



WEATHERIZATION DAY 2020

Kickoff Webinar | September 9, 2020



Presenters

- ▶ **Jenae Bjelland**

- ▶ Executive Director, NASCSP



- ▶ **Eric Behna**

- ▶ Consultant, NASCSP



- ▶ **Kathryn Maddux**

- ▶ Project Director, Energy Partnerships, Community Action Partnership (CAP)



- ▶ **David Bradley**

- ▶ CEO, National Community Action Foundation (NCAF)



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?

- ▶ FY 2021 budget still being finalized in Congress
- ▶ Opportunity to highlight critical role of WAP during COVID
- ▶ Policymakers considering how WAP fits into COVID recovery

What Past Events Looked Like...



Events in the Time of COVID

Lowest risk: Virtual-only activities, events, and gatherings.

More risk: Smaller outdoor and in-person gatherings in which individuals from different households remain spaced at least 6 feet apart, wear masks, do not share objects, and come from the same local area (e.g., community, town, city, or county).

Higher risk: Medium-sized in-person gatherings that are adapted to allow individuals to remain spaced at least 6 feet apart and with attendees coming from outside the local area.

Highest risk: Large in-person gatherings where it is difficult for individuals to remain spaced at least 6 feet apart and attendees travel from outside the local area.

Guidance from the CDC

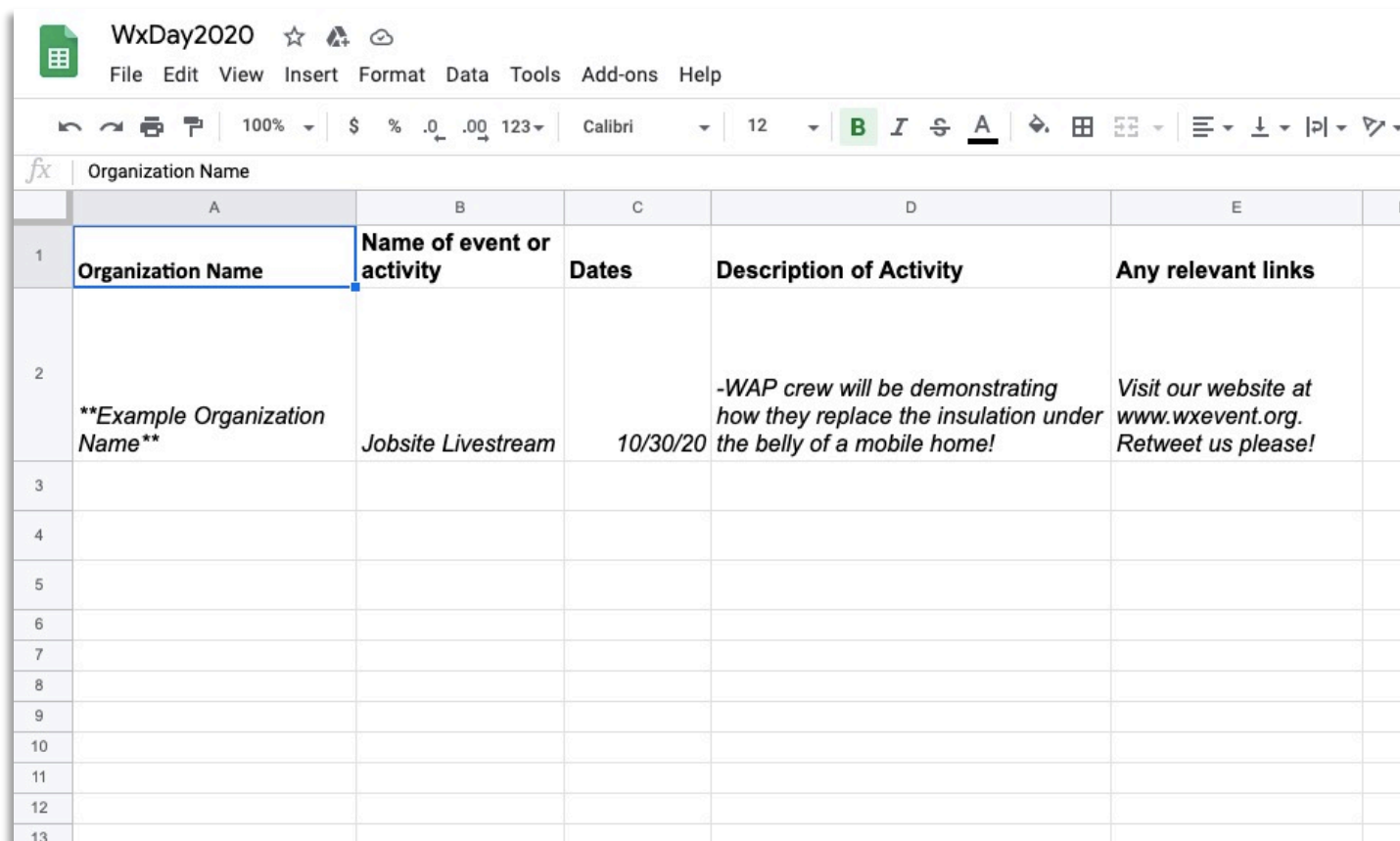
- [Considerations for Events and Gatherings](#)
- [Events and Gatherings: CDC Readiness and Planning Tool](#)
- [Event Planning and COVID-19 FAQs](#)

Events in the Time of COVID

- **Livestream from the Job Site**
 - Replace a traditional site visit by having a member of your WAP crew “Go Live” while weatherizing a home
- **Read your Governor’s Weatherization Day Proclamation via Video Conference**
 - Or mayor/county commissioner
- **“Learn about Weatherization” Webinar**
 - Replace open house/festival
 - Sample slide deck available
- **“A Conversation about WAP” Webinar**
 - Consider holding a virtual event that is a conversation or “talk show” interview style

Log your Activities!

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.



The screenshot shows a Google Sheet titled "WxDay2020" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar. The sheet contains a table with 6 columns: Organization Name, Name of event or activity, Dates, Description of Activity, Any relevant links, and an empty column. The first row is the header. The second row contains example data: "Example Organization Name", "Jobsite Livestream", "10/30/20", "-WAP crew will be demonstrating how they replace the insulation under the belly of a mobile home!", and "Visit our website at www.wxevent.org. Retweet us please!".

| | A | B | C | D | E | F |
|----|-------------------------------|---------------------------|----------|---|--|---|
| 1 | Organization Name | Name of event or activity | Dates | Description of Activity | Any relevant links | |
| 2 | **Example Organization Name** | Jobsite Livestream | 10/30/20 | -WAP crew will be demonstrating how they replace the insulation under the belly of a mobile home! | Visit our website at www.wxevent.org. Retweet us please! | |
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Take communications to the next level in 2020!

- Access the 2020 toolkit [HERE!](#)
- Social Media Calendar
- Messaging Guide
 - COVID messaging
- Event ideas/templates
- Sample social media posts
- Additional Resources

Will *Share Screen* and walk through it.

Weatherization Day 2020

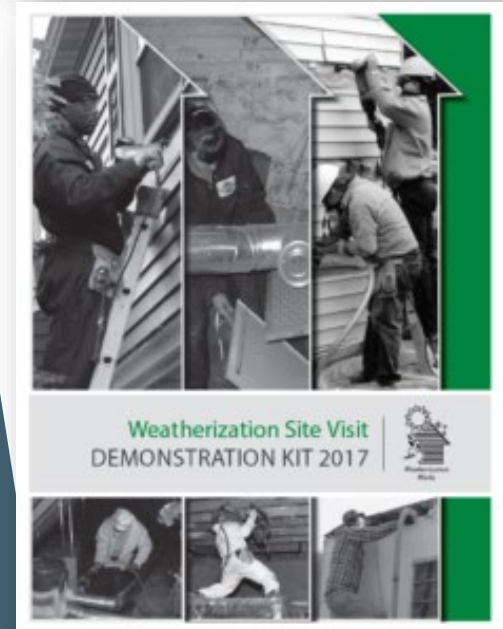


Planning & Communications Toolkit





Weatherization Day Planning Toolkit



Weatherization Site Demonstration Toolkit



WAP Story Telling Manual



Stay Connected!



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Legislative & Communications Analyst , NASCSP



@NASCSP



www.nascsp.org



Weatherization Day and Energy Awareness Month 2020

Kathryn Maddux

National Community Action Partnership
Weatherization Leveraged Partnerships Project
kmaddux@communityactionpartnership.com

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



<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

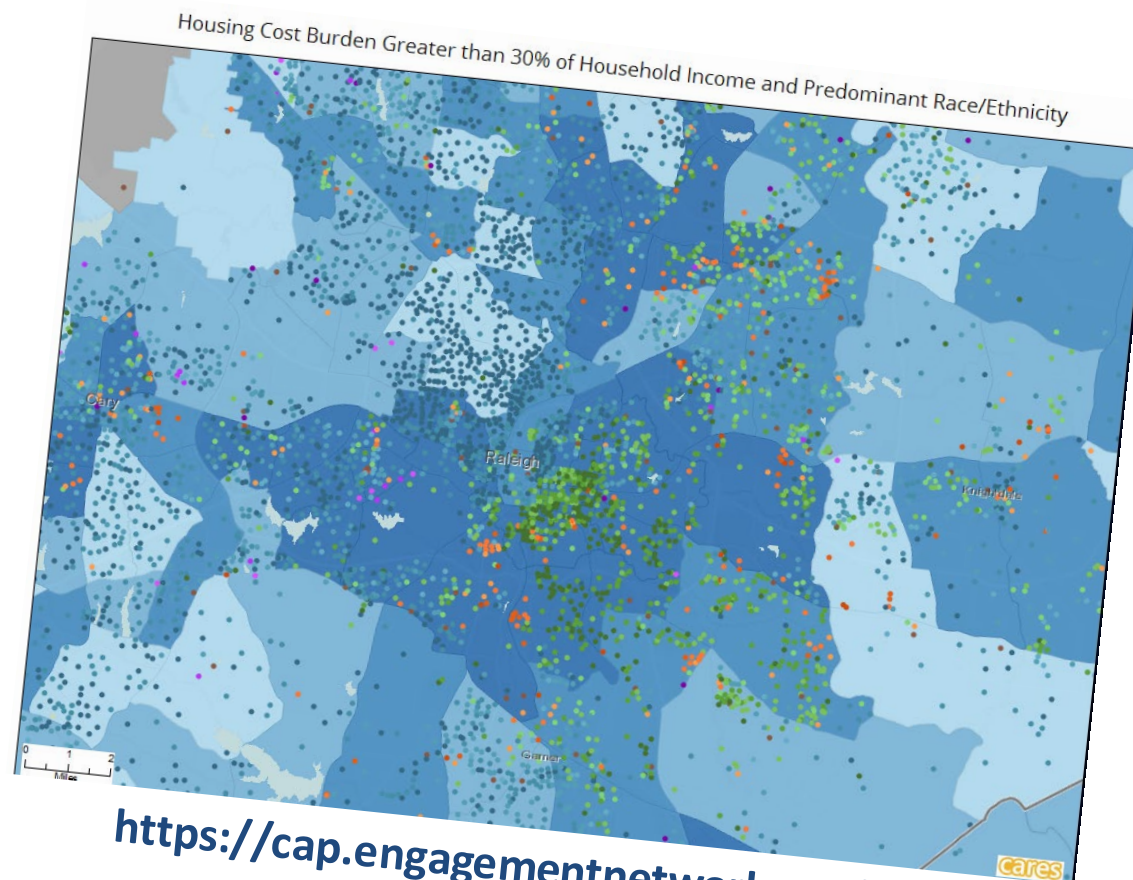
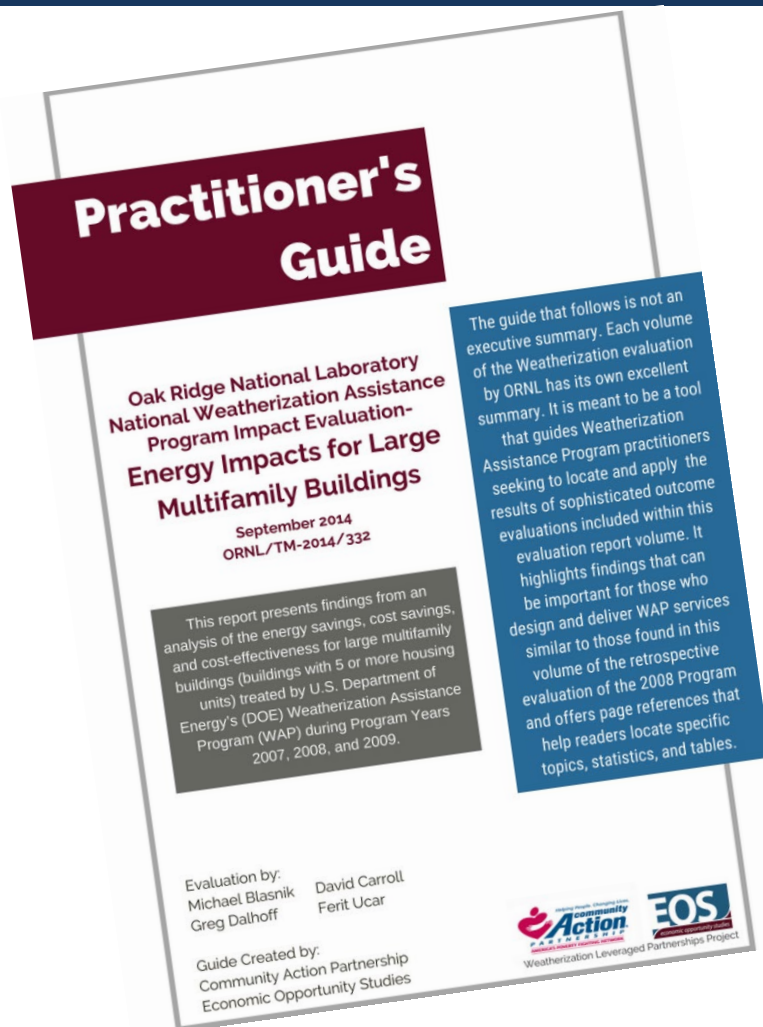
- Be proactive in sharing your plans and messaging with these groups and the best way for them to participate

COLLABORATE WITH UTILITIES

- Capitalize on resources and capacity of utility partners
 - Utilize communications team to advertise (virtual) events, coordinated programs, and issue joint press release
 - Share energy education materials
 - Ask for donations of energy efficiency props to share with interested customers/partners (light bulbs, refrigerator magnets with energy tips, etc.)

<https://communityactionpartnership.com/energy-partnerships/>

RESOURCES: DATA FOR STORIES

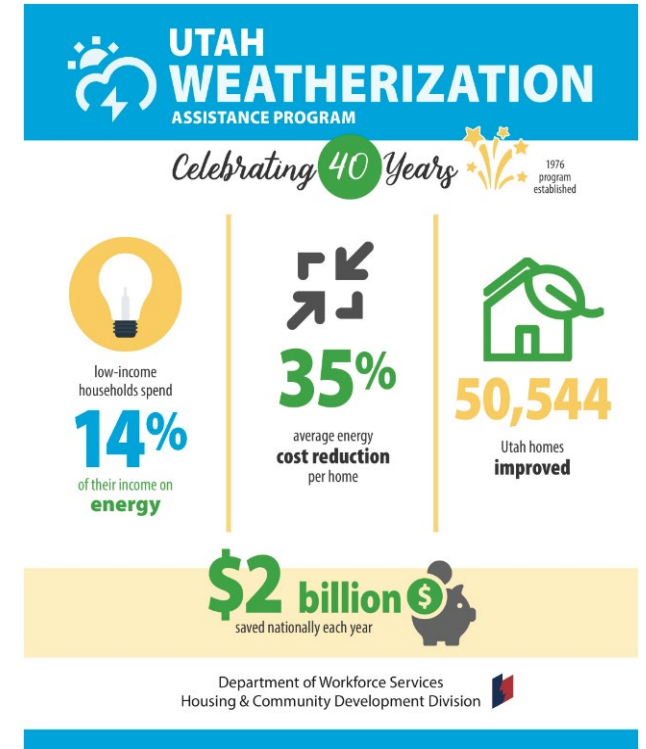


<https://cap.engagementnetwork.org/>

<https://communityactionpartnership.com/energy-partnerships/>

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



<https://communityactionpartnership.com/energy-partnerships/>

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/>

Energy Awareness Month/ WAP Day Toolkit

- National CAP toolkit to use alongside NASCSP toolkit
- Addresses Energy Awareness Month in addition to Weatherization Day
- Content and memes you can use all month long in regard to energy burden, energy equity, COVID-19, LIHEAP, Energy Efficiency Day (Oct 7) and WAP Day (Oct 30)
- In addition, see our tips for using Facebook Live and for producing and editing videos

<https://communityactionpartnership.com/energy-partnerships/>

KEEP US UPDATED

On your successful virtual events, press coverage, and partnerships!



@CAPartnership



[Community Action Partnership National Office](#)



KMaddux@communityactionpartnership.com

Weatherization Day 2020 AND Weatherization Year 2021

David Bradley
National Community Action Foundation



Elected Officials All* Appreciate:

- Maintaining Jobs
- Protecting and Improving Health

Craft your images and public messages to show your COVID19-safe work and to emphasize the healthier indoor atmosphere you create. Choose client stories and worker stories that also make jobs or good health points

* Almost all



Thanks Are Due to Congress [& will be a welcome change]

- Bi-partisan support has kept WAP growing year by year
- Also, in a majority of states, state policy has added millions to WAP investment via LIHEAP and utility regulation
 - Mention “we are grateful to Congress ...” in every statement on funding.
 - Write thank-you’s to your Members with your packet
 - Special focus on Appropriators & Energy Committees

NCAF HELP AVAILABLE FOR Member Messages!

- We want to help you prepare for meetings with Members of Congress and their staff
- For example:
 - Their history with WAP
 - Their current agenda and priorities
 - Their recent work on other CAP priorities
- NCAF contact is Frances Yator. francesyator@ncaf.org

Best Messengers: Your Contractors & Funding Partners

- In addition to the family personal stories, personal stories of the workers you keep employed are helpful
- Get letters from your Contractors to editors and Members appreciating the WAP in General and your efforts to keep them working safely today
- Ask for Statements from your utilities your delivery to at-risk customers in disadvantaged communities

Weatherization Reauthorization?

It is Stalled

- The House passed, and Senate Energy Committee reported, bills with many of the changes we seek.
- All other proposals for a future WAP include some elements of those bills
- We cannot deliver on the proposed future program goals with out those changes.

Weatherization

in the **Green, Environmental Justice** Agenda

- WAP is a part of every Democrat's agenda for the future
 - Congressional Select Committee on Climate Change
Castor [D-FL}, Bonamici {D-Or}
- House Appropriations, Energy and Water Subcommittee -Reported
Bill for the future: \$3 billion
- Biden "Build Back Better" goal: 2 million more homes Weatherized
by 2025



WAP's Success & Community's Trust:

Launching Pads for the Network's role in Future-Focused Rebuilding

- Any Administration Will Have to Make Infrastructure and Job-Creating Investments
- All the Democrats' Plans prioritize "Equity" via major investment in low-income communities. WAP is included, but not primary.
- CAAs and other WAP partners must lead & engage in community plans



READY ?