

Building and Verifying Indoor airPLUS Homes Just Got Even Easier

VERSION 1 (REV. 02)







2014 RESNET Conference

-Visit booth 415 for more info

February 26, 2014



Contents



- Indoor airPLUS Background
- Building and Selling Indoor airPLUS
 - The How's and Why's of indoor air quality for the builder and consumer
- Capitalizing on Sales Opportunities
- New Resources for the Sales Team

Indoor airPLUS & ENERGY STAR



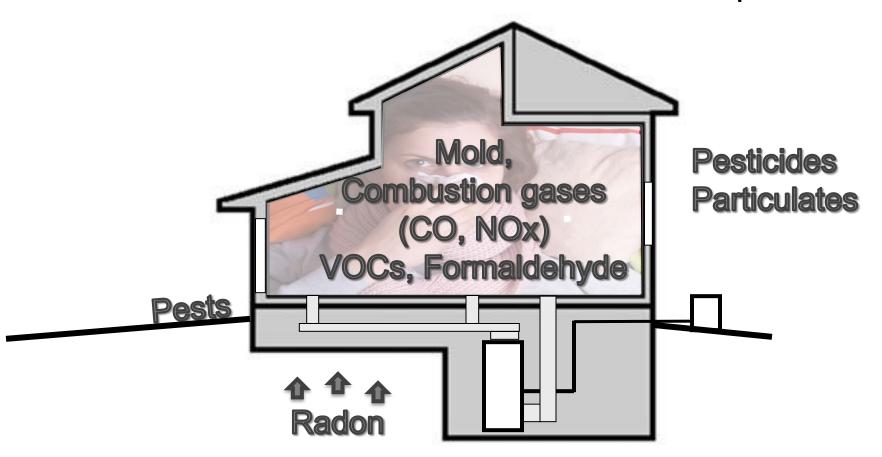




Indoor airPLUS is an EPA label that adds additional health protections to your ENERGY STAR value proposition

Reduce Health Risks

More than 25 million people, including 7.1 million children, have asthma and there is a 20-50% increased risk of asthma in damp houses.





Reducing Health Risks

1. Source Control

(eliminate or manage)



2. Ventilation

(dilution)



3. Filtration



Indoor airPLUS





Indoor Air Quality (IAQ)

Indoor airPLUS & ENERGY STAR



Envelope

HVAC

Moisture

4

CO



Radon

Pests

Materials

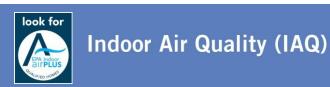
CO+

HVAC+

Moisture +



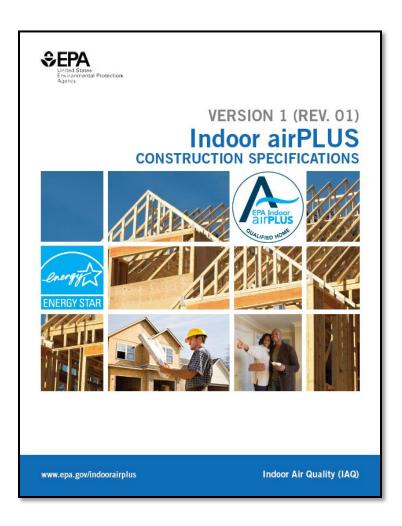
Comprehensive Indoor Air Quality Protection



ENERGY STAR + Indoor airPLUS

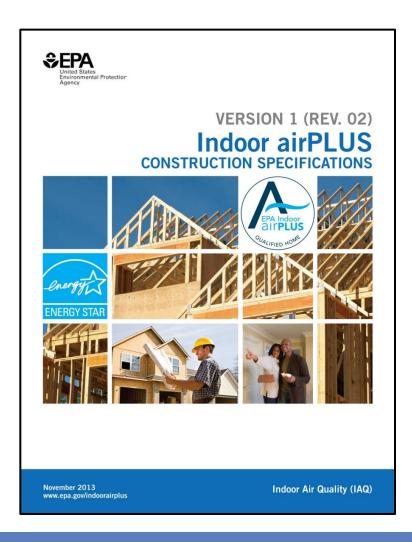
- Both programs are based on building science principles that use a systems approach to improve home performance issues.
- Both programs require completion of verification checklists by a certified Home Energy Rater.
- Visual inspection items can be verified during the same on-site visits by a certified Home Energy Rater.
- Reporting to EPA follows the same schedule and is completed using the same online program.
- Existing ENERGY STAR partners can now join Indoor airPLUS through their MESA accounts.

Revision 1



- Released February 2013.
- Greater alignment with ENERGY STAR Version 3.
- Simplified, clearer specifications.
- More flexibility and climate specific exemptions.

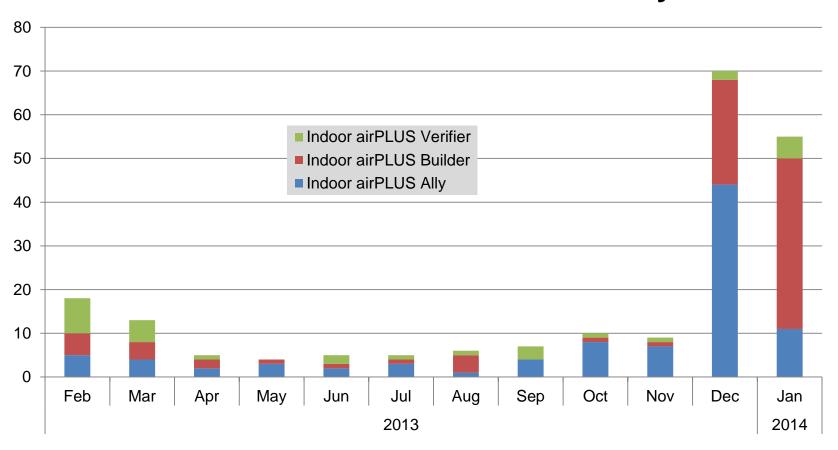
Revision 2



- Released November 2013
- Revised requirements for attached garages (garage fan no longer required for most homes)
- New exception from aggregate or sand requirement for slab-ongrade foundations (non-Radon Zone 1 homes only)

Recent Program Growth

12-Month New Partner Activity





How to use the Construction Specifications

- Relevant ENERGY STAR
 checklist items are summarized
 and referenced at the beginning
 of each measure.
 - Refer to the referenced ENERGY STAR Checklist for detailed requirements
- Additional Indoor airPLUS requirements, exceptions, and advisories are listed separately.

1. Moisture Control

1.1 Site and Foundation Drainage

NOTE: Completion of the <u>ENERGY STAR checklists</u> now satisfies the following Indoor airPLUS requirements:

- Slope patio slabs, walks and driveway; tamp back-fill to prevent settling; AND slope the final grade away from the foundation (WMS 1.1 and 1.2).
- Swales or drains designed to carry water away from the foundation are permitted to be provided as an alternative to the slope requirements for any home, and shall be provided for a home where setbacks limit space to less than 10 ft. (WMS 1.1and 1.2).
- Install protected drain tile at the footings of basement and crawlspace walls. Surround each drain tile pipe with washed or clean gravel wrapped with fabric cloth, or install an approved Composite Foundation Drainage System (CFDS) (WMS 1.8).

Additional Indoor airPLUS Requirements:

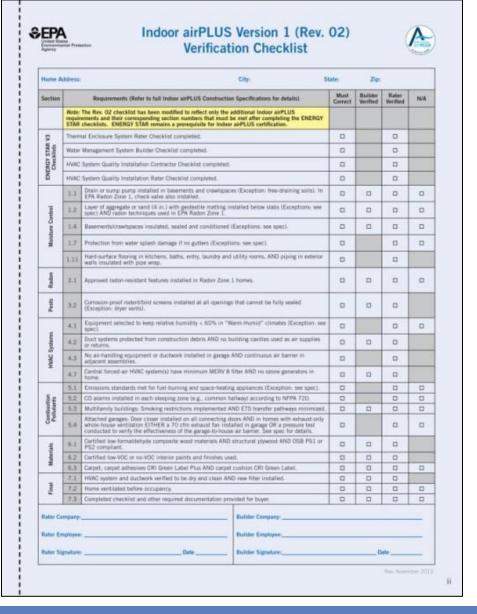
- Install a drain or sump pump in basement and crawlspace floors, discharging to daylight at least 10 ft. outside the foundation or into an approved sewer system.
- Exceptions:
 - Slab-on-grade foundations.
 - In areas of free-draining soils identified as Group 1 (Table R405.1, 2009 IRC) by a certified hydrologist, soil scientist, or engineer through a site visit installation of a drain or sump pump is not required.
- In EPA Radon Zone 1, if a drain tile discharges to daylight install a check valve at the drain tile outfall (see Specification 2.1).



Simplified Verification Checklist

Seven sections:

- 1. Moisture Control
- 2. Radon
- 3. Pests
- 4. HVAC Systems
- 5. Combustion Pollutants
- 6. Materials
- 7. Home Commissioning





How to Complete the Verification Checklist

- All ENERGY STAR for Homes Version 3 checklists must be successfully completed and reported to achieve Indoor airPLUS qualification.
- Check one box per line.
- Check "N/A" for specifications that do not apply for specific conditions (e.g., climate) according to the exceptions described.
- Check either "Builder Verified" or "Rater Verified" for all other items.

Home Address: City:		State: Zip:			
Section	Requirements (Refer to full Indoor airPLUS Construction Specifications for details)	Must Correct	Builder Verified	Rater Verified	N/A
	Note: The Rev. 02 checklist has been modified to reflect only the additional Indoor airPLUS requirements and their corresponding section numbers that must be met after completing the ENERGY STAR checklists. ENERGY STAR remains a prerequisite for Indoor airPLUS certification.				
ENERGY STAR V3 Checklists	Thermal Enclosure System Rater Checklist completed.				
	Water Management System Builder Checklist completed.				
	HVAC System Quality Installation Contractor Checklist completed.				
	HVAC System Quality Installation Rater Checklist completed.				



What About Existing Homes?

- Indoor airPLUS not designed for existing homes.
- Under certain conditions, (e.g., gut rehabs) if ENERGY STAR requirements and Indoor airPLUS requirements are met.
- For most renovation and energy upgrade work, see EPA's Healthy Indoor Environment Protocols for Home Energy Upgrades.

http://www.epa.gov/iaq/homes/retrofits.html



Environment
Protocols for Home
Energy Upgrades

Building and Selling Indoor airPLUS

The How's and Why's of indoor air quality for the builder and consumer



Indoor airPLUS





1. Moisture Control



- Moisture is a leading cause of health, comfort and durability concerns in homes.
- 19% of U.S. households have at least one person with Asthma.
- There is a 20-50% increased risk of asthma in damp houses.
- The economic cost of asthma amounts to more than \$56 billion annually.
- Mold grows where there is moisture.
- Molds produce allergens, irritants, and in some cases, potentially toxic substances.

1.1 Site and Foundation Drainage



- Slope hard surfaces and final grade away from the foundation.
- Install drain tile at the footings of basement and crawlspace walls.



 Install a drain or sump in basement and crawlspace floors.

*Exceptions: Slab-on-grade and areas with free draining soils



1.2 Capillary Break Installation



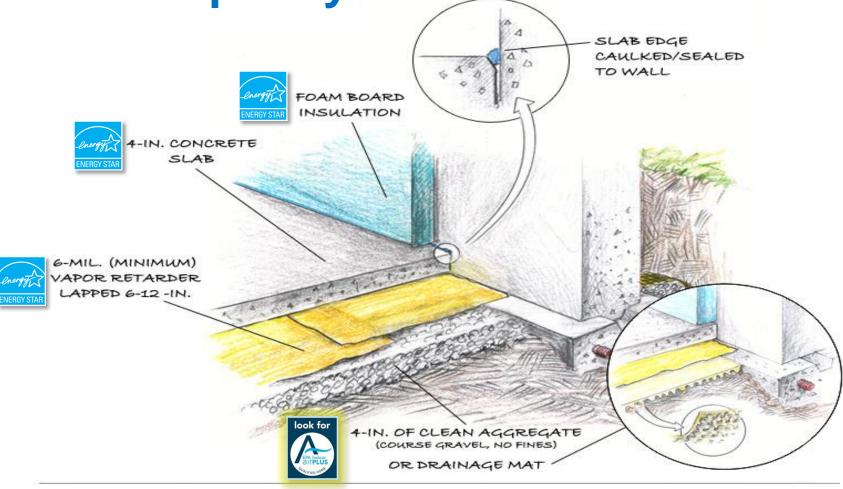
- Install polyethylene sheeting or extruded polystyrene beneath concrete slabs.
- Install a capillary break at all crawlspace floors using polyethylene sheeting.



- Under the polyethylene sheeting or extruded polystyrene (XPS) insulation:
 - Install a 4 in. layer of aggregate; OR
 - A uniform layer of sand, overlain with a layer of geotextile drainage matting.

New exception: Slab-on-grade foundations (only in Radon zones 2 & 3)

1.2 Capillary Break Installation



BASEMENT SLAB W/ CAPILLARY BREAK - GRAVEL AND GEOTEXTILE MAT (INSET)



1.3 - 1.4 Below-grade Foundation Walls



- Waterproof crawlspace and basement perimeter walls.
- All floors above unconditioned spaces shall be insulated.



- Insulate crawlspace and basement perimeter walls.
- Seal crawlspace and basement perimeter walls.
- Provide conditioned air (1cfm/50SF).

Exceptions: Dry climates, raised pier foundations, etc. (see spec)

1.5 - 1.7 Wall Drainage System



- Install a drainage plane behind exterior wall cladding.
- Install flashing at the bottom of exterior walls.
- Fully flash all window and door openings.
- Direct roof water away from the house using gutters or an underground catchment system.



Builder: "Can you use gutters?"

- For homes that meet ENERGY STAR exceptions for gutters and downspouts, provide protection for water splash damage by one of the following
 - Extend the foundation walls 16 in. above grade.
 - Provide a drip line that is 16 in. from the foundation.
 - Install cladding that can tolerate wetting and a drainage plane that extends 16 in. above grade.



1.11 Moisture-Resistant Materials



- Install moisture-resistant backing material behind tub and shower enclosures.
- Install a corrosion-resistant drain pan.



- Install only water-resistant hard-surface flooring in kitchens, bathrooms, entryways, laundry areas, and utility rooms.
- Insulate water supply pipes in exterior walls with pipe wrap.

1.11 Moisture Resistant-Materials Verification

- Must be Rater verified.
- The Rater should visually verify at the pre-drywall inspection that all water supply lines in exterior walls are properly insulated with pipe wrap.
- The Rater should visually verify at final inspection that only waterresistant hard-surface flooring is installed in the required rooms.

Section		Requirements (Refer to full Indoor airPLUS Construction Specifications for details)	Must	Builder	Rater	N/A
			Correct	Verified	Verified	
Moisture Control	1.1	Drain or sump pump installed in basements and crawlspaces (Exception: free-draining soils). In EPA Radon Zone 1, check valve also installed.				
	1.2	Layer of aggregate or sand (4 in.) with geotextile matting installed below slabs (Exceptions: see spec) AND radon techniques used in EPA Radon Zone 1.				
	1.4	Basements/crawlspaces insulated, sealed and conditioned (Exceptions: see spec).				
	1.7	Protection from water splash damage if no gutters (Exceptions: see spec).				
	1.11	Hard-surface flooring in kitchens, baths, entry, laundry and utility rooms, AND piping in exterior walls insulated with pipe wrap.				



What does the Sales Team need to Know about Moisture Control & Water Management?



Benefits

Water damage reduction

Flood mitigation

Structural durability

Reduces potential for mold growth – even in places you can't see.

Fewer maintenance issues from peeling paint and moldy grout



2. Radon

SURGEON GENERAL'S WARNING:

Radon Causes Lung Cancer. You Should Test Your Home.

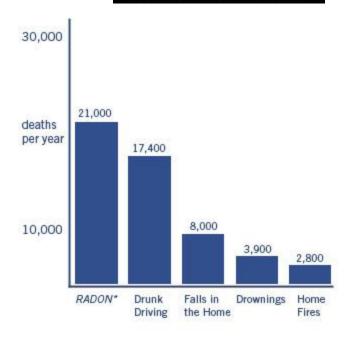


&EPA

VERSION 1 (REV. 02)

2. Radon

SURGEON GENERAL'S WARNING: Radon Causes Lung Cancer. You Should Test Your Home.



- Radon is a cancer-causing, radioactive gas created by the natural breakdown of uranium in soil.
- Radon can be found all over the US.
- 1 in 15 homes have radon above 4 pCi/L.
- You are most likely to get your greatest exposure to radon at home.
- Radon is the second leading cause of lung cancer after smoking.

2.1 Radon Control



Air seal all sump covers.

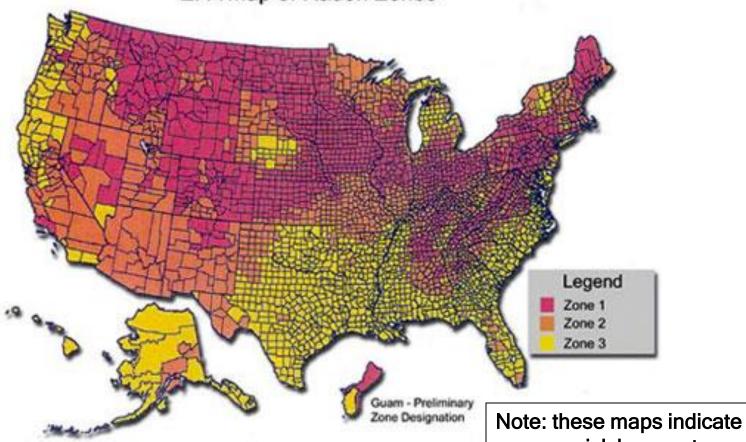


- Construct homes built in EPA Radon Zone 1 with radon-resistant features.
- Advisory:
 - Passive Systems in Zones 2 & 3.
 - Educate homeowners.

For more info, see "Building Radon Out: A Step-by-Step Guide on How to Build Radon-Resistant Homes" at http://www.epa.gov/radon/pubs/

2.1 Radon Control

EPA Map of Radon Zones



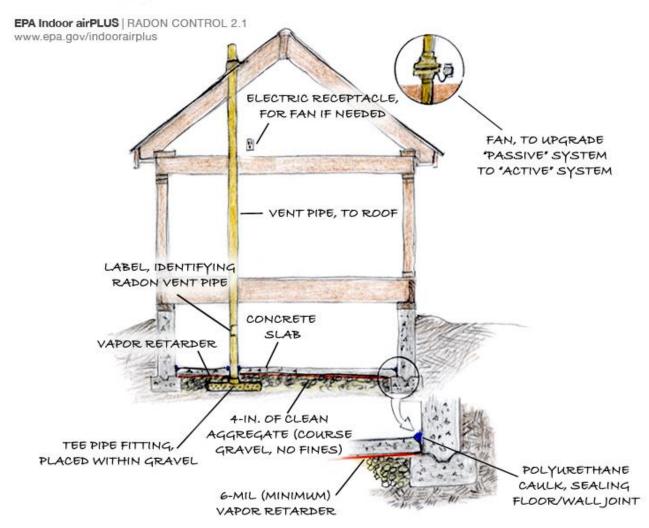
For an easy-to-use map, see:

http://www.wxplushealth.org/geoexplorer

average risk by county.
However, high levels of radon can be found in any home.



2.1 Radon Control





Note: These techniques are only required in Radon Zone 1.



What does the Sales Team need to Know about Radon Control?

Homeowner Benefits



Protection against radon, the second leading cause of lung cancer in the U.S.

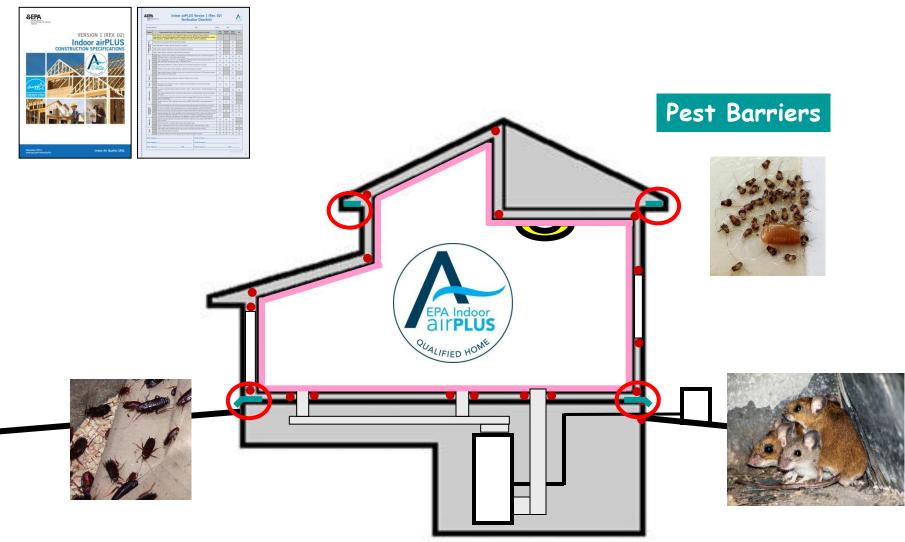


SURGEON GENERAL'S WARNING:

Radon Causes Lung Cancer.



3. Pest Barriers





3.1 Minimize Pathways for Pest Entry



- Seal all penetrations and joints between the foundation and exterior wall assemblies.
- Air seal all sump covers.



No additional Indoor airPLUS Requirements.

Advisories:

- When sealing large gaps use copper or stainless steel wool.
- Additional precautions should be taken in areas classified as "Moderate to Heavy" termite infestation.



3.2 Rodent/Bird Screens



 Provide <u>corrosion-proof rodent/bird screens</u> for all openings that cannot be sealed or caulked.

Note: Does not apply to dryer vents







What does the Sales Team need to know about Pest Barriers?

Homeowner Benefits

Prevention of potential damage from pests

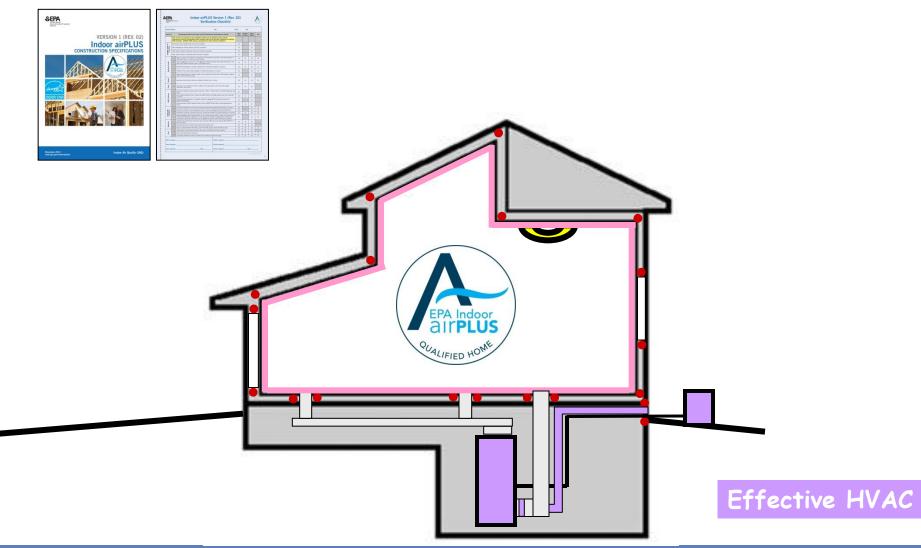
Less vacuuming and dusting

Reduced pest-related allergens, asthma triggers and diseases





4. HVAC Systems





4. HVAC Systems



Potential IAQ Concerns

- Indoor relative humidity greater than 60% can encourage mold growth and attract organisms such as dust mites or other pests.
- HVAC components in wall cavities and garages can expose occupants to mold, carbon monoxide, hydrocarbons, nitrogen oxides, radon, pesticides and other contaminants.
- Ordinary residential panel filters collect less than 20 percent of the particles between 3 and 10 microns. A MERV 8 filter collects more than 70% of the particles in this range.

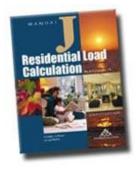
4.1 HVAC Sizing and Design



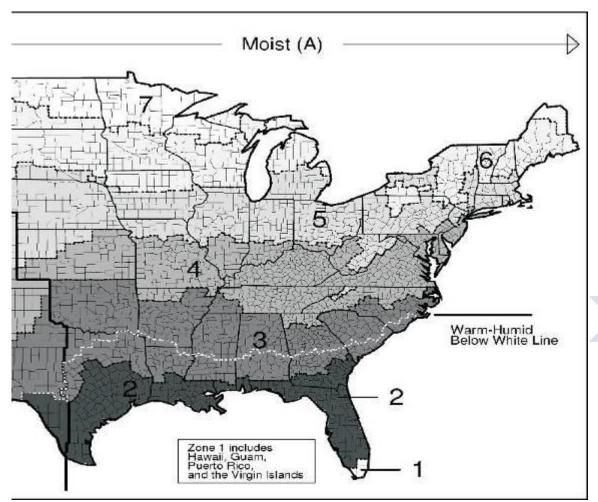
 Properly size all heating and cooling equipment using ACCA Manual J, ASHRAE Handbooks, or equivalent software.



 "Warm-Humid" climates: equipment shall be installed with sufficient latent capacity to maintain indoor relative humidity (RH) at or below 60 percent.



4.1 HVAC Sizing and Design





Controlled to ≤ 60% RH



4.2 Duct System Design and Installation



- Design all duct systems according to ACCA Manual D, ASHRAE Handbooks, or equivalent software.
- Ensure that all duct systems are airtight and properly balanced.



- Do not use building cavities as part of the forced air supply or return systems.
- Cover duct openings throughout construction or vacuum out ducts prior to installing registers.



4.2 Duct System Design and Installation





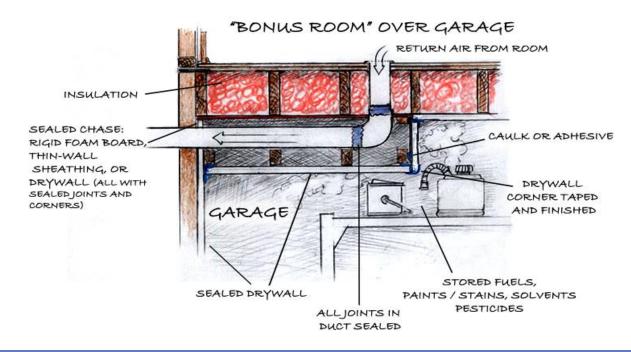
SEALING WITH MASTIC



4.3 Location of Air Handler and Ducts



- Do not locate air-handling equipment or ductwork in garages.
- Note: Ducts may be located in building cavities adjacent to the garage if they are separated with a continuous air barrier.





4.7 Filtration



 Equip all filter access panels with gasket material or comparable sealing mechanism to prevent bypass air.



- Install only HVAC filters that are rated MERV 8 or higher.
- Do not install any air-cleaning equipment designed to produce ozone.



4.7 Filtration for Central Forced-Air HVAC

Systems

Filters come in multiple sizes.

 Filters are typically 1" 2" or 4" in depth.

 In years past, the primary purpose for filtration was to protect the HVAC system, not IAQ.



4.7 Filtration for Central Forced-Air HVAC Systems Typical Performance Data

- Filters have performance data that must be accounted for in the duct design.
- When selecting a filter try to find a filter that creates the least amount of resistance.
- There are multiple types of filter sizes and depths.
- Media filters have a much greater surface area and will cause less restriction.

	71							
Filter Depth	Nominal Size	_	cities M) High	Resistance (inches W.G.) Med High Final		nches W.G.)		Media Area (SQ. FT)
	12x24	600	1000	.18	.36	1.0	14	4.7
	16x20	650	1100	.18	.36	1.0	14	5.3
4 99	16x25	850	1350	.18	.36	1.0	14	6.6
1"	20x20	850	1350	.18	.36	1.0	14	6.7
	20x25	1050	1750	.18	.36	1.0	14	8.3
	24x24	1200	2000	.18	.36	1.0	14	9.3
	12x24	600	1000	.14	.26	1.0	10	6.7
	16x20	650	1100	.14	.26	1.0	10	7.8
2"	16x25	850	1350	.14	.26	1.0	10	9.7
L	20x20	850	1350	.14	.26	1.0	10	9.4
	20x25	1050	1750	.14	.26	1.0	10	11.8
	24x24	1200	2000	.14	.26	1.0	10	13.3
	12x24	600	1000	.12	.22	1.0	11	14.7
	16x20	650	1100	.12	.22	1.0	11	16.7
4"	16x25	850	1350	.12	.22	1.0	11	20.8
T	20x20	850	1350	.12	.22	1.0	11	21.1
	20x25	1050	1750	.12	.22	1.0	11	26.4
	24x24	1200	2000	.12	.22	1.0	11	29.3
	25x29	1500	2500	.12	.22	1.0	11	37.1



4.7 Filtration for Central Forced-Air HVAC Systems

Verification

- Can be builder or Rater verified.
- Coordinate with the builder and/or HVAC contractor before the start of construction to ensure that:
 - no ozone-producing air-cleaning equipment will be installed AND
 - a MERV 8 filter is accommodated in the HVAC design.
- Visually verify at final inspection that the filter has been installed.

Section		Requirements (Refer to full Indoor <u>airPLUS</u> Construction Specifications for details)	Must	Builder	Rater	N/A
			Correct	Verified	Verified	
HVAC Systems	4.1	Equipment selected to keep relative humidity < 60% in "Warm-Humid" climates				
		(Exception: see spec).				
	4.2	Duct systems protected from construction debris AND no building cavities used as air				
		supplies or returns.]]		
	4.3	No air-handling equipment or ductwork installed in garage AND continuous air barrier in				
		adjacent assemblies.				
	4.7	Central forced-air HVAC system(s) have minimum MERV 8 filter AND no ozone generators				
		in home.]			

What does the Sales Team need to know about HVAC Systems?



Homeowner Benefits

Reduced exposure to mold and mildew

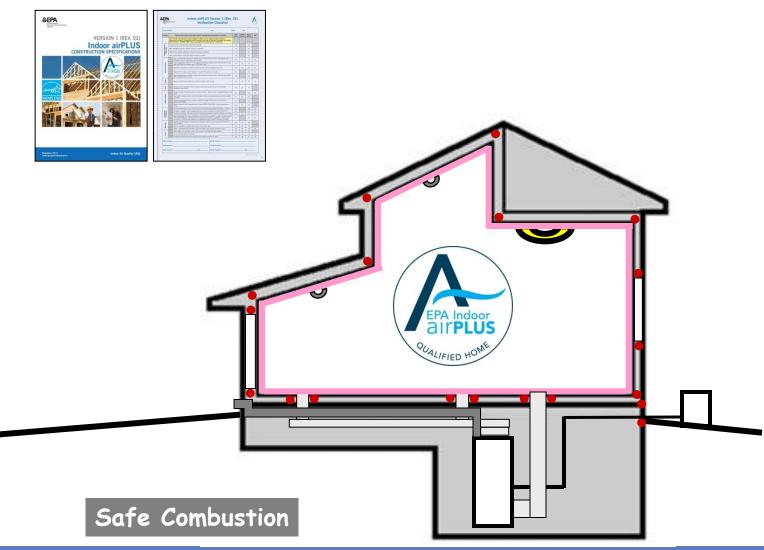
Increased comfort

Helps remove allergens, toxins, irritants and asthma triggers from the home

House stays cleaner



5. Combustion Pollutants





5. Combustion Pollutants



- Accidental carbon monoxide (CO)
 poisoning kills an average of 439
 persons annually (CDC; MMWR; 12/21/2007).
- Carbon monoxide, an odorless, colorless gas, which can cause sudden illness and death, is produced any time a fossil fuel is burned.

5.1 Combustion Equipment



- Mechanically draft or direct vent all gas- and oil-fired furnaces, boilers and water heaters.
- Fireplaces that are not mechanically drafted must meet exhaust flow or pressure differential.



- Do not install any unvented combustion space-heating appliances.
- Ensure naturally drafted fuel-burning appliances comply with ASHRAE 62.2 or conduct a Worst Case Depressurization Combustion Air Zone (CAZ) Test.
- Ensure that all fireplaces and other fuel-burning appliances are vented to the outdoors and supplied with ventilation air.
- Meet emissions standards and restrictions for all fuelburning appliances located in conditioned spaces.



5.1 Combustion Equipment



POWER VENTED WATER HEATER

DIRECT VENTED FURNACE









5.2 Carbon Monoxide Alarms



 All homes with combustion appliance(s) or an attached garage shall have a carbon monoxide (CO) alarm installed in a central location in the immediate vicinity of each separate sleeping zone.









COMBINED CO & SMOKE ALARM



5.3 Multi-family ETS Protections

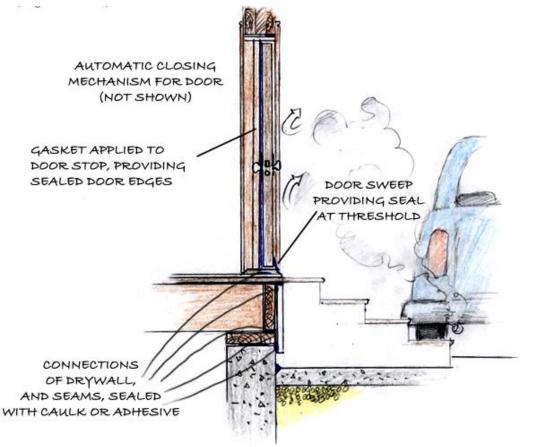


- Reduce exposure to environmental tobacco smoke (ETS) in multi-family buildings by:
 - Prohibiting smoking in indoor common areas.
 - Locating designated outdoor smoking areas.



 Minimizing uncontrolled pathways for ETS transfer between individual dwelling units by sealing walls, ceilings, and floors of dwelling units.

5. Attached Garages



AIR-SEALED WALL (AND CEILING WHEN LIVING SPACE OVER GARAGE)
SEPARATING GARAGE POLLUTANTS FROM LIVING SPACES
(SEE ALSO 4.3)

- **1. Isolated** from conditioned spaces:
 - Common walls and ceilings are air-sealed.
 - No HVAC equipment or ducts in garage
 - Weather stripping and an automatic door closer is installed on connecting doors between living space and garage.
- Appropriate ventilation strategy or pressure testing ensures separation from living space.



5.4 Attached Garages





Note: Requirements for attached garages revised. See November 13, 2013 Policy Record update.

- Isolate attached garages from conditioned spaces:
 - Air-seal common walls and ceilings.
 - Use weather stripping on all doors between living spaces and attached garages.
- Install an automatic door closer on all connecting doors between living spaces and attached garages.
- In homes with exhaust-only whole-house ventilation either:
 - Equip the attached garage with an exhaust fan with a minimum installed capacity of 70 cfm that is vented directly outdoors;

OR

 Conduct a pressure test to verify the effectiveness of the garage-to-house air barrier.



5.4 Attached Garages

Verification

- Rater should verify proper functioning of the automatic door closer at final inspection.
- In homes with exhaust only ventilation system, at final inspection Rater should:
 - Visually verify at final inspection that an appropriate garage fan has been installed.
 - If the garage is ventilated by a ducted fan, a Rater should perform a flow test to confirm the required CFM is being met.

OR

- Conduct 45 Pascal pressure test with all garage openings closed to verify the garage-to-house air barrier.
 - Test can be performed during required ENERGY STAR blower door test
 - If garage-to-house air barrier does not pass pressure test, additional air sealing or a garage fan required.



Section		Requirements (Refer to full Indoor airPLUS Construction Specifications for details)	 Builder Verified	 N/A
Combustion Pollutants	5.1	Emissions standards met for fuel-burning and space-heating appliances (Exception: see spec).		
	5.2	CO alarms installed in each sleeping zone (e.g., common hallway) according to NFPA 720.		
	5.3	Multifamily buildings: Smoking restrictions implemented AND ETS transfer pathways minimized.		
	5.4	Attached garages: Door closer installed on all connecting doors AND in homes with exhaust-only whole-house ventilation, EITHER a 70 cfm exhaust fan installed in garage OR a pressure test conducted to verify the effectiveness of the garage-to-house air barrier. See spec for details.		



What does the Sales Team need to Know about Combustion Pollutants



Benefits

Reduced exposure to carbon monoxide.



Pollutants in attached garages isolated from living space.

Round-the-clock peace of mind.

6. Low Emission Materials





6. Low Emission Materials





Potential Issues:

- Indoor levels of many chemical pollutants can be 2-5 times higher than outdoor levels.
- Volitile Organic Compounds (VOCs) include a variety of chemicals, some of which may have short- and long-term adverse health effects, including eye, nose, and throat irritation, headaches, loss of coordination, nausea, damage to liver, kidney, and central nervous system.

6.1 Composite Wood



- Structural plywood is rated for durability and moisture resistance (PS1 or PS2)
- Composite wood is certified as low-formaldehyde (see spec for referenced standards)





6.2 Interior Paints and Finishes



- Interior paints and finishes are certified as Iow-VOC or no-VOC
 - Greenseal GS11
 - Greenguard
 - Scientific Certification Systems
 - Master Painters Institute
 - Verified using CA 01350(CDPH Standard Method V1.1-2010).









6.3 Carpets and Carpet Adhesives



- Use carpets and carpet adhesives labeled with the Carpet and Rug Institute (CRI) Green Label Plus testing program criteria.
 - Note: at least 90% of carpeted area
- For carpet cushion (i.e., padding), use only products certified to meet the CRI Green Label testing program criteria.





6. Low Emission Materials Verification

- Can be builder or Rater verified.
- Coordinate before the start of construction to verify that paints and finishes, carpet and carpet adhesives, and composite wood products will all meet the required emissions standards.

Section	Requirements (Refer to full Indoor airPLUS Construction Specifications for details)			Builder	Rater	N/A
			Correct	Verified	Verified	
Materials	6.1	Certified low-formaldehyde composite wood materials AND structural plywood AND OSB PS1 or PS2 compliant.				
	6.2	Certified low-VOC or no-VOC interior paints and finishes used.				
	6.3	Carpet, carpet adhesives CRI Green Label Plus AND carpet cushion CRI Green Label.				

What does the Sales Team need to know about Low Emission Materials





Homeowner Benefits

Less "chemical" smell

Lowered exposure to VOCs

Reduced potential for occupant health complaints





7. Home Commissioning



7.1 HVAC and Duct Verification



Verify that HVAC systems and ductwork are installed according to their design.



- Inspect ductwork to verify it is dry and substantially free of dust or debris. If duct openings were not covered during construction, thoroughly vacuum out each opening.
- Inspect air-handling equipment and verify that heat exchangers/coils are free of dust AND the filter is new, clean and meets specified MERV rating.

7.2 Ventilation after Material Installation



- Verify that the home has been ventilated with outside air:
 - During and shortly after installing products that are known sources of contaminants, AND
 - During the period between finishing and occupancy.
 - Note: Encourage the builder to maintain a record of the times ventilation of the home is completed.

Quiz - Last Item on the Checklist: What else should the Builder communicate to the Homebuyer?

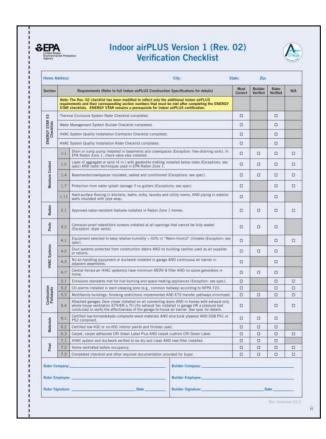
Hint: They may need the Rater's help.



7.3 Buyer Information Kit

- Provide buyers with information and documentation of the home's IAQ protections, including:
 - A copy of the Indoor airPLUS Verification
 Checklist.
 - HVAC, duct, and ventilation system design documentation.
 - Operations and maintenance instruction manuals for all installed equipment and systems addressed by Indoor airPLUS and ENERGY STAR requirements.

That's it. You're ready to build & label Indoor airPLUS homes!



One additional checklist verified by the Rater



Place the Indoor airPLUS label adjacent to the ENERGY STAR label



Differentiate Your Company



More than 25 million people, including 7.1 million children, have asthma and there is a 20-50% increased risk of asthma in damp houses.



... and help your builder do the same.

Capitalizing on Sales Opportunities



- Working with Production Builders
- Home Builder Associations as a Resource
- Regional Green Building Programs
- Affordable Housing and IAP



Working with Production Builders

- Assess where your builder stands on green building programs
 - Are they on the fence about what they are already doing?
 - If so, address ENERGY STAR Certified Homes concerns first.
 - Are they looking to differentiate in a crowded marketplace?
 - Emphazise the additional marketing edge IAP brings and the importance of health and safety.
 - Who makes decisions about new programs?
 - Make sure when talking about IAP you have access to the right decision makers and influencers.
- Find and leverage ways they already comply with IAP standards
 - Walk through the specifications with them
 - Come prepared and present the Delta

Production Builders

- Talk to Builders about strengthening their value proposition with IAP
 - Builders trust you and need you to share the compelling reasons for them to add complexity to existing processes.
- Identify and resolve real concerns and pressure points about IAP
 - Revision 2 may have already addressed many of their concerns.
 - Concerns may be resolved by educating builders about benefits or processes.
 - Some concerns may take time/assistance to work through (such as material sourcing).
- Follow up on IAP conversations
 - This will probably take more than one meeting or phone call.

Home Builder Associations

- Local, Regional, State and National HBAs
 - Have reach and resources
 - Your builders know them and trust them



- They provide training and regional expertise on all things housing
- They are connected with other organizations that promote sustainable building
- Find green building staff members or committee leads
 - You may need to call a few people to get to the right one
- Ask about opportunities to get in front of the members or leadership
 - Board and committee meetings, contractor round tables
 - Suggest a training on indoor air quality, and use this training material!
- Consider Ally partnerships and programs that can help support trainings or consumer promotion



Regional Green Building Programs

- Many regions adopt their own green building standards. These are optional as opposed to code. Sometimes they are linked with utility incentive programs
- Identify outreach opportunities through these organizations
 - Do they have technical forums and seminars? Newsletters? Can you participate?
- Are there opportunities to integrate IAP as their IAQ standard?















Build San Antonio Green

Developed Regional Green Building Standard



- Included option for IAP as IAQ checklist replacement
 - Considering IAP as a requirement for some tiers
- Regularly holds outreach events to builders and architects and is hosting IAP workshop for stakeholders
- Gives referrals and brokers meetings with local builders to facilitate the discussion about IAP

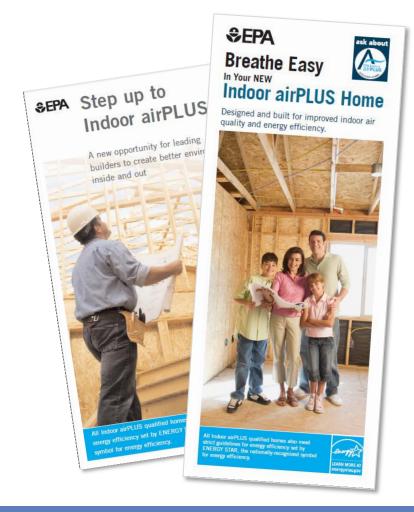
Affordable Housing

- Affordable housing providers are already required to build to ENERGY STAR if they get certain types of funding
- The IAQ benefits could help create access to potential funding sources to help offset the cost of IAP in affordable housing developments
 - Some foundations and grants want recipients to have quality-of-life outcomes for clients/homeowners
- Mission driven non-profits are likely to find ways to implement programs they believe in
- Keep the long view in mind
 - It may take time to get new resources in place



Resources and Tools

Marketing and Technical Support for Partners



- Builder and consumer resources
- Partner locator
- Website widgets
- ConstructionSpecifications
- Technical guidance



www.epa.gov/indoorairplus

New Marketing Resources

Inside and Out

Look for the U.S. Environmental Protection Agency (EPA) indoor airPLUS and ENERGY STAR labels on your new home. Reduced indoor air poliutants help protect your family inside. Reduced greenhouse gas emissions help protect the air outside.





Homes displaying the Indoor airPLUS and ENERGY STAR Certified Home labels provide unparalleled energy efficiency, comfort, durability, Indoor air quality and peace of mind.

Text Box 1. [ADD BUILDER'S NAME HERE] is proud to ofter new homes that have earned both the indoor airPLUS and ENERGY STARC certified Home labels because it means your home has been designed and built to standards well above most other homes on the market today.

Text Box 2, INSERT ADDITIONAL COMPANY INFORMATION HERE, e.g., homeowher leastmonials, description of company's participation in ENERGY STAR and indoor airFLUs and commitment to energy efficiency and improved indoor air quality.]

Indoor air quality Matters

People are increasingly concerned about mold, radon, carbon moinoxide and toxic chemicals in their homes. Poor indoor air quality can lead to eye irritation, headaches, allegies, respiratory problems such as asthma, and other serious health problems.

EPA studies show that levels of many indoor air pollutants can be two to five times higher than outdoor levels. And since most people spend close to 90% of their time indoors, keeping indoor pollution levels as low as possible is the right thing to do for you and your family.

Text Box 3. [INSERT LOGO ABOVE AND INSERT COMPANY NAME AND ADDITIONAL INFORMATION HERE, e.g., company history, company's ENERGY STAR/Indoor airPLUS web page.]



Designed and built for improved indoor air quality and energy efficiency.



- Co-brandable
 Brochure
 (available soon)
- Add company
 name, logo, and
 other info
 (testimonials, etc.)





Only ENERGY STAR Certified Homes are eligible to earn the Indoor airPLUS label.



Radon Control Homeowner Education Indoor airPLUS homebuyers receive Planning for the possibility of radon helps reduce risks posed **Mold and Moisture** by the second leading cause of lung cancer in the United States. An Indoor airPLUS label and certificate Control A list of features included in their home Efficient HVAC Paying close attention to Instructions for regular equipment móisture details: maintenance Increases structural durability A well-designed heating, vent-liation, and air conditioning Reduces the potential for system provides: mold-related health Issues Improved comfort Prevents recurring maintenance issues **Humidity control** Enhanced filtration Clean, well-sealed ductwork Indoor airPLUS construction specifications are designed to help improve indoor air quality (IAQ) in new homes compared with homes built to minimum code. However, these features alone cannot prevent all IAQ problems. \blacksquare ---Occupant behavior is also Important for IAQ. For Materials example, products used in the home after occupancy Choosing low-emission building materials: and smoking inside may Lowers exposure to both negatively impact the home's IAQ and the Compounds (VOCs) performance of the specified Reduces the potential Indoor airPLUS features. for health problems See: http://www.epa.gow/ Minimizes "chemical Indoorairplus/ for more smell" in the home information. ----Combustion Pollutant Careful attention to venting and combustion sources: Pest Barriers Reduces pollutants in living Blocking pest entry:

Minimizes CO exposure

Provides peace-of-mind for everyone in the home

Keeps the home cleaner

Limits allergens, germs, and asthma triggers

Prevents potential pest damage

Benefits of an Indoor airPLUS **Qualified Home**

Resources and Tools



Get the latest information:

- Facebook
- Twitter
- YouTube Videos
- Mobile App
- Podcasts











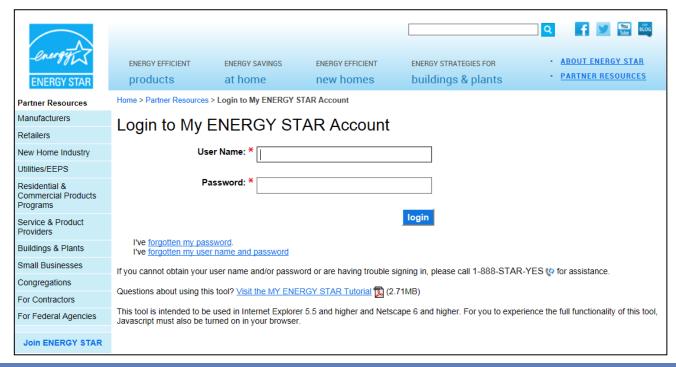




Become a Partner

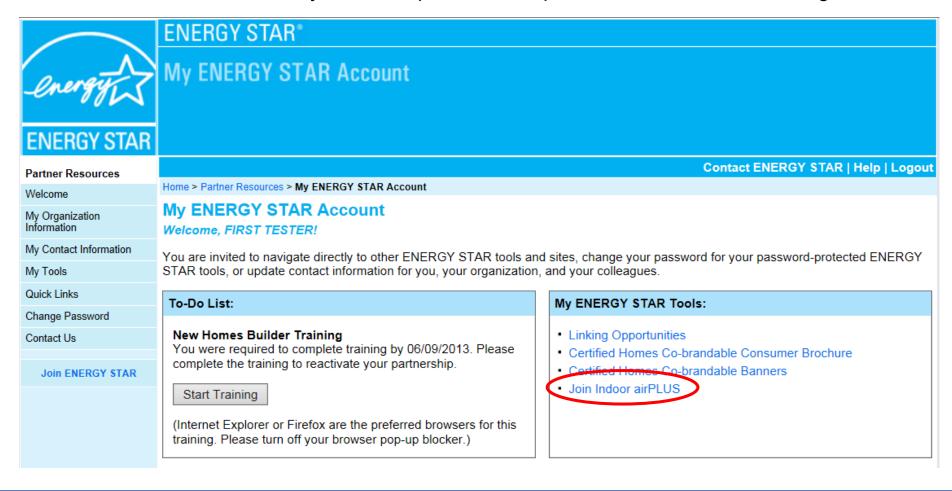


- For <u>current</u> ENERGY STAR Partners:
 - Log into your My ENERGY STAR Account (MESA)
 www.energystar.gov/mesa
 - If you don't know your user name and password, click the link or email energystarhomes@energystar.gov for assistance.



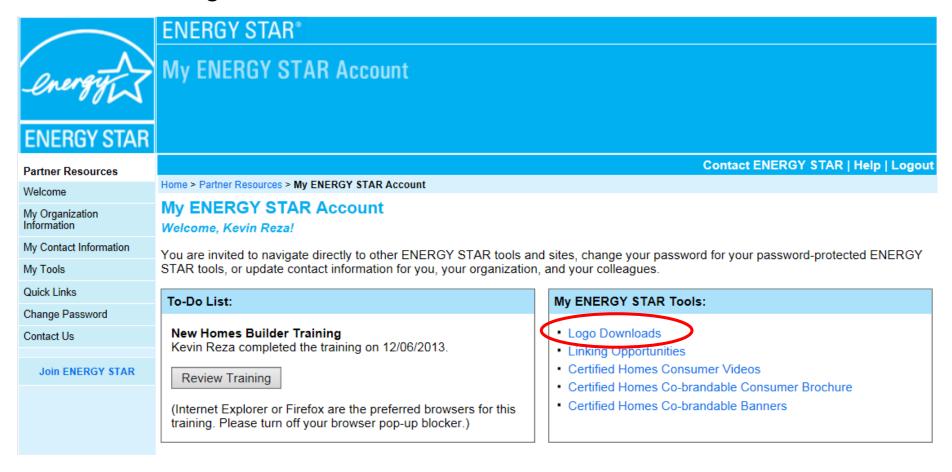


- After entering your account, click "Join Indoor airPLUS".
 - For builders, be sure you've completed the required ENERGY STAR training.





 When your partnership is activated, you'll have access to Indoor airPLUS logos.





 Use the logos to promote your partnership and commitment to offering healthier, more durable homes.

Indoor airPLUS Certification Mark



Indoor airPLUS Certification Mark (vertical)

EPS | JPG



Indoor airPLUS Certification Mark (vertical)

EPS | JPG

Back to Top

Indoor airPLUS Promotional Marks



Indoor airPLUS Promotional Marks (vertical) EPS | JPG



Indoor airPLUS
Promotional Marks
(vertical)
EPS | JPG



Indoor airPLUS
Promotional Marks
(vertical)
EPS | JPG



Indoor airPLUS
Promotional Marks
(vertical)
EPS | JPG



Indoor airPLUS Promotional Marks (vertical) EPS | JPG

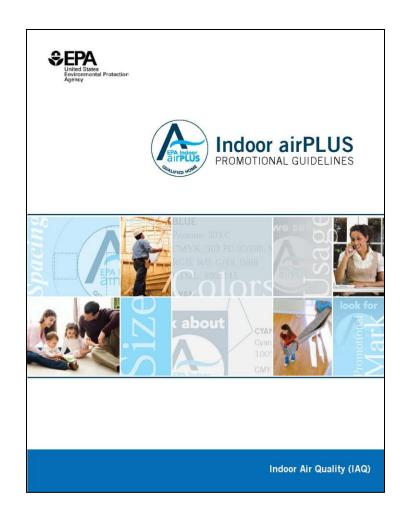


Indoor airPLUS
Promotional Marks
(vertical)
EPS | JPG



Promotional Guidelines

- Using Indoor airPLUS to maintain and build value.
- Using Indoor airPLUS marks.
- Using Indoor airPLUS with complementary programs.
- Indoor airPLUS general guidelines.
- Indoor airPLUS graphic technical guidelines.
- Incorrect usage.





Indoor airPLUS Awards

Recognized Leaders

2013 Indoor airPLUS Leader Award Winners

The Indoor airPLUS Program congratulates its 2013 Leader Award winners:

- ASERusa, St. Louis, MO (a four time winner!)
- · E3 Energy, Flagstaff, AZ (a four time winner!)
- · Steven Winter Associates, Inc., offices in NY, DC and CT (a two time winner!)



The Indoor airPLUS program presents its Leader Award to the Rater organizations that have demonstrated exceptional commitment to promoting and verifying Indoor airPLUS certified homes in the past year. Eligible Raters must have verified and reported a minimum of 30 homes for 2012. Award winners receive an Indoor airPLUS Leaders plaque, a press release template, and a featured highlight on the Indoor airPLUS website. Winners can use their designation to distinguish themselves as a market leader in the construction and verification of healthier, higher-performing homes.



2010 Award Winners

New Builder Awards – Coming Soon in 2014

http://epa.gov/iaplus01/verifier_leaders



SEPA Indoor airPLUS



A new opportunity for leading builders to create better environments inside and out

Learn more at:

www.epa.gov/indoorairplus

OR contact the Indoor airPLUS Team at

indoor_airPLUS@epa.gov