



NASCSP Non-Member Session

- WAP Resources & Where to Find Them
- Effective WAP Communication Strategies



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NASCSP

Objectives

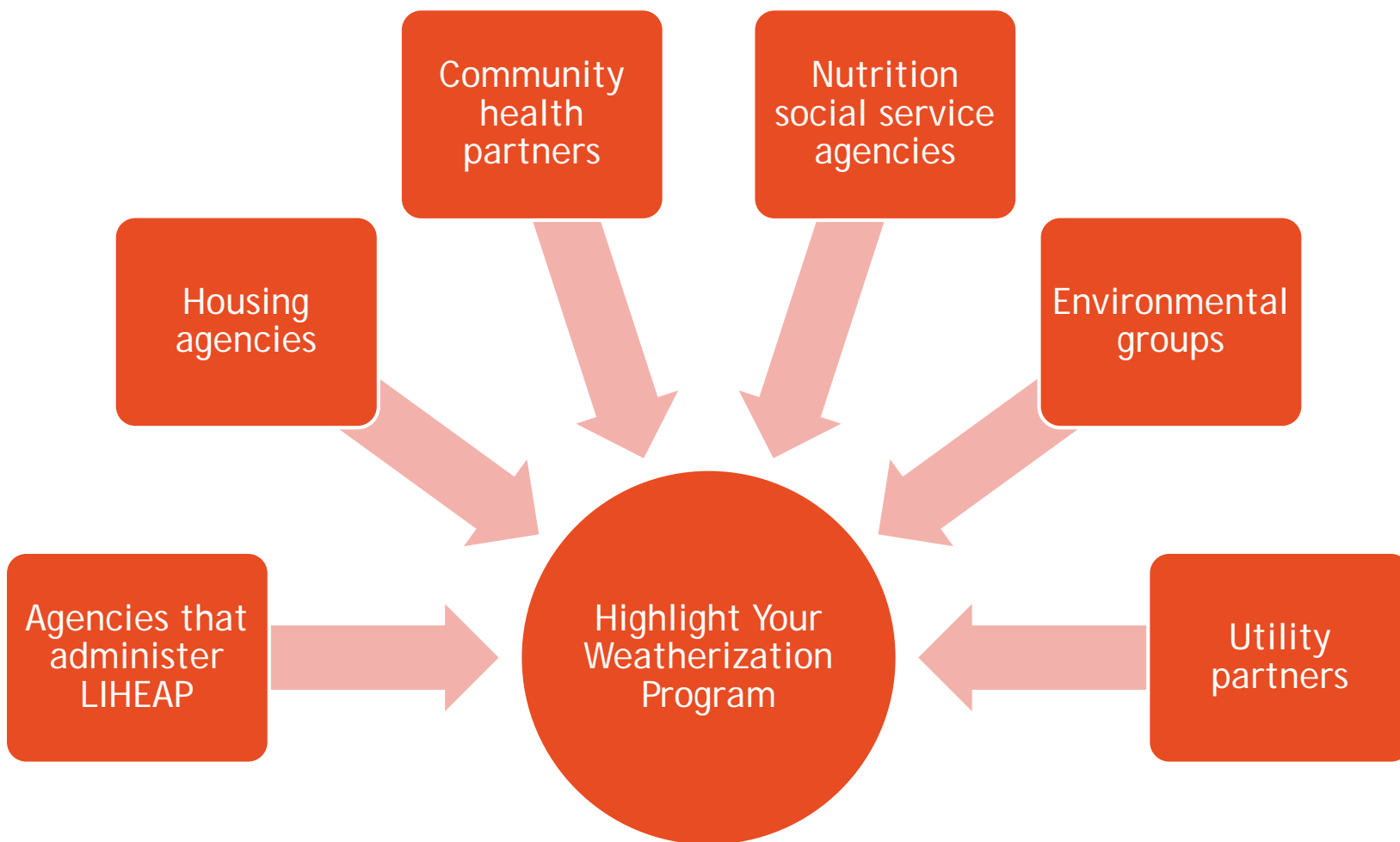
- ▶ Learn what WAP resources and tools are available
- ▶ Get connected with resources and be empowered to utilize them
- ▶ Learn how to coordinate a Public Information Campaign (PIC)
- ▶ Learn strategies to communicate about WAP in the current environment



Gain the information and communication skills to engage key stakeholders and strengthen your WAP

Three Key Audiences of WAP Communication

1. Leaders/decision makers at federal, state, & local levels
2. Partner organizations that can support and strengthen your efforts
3. Potential clients in need of Weatherization



Overview

- ▶ Introductions
- ▶ Part 1: WAP Resources and Where to Find Them
 - ▶ Rules, Regulations, Statutes
 - ▶ Key WAP facts
 - ▶ Activity
 - ▶ Energy burden
 - ▶ Leveraging information
 - ▶ Congressional/Budget Information
 - ▶ Discussion

Overview

- ▶ Part 2: Effective WAP Communications Strategies
 - ▶ Self-Assessment Activity
 - ▶ What is a Public Information Campaign?
 - ▶ Opportunities & Challenges of WAP Communication
 - ▶ How to best tell the WAP story
 - ▶ Tools to improve my communications/outreach efforts
 - ▶ Strengths & Action Session
 - ▶ Discussion

Time for Questions at the end....But will pause so feel free to jump in.

Part 1: WAP Resources & Where to Find them

What Underpins our Program?

1

Federal Statutes (Legislation)

2

Regulations (Rules) (CFR)

3

Grant Guidance (WPNs)

WEATHERIZATION AND INTERGOVERNMENTAL PROGRAMS OFFICE

Weatherization Rules and Regulations Resources

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Federal regulations provide the framework for the Weatherization Assistance Program. These rules and regulations give state and local weatherization programs guidelines to provide the energy efficiency improvements to low-income dwellings.

- [Weatherization Assistance Program's \(WAP\) Enabling Legislation](#) - Provides enabling legislation for WAP per 42 USC Sec. 6861 Jan. 9, 2004.
- [WAP for Low-Income Persons - 10 CFR 440](#) - Provides the most up-to-date version of 10 CFR 440 and its subsections.
- [WAP for Low-Income Persons - 10 CFR Part 440 \(March 25, 2009\)](#) - Expanding the definition of "state" and amending the financial assistance allocation procedure to reflect the expanded definition. The Energy Independence and Security Act of 2007 amended the Weatherization Assistance Program definition of "state" to include the Commonwealth of Puerto Rico and the other territories and possessions of the United States. Consistent with the statutory amendment, DOE is amending the regulatory definition of "state," and amending the allocation

Federal Statute

- (7) The term "low-income" means that income in relation to family size which (A) is at or below 200 percent of the poverty level determined in accordance with criteria established by the Director of the Office of Management and Budget, except that the Secretary may establish a higher level if the Secretary, after consulting with the Secretary of Agriculture and the Director of the Community Services Administration, determines that such a higher level is necessary to carry out the purposes of this part [42 USCS §§ 6861 et seq.] and is consistent with the eligibility criteria established for the weatherization program under section 222(a)(12) of the Economic Opportunity Act of 1964, (B) is the basis on which cash assistance payments have been paid during the preceding 12-month period under titles IV and XVI of the Social Security Act [42 USCS §§ 601 et seq. and 1381 et seq.] or applicable State or local law, or (C) if a State elects, is the basis for eligibility for assistance under the Low-Income Home Energy Assistance Act of 1981 (42 U.S.C. 8621), provided that such basis is at least 200 percent of the poverty level determined in accordance with criteria established by the Director of the Office of Management and Budget.

Federal Statute

- (a) Purchase of materials and administration of projects.
(1) Not more than an amount equal to 10 percent of any grant made by the Secretary under this part [42 USCS §§ 6861 et seq.] may be used for administrative purposes in carrying out duties under this part [42 USCS §§ 6861 et seq.], except that not more than one-half of such amount may be used by any State for such purposes, and a State may provide in the plan adopted pursuant to subsection (b) for recipients of grants of less than \$ 350,000 to use up to an additional 5 percent of such grant for administration if the State has determined that such recipient requires such additional amount to implement effectively the administrative requirements established by the Secretary pursuant to this part [42 USCS §§ 6861 et seq.].

Federal Statute

- § 6865. Limitations on financial assistance
 - (2) Dwelling units partially weatherized under this part [42 USCS §§ 6861 et seq.] or under other Federal programs during the period September 30, 1975, through September 30, 1994, may receive further financial assistance for weatherization under this part [42 USCS §§ 6861 et seq.].

Code of Federal Regulations

- The **Code of Federal Regulations** is the codification of rules published in the Federal Register by the Federal government.
- **Weatherization** is addressed in **10 CFR & 2 CFR**.
 - ▶ Part 10 CFR 440 covers program matters.
 - ▶ Part 2 CFR 200 covers financial matters.
- **10 CFR Part 440**
 - Offers interpretation and insight on 30 different topics relating to WAP, including:
 - Purpose, scope, definitions.
 - Allocation formula.
 - Minimum requirements.
 - Oversight and training.
 - Reports.
 - **Appendix A** provides standards for weatherization materials.



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Electronic Code of Federal Regulations
e-CFR

Related Resources

The Code of Federal Regulations (CFR) annual edition is the codification of the general and permanent rules published in the Federal Register by the departments and agencies of the Federal Government produced by the Office of the Federal Register (OFR) and the Government Publishing Office.

[Download the Code of Federal Regulations in XML.](#)

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[Parallel Table of Authorities and Rules](#)

Electronic Code of Federal Regulations

e-CFR data is current as of **February 16, 2018**

[Title 10](#) → [Chapter II](#) → [Subchapter D](#) → [Part 440](#)

[TITLE 10—Energy](#)

[CHAPTER II—DEPARTMENT OF ENERGY](#)

[SUBCHAPTER D—ENERGY CONSERVATION](#)

[PART 440—WEATHERIZATION ASSISTANCE FOR LOW-INCOME PERSONS](#)

§440.1	Purpose and scope.
§440.2	Administration of grants.
§440.3	Definitions.
§440.10	Allocation of funds.
§440.11	Native Americans.
§440.12	State application.
§440.13	Local applications.
§440.14	State plans.
§440.15	Subgrantees.
§440.16	Minimum program requirements.
§440.17	Policy Advisory Council.
§440.18	Allowable expenditures.
§440.19	Labor.
§440.20	Low-cost/no-cost weatherization activities.
§440.21	Weatherization materials standards and energy audit.

[Title 10: Energy](#)

[PART 440—WEATHERIZATION ASSISTANCE FOR LOW-INCOME PERSONS](#)

§440.14 State plans.

(a) Before submitting to DOE an application, a State must provide at least 10 days notice of a hearing to inform prospective subgrantees, and must conduct one or more public hearings to receive comments on a proposed State plan. The notice for the hearing must specify that copies of the plan are available and state how the public may obtain them. The State must prepare a transcript of the hearings and accept written submission of views and data for the record.

(b) The proposed State plan must:

(1) Identify and describe proposed weatherization projects, including a statement of proposed subgrantees and the amount of funding each will receive;

(2) Address the other items contained in paragraph (c) of this section; and

(3) Be made available throughout the State prior to the hearing.

(c) After the hearing, the State must prepare a final State plan that identifies and describes:

(1) The production schedule for the State indicating projected expenditures and the number of dwelling units, including previously weatherized units which are expected to be weatherized annually during the program year;

(2) The climatic conditions within the State;

(3) The type of weatherization work to be done;

(4) An estimate of the amount of energy to be conserved;

(5) Each area to be served by a weatherization project within the State, and must include for each area:

(i) The tentative allocation;

(ii) The number of dwelling units expected to be weatherized during the program year; and



Department of Energy
Washington, DC 20585


WEATHERIZATION PROGRAM NOTICE 18-1
EFFECTIVE DATE: December 18, 2017

SUBJECT: PROGRAM YEAR 2018 WEATHERIZATION GRANT GUIDANCE



This guidance includes the following sections:

- 1.0 Purpose**
- 2.0 Program Priorities and Initiatives**
- 3.0 Funding**
- 4.0 Applications for WAP Annual Formula Grants**
- 5.0 Weatherization Program Policy Notices**
- 6.0 Website Information**






<http://www.waptac.org/>
<https://energy.gov/eere/wipo/weatherization-program-guidance>



**RULES
& GUIDANCE**



[WAP Basics](#) [Rules & Guidance](#) [Technical Tools](#) [Public Information](#) [Best Practices](#) [Training Resources](#) [Wx Plus Health](#) [Contacts](#)

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[WPN 17-7: Weatherization Health and Safety Guidance](#)
Effective: August 9, 2017- To clarify, update and provide additional information related to the implementation and installation of health and safety (H&S) measures as part of the Department of Energy (DOE) Weatherization Assistance Program (WAP). This guidance also provides required components for Grantees to include in their Health and Safety Plans.

- [Attachment A- Additional Health and Safety Guidance Related to Heating Systems](#)
- [Table of Issues](#)

[WPN 17-6: Property Acquired Under the Weatherization Assistance Program \(WAP\) Including Vehicle and Equipment Purchases](#)
Effective: July 27, 2017- To provide Grantees with guidance on property acquisitions, including purchasing vehicles and equipment, for use in the WAP. This Weatherization Program Notice (WPN) supersedes WPN 13-4, Property Acquired under the Weatherization Assistance Program and WPN 13-7, Vehicle and Equipment Purchases.

- Attachment 1: [Frequently Asked Questions 17-6](#)


[WPN 17-5: Closeout Procedures for Grants Under the Weatherization Assistance Program](#)
Effective: July 27, 2017- To issue guidance to Grantees for closeout of grants funded under the Department of Energy's (DOE) Weatherization Assistance Program (WAP).

- Attachment 1: [Tangible Personal Property Report \(SF- 428\)](#)

[WPN 17-2: Program Year 2017 Grantee Allocations](#)
Effective: June 15, 2017- To provide revised Grantee allocations for the preparation and submission of applications for funding of the Weatherization Assistance Program (WAP) for Program Year (PY) 2017.

[WPN 17-4: Multifamily Housing - Procedure for Certifying Income-Eligible HUD Assisted Buildings](#)
Effective: June 5, 2017- This Guidance serves to transmit updated information to the Weatherization Assistance Program (WAP) network for determining the eligibility of residential multifamily buildings associated with the U.S. Department of Housing and Urban Development (HUD).

- Attachment 1: [Multifamily Certification Form](#)
- Attachment 2: [Special Multifamily Occupancy Report](#) (.xls)

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Weatherization Program Guidance

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The U.S. Department of Energy's (DOE) Weatherization Assistance Program (WAP) is governed by various federal regulations designed to help manage and account for the resources provided by DOE. Each year, Congress passes a Weatherization Assistance Program Appropriation. Find active and archived weatherization program notices and memorandums in the table below, which establish the framework for administering WAP funds.

Search:

Weatherization Program Guidance

Showing 1 to 10 of 195 entries

Type	DESCRIPTION	EFFECTIVE DATE	TOPIC	TYPE
<input type="checkbox"/> Active Memorandums	WPN 17-7: Weatherization Health and Safety Guidance To clarify, update and provide additional information related to the implementation and installation of health and safety measures as part of WAP.	8/9/2017	Health & Safety	Active Program Notices
<input type="checkbox"/> Active Program Notices	WPN Notice 17-6: Property Acquired Under the Weatherization Assistance Program Including Vehicle and Equipment Purchases This guidance serves to provide Grantees with guidance on property acquisitions, including purchasing vehicles and equipment, for use in the WAP.	7/27/2017	Unclassified	Active Program Notices
<input type="checkbox"/> Archived Memorandums	WPN Notice 17-5: Closeout Procedures for Grants Under the Weatherization Assistance Program To issue guidance to Grantees for closeout of grants funded under WAP.	7/27/2017	Unclassified	Active Program Notices
<input type="checkbox"/> Archived Program Notices	WPN 17-2: Program Year 2017 Grantee Allocations To provide revised Grantee allocations for the preparation and submission of applications for funding of the Weatherization Assistance Program (WAP) for Program Year (PY) 2017.	6/15/2017	Funding; Grant Application	Active Program Notices
	WPN 17-4: Multifamily Housing - Procedure for Certifying Income-Eligible HUD			

Key WAP Research, Reports, Fact Sheets & Other Data

Reports and Fact Sheets

Weatherization > Weatherization Publications > Reports and Fact Sheets

Weatherization: Research, Reports, and Fact Sheets

Quick Fact Sheets

- [WAP Key Program Highlights](#) - DOE (*Updated 2017*)
- [WAP National Evaluation Results Fact Sheet](#) -DOE
- [WAP-American Families, Workers, Businesses](#) - NASCSP
- [Office of Weatherization & Intergovernmental Programs Fact Sheet](#)- DOE
 - [2017](#) - OWIP Budget At a Glance
 - [2016](#) - OWIP Budget At a Glance

WAP National Evaluation- Oak Ridge National Laboratory

- [Weatherization Works - Summary of Findings from the Retrospective Evaluation of the U.S. Department of Energy's Weatherization Assistance Program](#)
- [Health and Household-Related Benefits Attributable to the Weatherization Assistance Program](#)
- View all Oak Ridge Laboratory WAP reports [here](#)

Health Benefits of WAP and Residential Energy Efficiency

- [Massachusetts Low-income Single-Family Health- and Safety-Related Non-Energy Impacts \(NEIs\) Study- Three3](#) ([See More](#))
- [Occupant Health Benefits of Residential Energy Efficiency- E4 The Future](#) ([See More](#))
- [Home Rx: The Health Benefits of Home Performance](#)- DOE

Energy Burden and Low-Income Energy

- [Lifting the High Energy Burden in America's Largest Cities: How Energy Efficiency Can Improve Low-Income and Underserved Communities](#)- ACEEE ([See More](#))
- [Home Energy Affordability Gap](#)- FSC
 - Find state [fact sheets](#) with information such as percentage of income paid by low-income families on energy, number of households facing high energy burden, etc.
- [Technical Memorandum Background Data and Statistics On Low-Income Energy Use and Burdens](#)- Oak Ridge National Lab

Weatherization and Energy Efficiency Jobs

- [Energy Efficiency Jobs in America- E4 The Future](#) ([See More](#))
- 2017 U.S. Energy and Employment Report -DOE
 - [Full Report](#)

Overview

The U.S. Department of Energy's (DOE) Weatherization Assistance Program reduces energy costs for low-income households by increasing the energy efficiency of their homes, while ensuring their health and safety. The Program supports 8,500 jobs and provides weatherization services to approximately 40,000 homes every year using DOE funds. Through the Weatherization improvements and upgrades, these households save on average **\$283 or more every year** (National Evaluation).

Weatherization in Action

Professionally trained weatherization crews use computerized energy assessments and advanced diagnostic equipment, such as blower doors, manometers, and infrared cameras, to create a comprehensive analysis of the home to determine the most cost-effective measures appropriate and to identify any health and safety concerns. Weatherization providers also thoroughly inspect households served to ensure the occupant's safety, checking indoor air quality, combustion safety, and carbon monoxide, and identifying mold infestations—which are all indications of energy waste.

The auditor creates a customized work order, and trained crews install the identified energy efficient and health and safety measures. A certified Quality Control Inspector ensures all work is completed correctly and that the home is safe for the occupants.

Impact on Low-Income Americans

Low-income households carry a larger burden for energy costs, typically spending **16.3%** of their total annual income versus **3.5%** for other households (2014 ORNL study). Often, they must cut back on healthcare, medicine, groceries, and childcare to pay their energy bills.

Weatherization helps alleviate this heavy energy burden through cost-effective building shell improvements such as insulation and air sealing, HVAC systems, lighting, and appliances. The program improves health and safety by eliminating any energy-related hazards. Once installed, energy-efficient Weatherization measures continue to save money and energy year after year and increase household incomes so funds can go towards key living expenses. In cold weather states, **Weatherization can reduce heating costs an average of 30 percent.**



Typical Weatherization Measures Installed



MECHANICAL MEASURES

- Clean, tune, repair or replace heating and/or cooling systems.
- Install duct and heating pipe insulation.
- Install programmable thermostats and other HVAC controls.
- Replace/replace water heaters.
- Install water heater tank insulation.
- Insulate water heating pipes.
- Install solar water heating systems.
- Install water heat recovery devices.



HEALTH & SAFETY MEASURES

- Install smoke and carbon monoxide alarms.
- Repair/replace vent systems to ensure combustion gas draft safety outside.
- Install mechanical ventilation to ensure adequate indoor air quality.
- Perform regular safety repairs when needed.



BUILDING SHELL MEASURES

- Insulation for walls, floors, ceiling, attic, foundation.
- Blower Door Testing.
- Repair/replace primary windows/doors.
- Install storm windows/doors.
- Install window film/insulation secondary window screens and awnings.
- Repair minor roof and wall leaks prior to attic or wall insulation.



ELECTRIC BASELOAD MEASURES

- Install motor controls.
- Install CFLs.
- Replace refrigerators with energy efficient refrigerators.

Impact on Low-Income Americans

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WEATHERIZATION FUNDING

10% ADMINISTRATIVE COSTS	55% PROGRAM OPERATIONS COSTS
15% HEALTH & SAFETY COSTS	20% TRAINING & TECHNICAL ASSISTANCE COSTS



\$4,695
AVERAGE WEATHERIZATION
COST PER UNIT

8,500
JOBS SUPPORTED

\$283
ANNUAL ENERGY
COST SAVINGS

18%
ANNUAL HEATING
CONSUMPTION SAVINGS

7%
ANNUAL ELECTRIC
CONSUMPTION SAVINGS

FOR EVERY
\$1.00
INVESTED IN
WEATHERIZATION,
\$1.72
IS GENERATED
IN ENERGY BENEFITS AND
\$2.78
IN NON-ENERGY BENEFITS.



National Association for State Community Services Programs

Weatherization Assistance Program

The U.S. Department of Energy's (DOE) Weatherization Assistance Program (WAP) was created in 1976 to assist low-income families who lacked resources to invest in energy efficiency. Borne out of the oil-crisis of the 1970s, WAP has become the nation's largest whole-house home energy upgrade program. The Program operates in all 50 states, the District of Columbia, Native American tribes, and U.S. Territories. Funds are used to improve the energy efficiency of low-income homes using the most advanced technologies and testing protocols available in the housing industry.

American Families

Since the inception of the Program, WAP has allowed over 7.4 million families to live in cleaner, safer, more energy efficient homes. These low-income families face a high energy burden, paying an average of 16.3 percent of income on utilities – more than four times what higher income households pay (3.5 percent). In many areas of the country this energy burden can climb to upwards of 50 percent. By reducing energy costs through weatherization, low-income families can spend more on other essentials like food and medicine.

American Workers

There are approximately 8,500 jobs in the weatherization network, with many more supported in related businesses, such as material manufacturers and suppliers. Workers are highly trained and receive on-going instruction to further develop their skills. WAP is at the core of an expanding residential energy efficiency retrofit market and its training centers, training curricula, diagnostics, and installation techniques play an integral role in deploying cutting-edge technology to advance the wider home performance industry. WAP managers, trainers, and technical experts were key players in developing the Guidelines for Home Energy Professionals, a collaborative, industry-wide effort to establish work quality specifications, job task analyses, training program accreditation, and nationwide certifications for home energy efficiency retrofit workers.

American Businesses

WAP supports the home performance industry, American manufacturers, and small businesses. The program supports thousands of local businesses, providing a platform for innovation in the energy retrofit industry and a market for local businesses providing workers, materials, or technical assistance. In 2011, more than 89 percent of the materials used in home retrofits were made right here in America. WAP has been a pioneer in deploying technology and facilitating greater industry adoption of more efficient and effective practices and tools. Through these tools, WAP continues to define residential energy upgrade work as a distinct and professional industry and as a desirable and sensible product for consumers.

- Over 7.4 million families served since 1976
- On average, WAP eligible households pay 16.3% of income on utilities – more than 4 times what non-eligible households pay (3.5%)
- Reducing energy costs means families have more money to spend on food, medicine, and other essentials

- 8,500 living wage jobs are supported by Weatherization
- Workers are highly trained and make up the largest energy efficiency retrofit workforce in the nation
- These workers form a foundation of skilled individuals to support the growth of a private home energy retrofit industry

- Thousands of local, American businesses are supported by the activities of the Weatherization Assistance Program
- The WAP provides a marketplace for innovation in the energy upgrade industry and supports the growth of American businesses

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SAVE LIHEAP — SAVE WAP

Prepared jointly by the National Energy and Utility Affordability Coalition (NEUAC) and
National Association for State Community Services Programs (NASCSP)

Working Together in Our Communities to Protect Household Energy Resources

For decades, the Weatherization Assistance Program (WAP) and Low-Income Home Energy Assistance Program (LIHEAP) have collaborated to reduce energy burden for low-income and vulnerable families, and to improve the energy efficiency and health and safety of households served. In order to protect the federal funding that supports these programs, it is important to understand how each benefits the communities served.

Reducing Energy Burden

Families with low incomes on average pay 16.3% of total family income towards home energy costs compared to 3.5% for other families. In some circumstances, energy burden can reach up to 30% of total family income.

- LIHEAP protects the basic home heating and cooling needs for more than 6 million households each year. The average LIHEAP household earns about \$17,000 annually.
- At least 70% of households served have at least one family member who is elderly, disabled, or a family with a child younger than six years old.
- Since its inception, WAP has weatherized more than 7.4 million homes. However, wait lists for the program remain long in some areas and the Department of Energy estimates 20-30 million households are eligible each year.
- Weatherization returns \$1.72 in energy savings benefits for every \$1.00 invested and saves families an average of \$283 each year on energy costs. In cold weather states, WAP can reduce heating costs by up to 30%.

Ensuring Health & Safety

Unhealthy, energy inefficient homes lead to \$82.4 billion in healthcare costs annually. Low income families facing high energy costs are forced to make budget tradeoffs between medical care and utilities that can jeopardize health. When faced with a shut-off, families are sometimes forced to resort to unsafe methods of moderating the temperature in their homes.

- LIHEAP protects the health and safety of families by ensuring continued utility service for families in crisis, preventing health-related repercussions that can result in death, including hypothermia and heat stroke.
- LIHEAP restored energy service for 235,716 families in 2016.
- In 2016, utility disconnections were prevented by LIHEAP for 1,013,683 households in immediate risk of losing services.
- Residents of weatherized homes experienced decreased asthma and allergy symptoms, faced fewer hospitalizations, and reported better overall health. They also reported fewer missed days of work and fewer school absences.
- Families in weatherized homes reported decreased out-of-pocket medical expenses by an average of \$514.
- Weatherization returns \$2.78 in health-and-safety related benefits for every \$1.00 invested.

LIHEAP and WAP Working Together

WAP and LIHEAP work hand-in-hand to serve the most vulnerable families in our communities. LIHEAP addresses critical needs, avoiding a shut-off and serious health and safety consequences. WAP makes a long term investment that reduces energy usage and returns savings for the life of the home.

- In 2015, 45 states and the District of Columbia transferred a percentage of LIHEAP funds to their state Weatherization Assistance Program. This transfer helped to weatherize additional homes, reducing energy usage for those families and ensuring health and safety of household members.
- It is allowable to invest up to 15% of LIHEAP funds for WAP in each state, and states may opt to apply for a good-cause waiver to increase this percentage to 25%.

Energy is a life-critical resource. These programs preserve the dignity of those living in poverty and assure access to basic energy resources for all Americans. Access to affordable home energy is a matter of health and safety for many low-income households, children, veterans, and seniors. LIHEAP and WAP have traditionally appreciated bipartisan support, and we hope that Congress will prioritize funding for both programs in fiscal year 2018.

The following provided information and data relevant to this document: The National Energy Assistance Directors Association (NEADA), Oak Ridge National Lab, and Green and Healthy Homes initiative.

WAP National Evaluation

- ▶ Information on...
 - ▶ Energy savings
 - ▶ Return on investment
 - ▶ Health & safety benefits
 - ▶ Low-income/eligible population
 - ▶ Deferrals
 - ▶ Environmental benefits
 - ▶ Jobs/Economic benefits
 - ▶ Workforce demographics
 - ▶ Over 20 reports Oak Ridge Lab website


U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

WEATHERIZATION ASSISTANCE PROGRAM

NATIONAL EVALUATIONS: SUMMARY OF RESULTS

DOE is pleased to summarize the results of two major national evaluations of the Weatherization Assistance Program (WAP or Weatherization). These evaluations were multiyear, peer-reviewed, statistically robust efforts led by Oak Ridge National Laboratory (ORNL). They are the most comprehensive, detailed analysis of the WAP and its operations ever conducted. The Retrospective Evaluation covers Program Year (PY) 2008 and is reflective of a typical year in WAP operations. The Recovery Act Evaluation covers Program Year (PY) 2010 and provides insight into the unique program that was administered by DOE in the national effort to create jobs and promote economic recovery, as part of the American Recovery and Reinvestment Act of 2009.



KEY FACTS FROM THE WEATHERIZATION RETROSPECTIVE EVALUATION (2008)

Weatherization provides cost-effective energy savings to American families, provides additional health and safety benefits, supports jobs, and provide a stable platform for additional investment in energy efficiency.

Program Wide Energy Savings (Present Value)	\$340 million
Single-Family Home Average Annual Energy Cost Savings	\$283
Single-Family Home Savings-to-Investment Ratio (SIR)	1.5
Jobs Supported	8,500
Program Wide Savings-to-Investment Ratio (SIR)	1.4
Program Wide Benefit Cost Ratio Including Health and Safety Benefits	4.1

The WAP Retrospective Evaluation is a large, comprehensive evaluation reflecting typical program operations.

Evaluation Sample Size - Total Dwelling Units	30,000
Evaluation Sample Size - Utility Bills Analyzed	8,000

TABLE 1. OVERVIEW OF BENEFITS FROM THE WEATHERIZATION PROGRAM

SUMMARY OF BENEFITS	RETROSPECTIVE (2008)	RECOVERY ACT (2010)
<i>Program Wide Benefits for All Housing Types</i>		
Total Homes Weatherized	97,965	340,158
Average Cost per Weatherized Home	Total Cost: \$4,695/DOE Investment: \$2,301	Total Cost: \$6,812/DOE Investment: \$5,926
Average Energy Measure Costs	\$2,899	\$3,545
Savings Per Household (Present Value)	\$4,243	\$3,190
Energy Savings (Present Value)	\$340 million	\$1.1 billion
Total Benefits Including Health & Safety (Present Value)	\$13,550	\$13,167
Savings-to-Investment Ratio (SIR)	1.4 ¹ Energy Benefits	0.9 Energy Benefits
Jobs Supported	8,500	28,000
Carbon Reduction	2,246,000 metric tons	7,382,000 metric tons
<i>Benefits for Single-Family Homes</i>		
Percent of Single-Family Homes Weatherized	64% ¹	65%
Average Annual Energy Bills	\$2,279	\$1,863
Average Energy Measures Costs	\$2,846	\$3,777
Average Savings Per Home (Present Value)	\$4,196	\$3,803
Average Annual Energy Cost Savings	\$283 (12%)	\$223 (12%)
Average Annual Energy Savings - Gas	18%	16%
Average Annual Energy Savings - Electric	7%	8%
Savings-to-Investment Ratio (SIR)	1.47 Energy Benefits	1.01 Energy Benefits

¹These values represent conservative estimates that exclude funding from some non-DOE sources that are not uniformly subject to DOE's SIR requirement that is used to guide the measures that are installed. These funds are often used for high or cost energy measures that result in lower SIR for the combined funds.

²This value includes SIR for small multifamily homes consistent with the definition for the 2010 study. The costs and benefits are provided for the built homes only; the SIR with small multifamily homes remains of 1.47.

OFFICE OF WEATHERIZATION AND INTERGOVERNMENTAL PROGRAMS

 OAK RIDGE NATIONAL LABORATORY managed by UT-Battelle for Department of Energy

ETS Division EES Directorate ORNL

Weatherization and SEP Support Program



Energy and Transportation Science Division

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National Retrospective Evaluation of the Weatherization Assistance Program

DOE sponsored two major national evaluations of the [Weatherization Assistance Program \(WAP\)](#). These were multiyear, peer-reviewed, statistically robust efforts led by the Oak Ridge National Laboratory (ORNL). The Retrospective Evaluation covered Program Year (PY) 2008 and is reflective of a typical year in WAP operations. The [Recovery Act Evaluation](#) covered Program Year 2010 and provides insights into the unique Program that was administered by DOE in the national effort to create jobs and promote economic recovery as part of the American Recovery and Reinvestment Act of 2009 (ARRA).

The Retrospective Evaluation was performed to provide information on the

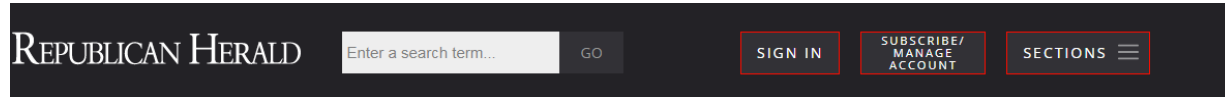
REPORT QUICK LINKS

- Assessment of the US Department of Energy's Sustainable Energy Resources for Consumers Grant Program (ORNL/TM-2017/703)
- Evaluation of the US Department of Energy Weatherization Innovation Pilot Program (2010-2014) (ORNL/TM-2017/245)
- Weatherization Assistance Program Technical Memorandum Background Data and Statistics on Low-Income Energy Use and Burdens (ORNL/TM-2014-133)
- Weatherization Works – Summary of Findings from the Retrospective Evaluation of the U.S. Department of Energy's Weatherization Assistance Program (ORNL/TM-2014/338)

OTHER INFORMATION

- ORNL Home Page

Activity- Make Your Case



NEWS • SPORTS • OPINION • PEOPLE • OBITUARIES • PHOTOS • E-EDITION • CLASSIFIEDS • MARKETPLACE

Schuylkill Community Action gets \$30,000 in donations for repair fund



- ▶ What data/information needs to be gathered?
- ▶ How will you make your case?
- ▶ What other stakeholders could be approached?

What did you come up with?

- ▶ Average savings of your clients
- ▶ Current deferral rate and goal deferral rate
- ▶ Information on age/quality of local housing stock
- ▶ Health benefits of weatherization
- ▶ Success story from a client
- ▶ Testimonial from crew/contractor
- ▶ Estimate of new jobs/economic benefit

Energy Burden Data

- ▶ Home Energy Affordability Gap Project
- ▶ <http://www.homeenergyaffordabilitygap.com/index.html>
- ▶ State, county, & district fact sheets

For Example

Connecticut's 5th Congressional District

The aggregate 2012 Home Energy Affordability Gap for all households **at or below 200%** of the Federal Poverty Level in Connecticut's 5th Congressional District was \$131,743,402. The gross 2012 LIHEAP allocation for the entire state was \$79,532,000.



For Example

Marion County Oregon

The 2013 Home Energy Affordability Gap for each household **at or below 50%** of the Federal Poverty Level was \$1,206. That was a home energy burden (bill as a percentage of income) of 22.9%. Housing analysts consider an energy burden of more than six percent (6%) to be unaffordable.



For Example

The Commonwealth of Pennsylvania

The aggregate 2012 Home Energy Affordability Gap for all households **at or below 200%** of the Federal Poverty Level in Pennsylvania was \$1,840,924,328. The 2012 "Gap" for each household was \$1,252 or \$104/month.



Low-Income Energy Affordability Data (LEAD)



Wiki Apps Datasets

Find data Add data About CKAN

Search

Login

Sign Up

U.S. DEPARTMENT OF
ENERGY

Open Data
Catalog

License

Creative Commons

Attribution 4.0

Author

Office of Energy Efficiency
and Renewable Energy

Contact

Christina Bowman

Share on Social Sites

Google+

Twitter

Facebook

Collection

U.S. Department of
Energy

Dataset

Activity Stream

Low-Income Energy Affordability Data (LEAD) Tool

ABOUT THIS TOOL:

The Better Building's Clean Energy for Low Income Communities Accelerator (CELICA) was launched in 2016 to help state and local partners across the nation meet their goals for increasing uptake of energy efficiency and renewable energy technologies in low and moderate income communities. As a part of the Accelerator, DOE created this Low-Income Energy Affordability Data (LEAD) Tool to assist partners with understanding their LMI community characteristics. This can be utilized for low income and moderate income energy policy and program planning, as it provides interactive state, county and city level worksheets with graphs and data including number of households at different income levels and numbers of homeowners versus renters. It provides a breakdown based on fuel type, building type, and construction year. It also provides average monthly energy expenditures and energy burden (percentage of income spent on energy).

HOW TO USE:

The LEAD tool can be used to support program design and goal setting, and they can be paired with other data to improve LMI community energy benchmarking and program evaluation. Datasets are available for all 50 states, census divisions, and tract levels. You will have to enable macros in MS Excel to interact with the data. A description of each of the files and what states are included in each U.S. Census Division can be found in the file "DESCRIPTION OF FILES".

For more information, visit: <https://betterbuildingsinitiative.energy.gov/accelerators/clean-energy-low-income-communities>

Data and Resources



DESCRIPTION OF FILES

Describes what is included in the following data files, particularly which...

Preview

Download



METHODOLOGY

Describes the methodology in datasets, covers data sources and calculations...

Preview

Download

- Hundreds of data sets
- City level data
- <https://openei.org/doe-opendata/dataset/celica-data>

Health & Safety Benefits of WAP

- ▶ Every dollar invested in weatherization returns \$4.50 to society in energy, health, and safety benefits
- ▶ Residents of weatherized units reported fewer asthma symptoms, colds, and headaches as well as fewer hospitalizations and doctor visits.
- ▶ Children in households that received weatherization services missed fewer days of school
 - ▶ [WAP National Evaluation](#)

Make it specific to your state!- The data is already there.
Reach out to state Department of Health



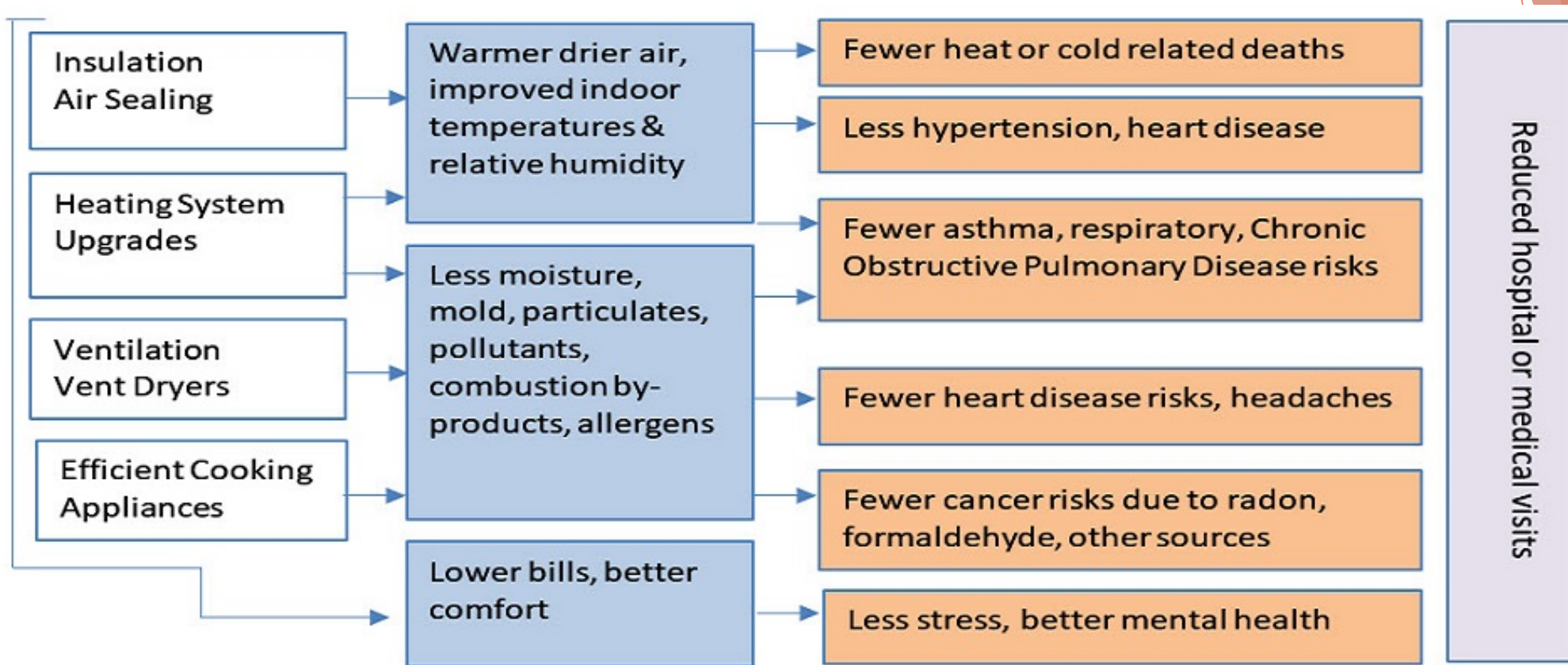
FACTS ABOUT ASTHMA IN WASHINGTON STATE

Low-income families experience more asthma.

Children have the highest rates of asthma.

164,000 emergency room visits for asthma in 2010.

\$73 million per year for asthma hospitalizations; public funds pay for 60 percent.



E4 The Future paper on Health Benefits of Residential EE

Table 1: Overview of impacts of improved energy efficiency on health and well-being

Energy Efficiency Measure	Primary Housing Effect	Secondary Housing Effect	Expected Health Outcomes
Insulation	Heating/cooling retained within dwelling	<ul style="list-style-type: none"> • Comfortable indoor temperatures • Lower indoor relative humidity • Reduced allergens 	<ul style="list-style-type: none"> • Reduced deaths due to temperature extremes • Reduced symptoms of respiratory disease
Air Sealing			
Improved Heating Systems	Heating provided to whole dwelling	<ul style="list-style-type: none"> • Comfortable indoor temperatures • Reduced gases and particulates • Increased usable living space 	<ul style="list-style-type: none"> • Reduced deaths due to cold • Reduced symptoms of respiratory disease • Reduced stress and infectious disease
	Cleaner burning heating systems		
	Combustion by-products properly vented to outdoors		
Improved Cooking Systems	Cleaner-burning cooking systems	<ul style="list-style-type: none"> • Reduced gases and particulates 	<ul style="list-style-type: none"> • Reduced symptoms of respiratory disease • Reduced risk of cancer
	Combustion by-products properly vented to outdoors		
Improved Ventilation	Increased air flow within dwelling	<ul style="list-style-type: none"> • Reduced gases and particulates • Reduced dampness • Reduced mold 	<ul style="list-style-type: none"> • Reduced symptoms of respiratory disease • Reduced risk of cancer • Reduced symptoms of cardiovascular disease • Reduced arthritis • Reduced depression

Adapted from Table 4.1 of the International Energy Agency report: Capturing the Multiple Benefits of Energy Efficiency.

Paper “Home RX: The Health Benefits of Home Performance”,
National Center for Healthy Housing

Weatherization Jobs

- ▶ National evaluation- 8,500 jobs supported
- ▶ Thousands more across supply chain e.g. manufacturers, distributors, tech companies, etc.
- ▶ How many workers employed in WAP at your organization? Are they from the local community?
- ▶ Energy efficiency in general a robust employment field- link up

[DOE Jobs Report](#)

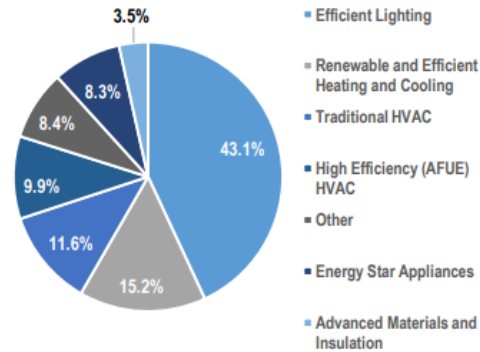
[E4 the Future Report](#) & [State Job Sheets](#)



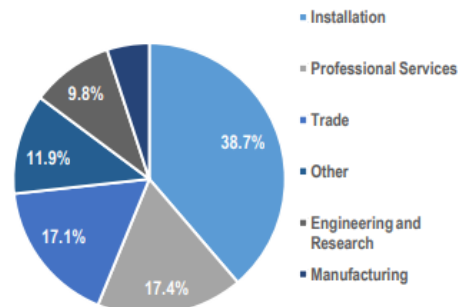
Virginia – 61,397 jobs

About 61,400 Virginians work in energy efficiency related jobs. 43 percent of workers are primarily focused on efficient lighting technologies, followed by renewable and efficient heating and cooling.

Employment by Sub-Tech



Establishments by Value Chain



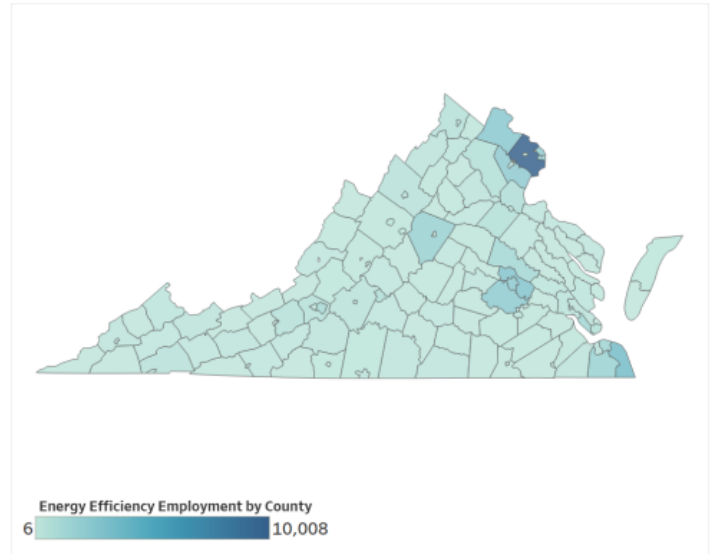
Installation (39 percent) represents the largest percentage of firms in the state's energy efficiency sector, followed by professional services and trade with 17 percent each. These are mostly small businesses, with 63 percent reporting one to five permanent employees. A third of firms note that all of their revenue is derived from energy efficiency work, and an additional 15 percent attribute half to most of their revenue to this work. The biggest concentration of energy efficiency workers is in Fairfax County, in Northern Virginia. Many of these companies and workers spend much of their time working on energy efficiency projects in the neighboring District of Columbia and in Maryland, both of which have much better energy efficiency policies and programs than Virginia.

Virginia was ranked 33rd in the nation for its energy efficiency policies and programs. The state received a negative score in the utilities category because of very low investments and energy savings that are among the lowest across the country (ACEEE).

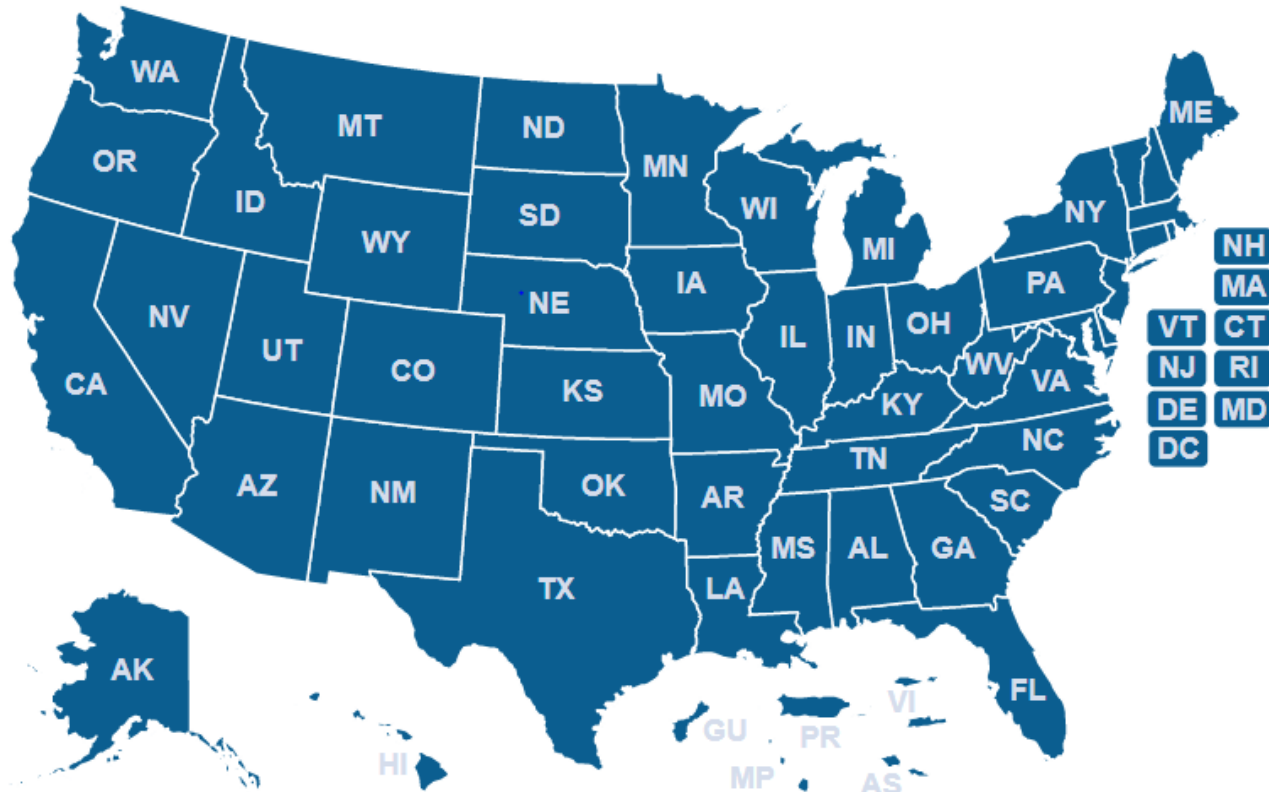
County	Energy Efficiency Employment
Fairfax County	10,008
Virginia Beach City	3,432
Henrico County	2,756
Loudoun County	2,442
Richmond City	2,338
Prince William County	2,282
Chesterfield County	2,239
Arlington County	1,987
Alexandria City	1,765
Albemarle County	1,741

MSA	Energy Efficiency Employment
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	22,366
Virginia Beach-Norfolk-Newport News, VA-NC MSA	10,906
Richmond, VA MSA	10,587

Congressional District	Energy Efficiency Employment
1	7,208
2	5,715
3	6,000
4	4,475
5	7,704
6	4,555
7	3,998
8	7,679
9	3,843
10	8,956
11	1,264



DOE- WAP & SEP Success Story Map



8,500 Homes
Weatherized

CO reduced energy
costs and improved
health and safety in
8,500 homes**

450 Jobs Created
or Retained

The State Energy
Program creates or
retains one job for every
\$12,500 invested**

20.2 Million Square
Feet of Building Space
Retrofitted

Since 2010, Colorado
has installed energy
efficiency upgrades in
800 buildings**

5,000 People
Trained

Colorado held 220
workshops or webinars to
train people in knowledge
and practice of energy
efficiency, and energy
efficiency audits and
installations**

<https://energy.gov/eere/wipo/downloads/weatherization-and-intergovernmental-programs-office-project-map-colorado>

Budget/Congressional Resources

Office of Management and Budget

President's Budget



IN THIS SECTION



*Office of Management and
Budget*

[Addendum to the President's FY19 Budget to Account for the Bipartisan Budget Act of 2018](#)

[An American Budget – President's Budget FY 2019](#)

[Major Savings and Reforms](#)

[Mid-Session Review FY 2018](#)

[Analytical Perspectives](#)

[Appendix](#)

FY 2019 Budget Justification


[Home](#) » [Reports](#) » [Budget](#) » [FY 2019 Budget Justification](#)


The following documents reflect the FY 2019 Department of Energy's Budget Request to Congress:

Summary Budget Documents

- [Budget Fact Sheet - Department of Energy FY2019 Budget Request Fact Sheet](#)
- [Budget in Brief - A high-level narrative summarization of the Department's budget request](#)

Documents Available For Download

 [FY2019 Budget Fact Sheet](#)

 [FY2019 Budget in Brief](#)

 [FY2019 Volume 1](#)

 [FY2019 Volume 4](#)

Appropriations Committees

- ▶ House Energy & Water Appropriations Subcommittee
 - ▶ Mike Simpson (R-ID), Marcy Kaptur (D-OH)
 - ▶ <https://appropriations.house.gov/subcommittees/subcommittee/?IssueID=34796>
- ▶ Senate Energy & Water Appropriations Subcommittee
 - ▶ Lamar Alexander (R-TN), Dianne Feinstein (D-CA)
 - ▶ <https://www.appropriations.senate.gov/subcommittees/energy-and-water-development>

Authorizing Committees

- ▶ House Energy & Commerce Committee
 - ▶ Greg Walden (R-OR), Frank Pallone (D-NJ)
 - ▶ <https://energycommerce.house.gov/subcommittee/energy/>
- ▶ Senate Energy & Natural Resources Committee
 - ▶ Lisa Murkowski (R-AK), Maria Cantwell (D-WA)
 - ▶ <https://www.energy.senate.gov/public/>

Activity

Part 2: Effective WAP Communications Strategies

2018-Challenging Landscape

- ▶ Time of Change
- ▶ Maybe anxiety or uncertainty?
- ▶ Competing messages & hyper-connectivity
 - ▶ Information overload



What is a Public Information Campaign?

- ▶ A Public Information Campaign (PIC)...
 - ▶ Targeted and focused distribution and coordination of information
 - ▶ Information → Educates key audiences
 - ▶ Cutting through the “noise”
- ▶ Why?- Weatherization Network is the voice for public information of how successful, important and cost-effective WAP is for this country, its communities, and its citizens.



- ▶ Buy-in needed for comprehensive and effective Public Information
 - ▶ The support & knowledge of your network's decision makers (State Office, CAA Assn. & WAP Program Director state and local levels)
- ▶ A meeting with key weatherization delivery network members is strategically smart to get everyone on the same page.
- ▶ Once you are clear on what you hope to accomplish, organize a strategic planning session or sessions within your organization, with leadership.

Identify...

- ▶ Group goals/expectations from such a PIC project, & needs-goals for success
- ▶ Group assets, contacts and past PIC successes at state and local levels
- ▶ Barriers – include lack of office support staff, bureaucracy issues, limited time, limited dollars, etc.
- ▶ Potential stakeholders for undertaking your PIC project
- ▶ Windows of opportunity e.g. existing initiatives, reports released that identify issues, policymakers initiatives or newly elected officials and their agendas, etc.

Example- Weatherization Day

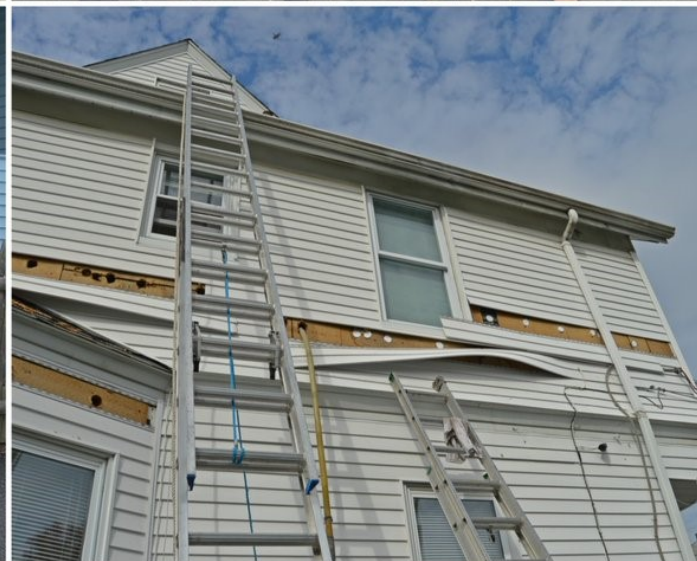
- ▶ Highlight the WAP and demonstrate impact
- ▶ Increase awareness of WAP for key audiences
- ▶ This year is even more critical
- ▶ October 30th is an anchor date
 - ▶ Successful activities before & after

**Mark Your Calendar for
Weatherization Day 2017!**



#WXDayOct30

- Some states/agencies arrange for their governor or member of Congress to tour a Weatherization job site. This is Senator Jack Reed touring a home in Providence, RI with the Community Action Partnership of Providence (CAPP)



Example- Weatherization Day

- ▶ Some states/agencies have celebratory events open to the public with booths, speakers, etc. to encourage members of the community to sign up for weatherization and to showcase the WAP to leaders and policymakers.

State WAP programs and local agencies across the country hosted expos. These are pictures from the Roanoke VA Weatherization Day Celebration.



Example- Weatherization Day

- ▶ Many state and local governments have issued official proclamations commemorating Weatherization Day!



State of
North Dakota
Office of the Governor
Jack Dalrymple
Governor

Jack Dalrymple

WAP Communication Strengths

WAP Mission Statement-“To reduce energy costs for low-income families, particularly for the elderly, people with disabilities, and children, by improving the energy efficiency of their homes while ensuring their health and safety.”

- ▶ WAP has a measurable impact: on a home, on a person's life, on a community, etc.
- ▶ WAP is nationwide in scope but locally administered & focused
- ▶ WAP is multidimensional- more than just energy
- ▶ WAP has a 40 year history AND modern, cutting edge tech & standards
- ▶ WAP has a dedicated workforce on the ground running/implementing the program

Observable Problem

- ▶ Median age of owner-occupied homes is 37 years old
 - ▶ Approximately 2/3 of owner-occupied homes in the U.S. were built before 1980, with 40% built before 1970.
 - ▶ Homes constructed after 2000 account for just 17% of the owner-occupied homes.
 - ▶ [HUD American Housing Survey \(2013\)](#)



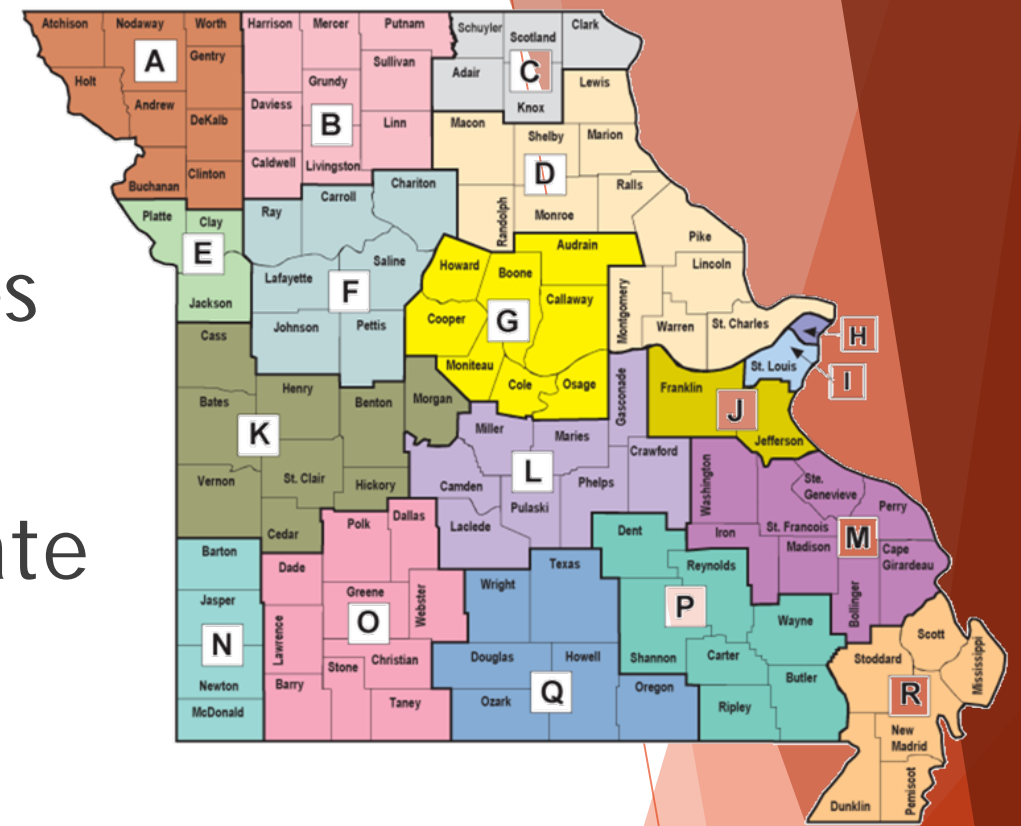
More than just energy

- ▶ \$82.4 billion is lost annually due to unhealthy and inefficient housing—3% of total U.S. healthcare costs. ([*GHHI*](#))
- ▶ Every dollar invested in weatherization returns over \$4 to society in energy, health, and safety benefits
- ▶ Residents of weatherized units reported fewer asthma symptoms, colds, and headaches as well as fewer hospitalizations and doctor visits.
- ▶ Children in households that received weatherization services missed fewer days of school
 - ▶ [*WAP National Evaluation*](#)



Nationwide, Local Focus

- ▶ WAP helps “forgotten” communities
- ▶ WAP touches every part of your State
 - ▶ Urban and rural
- ▶ WAP is in every type of home
 - ▶ Single family, multi-family, mobile homes



Communication Challenges

- ▶ Negative: “WAP is just big government throwing money at a problem and wasting tax dollars”
- ▶ Reframed:
 - ▶ WAP is a lean, efficient federal program that makes lasting investments in communities across the country
 - ▶ WAP leverages additional money from state, local and private sources for every federal dollar spent
 - ▶ High cost-benefit and quality control standards ensure money is spent effectively and efficiently



Communication Challenges

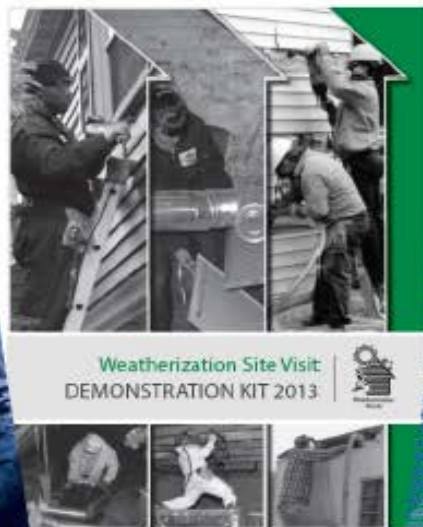
- ▶ Negative: “WAP is just another social program where the government gives poor people money”
- ▶ Reframed:
 - ▶ WAP makes a one time investment in a home that lasts for decades
 - ▶ WAP reduces energy waste, allowing hard working Americans to afford other necessities e.g. food, medicine, child care, etc.
 - ▶ WAP also creates opportunity through job creation and training



Communication Challenges

- ▶ Negative: “There really isn’t a need for this program - the government shouldn’t be in the business of retrofitting homes. States can run their own programs.”
- ▶ Reframed:
 - ▶ DOE estimates ~30 million U.S. families qualify for WAP, but only a small fraction are served each year- the need is great and remains as more homes age.
 - ▶ On average, low-income households pay 16.3% income on utilities
 - ▶ WAP has served as a catalyst for the entire residential home performance/energy efficiency industry saving millions of dollars







NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

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Search:

Go



[Weatherization](#) > [Weatherization Publications](#) > [Weatherization Toolkits](#)

Weatherization Day 2017 Toolkit

This 2017 [Weatherization Day Toolkit](#) contains social media and other communications resources to help you plan your Weatherization Day activities. The toolkit was rolled out via a webinar in September 2017.

[Webinar Recording](#) | [Slides](#)

Weatherization Site Demonstration Toolkit

A step-by-step guide to planning a successful Weatherization Site Demonstration.

[Weatherization Site Demonstration Toolkit](#)

To learn more about Site Demonstrations, [check the waptac.org Site Demonstration page](#).

Weatherization Day Toolkit

A Public Information Day toolkit to aide in planning Weatherization Day activities. Toolkit includes sample press releases, event ideas, social media examples, and press kits.

[Weatherization Day Toolkit](#)

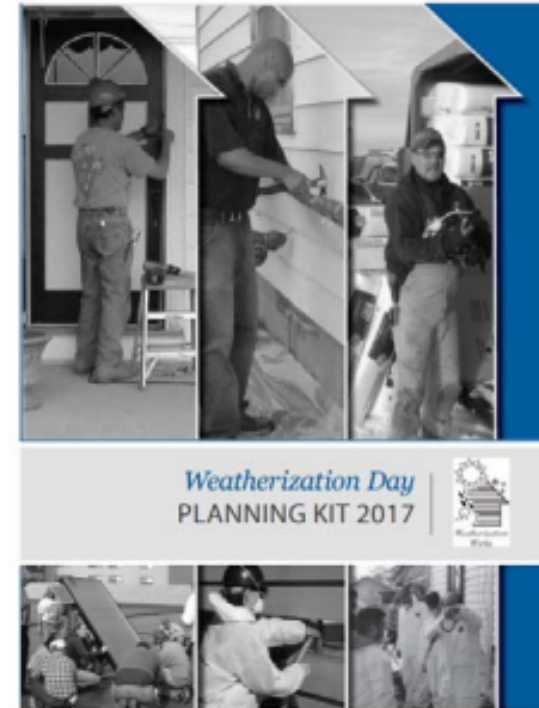
To learn more about Weatherization Day, [check the waptac.org Weatherization Day page here](#).

WAP Story Telling Manual



Planning Kit

NASCSP has updated the Weatherization Day Planning kit that has been used for several years. This kit will provide you with templates for press releases, instructions to secure a governor's proclamation, tips for writing an op-ed, and more! The kit is available on nascsp.org, waptac.org, and weatherizationplus.org. Click [here](#) to view the kit.



Site Demo Kit

NASCSP has updated the Weatherization Day Site Visit Demonstration kit that has been used for several years. This kit will provide you a step by step guide for putting together a site demonstration, engaging elected officials, and highlighting the demo in the media. The kit is available on nascsp.org, waptac.org, and weatherizationplus.org. Click [here](#) to view the kit.

2017 OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
Energy Benefits & Energy Efficiency				EE Day #EEDay2017		
8	9	10	11	12	13	14
Jobs, Training, & Partnerships						
15	16	17	18	19	20	21
Health & Safety Benefits						
22	23	24	25	26	27	28
Client Success Stories						
29	30	31				
	Wx Day -Social Media Push #WXDayOct30					

Scheduling Social Media

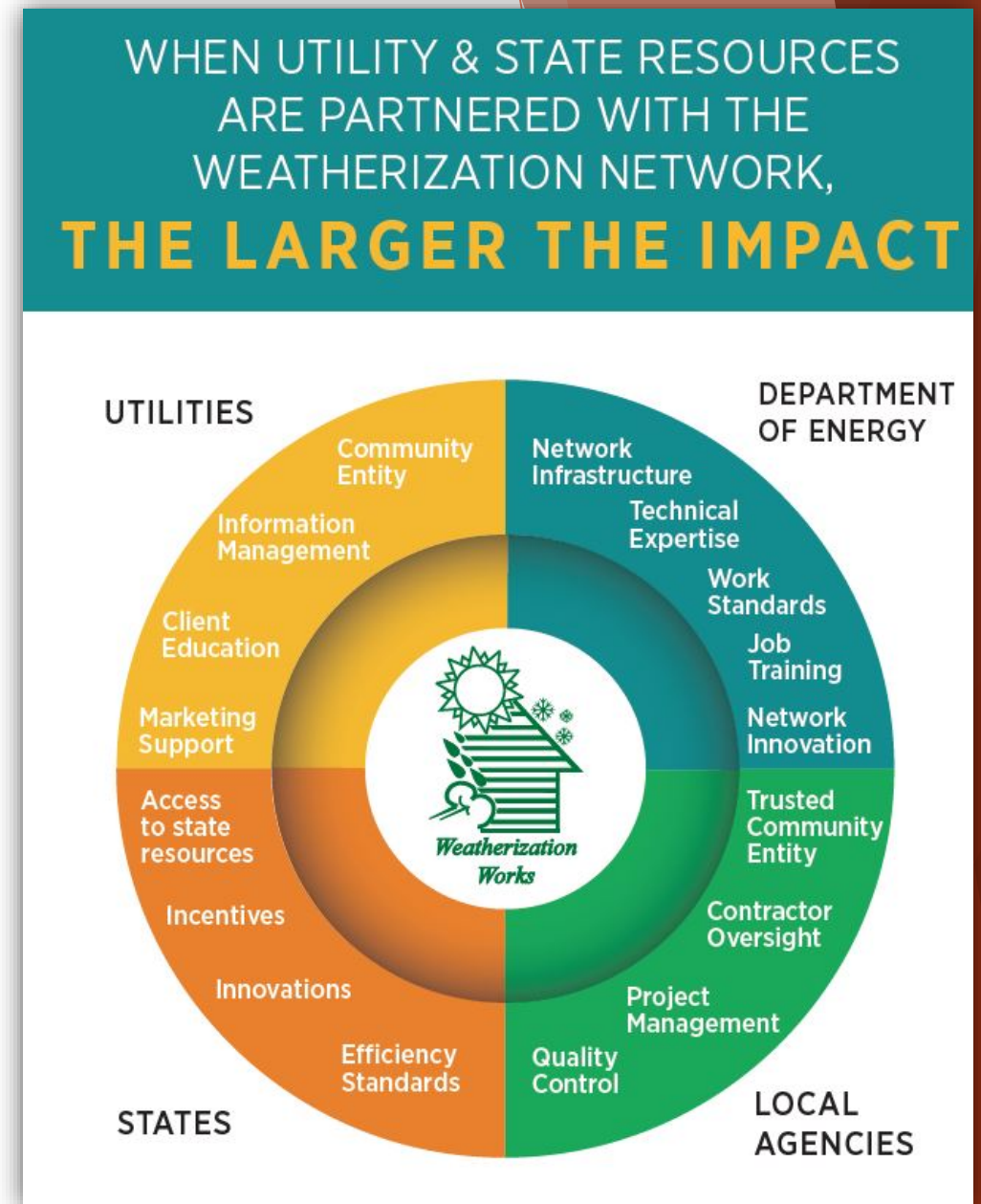
► Platforms for scheduling social media

- <https://hootsuite.com/>
- <https://tweetdeck.twitter.com/>

	A	B	C	D	E	F	G
1	Time	Type	Topic	Post			
2	THURSDAY 10/27						
3							
4	10am	Twitter	Wx Plus Health	Reshare Washington Guest Blog			
5	11am	Twitter	DOE	Announce 10/28 Twitter chat and tag partners			
6	11am	Facebook	DOE	Announce 10/28 Twitter chat			
7	2pm	Facebook	Wx Day	Reminder about Sunday and posting through Monday			
8	2pm	Twitter	Wx Day	Reminder about Sunday and posting through Monday			
9	3pm	Twitter	DOE	DOE Asst. Sec. Blog			
10	4pm	Facebook	DOE	DOE Asst. Sec. Blog			
11	FRIDAY 10/28						
12	9:30am	Twitter	DOE	Don't forget to tune in TODAY at 12pm ET for a LIVE Twitter chat w/ WAP Director Dave Rinebolt			
13	9:30am	Facebook	DOE	Hey Facebook! Don't forget to head over to Twitter TODAY at 12pm ET for a LIVE chat w/ WAP Di			
14	11am	Twitter	DOE	Live twitter chat with Dave Rinebolt starts in 1 hour			
15	11am	Facebook	DOE	Live twitter chat with Dave Rinebolt starts in 1 hour			
16	1145am	Twitter	DOE	15 min until twitter chat			
17	12pm	Twitter	DOE	Twitter Chat Starting now!			
18	1pm	BLOG	Client Story	Wap In your words post			
19	3pm	Facebook	Wx Day	This weekend great events will be happening all over the country to commemorate Weatheriza			
20	3pm	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
21	Saturday 10/29						
22	9am	Facebook	Wx Day	Good morning! Tomorrow is Weatherization Day 2016 and all weekend great events will be hap			
23	9am	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
24	10am-1pm	Twitter	VA Event	Event in Virginia			
25	2pm	Facebook	Wx Dat	Client Testimonial			
26	3pm	Facebook	Wx Day	REMINDER: Tomorrow is Weatherization Day 2016 and all weekend great events will be happen			
27	3pm	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
28	Note: Eric Traveling at VA event, will repost member social media throughout day via Twitter						
29	Sunday 10/30						
30	9:30am	Facebook	WxDat	Happy Wx day birthday Cake post			
31	11am	Facebook	Wx Day	Client Testimonial			
32	11:30am	Blog	Wx Day	Reflections from Ray Judy			
33	12pm	Facebook	Wx Day	Grantee Map			
34	1:15pm	Facebook	WAP Jobs	WAP professionals collage and job stats			
35	?	Facebook	DOE	Repost DOE Wx Day Announcement			
36	2pm	Facebook	LIHEAP	Link to Blog post			
37	3pm	Blog	Wx Workers	Post about Zach in Indiana			

Infographics

- ▶ Powerful storytelling use
 - ▶ Easy to include on social media, in newsletters/emails, on fliers
- ▶ Gives the essentials fast and makes a big impact
- ▶ Requires a hook – DATA!
 - ▶ If you provide it NASCSP can build it and share it
 - ▶ What reports/data do you already have that you can showcase in a new way?
- ▶ FREE- Venngage, Canva, and Piktochart





Health Benefits of Weatherization

After Weatherization...

Residents with asthma reported fewer hospitalizations and ER visits



Residents experienced fewer "bad" physical and mental health days

Children in the household missed fewer days of school



Household members reported fewer allergy and cold symptoms

Source: Oak Ridge National Laboratory- weatherization.ornl.gov

WEATHERIZATION | WORKFORCE DEVELOPMENT

THE U.S. DEPARTMENT OF ENERGY IS INVESTED IN CREATING THE MOST QUALIFIED ENERGY EFFICIENCY WORKFORCE IN THE COUNTRY.

100%

OF WEATHERIZATION ASSISTANCE PROGRAM (WAP) HOME INSPECTIONS MUST BE COMPLETED BY A CERTIFIED QUALITY CONTROL INSPECTOR.

CERTIFIED INSPECTORS RECEIVE TRAINING BY ACCREDITED TRAINING CENTERS. THESE CENTERS OFFER TRAININGS TO PRIVATE CONTRACTORS, BUILDING CODE OFFICIALS & HOUSING SPECIALISTS.

USE OF DOE'S STANDARDIZED WORK SPECIFICATIONS (SWS) ENSURES THE HIGHEST QUALITY OF WORK IN THE WEATHERIZATION & HOME PERFORMANCE INDUSTRY.



Happy Weatherization Day 2017!

#WXDayOct30



UTAH WEATHERIZATION ASSISTANCE PROGRAM

Celebrating **40** *Years*  1976
program
established



low-income
households spend

14%

of their income on
energy



35%

average energy
cost reduction
per home



50,544

Utah homes
improved

\$2 billion 
saved nationally each year

Department of Workforce Services
Housing & Community Development Division





Storytelling Manual

WEATHERIZATION ASSISTANCE PROGRAM





1. Choosing Well

2. Framing

3. Setting Up

4. Showing Implementation

5. Demonstrating Outcomes

1. Title or heading

2. Background on client/family

3. What was the home like before?

4. What was it like during weatherization?

5. What is it like now & what impact has it made?

CSBG, ENERGY AND GREEN INITIATIVES, HEALTHY HOMES INITIATIVE, WEATHERIZATION

“The weatherization program was life-changing for me. It inspired me to pay it forward and help others live lives of hope and dignity.”

POSTED BY NASCSP · OCTOBER 5, 2016 · LEAVE A COMMENT

FILED UNDER COMMUNITY ACTION, ENERGY ACTION MONTH, WAP, WAP40YRS, WEATHERIZATION, WEATHERIZATION ASSISTANCE PROGRAM, WXDAYOCT30

By: Kelly Fonteijn

My name is Kelly Fonteijn. I live in Pullman, WA with my husband and our seven- and nine-year old kids. Together we run a campus ministry at Washington State University. My home was weatherized as part of the Weatherization Assistance Program by Whitman County Community Action Center in 2013.

Before weatherization, our house had minimal insulation. The walls were rough-hewn fir boards with a century's worth of wallpaper on them, and thin pine paneling over that. When we bought the house, we got a good deal because the home inspector said it was “uninhabitable” due to a lack of heat source in most rooms. We moved in during the summer, so we didn't notice until our first Thanksgiving, when the temperature suddenly dropped to -10° F. My parents, who were visiting for Thanksgiving, got our family long underwear on Black Friday to wear in the house! I wore a thick wool sweater and wool pants every day the first few winters. I can remember constantly huddling around our gas fireplace, which was our main heat source. We practically sat on top of it! In fact, when my daughter was three, she backed up too far against the fireplace because she was cold and melted her polyester jammies onto the glass face. Thankfully she was unhurt, but it gave us quite a scare!

I learned about the weatherization program from a flyer I saw at our library, but I was not sure at first if it would be a good fit for our family. After all, my husband was working full time while I was home with two tiny kids. We had a steady income. Then I met with Ginger at the Community Action Center; she told me about the weatherization income guidelines and I was surprised to see that we easily qualified. We were approved, then went through an energy audit to find the places in our house that were least energy efficient.

One morning not long afterwards, Alex and his crew from the Community Action Center showed up at our house. They crawled into our crawl space and insulated our floor. They also blew insulation into our attic and walls, and plugged holes we hadn't even known about with caulk. It turns out our carbon monoxide detector wasn't working, so they replaced that, too. The crew was very gracious and kind. In fact, when Alex finished up the project and had me sign the final paperwork, he thanked me for allowing the Community Action Center to weatherize my house. I started laughing and I said, “You are thanking me for doing hours of hard work and making home improvements free of charge?”

The first winter after weatherization, when it got cold outside, I got ready for my typical winter routine. I put the thick down comforter on our



6. Photo

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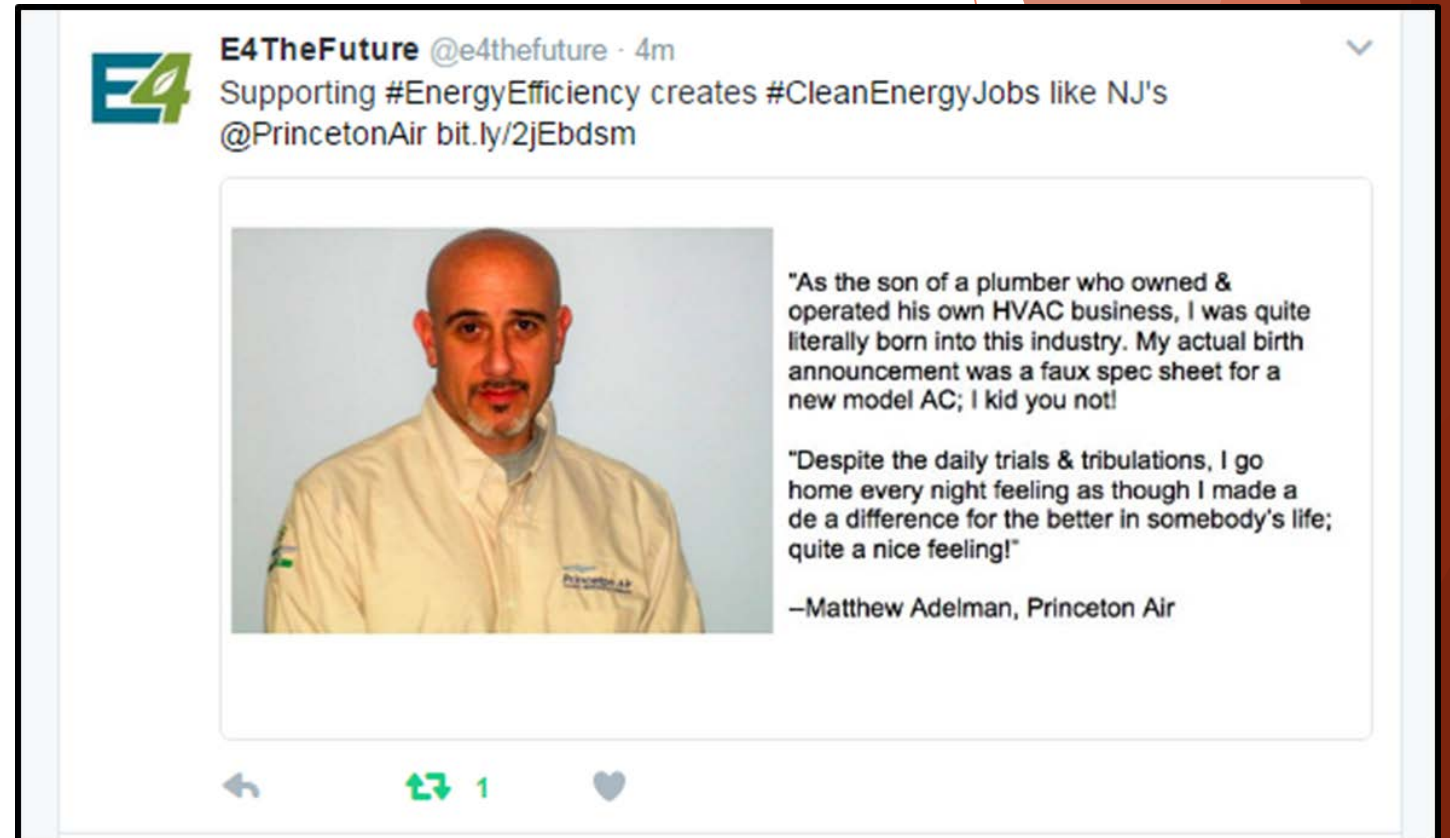
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#WxJobs Blog/Social Media Post

1. Title or heading
2. Background on WAP professional/how they got into the field
3. Description of what they do on a day-to-day basis, their skills, their training
4. Why is the job meaningful to them? Connect to mission of program.
5. Photo or video!



#WeatherizationWorks- Innovative Program

1. Title/Heading
2. Description of a problem or issue
3. Description of new/innovative program and how it tackles problem
4. Discussion of results so far
5. How can others implement same/similar program
6. Who can be contacted to learn more?
7. Photo or video!

ENERGY AND GREEN INITIATIVES, HEALTHY HOMES INITIATIVE, POVERTY, WEATHERIZATION

Weatherization Plus Health in Washington State: An Update

POSTED BY NASCSP · OCTOBER 26, 2016 · [LEAVE A COMMENT](#)

FILED UNDER ENERGY ACTION MONTH, ENERGY EFFICIENCY, HEALTHY HOMES, WEATHERIZATION ASSISTANCE PROGRAM, WEATHERIZATION DAY, WEATHERIZATION PLUS HEALTH

In April, we described the launch of an exciting new weatherization venture in Washington State that combines the energy efficiency improvements of weatherization with a targeted approach to reduce and remove asthma triggers in low-income households.

Six months later, the hard work of marrying weatherization to home health environment improvements is underway. The [Washington State Low-Income Weatherization Assistance Program](#) is learning a great deal about the challenges, and the promise, of energy savings and health impacts in low-income homes. We've learned that:

- **Public health entities can be strong and important partners in our work.** Our allies include the Washington State Department of Health and the Washington State Asthma Coalition.
- **Developing compelling and rigorous evidence of medical cost savings and improved patient well-being will be crucial over the long run.** Continued support for Weatherization Plus Health depends partly on demonstrating potential for a good return on investment.
- **Establishing the non-energy benefits, like health benefits of weatherization, is becoming increasingly important.** This is especially true in the Pacific Northwest, where energy costs are low and the climate temperate.



Our eight pilot projects are diverse, and responsive to differing local needs, using local resources and partnerships:

- Two of eight operate in departments of city or county government; two are in housing authorities (including one tribal housing authority); four are in non-profit community action programs (CAP).
- Half are in rural areas; half are in primarily urban areas.
- The strategies we are testing are diverse, and include:
 - Targeting households served by an existing health department asthma program in single-family homes.
 - Helping tribal households with asthma through partnerships with Indian Health Service, or a tribal asthma home visit program.
 - Targeting children with asthma in households served by a school health center.
 - Collaborating with Early Childhood Education and Assistance Program and Early Head Start.

The Passion of a Weatherization Practitioner

POSTED BY NASCSP - OCTOBER 30, 2016 - [LEAVE A COMMENT](#)

FILED UNDER COMMUNITY ACTION, HOUSING, WAP40YRS, WEATHERIZATION ASSISTANCE PROGRAM, WEATHERIZATION DAY

By: Ray Judy, NASCSP Energy Services Director

Every once in a while there is an event or set of circumstances that causes you to pause and look at seemingly normal or routine things in a different manner.

As many of you are aware, NASCSP held an event in Washington, DC on September 7th celebrating the 40th Anniversary of the WAP. A part of this celebration included the airing of a video highlighting two weatherization client success stories from Indiana. NASCSP worked with the Indiana Housing and Community Development Authority [Indiana's WAP Grantee] and the Area IV Agency on Aging [one of Indiana's WAP sub-grantees] to produce the video. I was fortunate enough to be able to attend the client homes where the video was filmed.

As I was making the drive up to Lafayette, IN for the filming, I was looking forward to seeing the homes and the measures that were installed as each had experienced significant energy savings. Needing a "voice" from Area IV to describe what work was accomplished, Zach Thise was called upon to provide the narrative at each home. Zach, a 15 year veteran in Weatherization, was one of Area IV's three WAP staff who carry both Indiana's Energy Auditor Competency and QCI certification. That being the case, Zach was very familiar with the homes in the video.

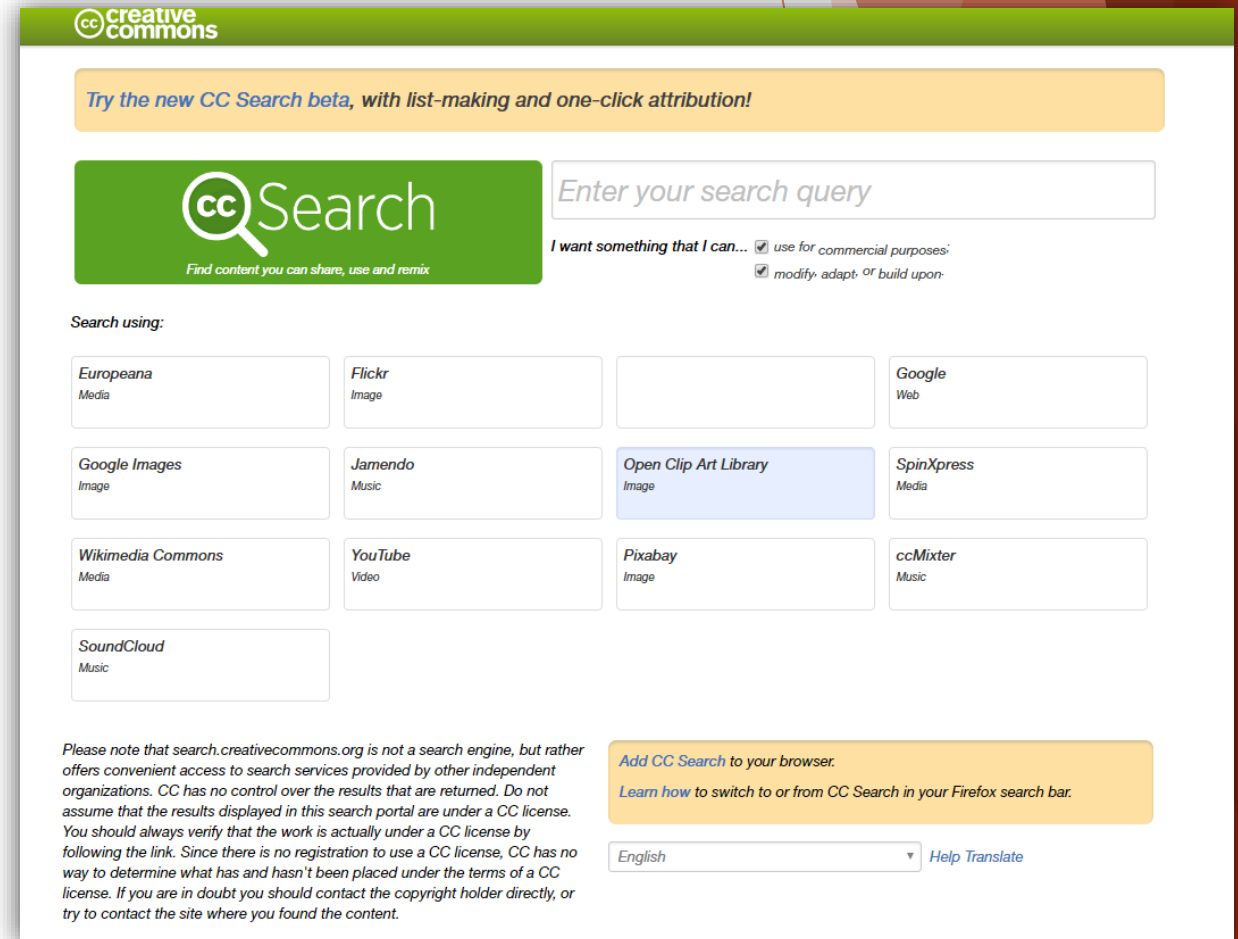
It soon became apparent that Zach was also very familiar with the clients. As we entered each home you could tell that Zach had a rapport with the clients. They were happy to see him and continued to be very appreciative for the weatherization services that were provided.



[Click here](#) to watch the video from Indiana featuring Zach and the WAP clients he passionately served

Photos

- ▶ Success story- almost useless without photos, graphics, videos
- ▶ How to find photos you can use free & unrestricted
 - ▶ Newsletters, presentations, fliers, social media
 - ▶ Creative Commons
<https://search.creativecommons.org/>
- ▶ ACTIVE & CLEAR not STATIC & GENERIC
 - ▶ Golden Rule



OK



Better



OK



Better



OK



Better



Contact Us

- ▶ Contact us! WAP communication is an every day effort, not just Weatherization Day
- ▶ We recognize you are running programs- let us help with communication!
- ▶ Eric Behna ebehna@nascsp.org
- ▶ CAA's - Natalie Kramer Nkramer@communityactionpartnership.com



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Activity

Thank you!

