2020 REPORT

WAP PUBLIC INFORMATION CAMPAIGN

National Association for State Community Services Programs



2020 WAP Public Information Campaign Report

Introduction

The 2020 Public Information Campaign (PIC) began in July 2020 and culminated on Weatherization Day on October 30, 2020. NASCSP's efforts surrounding these initiatives yielded considerable virtual and social media activity throughout the weatherization network. Numerous virtual events, Weatherization Day proclamations, press releases, news articles, and social media efforts increased awareness of the WAP and highlighted the impact of program, reinforcing the message that Weatherization Works! This report discusses the efforts of NASCSP, DOE, other national partners, the grantees, and subgrantees during the 2020 PIC.

Communications Calendar

NASCSP released a Save the Date Communication marking 100 days until Weatherization Day on July 24th. The 2020 PIC included a strategic communications calendar to organize communications efforts throughout October and outlined weekly themes leading up to Weatherization Day. Additionally, this pointed Grantees and Subgrantees to existing resources to prepare for Weatherization Day.

NASCSP also introduced four weekly themes to guide the messaging of the PIC throughout the network:

- Week 1- Energy Savings, Equity & Climate
- Week 2- Jobs & Workforce
 Development
- Week 3- Health, Safety, & COVID19
 Response
- Week 4- Innovation & Partnerships

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Countdown begins1 #WxDayOct30	Client Story #MyWxStory	
4	5	6	7	8	9	10
Energy Sav	ings, Equity, 8	k Climate	Energy Efficiency Day #EEDay2020		Client Story #MyWxStory	
11	12	13	14	15	16	17
Jobs and W	orkforce Dev	elopment	Staff Story #MyWxStory		Client Story #MyWxStory	
18	19	20	21	22	23	24
Health, Sal	fety, & COVID	19 Response	Staff Story #MyWxStory	-	Client Story #MyWxStory	
25	26	27	28	29	30	31
Innovation	& Partnershi	ps	Staff Story #MyWxStory		Weatherization Day #WxDayOct30	

October 2020

Toolkit and Rollout Webinar

NASCSP, in coordination with the Community Action Partnership (CAP) and the National Community Action Foundation (NCAF), developed a 2020 Weatherization Day communications and planning toolkit. We later updated this toolkit to incorporate suggestions for holding virtual events in the time of COVID-19. This toolkit has been provided to DOE and is accessible <u>here</u>.

NASCSP also promoted the use of two key resources in preparation for Weatherization Day. These were the Weatherization Day Planning Manual and the Weatherization Story Telling manual. The WAP Site Demonstration Manual was not actively shared due to the lack of site visits during the COVID-19 Pandemic. These resources had been developed in partnership with DOE in 2013 and NASCSP updated them in 2017. The documents now contain updated website links, WAP statistics, and contact information.

On September 9, 2020 NASCSP held a webinar with CAP and NCAF to introduce the communications and planning toolkit. The intended audience of the webinar was both WAP grantees and subgrantees. The webinar was attended by approximately 150 people. The slides from the webinar and the recording can be found <u>here</u>. In addition, NASCSP discussed Weatherization Day and introduced the 2020 PIC during the September regional calls with Grantees.

Blog Posts

NASCSP has posted a series of blogs on its State of Poverty Blog. The blog posts not only promoted Weatherization Day specifically, but also discussed the history of the WAP, the effects of COVID-19, and the future of the program. NASCSP also made a point to feature the guest writers and experts on weatherization in the blog. Below is a list of blog posts with links and the dates posted:

- Happy Virtual Weatherization Day from NASCSP! (Oct. 30, 2020) https://nascsp.org/happy-virtual-weatherization-day-from-nascsp/
- The Weatherization Assistance Program: Resilient, Innovative, and Adaptive (Aug. 14, 2020) https://nascsp.org/the-weatherization-assistance-program-resilient-innovative-and-adaptive/
- LIHEAP and WAP: Keeping Low-Income Families Healthy, Housed, & Energy Secure (August 6, 2020) <u>https://nascsp.org/liheap-and-wap-keeping-low-income-families-healthy-housed-energy-secure/</u>
- Working Together: Improving Homes and Health (June 29, 2020) https://nascsp.org/working-together-improving-homes-and-health/
- Blower Doors & COVID-19: A Message from the NASCSP WAP Director (June 22, 2020) https://nascsp.org/blower-doors-covid-19-a-message-from-the-nascsp-wap-director/

Events and Actions

The COVID-19 Pandemic caused many states to host virtual events rather than in-person gatherings. Below is a list of events, proclamations, press releases, news stories, and other actions surrounding Weatherization Day 2020.

Governor's Proclamations were issued in **9 states**: Colorado, District of Columbia, Kansas, Michigan, Minnesota, Nebraska, New Hampshire, North Dakota, Virginia, Washington, Wisconsin.

Events or other actions were held in **38 states**: Alabama, Alaska, Arkansas, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Idaho, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Texas, Utah, Virginia, Washington, and Wisconsin.

• Alabama

The Community Action Partnership of South Alabama participated in a Weatherization Day Social Media Campaign by creating and sharing a countdown video for the start of Weatherization Month.



• Alaska

RurAL CAP of Alaska celebrated Weatherization Day by discussing the benefits and saving of WAP leading up to October 30th. RurAL CAP also advocates for WAP by advocating citizens to contact their local officials. RurAL CAP was also featured in several news articles:

- Our Weatherization Assistance Program (WAP) employs rural community members to

improve the quality of life for their neighbors



• Arkansas

Local utility partner Entergy Arkansas highlighted the importance of insulation and air sealing to weatherization work while linking to local resources.

Cotober 30 • Today is National Weatherization Day. Did you know sealing air leaks and adding insulation are two great ways to save energy and make your home more comfortable? Our Entergy Solutions programs can help qualifying customers with home weatherization at no additional cost. Visit http://enter.gy/6187GC3Gb to find a trade ally near you.

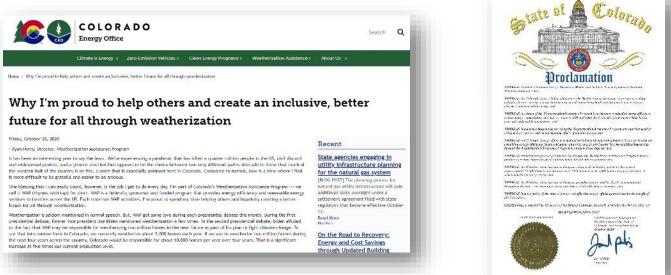
• California

The Community Action Partnership of Butte County highlighted all of Weatherization month in an extensive <u>blog post</u> connecting weatherization and energy savings including an official DOE infographic. This post was shared on their website and also social media.



• Colorado

Jared Polis, the Governor of Colorado, issued a Proclamation declaring October 30, 2020 as Weatherization Day in Colorado. Ryan Harry, Director of the Colorado Weatherization Assistance Program also published a <u>Weatherization Day blog post</u>.



Connecticut

Local utility partner Energize Connecticut highlighted the WAP with social media posts linking to

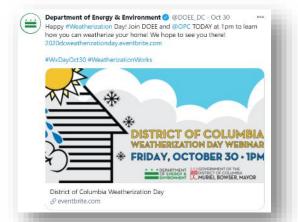
a Weatherization explainer on their site.

October 30 kt	
Today is National Weatherization Day. If your home is summer or cold in the winter, it may be time for son Learn the basics here and how you can make your hi contestable and save memory.	e weatherization.
http://www.energizect.com//energ/weatherization	t-basics
Today is Nation Weatherization	

• District of Columbia

Muriel Bowser, the Mayor of Washington, D.C. issued a Proclamation declaring October 30, 2020 as Weatherization Day in the District of Columbia. Additionally, the DC Department of Energy and Environment posted an event through social media to highlight a Weatherization Day Celebration on October 30th.





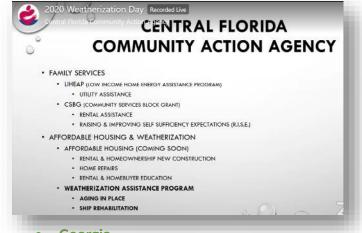
• Delaware

DNREC's Delaware Division of Climate, Coastal and Energy shared a custom video on both social media and their website highlighting the history and benefits of the WAP program to raise awareness of Weatherization Day on October 30th.



• Florida

The Central Florida Community Action Agency went live on video and shared several infographics through social media for Weatherization Day. The Hernando County Board of County Commissioners recognized October 30th as Weatherization Day.





Georgia

The Coastal Georgia Area Community Action Authority Inc. shared Weatherization Day infographics and information through social media.



Idaho

Both the Southeastern Idaho Community Action Agency Inc. and the utility partner Idaho Power posted graphics and explainers to celebrate Weatherization Day.



lowa

In their blog post, the Hawkeye Area Community Action Program, Inc. (HACAP) discusses history of the WAP Program and its critical importance for the current moment. The Fayette County Commissioners declared October 30th Weatherization Day.

WEATHERIZATION DAY PROCLAIMED



Kansas

Kansas Housing highlighted their Weatherization work in the state and shared infographics and guides for how eligible households can apply. Kansas Housing



Fh

@Kansas_Housing

It's October, and that means we're counting down to Weatherization Day on Oct. 30! We're pleased to serve as the state's weatherization provider, offering FREE energy-saving services and upgrades to gualifying households.

> Weatherization Assistance | Kansas Housing Resources Corpor... KHRC's Weatherization Assistance Program provides energy audits and improved efficiency measures at no charge to & kshousingcorp.org

3:35 PM · Oct 5, 2020 · Hootsuite Inc.



Kentucky

KCEOC Community Action Partnership created their own WAP explainer video and shared it across social media to raise awareness of the program. MPCAA Kentucky also shared posts with NASCSP infographics on Weatherization Day. Multi Purpose Community Action Agency



Maine

Community Concepts Maine, Western Maine's subgrantee posted a blog to their website and on social media. Weatherization Day is October 30

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ommunity Concepts is proud to offer the weatherization	sistance Program. Throughout the month of
taber, we'll share some highlights about this program as	ve lack to collabrate Weather Ization Day on

Maryland

Community Action Council of Howard County created and posted their own weatherization graphic on social media to celebrate Weatherization day. Utility partner Energy Efficient Maryland shared a blog on the health benefits of weatherization in the state.



Massachusetts

The Worcester Community Action Council discusses the history of the WAP program and what WCAC has done specifically in their community- 1,000 home weatherized and \$2.3 million in local investments. in WCAC also highlights the potential savings and energy reduction that the WAP Program brings to needy families.

MASSCAP @masscap1 · Oct 31

Heating help is here! DYK: eligibility for fuel assistance means access to mercy efficiency programs including #WAP. In MA visit heatinghelpma.org for more info. #heatinghelpma #mapoli #LIHEAP

Hard States And States

This year's #Weatherization day is more important than ever, as the WAP has been helping seniors and other vulnerable populations social distancing indoors to stay both healthy and comfortable. #WeatherizationWorks #WxDayOct30

October 30 - @	tion Programs Inter-City,	
(WAP) reduces energy	Day! The #Weatherization burden for families, provi nousands of American job nth	des health and safety
Please call 617-884-61 Program.	30, for information on CA	PIC's Weatherization
2.246,000 metric torrs of carbon reduced	Residents of miss fewer days of work& school	S223 sevenapo salvingo per year
	WEATHERIZATION ASSISTANCE PROGRAM	Supports American manufacturers & small businesses
		C
ver 7.4 million homes weatherized	SS14 average decreased medical expenses after weatherization	20% annual heating consumption savings

val

Michigan

Michigan Community Action highlighted the health and safety benefits of the Weatherization Program through their social media account. Additionally, the Governor of Michigan, Gretchen Whitmer, issued a Proclamation declaring October 30, 2020 as

Weatherization Day.



Minnesota

Tim Waltz, Governor of Minnesota, issued a Proclamation declaring October 30, 2020 as Weatherization Day. Additionally, both state and tribal weatherization efforts were highlighted in local news.



Missouri

The Missouri Department of Natural Resources, the State WAP Grantee, used their social media account to bring attention to Weatherization Day. Additionally, 2 mayors passed proclamation declaring October 30th Weatherization day.

PROCLAMATION

October 30 is Weatherization Day in West Plains & Staff - October 29, 2020 f 🋫 P



proclaimed October 30 as Weatherization Day. Mayor Jack Pahlmann presented the proclamation to Ozark Action, Inc. (OAI) Housing Division Director Ed Button on Tuesday, October

WEST PLAINS, Mo. - The city of West Plains has

PROCLAIMING OCTUBLE 30, 2000 4 WEAR HEALT LED 197 nne Milanar Department of Kosana Neosanan Dividion of Energy Confusiolations Nogram provides an section is boost or low-locates individuals ar strongs costs and todated an sengest and strong is been bring out in the second in the provide strong to the following stars been being the weighted by the twenties and the second in the second strong providing second strengther and go it there in the twenties are second strong in the second strong second strengther are angular the initial to be been a complicitly of a bit. Second strong strong strong second strong strong second strong second strong in the second strong in the second strong second charaction matters in addition and power parameters were of carbon a colors low minute our numeric structure resolution for the distribution of ion, sono coloren our the 20% D-16 G of a Fundern of Assause Indoor , when, and more combortable for marchaily sufferences in the duate is Security Consolution of Security and Anar's weather option Andromous an economic boost for communities by providing employment manyoud analysis fit, and housing stock and respectively conditions. We take Statles Weyn of the Distriction of Neuron Amber approximate OCTOBER 30, 2020 AS WEATHERIZATION DAY and unge dan ditierts to wear together to support and strangther the Weather Access in off-region that we many consider the between consider W WITHESS WHENEY, I need to easily the model of the transmission of the transmission of the transmission of the S⁴⁴ cave of the transmission of the set of the transmission of the set of

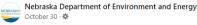
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Nebraska

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Both Northeast Nebraska Community Partnership and the Nebraska Department of Environment and Energy used their social media platforms to highlight weatherization and Energy Efficiency Month. Northeast Nebraska Community Action Partnership, Inc.



October 30 · 🌣 It's National Weatherization Day! Our Energy and Assistance Division administers the

Weatherization Assistance Program, which enables low-income families in Nebraska to reduce their energy bills by making their homes more energy efficient. Since the program began in 1977, \$216.8 million has been provided to make energy efficiency

improvements in 69,975 homes. It receives funding from two sources: the U.S. Department of Energy's Weatherization Assistance Program and the Low-Income Home Energy Assistance Program (financed through the Nebraska Department of Health and Human Services).

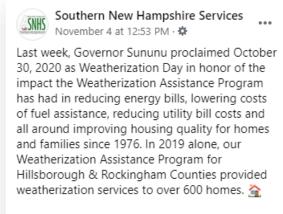




New Hampshire

The Governor of New Hampshire, Chris Sununu issued a Proclamation declaring October 30, 2020 as Weatherization Day in New Hampshire. Southern New Hampshire Services, a local CAA, also shared weatherization day info as well as the gubernatorial proclamation.

9



Lear more about weathe... See More



New Jersey

Puertorriqueños Asociados for Community Organization, a local CAA, celebrated Weatherization Day by making and sharing multilingual infographics on their social media.



New Mexico

New Mexico Mortgage Finance Authority highlighted Weatherization Day throughout the week MFA Housing New Mexico October 28 - Ø by making and sharing custom graphics.

MFA Housing New Mexico October 23 - 0





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New York

Community Action Partnership of Dutchess County and the New York State Community Action Association both shared graphics and information on their social media celebrating Weatherization and describing its benefits to local clients.

NM Energy\$mart



North Carolina

The North Carolina Building Performance Association and the North Carolina Community Action Association celebrating Weatherization Day on their social media. NCCAA also shared success stories and a video made with utility partner Duke Energy.

North Carolina Building Performance Association October 30 · 🕄

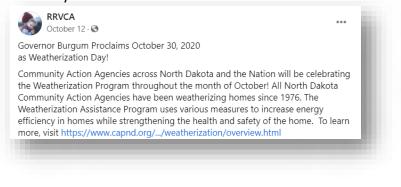
October 30th is National Weatherization Day-a day that's meant to highlight the impact of the DOE's Weatherization Assistance Program (WAP), which saves energy and improves the health and safety of homes. Read more about WAP here! http://ow.ly/aSTG50C6hyG #WXdayOct30 #efficiency





• North Dakota

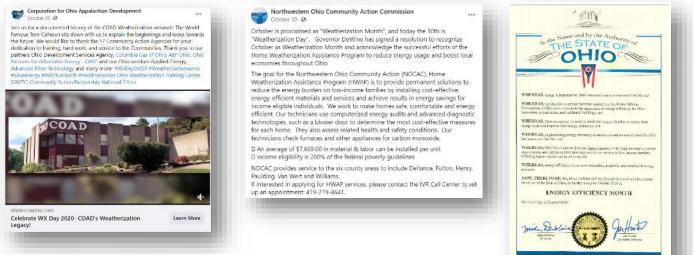
The Governor of North Dakota, Doug Burgum, issued a Proclamation declaring October 30, 2020 Weatherization Day. This proclamation was shared by local CAAs like Red River Valley Community Action.



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	Conference States

Ohio

Governor Mike DeWine signed a proclamation declaring October as Energy Efficiency Month, and local CAAs like Northwestern Ohio Community Action Commission shared this on Weatherization Day. The Corporation for Ohio Appalachian Development made and shared a video on social media sharing the history of weatherization in the region.



Oklahoma

NeighborImpact, a Central Oregon CAA, highlighted the benefits of WAP on social media and shared information on how to determine eligibility for prospective households.



NeighborImpact celebrates National

NeighborImpact's weatherization program reduces energy costs for low-income households by increasing the energy efficiency of the homes while ensuring the resident's health and safety.

• Pennsylvania

Pennsylvania Department of Community and Economic Development as well as multiple local CAAs created and shared infographics and videos to celebrate Weatherization Day.



Rhode Island

Rhode Island Community Action Association and the Tri-County Community Action Agency shared social media graphics and information informing residents about how to engage with weatherization services for Weatherization Day.



• South Carolina

Palmetto Community Action Partnership highlighted Weatherization Day, focusing on the

history of the program and the local workforce.



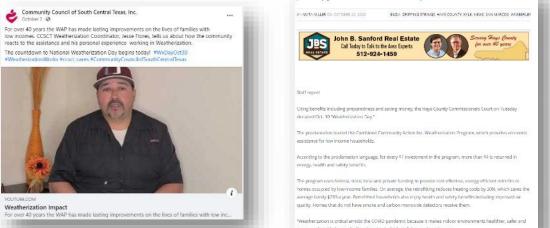
• South Dakota

WAP subgrantee GROW South Dakota posted infographics on their social media to celebrate Social Media.



• Texas

The Hays County Commissioners declared October 30th Weatherization day, and the Community Council of South Central Texas made and shared a video at the beginning of the month to celebrate the countdown to weatherization.



Utah

Utah Community Action and the Community Action Partnership of Utah highlighted the Weatherization Assistance Program through social media posts discussing the energy and bill savings of the program as well as sharing the demographics of those they serve.



• Virginia

The Virginia Department of Housing and Community Development created and shared a video highlighting the goals of the program to celebrate Weatherization Day. Additionally, Ralph Northam, the Governor of Virginia issued a Proclamation that October 30, 2020 is Weatherization Day in the State of Virginia.



Washington

The Governor of Washington, Jay Inslee proclaimed October 30, 2020 as Weatherization Day in an official state proclamation.



• Wisconsin

The Wisconsin Division of Administration highlighted Weatherization Day through holding a virtual weatherization fair. Project Home created and shared videos on their social media for Weatherization Day to help educate citizens of what is involved in weatherizing a home. Additionally, Tony Evers, the Governor of Wisconsin, issued a Proclamation stating October 30, 2020 as Weatherization Day in the State of Wisconsin.

