Presenters

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  - WAP Director, NASCSP

- **Kathryn Maddux**
  - Project Director, Energy Partnerships,
    Community Action Partnership (CAP)

- **Meg Power**
  - Senior Advisor,
    National Community Action Foundation (NCAF)
Introduction

Goals of Weatherization Day

Highlight the WAP and demonstrate impact

Increase awareness of WAP for key audiences:

Leaders/decision makers at federal, state, & local levels

Partners such as utility companies, community based organizations, etc.

Potential families in need of weatherization services
Why is Weatherization Day Important?

- New policymakers in Congress
- Budget being decided this fall
- More focus on low-income energy issues
  - Potential new partners/funders
- October 30th is an anchor date
  - Successful activities before & after
Site Visits

- Some states/agencies arrange for their governor or member of Congress to tour a Weatherization job site.

Staff of North Dakota House and Senate Delegation tour a home with CAP ND and ND State WAP Office, 2018

House Energy & Water Appropriations Chairwoman Marcy Kaptur (D-OH)
*Great Lakes CAP, 2017*

Local Mayor, CAP of Northern Alabama, 2018
Fairs/Expos

- 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.
Many state and local governments have issued official proclamations commemorating Weatherization Day!
Weatherization Day Planning Toolkit

Weatherization Site Demonstration Toolkit

WAP Story Telling Manual
Access the 2019 toolkit HERE!

Will Share Screen and quickly walk through it.

What’s new?
• New infographics
• Updated Tweets and Facebook Posts
• Messaging tips from National Human Services Assembly
• More links to research and data
• More links to videos
Log your Activities!

- Is your State or Agency doing something for Weatherization Day? The national partners want to know about it! Whether it’s an event, a press release, a proclamation, or something else put the information in this Google Document so that the national partners can share and highlight all of the great work you are doing.
Stay Connected!

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Resources and Reminders:
Weatherization Day 2019

Kathryn Maddux
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Weatherization Leveraged Partnerships Project

Funded by the Department of Energy to offer training and assistance to the WAP network in designing private partnerships and programs that leverage the WAP.
REMINDER: ENGAGE PARTNERS

Highlight Your Weatherization Program

- Community health partners
- Nutrition social service agencies
- Environmental groups
- Housing agencies
- Agencies that administer LIHEAP
- Utility partners

https://communityactionpartnership.com/energy-partnerships/
COLLABORATE WITH COMMUNITY GROUPS

Community partners recognize the **Value** of WAP

- Help advertise events and availability of the program
- Help highlight how services are coordinated

Environmental and housing groups have shared interest

– Be proactive in sharing your plans and messaging with these groups and the best way for them to participate

https://communityactionpartnership.com/energy-partnerships/
COLLABORATE WITH UTILITIES

• Capitalize on resources and capacity of utility partners
  – Utilize communications team to advertise events, coordinated programs, and issue joint press release
  – Share energy education materials at events
  – Ask for donations of energy efficiency props for your event (light bulbs, refrigerator magnets with energy tips, etc.)
INCLUDE OUTPUTS, OUTCOMES, & NEED

• Share the impact of your agency’s program, WAP across the state, and the country
  – Jobs created; homes weatherized; decreases in bills, energy savings
• Who is served, the types of homes, and the continued need for the program

https://communityactionpartnership.com/energy-partnerships/
REMINDER: ACTIVE PHOTOS

• Show work in progress/activity occurring
• Have staff shown with program participant
• Show installed measures with participant
EMPHASIZE CONNECTIONS

• Between the technology/tools and the change in energy use and well being of participants
• Between the participants and agency staff
• Between the community partners and the success of the program
• Between the program and the community investment/revitalization

https://communityactionpartnership.com/energy-partnerships/
SUBGRANTEE SPOTLIGHT

- South Central Community Action Partnership in Twin Falls, ID to hold a WAP Day demonstration project and luncheon
- In partnership with: Idaho Power, Intermountain Gas, others
- Special Guests to include:
  - Congressman Mike Simpson
  - U.S. DOE Assistant Secretary Daniel Simmons (invited)
  - Gov. Brad Little (invited, and announced proclamation for state)
  - Twin Falls Mayor Shawn Barigar (also announced proclamation for city)
Tips on Inviting and Educating Members of Congress in 2019

Meg Power, PhD.
Senior Advisor,
National Community Action Foundation
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Why might a member of Congress be interested in visiting a WAP site?

- Witness and highlight program success;
- Meet workers, families and partners;
- “Earn” media with an opportunity for an active, in-district photo;
- Illustrate support of program.
Invitation and Event Tone

- Grateful
- Welcoming
- Proud of the work, the workers, the impact
- Not partisan or political
- See our tip sheet on sending-out and following-up on your invitation.
Obstacle: The Congressional Calendar

Weatherization Day at Home

See NCAF’s tip sheet for alternatives and how to reach out Congressional schedulers.
Saying “Thank You:”

- FY 2019 WAP funding increased to $257 million; FY 2020 likely higher;
- Support was bi-partisan, no controversy
- Authorizing Committees in House and Senate have endorsed bi-partisan bills modernizing WAP and extending it through 2024.
- The impacts of WAP and its jobs are important to the community
MORE on Why is saying “thank you” important?

1. It’s rare.
2. They deserve it!
3. It can make a member feel like a leader of a program, like we are his or her constituency.
4. It maintains a relationship for authentic reasons.
Why are site visits important?

1. Gives first-hand experience with the program. WAP’s technical prowess is always a surprise. Job creation and private contractor involvement must be seen to be believed.

2. Create an opportunity for the member to understand why his or her support matter - because of emotional connection between the homeowner and Member and the workforce and the Member.
Your Message/the Members’ Take-Away

- How well Weatherization works [for the household, the job market, your partners];
- How well your team performs a hard job;
- How pleased the community is of the member’s support and interest; and,
- What you need done in Congress when the member goes back.
Asking for Action in Congress

- Weatherization funding and re-authorization Legislation is moving this fall;
- NCAF wants to help you with every congressional visit. Get our:
  - Update on the bills and what to ask for, and
  - Insight on the Member.

Call or email for input before you plan the visit.

Contact: Frances Yator (See our Tip sheet for details.)
Event Quality Assurance: Choose speakers with care and REHEARSE!

- The Weatherized person [s] are key - but the spotlight can be problematic
- *Plan two rehearsals minimum for canned statement and for answers to likely questions*
- Your workers - same barriers/different issues
- Your partners- keep them on point - with REHEARSAL
Managing Press

• Engagement and local recognition is important to a member, so . . .
• Let the professionals in the member’s office take the lead in inviting press, but

• You provide a draft press release to them, and

• Let Congressional staff look over anything you send out to your agency press list
Follow Up

- Thank you note
  - To Member
  - To the staffers that helped you or came with the member, including the scheduler
- Tell your national organizations all about the visit.
Engage NCAF’s Resources and Insight Early and Often

• WAP Day Help and Information Hotline

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