American-Made Energy Champions Leading the Advancement of Sustainable Schools (CLASS) Official Prize Rules

November 2022
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1 Program Summary

1.1 Introduction: A Two-Pronged Approach

The Energy CLASS Prize is focused on building capacity within local educational agencies (LEAs) to identify and implement energy and health improvements in their facilities and classrooms. The Energy CLASS Prize will provide resources to staff and will train personnel on operations and maintenance (O&M), strategic energy management, project development, funding pathways, and related topics to deepen bandwidth and knowledge for advancing the fiscal and environmental sustainability of their schools. The Bipartisan Infrastructure Law’s schools provision set aside $500 million to transform decaying public school infrastructure into healthier, more energy efficient learning environments.¹ Section (f) of the provision allows up to 5% of funds to be used for O&M training and up to 3% to be used on continuing education. The Energy CLASS Prize program focuses on O&M training and continuing education of LEA staff in some of our neediest school districts so that they can gain the knowledge needed to lead energy and indoor air quality projects and identify funding to implement improvements.

The Energy CLASS Prize, funded by the U.S. Department of Energy’s (DOE’s) Office of State and Community Energy Programs (SCEP) under the authority of the America COMPETES Reauthorization Act of 2010, consists of two parallel and integrated features: the prize competition and the Training Network.

The Energy CLASS Prize provides a total of $4.5 million in awards, including $3.75 million in cash prizes for selected LEAs to fund energy management professionals in training (Energy Champions) and an additional $750,000 in technical assistance from Energy CLASS Training Network partners. The first cohort of LEAs selected for the Energy CLASS Prize will participate in a yearlong program anticipated to run from May 2023 to May 2024. The program kicks off with orientation and community-building events. Training and coaching take place over the 2023–2024 school year, from roughly September 2023 to May 2024.

The Training Network includes professional organizations with expertise in energy, health, communications, project development, and finance that will provide trainings and support to Energy CLASS Prize participants through (1) 80–160 hours of educational content and (2) 60–80 hours of professional coaching on LEA-specific projects.

1.2 Background

There are nearly 130,000 K-12 schools in the United States,² including both public and private schools. Each year, public schools alone spend more than $8 billion on energy costs, exceeding their combined annual budget for computers and textbooks.³,⁴

Many of these schools have aging infrastructure, which is why the American Society of Civil Engineers rated American schools a D+ on their 2021 report card.⁵ Aging schools often pose budgetary challenges for cash-strapped school districts and threaten the ability of students to learn in comfortable and healthy classrooms. If poorly maintained, critical building systems, like HVAC systems, can contribute to

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¹ Public Law 117-58
² https://nces.ed.gov/fastfacts/display.asp?id=84
⁵ https://www.energy.gov/articles/biden-harris-administration-announces-500-million-program-better-school-infrastructure
respiratory issues and even promote the spread of infectious diseases, including COVID-19. School districts in rural, high-poverty, Hispanic/Latino, African American, and Native American communities shoulder a disproportionate majority of aging, decaying school buildings. By prioritizing energy improvements in schools, LEAs can reduce their second highest operational expense and leverage the savings to fund future facility maintenance and educational programs.

Unfortunately, many school districts, particularly those in rural and high-poverty areas, lack the resources to hire and/or train energy management staff. Without staff bandwidth dedicated to energy and air quality management, schools miss valuable opportunities to implement no- and low-cost improvements, access funding for projects, and generally realize the associated benefits for students and staff.

1.3 Energy CLASS Prize: Phase 1 and Phase 2

The Energy CLASS Prize is made up of two phases. In Phase 1 (Application), LEAs will submit their statement of need and letters of support, demonstrate their commitment to improving energy performance and indoor air quality, and identify staff to participate in the program. LEAs may choose to fund one person or portions of multiple people’s time across different functions to attend the trainings and put learnings into practices within their schools in Phase 2 (Skills Development and Planning). Up to 25 LEAs who demonstrate a need for and commitment to staff capacity building will receive $100,000 each and will be invited to participate in 80–160 hours of virtual training and 60–80 hours of coaching at the end of Phase 1.

In Phase 2 (Skills Development and Planning), staff from up to 25 LEAs will be invited to participate in 80–160 hours of primarily virtual educational courses delivered by training professionals on topics including, but not limited to:

- Fundamental building science
- Benchmarking and management
- Indoor air quality
- Procurement strategies
- Business and communications skills
- Stakeholder engagement.

Trainings may be completed by a single person or by multiple members from the applicant’s team. In addition to DOE-funded trainings, teams will receive professional coaching pertaining to building upgrades associated with the specific LEA district.

At the conclusion of Phase 2, participants will summarize their progress and actions taken during Phase 2 and submit their plans for future improvements for a chance to win a $50,000 bonus prize. Phase 2 is only open to Phase 1 winners.

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7 https://www.energy.gov/articles/biden-harris-administration-announces-500-million-program-better-school-infrastructure
### Figure 1. Energy CLASS Prize timeline.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Winners</th>
<th>Duration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1: Application Period</td>
<td>Up to 25 winners, $100,000 each</td>
<td>3 months</td>
<td>In this phase, applicants are expected to demonstrate a need for facility improvements and staff capacity building; make a commitment to address energy and facility upgrades; show support from LEA leadership to participate in and apply lessons from training; and clearly articulate how participation in the Energy CLASS Prize program will improve the LEA's ability to address energy and indoor air quality upgrades in the future.</td>
</tr>
<tr>
<td>Phase 2: Skills Development and Planning</td>
<td>Up to 25 winners, $50,000 each</td>
<td>12 months</td>
<td>In this phase, training participants who demonstrate sufficient progress in preparing for or implementing energy and health upgrades will receive a bonus award of $50,000.</td>
</tr>
</tbody>
</table>

#### 1.4 Energy CLASS Training Network

The Training Network, made up of energy and training experts, will prepare participating LEAs to implement future energy- and cost-saving building upgrades.

The Training Network comprises the following elements:
Prize and Training Network Administrator (NREL): DOE has partnered with the National Renewable Energy Laboratory (NREL) to administer the Energy CLASS Prize. NREL, as the administrator, will help LEAs’ Energy Champions locate and leverage Training Network resources, as described below.

Power Connectors: Power Connectors operate under a subcontract as training service providers and/or professional coaches with NREL to provide support to LEAs during Phase 2. Power Connectors are ineligible for all prize awards.

Power Connectors for the Energy CLASS Prize will identify and deliver trainings for participants and/or provide one-on-one coaching to participants related to specific training topics or LEA facility projects.

Power Connector contracts may include the following tasks:

- Matching LEA needs with industry resources and diverse expertise
- Expanding the network of partners, resources, and tools
- Producing engaging and well-attended trainings and continuing education
- Offering technical assistance around operations and maintenance
- Providing investigation and analysis support
- Providing one-on-one support to LEAs and Energy Champions pertaining to their specific challenges and needs.

Entities interested in participating as Power Connectors can visit the following site for details: https://americanmadechallenges.org/network.html.

1.5 Important Dates

Phase 1: Application ($100K for up to 25 LEAs)

- Open: November 29, 2022
- Close: February 28, 2023, at 5 p.m. E.T.
- Evaluation period: February–March 2023
- Winner notification: April 2023 (anticipated)

Phase 2: Skills Development and Planning (up to $50K bonus prize for up to 25 LEAs)

The first cohort of LEAs selected for the Energy CLASS Prize will participate in a yearlong program anticipated to run from May 2023 to May 2024. The program kicks off with orientation and community-building events. Training and coaching take place over the 2023-2024 school year, from roughly September 2023 to May 2024.

- Open: May 2023 (anticipated)
- Close: May 2024 (anticipated)
- Evaluation period: May–June 2024
- Winner notification: July 2024 (anticipated)

1.6 Eligibility and Teams

Eligible entities include any U.S. local educational agency, or LEA. An LEA refers to a public board of education or other public authority legally constituted for either administrative control or direction of, or to perform a service function for, public elementary or secondary schools within a state, or of or for a combination of school districts or counties as are recognized in a state as an administrative agency for its
public elementary and secondary schools. LEA has the meaning given in section 8101 of the Elementary and Secondary Education Act of 1965 (20 U.S.C. 7801). LEAs that contain Charter schools are eligible to apply.

Eligibility considerations include:

- DOE employees, employees of sponsoring organizations, members of their immediate families (i.e., spouses, children, siblings, or parents), and persons living in the same household as such persons, whether or not related, are not eligible to participate in the prize.
- Federal entities and federal employees acting within the scope of their employment are also not eligible to participate in any portion of the prize.
- DOE national laboratory employees cannot compete in the prize during their official duty hours or using lab equipment.
- Entities and individuals publicly banned from doing business with the U.S. government, such as entities and individuals debarred, suspended, or otherwise excluded from or ineligible for participating in federal programs, are not eligible to compete.
- Entities identified on a Department of Homeland Security (DHS) Binding Operational Directives (BOD) as an entity publicly banned from doing business with the United States government are not eligible to compete. See https://cyber.dhs.gov/directives/.
- Entities and individuals identified as a restricted party on one or more screening lists of the Department of Commerce, State, and the Treasury are not eligible to compete. See the Consolidated Screening List: https://2016.export.gov/ecr/eg_main_023148.asp.
- This prize is expected to positively impact U.S. public schools. Participation in a foreign government talent recruitment program could conflict with this objective by resulting in unauthorized transfer of scientific and technical information to foreign government entities. Therefore, individuals participating in foreign government talent recruitment programs of foreign countries of risk are not eligible to compete. Further, teams that include individuals participating in foreign government talent recruitment programs of foreign countries of risk are not eligible to compete.
- To be eligible, an individual authorized to represent the competitor must agree to and sign the following statement upon registration with HeroX:

> [The name of the individual responsible for the registration] I am submitting this submission package as part of my participation in this Prize. I certify under penalty of perjury that the named competitor meets the eligibility requirements for this prize competition and complies with all other rules contained in the Official Rules document. I understand false statements or misrepresentations may result in civil and/or criminal penalties under 18 U.S.C. § 1001.

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9 https://www.law.cornell.edu/cfr/text/34/303.23
10 A foreign government talent recruitment program is defined as an effort directly or indirectly organized, managed, or funded by a foreign government to recruit science and technology professionals or students (regardless of citizenship or national origin, and whether having a full-time or part-time position). Some foreign government-sponsored talent recruitment programs operate with the intent to import or otherwise acquire from abroad, sometimes through illicit means, proprietary technology or software, unpublished data and methods, and intellectual property to further the military modernization goals and/or economic goals of a foreign government. Many, but not all, programs aim to incentivize the targeted individual to physically relocate to the foreign state for the above purpose. Some programs allow for or encourage continued employment at U.S. research facilities or receipt of federal research funds while concurrently working at and/or receiving compensation from a foreign institution, and some direct participants not to disclose their participation to U.S. entities. Compensation could take many forms, including cash, research funding, complimentary foreign travel, honorific titles, career advancement opportunities, promised future compensation, or other types of remuneration or consideration, including in-kind compensation.
11 Currently, the list of countries of risk includes Russia, Iran, North Korea, and China.
• Only one submission per LEA will be accepted, either as an individual or as part of a team submission.
• Multiple LEAs may apply as a team with a single submission; however, submissions with multiple LEAs must designate a lead LEA (HeroX “Team Captain”) who will receive 100% of the funding if the team wins. Funding may be divided among team members post-award. Further sharing of funds after the initial payment from NREL to the winning team is beyond the sphere of control of the prize administrator.

2 Phase 1: Application

2.1 Introduction
Phase 1 applicants are expected to demonstrate a need for and commitment to building capacity within their LEA, make a commitment to address energy and facility upgrades, identify staff or new hires to be their designated Energy Champions, show support from LEA leadership to participate in and apply lessons from training, and show the impact the prize program will have in their LEA. Priority will be given to LEAs with the greatest need, based on information from the Energy Justice Mapping Tool for Schools and the narrative included in the LEA’s submission package.

2.2 Prizes To Win
Up to 25 winners will each receive a cash award of $100,000 in Phase 1 and will be provided with 80–160 hours of trainings in addition to the 60–80 hours of professional coaching in Phase 2.

The Training Network will provide virtual education on skills that can be critical to transforming schools to be more energy efficient, healthier, and cost saving. Training topics include, but are not limited to:

- Fundamental building science – Learn basic building science concepts such as indoor thermal environment, indoor acoustic environment, indoor light environment, indoor air quality, and building resource use.
- Benchmarking and management – Perform a basic building needs analysis, interpret energy bills and reports, and establish energy and health benchmarks and goals.
- Indoor air quality – Learn about approaches to improving indoor air quality in schools to protect occupants from harmful chemicals, wildfire smoke, traffic-related black carbon, allergens, and airborne diseases.
- Procurement strategies – Learn about the breadth of financing options available, such as bond mechanisms, partnering with energy service companies, and how to position their LEA for funding and grant opportunities.
- Business and communications skills – Learn how to quantify and communicate the value of energy and indoor air quality upgrades, gain buy-in from decision makers, and budget for long-term financial success.
- Stakeholder engagement – Bolster public and private support for projects by engaging the student body, school staff, administrators, and the community in building upgrade projects.

Professional coaches will help Energy Champions translate training materials into real-world actions, transform school energy/facility assessments into prioritized lists that can help LEAs meet energy and health goals, and develop a building energy management and upgrade plan for identified school facilities.
Coaches can also help champions identify financing sources and third parties to implement future building upgrades. Between 60 and 80 hours of coaching shall be made available to participating LEAs.

2.3 How To Enter
Complete a submission package online at https://www.herox.com/energy-class before February 28, 2023, at 5 p.m. E.T.

2.4 Phase 1 Contest Process

1. Preparation, Activation, and Submission: Competitors complete their submission packages, following the instructions in this document, and submit online before Phase 1 of the contest closes.

2. Assessment: The prize administrator screens all completed submissions and assigns DOE-approved subject matter expert reviewers to independently score the content of each submission. DOE’s SCEP considers the input from the expert reviewers and makes the final decision on all winners. The judging criteria will assess the elements described in Section 2.7.

3. Announcement: Approximately 60 days after Phase 1 closes, the prize administrator notifies winners and requests the necessary information (IRS W-9 form, ACH form, and prize acceptance form) to distribute cash prizes. The prize administrator will then publicly announce the winners.

A panel of expert reviewers will evaluate the LEAs’ applications. The final decision will be based on input from the reviewers but determined by DOE’s SCEP.

2.5 Important Dates
- Open: November 29, 2022
- Close: February 28, 2023, 5 p.m. ET
- Evaluation period: February–March 2023
- Winner Notification: April 2023 (anticipated)

2.6 Submission Package
The following items constitute the submission package and must be submitted through the HeroX platform:

1. Cover page (to be made public)
2. Summary slide (to be made public)
3. Energy Justice Mapping Tool for Schools profiles for the LEA and/or prioritized schools
4. Technical narrative (up to three pages using a font that is at least 11 point)
5. Photos (optional)
6. Required: Letters of commitment or support
7. Optional: Logistical questions for applicants.

The HeroX platform can be accessed here: https://www.herox.com/energy-class.
**Cover Page Content**

**Cover Page: List basic information about your submission (will be made public)**

- Team name
- LEA name
- Location: city, state, 9-digit zip code
- Specific school names you hope to address\(^{12}\)
- National Center for Education Statistics (NCES) ID number for the school district and prioritized schools. Links can be found below this table.
- Addresses of schools you plan to address\(^{12}\)
- Project lead (name, contact information)
- Business contact (name, contact information)
- Other key team members and roles (please list Energy Champion(s) to participate in the trainings and coaching)

NCES ID Number Lookup for Public School Districts: [https://nces.ed.gov/ccd/districtsearch/](https://nces.ed.gov/ccd/districtsearch/)

NCES ID Number Lookup for Schools: [https://nces.ed.gov/ccd/schoolsearch/](https://nces.ed.gov/ccd/schoolsearch/)

**Summary Slide**

**Summary Slide (will be made public)**

Make your own public-facing, one-slide submission summary that contains technically specific details but can be understood by most people. The recommended template for the slide includes elements that will help reviewers determine your competitiveness for this prize.

- **Need/Challenge:** Describe your LEA’s need for training and coaching through the Energy CLASS Prize. What staff and resource constraints do you face that limit your ability to implement building upgrades?

- **Proposed Facilities to Address:** Include a picture and/or graphic that best captures the schools that you hope to address in the future with building upgrades to improve the indoor air quality and energy efficiency in your district.

- **Impact:** Describe the impact the Energy CLASS Prize could have on your LEA if selected.

- **Team/Proposed Energy Champion(s):** Describe your team and the Energy Champion(s) who will participate in the Energy CLASS Prize if selected.

Please make any text readable in a standard printout and conference room projection. Do not include any proprietary information, as this slide will be made public.

\(^{12}\) Applicants who are applying representing an entire LEA with multiple schools, please identify a minimum of three schools the applicant will prioritize within the LEA.
Energy Justice Mapping Tool for Schools Profiles

Upload Energy Justice Mapping Tool for Schools Report(s)

Link: https://energyjustice-schools.egs.anl.gov/

Applicants should access DOE’s Energy Justice Mapping Tool for Schools, which can be found at https://energyjustice-schools.egs.anl.gov. This dashboard is intended to allow users to explore and produce reports for a specific school facility. The following metrics are included within the report: whether the school is within a disadvantaged community (DAC), whether the school is in a rural location (coded as 41, 42, 43), the percentage of free and reduced lunch eligibility, whether the school qualifies for Title 1 schoolwide programming, whether the school is a designated community shelter, and more. This dashboard supports the Biden-Harris administration’s Justice40 Initiative with a goal that 40% of the overall benefits of certain federal investments flow to disadvantaged communities.

Please upload to HeroX one PDF for each school you plan to prioritize and combine multiple pages into a single PDF document. These will help reviewers assess the LEA and schools’ need for this program.

Technical Narrative

Technical Narrative (maximum 2,500 words, in addition to optional images, charts, graphs, or footnotes). You should answer each of the following questions with information that addresses the evaluation criteria outlined in Section 2.7. The suggestions below are meant to guide the content you provide but are not meant to be prescriptive or restrictive.

Template: https://www.herox.com/energy-class/resource/1138

1. Please include a needs statement describing the community your LEA serves and how that relates to need for this support. Content may include descriptions of the student population, area median income, and general community demographics. DOE will prioritize under-resourced and disadvantaged LEAs for the Energy CLASS Prize.

2. Please describe your LEA’s resources and capacity for energy and facility management. Some things to consider here are:

   Does your LEA have in-house staff capable of assessing, planning, and implementing energy and facility upgrades? How many LEA employees have energy management skills? How many schools is an individual energy or facility manager covering? How recently have schools in your district—or the prioritized schools your LEA hopes to build energy management capacity for—had comprehensive energy assessments or undergone energy and facility planning?

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13 A DAC is defined as a community that is located in a rural location (coded as 41, 42, 43—see the National Center for Education Statistics for more information), has free and reduced lunch eligibility over 50%, qualifies for Title 1 schoolwide programming, and/or includes a designated community shelter.
What is your staff’s level of expertise in evaluating, planning, and/or implementing various energy and facility improvements, such as energy efficiency improvements, lighting upgrades, renewable energy improvements, weatherizing, building electrification, and improving indoor air quality?

What steps has your LEA has taken to issue bonds or secure funding or financing for energy improvements in schools in the past? Include information about how participation in the Energy CLASS Prize will help your LEA overcome funding or other challenges you have faced in the past.

3. Please describe the condition of the school facilities you hope to assess through the Energy CLASS Prize. How will building upgrades improve the condition of these schools, and what impacts will that have on the community?

4. How would better energy management and indoor air quality benefit students, teachers, and others in these schools? For example, are there schools in your LEA with weather-related damage that continue to pose operational, structural, and/or health impacts that inhibit the ability of students to effectively learn? Have students lost learning time due to inadequate heating or cooling capacity or other indoor environmental hazards?

5. Please identify the structure/composition of the Energy Champion team that will participate in the Energy CLASS Prize trainings and coaching program if selected for advancement to Phase 2. Indicate how you envision each team member participating (i.e., will all team members attend all trainings, or will your team divide the trainings up? Will one person be in charge of the coaching relationship, or will the whole team interface with the coach?) Please also indicate whether your proposed Energy Champion(s) are existing staff or planned new hires. If new hires will participate, please describe your plan for getting them in place in time to begin trainings within 3 months of being awarded.

**Photos (in PDF form; limit to one page for each school you hope to address)**

Photos (optional)

Attach one page of photos showing the prioritized school facilities you hope to address through the Energy CLASS Prize. Please label photos with font that is at least 11 point.

**Letters of Commitment and Support (no limit on the number of letters; please limit each letter to one page)**

Letters of Commitment and Support (required)

Attaching a letter of commitment from at least one LEA representative responsible for overseeing or approving staffing and financial decisions related to energy and facilities management in schools is required. The letter should also highlight related LEA actions that demonstrate a commitment to energy improvements, greenhouse gas emission reductions, improved indoor air quality, and/or other related efforts. Letters of support from other relevant entities (e.g., others in LEA leadership positions, the superintendent, the school board, teachers, principals) to demonstrate support for your participation in the Energy CLASS Prize are also encouraged. This could include letters of support from community
members that you believe are critical to the success of future building upgrades. Please limit letters to a single page each and do not submit multipage letters from a single organization.

Logistical Questions for Applicants

Please Answer 3 Logistical Questions (optional)

1. If selected for Phase 2, what is your preferred format for accessing and completing trainings? Choose the most preferred method:
   • Self-paced, online courses to be completed within certain months of the year, paired with live office hours for questions one to two times per month
   • Live virtual sessions, recorded for those who cannot attend live
   • Both—content available in self-paced online courses and delivered in live virtual sessions (questions would be addressed during live sessions).

2. What one-on-one coaching services do you think your LEA would benefit from most?
   • Answering questions about/applying training content
   • Help with energy audits/assessments and identifying upgrade opportunities
   • Help identifying funding/financing strategies and options
   • Help identifying partners for implementation (i.e., contractors, financing partners, etc.)
   • Help communicating the value proposition and/or creating the business case for energy upgrades
   • General help creating the overarching building upgrade/energy management plan
   • Help incorporating energy efficiency into student clubs, activities or curricula
   • Other ____________________________

See Appendix 1 of this document for additional requirements. COMPETITORS WHO DO NOT COMPLY WITH THE ADDITIONAL REQUIREMENTS IN APPENDIX 1 OF THIS DOCUMENT MAY BE DISQUALIFIED.

2.7 How We Determine Winners

All items in the submission package, with the exception of the cover page and logistical questions, will be considered when scoring each submission. After reviewing all elements of the submission package, expert reviewers will assign a score between 1 and 6 for each of the three criteria below, taking into account the statements described under each. Each criterion will be weighted as described below.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Slightly Disagree</td>
<td>Slightly Agree</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>
Expert reviewers give a score of 1 to 6 for each statement below:

**Criterion 1: Need for Capacity Building (33.3% weighting)**
- The LEA’s need, based on Energy Justice Mapping Tool for Schools profiles, shows that the LEA and the school facilities it plans to address is in a disadvantaged community that is located in a rural location (coded as 41, 42, 43), has free and reduced lunch eligibility over 50%, qualifies for Title 1 schoolwide programming, and/or includes a designated community shelter.
- The need statements in the technical narrative indicate that the LEA is under-resourced and lacks staff capacity and/or knowledge to address needed energy and facility upgrades.
- Current conditions at schools within the LEA have hindered student performance, contributed to negative health outcomes, or contributed to other negative occupant impacts.

**Criterion 2: Demonstrated Support and Commitment (33.3% weighting)**
- The applicant demonstrates support from the appropriate department within the LEA to participate in and apply learnings from the Energy CLASS Prize by providing a letter of support.
- The applicant demonstrates commitment to energy and health improvements in their facilities, greenhouse gas reductions, and/or other related goals.
- The applicant demonstrates support from the school community and relevant stakeholders for participating in the Energy CLASS Prize, shown by providing letter(s) of support.

**Criterion 3: Likelihood of Success of the Energy Champion Team (33.3% weighting)**
- The applicant shows a strong commitment to using prize funds to fund staff who will participate in Energy CLASS Prize trainings and coaching over the 12-month program and begin implementing recommended steps.
- The applicant has identified specific people to participate in the trainings or has a sound plan to get people in place to participate in the trainings within 3 months of award.
- The applicant is likely to successfully implement energy and indoor air quality improvements if accepted into Phase 2.

The prize administrator screens all completed submissions and, in consultation with DOE, assigns subject matter expert advisory judges to independently score the content of each submission. The expert reviewers may be composed of federal and nonfederal subject matter experts with expertise in relevant areas. Expert reviewers will review submissions according to the statements listed in Section 2.7, and the final selection official may not (a) have personal or financial interests in, or be an employee, officer, director, or agent of any entity that is a registered participant in the prize; or (b) have a familial or financial relationship with an individual who is a registered participant.

**Expert Reviewer Panel Scoring:** The scoring of submissions will proceed as follows:
- The submission package will be evaluated to derive scores against the criteria listed in each of the three categories described above.
- The final score from an individual reviewer will be collected via the HeroX platform, and scores will be weighted as described above.
- All reviewers’ scores will then be averaged for a final score for the submission package.
Interviews: SCEP, at its sole discretion, may decide to hold a short interview with all or a subset of the competitors. The interviews would be held prior to the announcement of winners and would serve to help clarify questions the judges may have. Attending interviews is not required, and interviews are not an indication of winning.

Final Determination: The final determination of winners by the final selection official will take the expert reviewers’ scores and the interview findings (if applicable) into account. The director of SCEP is the final selection official of the competition and will make the final determination.

Announcement: Approximately 60 days after the contest closes, the prize administrator notifies winners and requests the necessary information to distribute cash prizes. The prize administrator will then publicly announce winners. After winning the Phase 1 (Application) prize, competitors who wish to advance will participate in trainings and coaching made available in Phase 2 (Skills Development and Planning) of the contest.

2.8 Additional Terms and Conditions
The prize administrator, working with DOE, has the right to refuse any submission for incompleteness or no responsiveness to the topic area of this prize.

See Appendix 1 for additional requirements. COMPETITORS WHO DO NOT COMPLY WITH THE ADDITIONAL REQUIREMENTS IN APPENDIX 1 MAY BE DISQUALIFIED.

3 Phase 2: Skills Development and Planning

3.1 Introduction
After the winner notification from Phase 1, LEAs will connect DOE to the primary person(s) that will be their Energy Champion(s) participating in Phase 2. Phase 2 is a yearlong program for LEAs to learn valuable skills and develop a building upgrade/energy management plan for select schools within their districts.

The Energy Champions will receive a total of 80–160 hours of training plus an additional 60–80 hours of coaching per team over the course of 12 months. The Energy Champions are expected to hone their skills in several key areas that they can leverage to help their LEA implement energy and indoor air quality upgrades at public school facilities. With the help of their coaches, Energy Champions will create a plan for how the LEA can implement upgrades and forecast what those upgrades might mean in terms of energy and cost savings.

3.2 Prizes To Win
The Energy Champions that participate in the Energy CLASS Prize trainings and develop and submit a plan for building energy upgrades are eligible to win an additional $50,000 for their LEA.

3.3 How To Enter
Complete a submission package online at www.herox.com/energy-class before the submission deadline.
3.4 Phase 2 Contest Process

1. **Preparation, Activation, and Submission**: Competitors complete their submission packages, following the instructions in this document, and submit online before Phase 2 of the contest closes.

2. **Assessment**: The prize administrator screens all completed submissions and assigns DOE-approved subject matter expert reviewers to independently score the content of each submission. DOE’s SCEP takes into account the input from the expert reviewers and makes the final decision on all winners. The judging criteria will assess the elements described in Section 3.7.

3. **Announcement**: Approximately 60 days after Phase 1 closes, the prize administrator notifies winners and requests the necessary information (IRS W-9 form, ACH form, and prize acceptance form) to distribute cash prizes. The prize administrator will then publicly announce the winners.

A panel of expert reviewers from industry, national labs, and government will evaluate LEAs’ applications. The final decision will be based on input from the reviewers but determined by DOE’s SCEP.

3.5 Important Dates

- **Open**: May 2023 (anticipated)
- **Close**: May 2024 (anticipated)
- **Evaluation period**: May–June 2024
- **Winner Notification**: July 2024 (anticipated)

3.6 Submission Package

Energy Champions are expected to participate in a majority of the trainings and take advantage of the coaching opportunity. Coaches can help Energy Champions develop and refine their building energy upgrade plans for submission for a Phase 2 award.

The following items should be submitted through the HeroX platform:

1. **Cover page** (to be made public)
2. Presentation summarizing your team, your plan and progress made, and/or knowledge gained throughout Phase 2 to advance building upgrades within your LEA
3. Your building upgrade/energy management plan for future upgrades in select school facilities identified during Phase 2.

The HeroX platform can be accessed here: [https://www.herox.com/energy-class](https://www.herox.com/energy-class).

**Cover Page Content**

| Cover Page: List basic information about your submission (will be made public) |
|---|---|
| Team name | Project lead (name, contact information) |
| LEA name | Business contact (name, contact information) |
| Location: city, state, 9-digit zip code | Other key team members and roles (please list Energy Champion(s) that participated in trainings and coaching) |
| National Center for Education Statistics (NCES) ID number for the school district and prioritized schools. Links can be found below this table | |
NCES ID Number Lookup for Public School Districts: [https://nces.ed.gov/ccd/districtsearch/](https://nces.ed.gov/ccd/districtsearch/)
NCES ID Number Lookup for Schools: [https://nces.ed.gov/ccd/schoolsearch/](https://nces.ed.gov/ccd/schoolsearch/)

**PowerPoint Presentation**

**Presentation (will be made public)**

Make a PowerPoint presentation (up to ten slides) that contains technically specific details but can be understood by most people. The recommended template for the slide includes:

- **Team Description**: LEA information, location, demographics, utilization of trainings, coaching program.
- **Progress Made During Phase 2 and Associated Impacts**: Progress made, including energy assessments done, improvements implemented to date, and knowledge gained in Phase 2 that was shared with LEA leadership or other stakeholders so building upgrades are likely to succeed in the future.
- **Summary of Facilities Addressed in Your Plan**: Show the facilities being addressed in your plan.
- **Summary of Proposed Building Upgrades**: Include a table or list of proposed prioritized upgrades.
- **Summary of Impacts**: Identify cost savings and health or learning impacts anticipated if upgrades are implemented.
- **Summary of Next Steps for Implementation**: Describe your strategy for funding or financing the proposed upgrades and your stakeholder/community engagement approach.

Please make any text readable in a standard printout and conference room projection. Do not include any proprietary information, as this slide will be made public.

**Planning Document (Limit: 2500 words. May include one attachment per each prioritized school. Please ensure all text is readable within images.)**

**Planning Document: Show your assessment and prioritization plans**

Provide an easy-to-read summary of the top priorities to upgrade, update, or transform your school facility/facilities. (Coaches will provide a template to Energy CLASS participants in Phase 2.)

Ensure that all tables are readable and present information in a way that can be easily understood. You may use ranking to communicate metrics such as urgency, upfront cost, etc. to aid readers.

**Other Items and Requirements**

- **Final presentation**: Ensure your team can be available for a final presentation event so Energy CLASS participants can hear about others’ plans and learn from each other. Details about participation in a virtual event will be provided at a later date.
- **Winning teams**: Winning teams of the Phase 2 $50,000 bonus prize will be required to submit an IRS W-9 form, an ACH form, and sign a prize acceptance form to issue payment.
3.7 How We Determine Winners

All items in the submission package, with the exception of the cover page and oral presentation, will be considered when scoring each submission. After reviewing all elements of the submission package, expert reviewers will assign a score between 1 and 6 for each of the criteria below, taking into account the statements listed under each. Each criterion will be weighted as described below.

<table>
<thead>
<tr>
<th>1</th>
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<th>3</th>
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<tbody>
<tr>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Slightly Disagree</td>
<td>Slightly Agree</td>
<td>Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>

Judges give a score of 1 to 6 for each statement below:

**Criterion 1: Progress Made (33.3% weighted)**

- The applicant implemented new low- and/or no-cost energy saving measures in school facilities during Phase 2 of the competition.
- The applicant incorporated the knowledge it gained throughout Phase 2 into its facility management plans or processes in a manner that will last beyond the period of this program.
- The applicant performed energy audits or benchmarked energy use in school facilities during Phase 2.

**Criterion 2: Completion of Building Upgrade/Energy Management Plan (33.3% weighted)**

- The applicant developed a detailed building upgrade/energy plan for at least one facility.
- The submitted plan includes all major elements in the plan template (to be provided by coaches in Phase 2).
- The submitted plan has no major weaknesses.

**Criterion 3: Stakeholder Engagement (33.3% weighted)**

- The applicant shared knowledge gained through the Energy CLASS Prize with LEA leadership and/or other important stakeholders so that the LEA is better equipped to implement energy upgrades in the future.
- The applicant incorporated knowledge about indoor air quality and energy efficiency into the school learning environment.
- The applicant engaged the broader school community and shared information about energy efficiency and indoor air quality with community members, teachers, and parents.

The prize administrator screens all completed submissions and, in consultation with DOE, assigns subject matter expert reviewers to independently score the content of each submission. The expert reviewers may be composed of federal and nonfederal subject matter experts with expertise in relevant areas. Expert reviewers will review submissions according to the statements listed in Section 3.7. The final selection official may not: (1) have personal or financial interests in, or be an employee, officer, director, or agent of any entity that is a registered participant in the prize; or (2) have a familial or financial relationship with an individual who is a registered participant.
Expert Reviewer Panel Scoring: The scoring of submissions will proceed as follows:

- The submission package will be evaluated to derive scores against the criteria listed in each of the three criteria described previously.
- The final score from an individual judge will be collected via the HeroX platform, and scores will be weighted as described previously.
- All judges’ scores will then be averaged for a final score for the submission package.

Final Determination: The final determination of winners by the final selection official will take the advisory reviewers’ scores into account. The director of SCEP is the final selection official of the competition and will make the final determination.

3.8 Additional Terms and Conditions

The prize administrator, working with DOE, has the right to refuse any submission for incompleteness or nonresponsiveness to the Energy CLASS Prize topic area. See Appendix 1 for additional requirements. COMPETITORS WHO DO NOT COMPLY WITH THE ADDITIONAL REQUIREMENTS IN APPENDIX 1 MAY BE DISQUALIFIED.
Appendix 1: Additional Terms and Conditions

A.1 Requirements

Your submission for the Energy CLASS Prize is subject to the following terms and conditions:

- You must post the final content of your submission or upload the submission form online at https://www.herox.com/energy-class before each phase closes. Late submissions or any other form of submission may be rejected.
- All submissions that you wish to protect from public disclosure must be marked according to the instructions in Section 10. Unmarked or improperly marked submissions will be deemed to have been provided with unlimited rights and may be used in any manner and for any purpose whatsoever.
- You must include all the required submission’s elements. The Prize Administrator may disqualify your submission after an initial screening if you fail to provide all required submission elements. Competitors may be given an opportunity to rectify submission errors due to technical challenges.
- Your submission must be in English and in a format readable by Microsoft Word or Adobe PDF. Scanned handwritten submissions will be disqualified.
- Submissions will be disqualified if they contain any matter that, in the sole discretion of DOE or NREL, is indecent, obscene, defamatory, libelous, lacking in professionalism, or demonstrating a lack of respect for people or life on this planet.
- If you click "Accept" on the HeroX platform and proceed to register for any part of the contest described in this document, these rules will form a valid and binding agreement between you and the DOE and is in addition to the existing HeroX Terms of Use for all purposes relating to these contests. You should print and keep a copy of these rules. These provisions only apply to the contest described here and no other contest on the HeroX platform or anywhere else.
- The Prize Administrator, when feasible, may give competitors an opportunity to fix non-substantive mistakes or errors in their submission packages.
- As part of your submission to this prize program, you will be required to sign the following statement:

  I am providing this submission package as part of my participation in this prize. I understand that I am providing this submission to the Federal Government. I certify under penalty of perjury that the named competitor meets the eligibility requirements for this prize competition and complies with all other rules contained in the Official Rules document. I further represent that the information contained in the submission is true and contains no misrepresentations. I understand false statements or misrepresentations to the Federal Government may result in civil and/or criminal penalties under 18 U.S.C. § 1001.

A.2 Verification for Payments

The prize administrator will verify the identity and role of all competitors before distributing any prizes. Receiving a prize payment is contingent upon fulfilling all requirements contained herein. The prize administrator will notify winning competitors using provided email contact information for the individual or entity that was responsible for the submission. Each competitor will be required to sign and return to the prize administrator, within 30 days of the date on the notice, a completed NREL Request for ACH Banking Information form and a completed W-9 form (https://www.irs.gov/pub/irs-pdf/fw9.pdf). In the sole discretion of the prize administrator, a winning competitor will be disqualified from the competition and receive no prize funds if: (1) the person/entity does not respond to notifications; (2) the person/entity
fails to sign and return the required documentation within the required time period; (3) the notification is returned as undeliverable; or (4) the submission or person/entity is disqualified for any other reason.

In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the competitor. The "authorized account holder" is the natural person or legal entity assigned an email address by an internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. All competitors may be required to show proof of being the authorized account holder.

**A.3 Teams and Single Entity Awards**

The prize administrator will award a single dollar amount to the designated primary submitter, whether consisting of single or multiple entities. The primary submitter is solely responsible for allocating any prize funds among its member competitors or teammates as they deem appropriate. The prize administrator will not arbitrate, intervene, advise on, or resolve any matters or disputes between team members or competitors.

**A.4 Submission Rights**

By making a submission and consenting to the rules of the contest, a competitor is granting to DOE, the prize administrator, and any other third parties supporting DOE in the contest a license to display publicly and use the parts of the submission that are designated as “public” for government purposes. This license includes posting or linking to the public portions of the submission on the prize administrator or HeroX applications, including the contest website, DOE websites, and partner websites, and the inclusion of the submission in any other media worldwide. The submission may be viewed by DOE, prize administrator, and judges and reviewers for purposes of the contests, including but not limited to screening and evaluation purposes. The prize administrator and any third parties acting on their behalf will also have the right to publicize competitors’ names and, as applicable, the names of competitors’ team members and organization, which participated in the submission on the contest website indefinitely.

By entering, the competitor represents and warrants that:

1. Competitor’s entire submission is an original work by competitor and competitor has not included third-party content (such as writing, text, graphics, artwork, logos, photographs, likeness of any third party, musical recordings, clips of videos, television programs, or motion pictures) in or in connection with the submission, unless: (1) otherwise requested by the prize administrator and/or disclosed by competitor in the submission; and (2) competitor has either obtained the rights to use such third-party content or the content of the submission is considered in the public domain without any limitations on use.

2. Unless otherwise disclosed in the submission, the use thereof by prize administrator, or the exercise by prize administrator of any of the rights granted by competitor under these rules, does not and will not infringe or violate any rights of any third party or entity, including, without limitation, patent, copyright, trademark, trade secret, defamation, privacy, publicity, false light, misappropriation, intentional, or negligent infliction of emotional distress, confidentiality, or any contractual or other rights;

3. All persons who were engaged by the competitor to work on the submission or who appear in the submission in any manner have: (1) Given the competitor their express written consent to submit the submission for exhibition and other exploitation in any manner and in any and all media, whether now existing or hereafter discovered, throughout the world; (2) provided written permission to include their name, image, or pictures in or with the submission (or, if a minor who is not competitor’s child, competitor must have the permission of the minor’s parent or legal
guardian) and the competitor may be asked by the prize administrator to provide permission in writing; and (3) Not been and are not currently under any union or guild agreement that results in any ongoing obligations resulting from the use, exhibition, or other exploitation of the submission.

A.5 Copyright
Each competitor represents and warrants that the competitor is the sole author and copyright owner of the submission; that the submission is an original work of the competitor or that the competitor has acquired sufficient rights to use and to authorize others, including DOE, to use the submission, as specified throughout the rules; that the submission does not infringe upon any copyright or any other third-party rights of which the competitor is aware; and that the submission is free of malware.

A.6 Contest Subject to Applicable Law
All contests are subject to all applicable federal laws and regulations. Participation constitutes each participant's full and unconditional agreement to these Official Contest Rules and administrative decisions, which are final and binding in all matters related to the contest. This notice is not an obligation of funds; the final award is contingent upon the availability of appropriations.

A.7 Resolution of Disputes
DOE is solely responsible for administrative decisions, which are final and binding in all matters related to the contest.

Neither DOE nor the prize administrator will arbitrate, intervene, advise on, or resolve any matters between team members or among competitors.

A.8 Publicity
The winners of these prizes (collectively, "winners") will be featured on the DOE and NREL websites.

Except where prohibited, participation in the contest constitutes each winner's consent to DOE's and its agents' use of each winner's name, likeness, photograph, voice, opinions, and/or hometown and state information for promotional purposes through any form of media worldwide, without further permission, payment, or consideration.

A.9 Liability
Upon registration, all participants agree to assume any and all risks of injury or loss in connection with or in any way arising from participation in this contest. Upon registration, except in the case of willful misconduct, all participants agree to and, thereby, do waive and release any and all claims or causes of action against the federal government and its officers, employees, and agents for any and all injury and damage of any nature whatsoever (whether existing or thereafter arising, whether direct, indirect, or consequential, and whether foreseeable or not), arising from their participation in the contest, whether the claim or cause of action arises under contract or tort.

In accordance with the delegation of authority to run this contest delegated to the director of the technologies office running this prize, the director has determined that no liability insurance naming DOE as an insured will be required of competitors to compete in this competition per 15 USC 3719(i)(2). Competitors should assess the risks associated with their proposed activities and adequately insure themselves against possible losses.
A.10 Records Retention and Freedom of Information Act

All materials submitted to DOE as part of a submission become DOE records and are subject to the Freedom of Information Act. The following applies only to portions of the submission not designated as public information in the instructions for submission. If a submission includes trade secrets or information that is commercial or financial, or information that is confidential or privileged, it is furnished to the Government in confidence with the understanding that the information shall be used or disclosed only for evaluation of the application. Such information will be withheld from public disclosure to the extent permitted by law, including the Freedom of Information Act. Without assuming any liability for inadvertent disclosure, DOE will seek to limit disclosure of such information to its employees and to outside reviewers when necessary for review of the application or as otherwise authorized by law. This restriction does not limit the government’s right to use the information if it is obtained from another source.

Submissions containing confidential, proprietary, or privileged information must be marked as described below. Failure to comply with these marking requirements may result in the disclosure of the unmarked information under the Freedom of Information Act or otherwise. The U.S. government is not liable for the disclosure or use of unmarked information and may use or disclose such information for any purpose.

The submission must be marked as follows and identify the specific pages containing trade secrets, confidential, proprietary, or privileged information:

Notice of Restriction on Disclosure and Use of Data:

Pages [list applicable pages] of this document may contain trade secrets, confidential, proprietary, or privileged information that is exempt from public disclosure. Such information shall be used or disclosed only for evaluation purposes. [End of Notice]

The header and footer of every page that contains confidential, proprietary, or privileged information must be marked as follows: “Contains Trade Secrets, Confidential, Proprietary, or Privileged Information Exempt from Public Disclosure.” In addition, each line or paragraph containing proprietary, privileged, or trade secret information must be clearly marked with double brackets.

Competitors will be notified of any Freedom of Information Act requests for their submissions in accordance with 29 C.F.R. § 70.26. Competitors may then have the opportunity to review materials and work with a FOIA representative prior to the release of materials. DOE does intend to keep all submission materials private except for those materials not designated as “will be made public.”

A.11 Privacy

If you choose to provide HeroX with personal information by registering or completing the submission package through the contest website, you understand that such information will be transmitted to DOE and may be kept in a system of records. Such information will be used only to respond to you in matters regarding your submission and/or the contest unless you choose to receive updates or notifications about other contests or programs from DOE on an opt-in basis. DOE and NREL are not collecting any information for commercial marketing.
A.12 General Conditions
DOE reserves the right to cancel, suspend, and/or modify the contest, or any part of it, at any time. If any fraud, technical failures, or any other factor beyond DOE's reasonable control impairs the integrity or proper functioning of the contests, as determined by DOE in its sole discretion, DOE may cancel the contest. Any performance toward contest goals is conducted entirely at the risk of the competitor and DOE shall not compensate any competitors for any activities performed in furtherance of this prize.

Although DOE may indicate that it will select up to several winners for each contest, DOE reserves the right to only select competitors who are likely to achieve the goals of the program. If, in DOE's determination, no competitors are likely to achieve the goals of the program, DOE will select no competitors to be winners and will award no prize money.

A.13 Program Policy Factors
While the scores of the expert reviewers will be carefully considered, it is the role of the prize judge to maximize the impact of contest funds. Some factors outside the control of competitors and beyond the independent expert reviewer scope of review may need to be considered to accomplish this goal. The following is a list of such factors. In addition to the reviewers' scores, the below program policy factors may be considered in determining winners:

- Geographic diversity and potential economic impact of projects
- Whether the use of additional DOE funds and provided resources are nonduplicative and compatible with the stated goals of this program and the DOE mission generally.
- The degree to which the submission exhibits technological or programmatic diversity when compared to the existing DOE project portfolio and other competitors.
- The level of industry involvement and demonstrated ability to accelerate commercialization and overcome key market barriers.
- The degree to which the submission is likely to lead to increased employment and manufacturing in the United States or provide other economic benefit to U.S. taxpayers.
- The degree to which the submission will accelerate transformational technological, financial, or workforce advances in areas that industry by itself is not likely to undertake because of technical or financial uncertainty.
- The degree to which the submission supports complementary DOE funded efforts or projects, which, when taken together, will best achieve the goals and objectives of DOE.
- The degree to which the submission expands DOE’s funding to new competitors and recipients who have not been supported by DOE in the past.
- The degree to which the submission enables new and expanding market segments.
- Whether the project promotes increased coordination with nongovernmental entities for the demonstration of technologies and research applications to facilitate technology transfer.
- Whether submission content sufficiently confirms the competitor's intent to commercialize early-stage technology and establish a viable U.S.-based business in the near future.

A.14 National Environmental Policy Act (NEPA) Compliance
DOE's administration of this prize is subject to NEPA (42 USC 4321, et seq.). NEPA requires federal agencies to integrate environmental values into their decision-making processes by considering the potential environmental impacts of their proposed actions. For additional background on NEPA, please see DOE's NEPA website at http://nepa.energy.gov/.
While NEPA compliance is a federal agency responsibility and the ultimate decisions remain with the federal agency, all participants in the Energy CLASS Prize will be required to assist in the timely and effective completion of the NEPA process in the manner most pertinent to their participation in the prize competition. Participants may be asked to provide DOE with information such that DOE can conduct a meaningful evaluation of the potential environmental impacts.

A.15 Definitions

Prize Administrator means both the Alliance for Sustainable Energy operating in its capacity under the Management and Operating Contract for NREL and Office of State and Community Energy Programs. When the Prize Administrator is referenced in this document, it refers to staff from both the Alliance for Sustainable Energy and Office of State and Community Energy Programs staff. Ultimate decision-making authority regarding contest matters rests with the Director of the Office of State and Community Energy Programs.

A.16 Return of Funds

As a condition of receiving a prize, competitors agree that if the prize was made based on fraudulent or inaccurate information provided by the competitor to DOE, DOE has the right to demand that any prize funds or the value of other non-cash prizes be returned to the government.

ALL DECISIONS BY DOE ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST.
American-Made Energy Champions Leading the Advancement of Sustainable Schools (CLASS) Official Prize Rules

NOVEMBER 2022