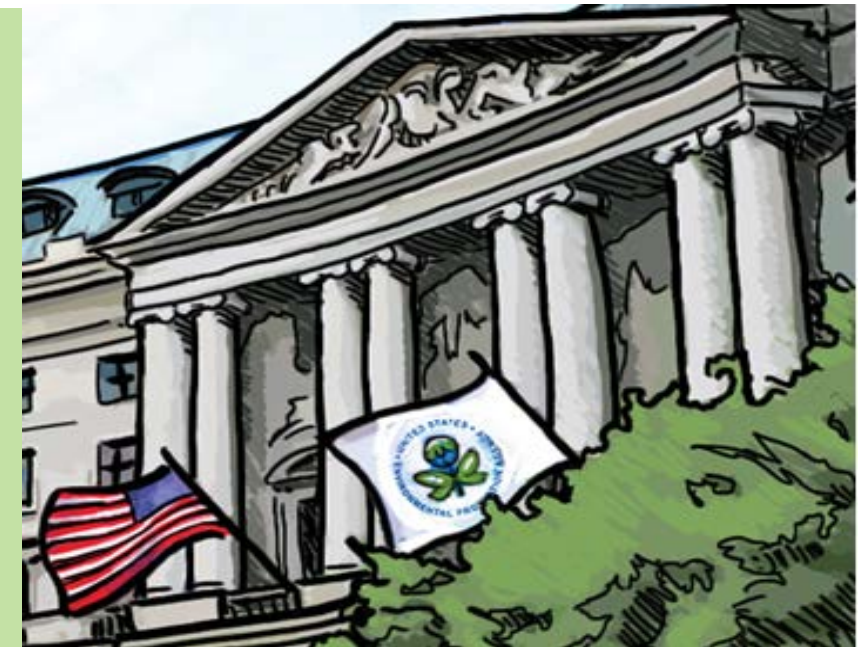
CALL US!





What to do now:

- ✓ Download the Application.
- ✓ Familiarize yourself with the questions.
- ✓ Reach out if you have any questions.



We are the government. We're here to help.



Pro Tip 3

- Raters/Providers – Help your builders win an award.
- Download the builder application and see what's possible for them.

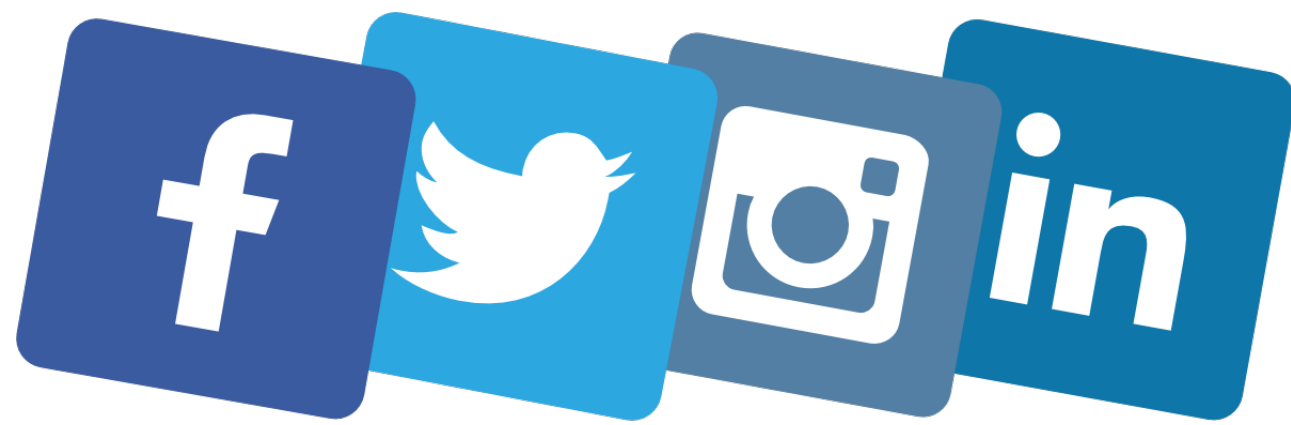
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Promotion of Award



Promoting your accomplishments!



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We've been named a 2018 ENERGY STAR® Award winner!

