# Award Description:

The Partner of the Year award for Multifamily High Rise Developers recognizes ENERGY STAR partners that have demonstrated excellence and innovation in building and promoting ENERGY STAR certified multifamily high rise units.

**Applicant Eligibility:**

**To be eligible for recognition, applicants must:**

* Be an active ENERGY STAR Multifamily High Rise Partner; and
* Meet at least one of the following criteria:
	+ Submitted a Proposed Design Submittal or As-Built Submittal in 2016 or 2017;
	+ Used ENERGY STAR Portfolio Manager to benchmark at least one building in 2017 that was certified through the ENERGY STAR MFHR program; and/or
	+ Have a project pursuing ENERGY STAR certification through the NYSERDA Multifamily Performance Program that had a design approved or was certified in 2016 or 2017.

**Application Instructions:**

**Please review all instructions carefully. Changes from previous applications have been made.**

See *General Instructions for All Applicants* at[www.energystar.gov/awards](http://www.energystar.gov/awards)

**Submitting Your Award Application:**

**Submit your completed application and electronic copies of supporting materials** through your “My ENERGY STAR Account” ([www.energystar.gov/mesa](file:///C%3A%5CUsers%5Cbookerc%5CDownloads%5Cwww.energystar.gov%5Cmesa)). 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.

**Selection of Award Winners:**

Applications will be evaluated and scored based on the criteria provided for each section. EPA may recognize more than one developer as a Partner of the Year Award recipient. Licensed Professionals may be considered for a Certificate of Recognition when nominated by their developers.

**Section A**

**Company Name:**

**Mailing Address:**

**ENERGY STAR Contact:**

**Phone Number:**

**E-mail Address:**

**Company Web Site:**

**ENERGY STAR Web Page(s):**

**Executive Summary
New this year: entered through your online MESA account awards application form.**

Through your online MESA account awards application form, enter a brief description of your organization and 6-10 bullet points showcasing your organization’s ENERGY STAR achievements in the corresponding fields. The content you enter will serve as the Executive Summary for your application, and if you earn an award, it will help populate the event script and slideshow, as well as the online [*Profiles in Leadership*](https://www.energystar.gov/about/2017_energy_star_award_winners). Please see Page 3 of the 2018 ENERGY STAR Awards General Instructions to prepare this content.

1. **2017 Projects**: Please list all of the ENERGY STAR Multifamily High Rise projects that your organization has participated in developing or managing in 2017.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name** | **Address** | **Phase** (*Design, Construction, Certified, Benchmarking*) | **Project Webpage(s)** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **Why do you participate in ENERGY STAR?** In a few sentences, please describe why your organization has sought ENERGY STAR MFHR certification for your project(s).

**Licensed Professionals Acknowledgement**

Please use the space below to identify any Licensed Professionals[[1]](#footnote-1) who were integral to your success with the ENERGY STAR Multifamily High Rise program in 2017. EPA will take this acknowledgement and description into account when considering these organizations for a Certificate of Recognition for their contribution.

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name** | **Licensed Professional** | **Email** | **Phone Number** |
|  |  |  |  |
|  |  |  |  |

Please provide a brief explanation of why you are nominating each Licensed Professional listed above, describing how they contributed to your success with ENERGY STAR in 2017.

**Section B**

1. **Promotional and Marketing (Maximum of 35 points):**

Please describe any marketing materials and promotional activities developed and/or used in 2017 related to your ENERGY STAR certified apartments. Please provide specific examples, and explain their impact. Where appropriate, please provide website URLs. Electronic examples of your outreach materials can be included in the supplemental materials attachment. (Note: For projects that are still under construction, include marketing efforts related to Designed to Earn the ENERGY STAR.)

|  |
| --- |
| **ENERGY STAR Promotional and Marketing Activities** |
| ***Traditional Advertising:*** | **Used in 2017 (check all that apply)** | ***Onsite Promotions:*** | **Used in 2017 (check all that apply)** |
| Press Release  |  | Ribbon-Cutting Ceremony |  |
| Radio  |  | Outdoor Signage (yard signs, flags, banners) |  |
| TV |  | In-unit/building Displays/Signage |  |
| Print |  | Resident Leasing or Sales Brochure |  |
| Direct Mail |  | ENERGY STAR-themed Community Events |  |
| Resident Newsletters |  | “Dirty Boots” Tours |  |
| Billboards/Transit Signage |  | Other Onsite Promotions (insert here): |  |
| Other Traditional Marketing (insert here): |  |  |  |
|  |  |  |  |
| ***Online Promotions:*** |  | ***Other Promotions:*** |  |
| ENERGY STAR Ads on Other Web Sites |  | Resident Testimonials |  |
| ENERGY STAR-related On-line Videos or Blogs |  | Certified project(s) have Building Profiles posted on [ENERGY STAR website](http://www.energystar.gov/certifiedapartments) |  |
| ENERGY STAR Outreach via Social Media  |  | <Please use this space to describe other promotions> |  |
| Other Online Promotions (insert here): |  |  |  |
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1. **Web Presence (Maximum of 25 points):**

Please use the table to describe how your web page(s) highlight your organization’s ENERGY STAR partnership. For any pages that were displayed during 2017, but are no longer online, provide screen shots of the web pages in an attachment.

|  |  |
| --- | --- |
| **ENERGY STAR on Your Website** | **Used on website in 2017****(check all that apply and include webpage if not listed in Section A)** |
| *General Organization Page(s):*  |  |
| Link back to ENERGY STAR webpage |  |
| Have ENERGY STAR Partner mark  |  |
| Have Ask About ENERGY STAR Certified Apartments mark  |  |
| Describe ENERGY STAR MFHR program or company participation in program |  |
| Describe features/benefits of ENERGY STAR certified units |  |
| Other:  |  |
|  |  |
| *Design/Under Construction Project Page(s):* |  |
| Mention Designed to Earn the ENERGY STAR recognition (for projects under construction that have achieved Designed to Earn the ENERGY STAR) |  |
| Have Designed to Earn the ENERGY STAR logo (for projects under construction that have achieved Designed to Earn the ENERGY STAR) |  |
| Have Ask about ENERGY STAR Certified Apartments mark |  |
| Link back to ENERGY STAR website |  |
| Other: |  |
|  |  |
| *Certified Project Page(s):* |  |
| Reference ENERGY STAR certification  |  |
| Describe the features/benefits of ENERGY STAR certified units |  |
| Have ENERGY STAR certification mark |  |
| Link back to ENERGY STAR website |  |
| Include resident testimonials related to ENERGY STAR |  |
| Other: |  |
|  |  |
| *Other Web Pages:*  |  |
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1. **ENERGY STAR Training Activities (Maximum of 20 points):** Please describe any training related to your participation in the ENERGY STAR Multifamily High Rise program that were developed and/or conducted in 2017. Examples include, but are not limited to: training of sales/leasing staff to promote the features and benefits of ENERGY STAR certified units; training of site supervisors or trades regarding the ENERGY STAR program requirements; training of building managers on operating a MFHR building; training of customer service representatives to answer resident questions related to the operation of their ENERGY STAR certified units; and direct training and engagement with residents. Electronic examples of your training materials can be included in the supplemental materials attachment.

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| --- | --- | --- |
| **2017 ENERGY STAR Training Activities** | **Number of Training Sessions** | **Number or Percent of Staff/Residents Trained** |
| Construction Staff and Subcontractors Trained in 2017 |  |  |
| In-house Sales/Leasing Staff or Outside Real Estate Agents Trained in 2017 |  |  |
| Resident Training in 2017 (i.e., post-sale/lease training about their ENERGY STAR certified unit) |  |  |
| Other Training Provided (please describe) |  |

1. **Energy Efficiency Innovation (Maximum of 10 points):** Please describe at least one innovation or emerging technology that your organization incorporated to improve the cost and/or energy efficiency of your ENERGY STAR certified units in 2017. These innovations may go above and beyond ENERGY STAR requirements, such as the use of connected home technology, high performance HVAC equipment, better-than-code insulation, or any pilot efforts that your company is pursuing to bring energy efficiency to the next level. Electronic photos and descriptions of emerging technologies employed can be included in the supplemental material attachment.
2. **Costs and Benefits Associated with ENERGY STAR (Maximum of 5 points):** Please include a description of the costs and savings associated with your ENERGY STAR Multifamily High Rise projects compared to code. Costs can include both incremental hard costs (e.g., materials) and soft costs (e.g., labor hours). Savings can include utility bill savings, energy savings, and/or greenhouse gas emissions savings. You may also choose to focus on the verification costs of the project as a percentage of total project costs and/or provide the cost-benefit analysis in terms of Savings to Investment Ratio or Simple Payback. Evaluation of this criterion will not be based on the level of costs or savings achieved.
3. **Licensed Professional letter(s) of recommendation (Maximum of 5 points):** Please have your Licensed Professional submit a letter of recommendation **directly to the EPA** via e-mail to Marta Montoro at Montoro.Marta@epa.gov. Letters received will not be returned and may be used, without association to the author or applicant, for ENERGY STAR outreach purposes.

**Bonus Opportunity (+10 points):** Please use the space below to describe any other innovative activities you have undertaken as an ENERGY STAR partner not listed above and the impacts they have had on your organization and/or customers. For example, this could include information on benchmarking in ENERGY STAR Portfolio Manager, corporate commitments to ENERGY STAR, or participation in the ENERGY STAR certification program for single-family homes.

ENERGY STAR® is the simple choice for energy efficiency. For 25 years, EPA’s ENERGY STAR program has been America’s resource for saving energy and protecting the environment. Join the millions already making a difference at [energystar.gov](http://energystar.gov/).

1. Participants in the NYSERDA Multifamily New Construction program may nominate NYSERDA Multifamily New Construction Partner(s). [↑](#footnote-ref-1)