



Weatherization Site Visit DEMONSTRATION KIT 2021



Celebrating 45 Years!

Created in March 2006; revised in August 2013, revised in August 2017, revised in August 2021.

The updated manual can be found under the Public Information/Communications Toolkits tab at www.nascsp.org/wap/advocacy

IF YOU HAVE ANY QUESTIONS OR NEED ASSISTANCE, WEATHERIZATION COLLEAGUES ACROSS THE COUNTRY ARE READY TO HELP WITH:

- Contacting public officials
- Drafting fact sheets
- Editing materials
- Brainstorming ideas
- Social Media
- And more!

Contact bpomush@nascsp.org and we will connect you to the help you need.



Weatherization agencies are encouraged to use the Weatherization Works! logo in their materials. This logo can be imported into most documents and is available in the Outreach Toolkit at www.nascsp.org/wap/advocacy.

On-site technical demonstrations provide a great opportunity to showcase the benefits of the Weatherization Assistance Program to select national, state, and local community leaders. Seeing a home being weatherized is very powerful for demonstrating program successes to public officials and members of the media. In an hour or less, on-site technical demonstrations tell the best story of how Weatherization Works! These events also allow a weatherization agency to highlight the impact on jobs, training, and energy efficiency.

Many States have hosted dozens of site demonstrations with considerable success and contributed lessons to this guide. Site demonstrations are often coordinated as part of the agency's public information campaign/Weatherization Day activities and as a leveraging tool. Members of Congress, Congressional staff, State elected officials, county commissioners, utility officials, and other potential stakeholders have attended these events. Demonstration guests are impressed with the diagnostic approach, attention to health and safety, and proven cost-effectiveness of the taxpayers' investment. Invitees experience the client's circumstances, observe the energy-efficiency diagnostics used in the program, and learn how weatherization services help the family residing in the home.

Highlighting jobs and new hires can be a powerful tool to drive home your message that Weatherization Works! These events also strengthen the agency's press and media contacts and provide State and local agencies with positive news coverage. The demonstrations have been highlighted in newspapers, television, and public radio. These demonstrations improve communication with public officials, media, clients, and even among program staff.

CONTENTS



I.	Holding a Virtual Event	1
II.	Laying the Groundwork.....	2
a.	Example of Site Demonstration Agenda	4
III.	Criteria for Site Selection	5
a.	Media Release Forms	6
IV.	Scripts for Demonstrations	8
V.	Tips on Inviting Guests	15
a.	Sample Letter for Inviting Public Policymakers	16
b.	Sample Letter for Inviting Potential Leveraging Partners	17
VI.	How West Virginia Approaches a Demonstration.....	18
VII.	Local Agency Site Demonstration Checklist - TEAM Michigan	21
VIII.	Equipment List - TEAM Michigan	24
IX.	Press Kit Materials	25
X.	National Fact Sheet.....	27

HOLDING A VIRTUAL EVENT



Choosing a Platform

Location is just as important for hosting a virtual event as it is for an in-person one. Picking the platform hosting the event may be one of the first decisions you make, and it can greatly shape what the event experience will be like for participants. Below we list broad categories that your event may fall into:

- **Meeting:** A gathering where everyone can have their camera/microphone on and engage in discussion relatively freely. Better for small groups (fewer than 20 people.)
- **Webinar:** Speakers and panels hold the floor while most participants are muted. Questions can be submitted via chat or during a dedicated Q&A time. Better for larger groups.
- **Demonstration:** Similar to a webinar but contains crucial visual components beyond a simple slideshow. These can include technical demonstrations but can also cover monitoring, auditing, and other weatherization activities.
- **Breakout sessions & networking:** Attendees are split off into small groups to work on a specific task or to socialize. In either instance it helps to have a facilitator in each group in case any questions or issues arise.
- **Other:** There are thousands of virtual meeting platforms available that offer a multitude of options for meetings, from the standard Zoom-style meeting room to niche options like virtual reality. Research beforehand to see what options might work best for your event.

Optimize for Online

Holding an event virtually is not the same as holding one in-person and should not be treated as such. Each method has its strengths and weaknesses, and content must be tailored accordingly.

Attendees, especially those who have been working remotely, may be fatigued by traditional virtual meetings. Be sure to schedule in time for breaks and to consider how long attendees will be able to focus during a virtual meeting. The final 15 minutes of a 45-minute meeting will be livelier than the final 15 minutes of a 2 hour one.

Prepare for Technical Difficulties

It is impossible to predict what glitches and issues may arise during your event. There are two main strategies of preparation that will mitigate problems if not outright avoid them.

1. Always do a dry run with your presenters, preferably the day of the event.
2. Designate a staff member to be technical support, to monitor the chat, and to be able to take over screen-sharing if necessary, including having any presentations downloaded beforehand.

Introduction

Successful site demonstrations require planning to ensure an engaging visit for your audience. Use the following points to map out your site demonstration event:

First, it is important to think through why you are having a site demonstration. By clearly articulating your goal, you will be able to keep your demonstration on target. Possible goals include:

- Highlighting your program's accomplishments.
- Achieving greater support from policy makers.
- Attracting other organizations to leverage dollars.
- Strengthening community presence and press connections.
- Increasing number of weatherization applications through publicity.

Early in the planning stage, organize a “pre-demo meeting” or conference call with all the involved parties. Discuss your vision for the demonstration, allow everyone to ask questions, and identify the people to contact as planning progresses.

ROLES

It is important to designate a point person for this event. This person will coordinate and delegate the many components that are part of a successful demonstration.

Site demonstrations should be hosted by local agencies rather than the State offices as local events better allow community leaders to interact with their constituents. Several small agencies that lack staffing resources may choose to coordinate together to implement a site demonstration. Keep the focus of the event on the technical aspects of weatherization diagnostics and keep the demonstration agenda to under an hour. Local agency staff should be limited to only those necessary.

PRESS

Consider invitations to the press carefully. No press conference should be held during the demonstration hour itself. The press can be disruptive if they are trying to get good camera angles or usable sound bites. It may be best to invite only one television station since cameras can be particularly distracting. Newspaper coverage typically has the best, most lasting effect. This media outlet usually provides more space for a full explanation of the program.

Do you even want the press at your event? If an agency has a very long waiting list and is overwhelmed by applications, it might be advantageous not to have the press attend. However, the policy maker you are trying to educate may want press coverage. Consider what you want the press's role in the event to be.

Technical Content

The agenda for the demonstration begins with the executive director or another official (State or local weatherization director) introducing the guests to the homeowner. Provide a brief overview of the program from the national, state, and local perspectives. Then show guests blower door and duct diagnostics, furnace efficiency testing, carbon monoxide testing, ductwork repair, and air sealing. Newer innovative practices can be substituted in for those listed above depending on what is available and applicable to your local housing stock.

Timing

Morning demonstrations seem to work the best and are most convenient for homeowners, crews, and guests. Will your event be in the summer, when you can demonstrate cooling measures, or the fall in preparation for the heating season? The site demonstration itself should be less than an hour and include no more than 10 guests. Persistence is key when scheduling these guests, especially with public officials.

Preparation

The day before the demonstration, the agency crews should prepare all aspects of the field work, organizing each "station" and wrapping up last-minute details with the client. It's important to do a dry run to ensure that all the presenters are prepared, and everything can be completed in an hour. On the day of the demonstration, all weatherization staff should be in place 45 – 60 minutes before the scheduled start time. Therefore, they should begin setting up three hours before the event to make sure they are ready 45 minutes before guests arrive. One staff person should be designated to greet the media and distribute press packets and nametags.

Always have a bad weather plan. Be prepared to do a demonstration from the porch or under a tarp or tent. The weatherization crew should also be stocked with relevant gear (e.g., snow shovels if there is a chance of snow, umbrellas if there is a chance of rain, and water bottles if it is scorching hot).

EXAMPLE OF SITE DEMONSTRATION AGENDA

WEATHERIZATION ASSISTANCE PROGRAM SITE DEMONSTRATION

Sponsored by the ABC Community Action Association, Inc. and the State Weatherization Office

Friday, October 11, 201_ | 10:30 a.m. – noon

Mrs. Jane Doe's residence, 123 Main Street, Anywhere, USA

AGENDA

10:30 a.m.	Welcome/Introductions	Taylor Smith, Executive Director ABC Community Action Association
	Program Overview	Yara Devi, State WAP Director State Office Name
	Diagnostic and Technical Demonstrations	Mary Zhang, WAP Coordinator ABC Community Action Association
	<ul style="list-style-type: none">• Blower door and digital duct pressure diagnostics• Carbon monoxide detection• Heating system combustion analysis<ul style="list-style-type: none">- Draft testing- Flue gas analysis- CO detection- Gas leak detection• Duct sealing techniques• Water heater diagnostics and insulation• Thermal envelope work<ul style="list-style-type: none">- Attic insulation- Sidewall dense pack insulation	
11:00 a.m.	Questions & Answers	
11:30 a.m.	Adjourn	

For additional information, contact:

Taylor Smith, Executive Director – ABC Community Action Association, Inc.

111 Pine Street, City, State 11111 | TEL: 999-555-0001 | EMAIL: taylormith@abc.org

Yara Devi, State WAP Director, State Office Department of Something

3333 North Willow Street, City, State 22222 | TEL: 999-555-0002 | EMAIL: YaraDevi@abc.org

CRITERIA FOR SITE SELECTION



Site Selection

Selecting the best demonstration house can be very time consuming for the local agency. Files will need to be reviewed, and typically more than one job site is visited in the selection process. Be patient and know what you are looking for. The following criteria are recommended for selecting a home where you can conduct a site demonstration. These criteria were developed to ensure the most positive public perception of the Weatherization Assistance Program and the citizens it serves.

- The house should be easily accessible to make travel as quick and easy as possible for public officials and other guests. Ensure there will be adequate parking.
- Approximately 10 people (no more) should be able to comfortably view the various demonstrations at the job site. The home should be relatively clean and neat. Clients must be willing to have about 10 people visit for an hour to look at the work and not be upset by the distraction.
- The personal stories of the clients are important. Try to select a home owned by a person from a vulnerable or targeted background, including the elderly, disabled people, and people representative of the communities served by the agency. High fuel bills (or high energy burden) should also be highlighted.
- If possible, select a home that needs attic and sidewall insulation, has a combustion forced air heating system, and accessible ductwork in the basement. This will allow guests to move through the living space to see the blower door and duct diagnostics, and then to the basement to see furnace efficiency testing, carbon monoxide testing, and how duct work will be repaired and/or sealed and insulated.

To increase the focus on workforce development, guests may want to talk to crew members not only about the work they are doing on the home, but also about how weatherization programs have affected their livelihood. Talk with site managers and crew members to find possible candidates who would be open to discussing their story with visitors.

Have any of the crew members at the site recently been trained at a WAP center? Would some crew members be willing to discuss the work opportunities available through the center or what WAP programs have meant to their livelihood? Are they willing to be photographed with guests?

It is very helpful to have a front porch, carport, or tent for gathering guests, making introductions, and providing an overview, especially in the event of bad weather. The home must have adequate parking for guests in the yard or on the street.

CRITERIA FOR SITE SELECTION



MEDIA RELEASE FORMS

During a site demonstration, it is very helpful if the agency has a Media Release Form (example below) on file for the homeowner. This provides permission not only for television stations and print media to use the homeowner's image in their stories, but also allows the agency to use these images for other informational and instructional purposes.

(INSERT AGENCY NAME)

MEDIA RELEASE FORM

By signing below, I, Mr./Mrs./Ms. _____ (Client name)
authorize the agency identified above to photograph the interior and exterior
of my home, myself, my family, and any work performed by the Weatherization
Assistance Program.

I understand the photos will be used for informational and instructional purposes
only and will not be used to generate a profit or for any other commercial purposes.
I understand the photos may be used throughout the country by other local, State
and Federal agencies for informational and instructional purposes. I have not been
compensated nor will I seek compensation for the photos. I release the agency
from responsibility should a third party violate the terms of this release.

Client Signature

Date

Witness
(INSERT AGENCY NAME HERE)

Date



CRITERIA FOR SITE SELECTION



During a site demonstration, it is very helpful if the agency has a Media Release Form on file for each weatherization worker. This provides permission not only for television stations and print media to use the worker's image in their stories, but also allows the agency to use these images for other informational and instructional purposes.

(INSERT ORGANIZATION NAME)

MEDIA RELEASE FORM

By signing below, I, Mr./Mrs./Ms. _____ (name) authorize the organization identified above to photograph me AND/OR any work performed by the Weatherization Assistance Program in which I participate.

I understand the photos will be used for informational and instructional purposes only and will not be used to generate a profit or for any other commercial purposes. I understand the photos may be used throughout the country by other local, State and Federal agencies for informational and instructional purposes. I have not been compensated nor will I seek compensation for the photos. I release the organization from responsibility should a third party violate the terms of this release.

Signature

Date

Witness

Date



TIPS ON INVITING GUESTS



SCRIPTS

– Developed by TEAM Michigan
(Please note, your State Policies may differ)

Once you determine what technical diagnostics and measures you are going to demonstrate, it is important that the staff members you have selected spend some time practicing their presentations for their individual demonstration stations. Presentations can be simple explanations of how the technician is using diagnostic equipment in a specific situation, what the technician is looking for, and how the equipment works. The following scripts are from demonstrations performed by TEAM Michigan and can be revised to meet your specific needs.

BLOWER DOOR

I am very pleased to be here today to demonstrate how the Weatherization Assistance Program uses the blower door in (number of agencies) agencies throughout the State of (your State).

First, what is a blower door?

The blower door fits into a door opening. This tool helps us locate air leaks in the client's home and measure how leaky the home is.

The blower door fan draws air into the building to create a pressure difference between the inside and outside of the building. The air moving through the fan is replaced by air rushing through cracks and holes in the building's shell. These exaggerated air leaks are easy to locate by feeling with your hand or using a smoke pencil. Most blower door testing is done using depressurization.

We conduct three blower door tests on each home we weatherize: a pre-test, mid-test, and post-test.

During the pre-test, we gather all the information on the house and the client's lifestyle. The inspector puts the house in winter mode by shutting all exterior windows and doors and opening all interior doors.

The mid-test is done after all the insulation measures have been completed, including attic, wall, and floor or foundation insulation. This test provides the basis for any adjustments (quality control).

The post-test is done when the job is complete (quality assurance).

Then demonstrate the blower door and let them feel a leak.

Other areas that should be discussed include:

- The post-test and air changes per hour
- The Blower Door Test Data Sheet
- The health and safety aspects of the blower door test (especially given COVID-19)
- How it saves time and money (for us and the client)

INFRARED CAMERA

The infrared camera can locate missing or insufficient insulation in exterior walls and identify energy-robbing air leaks.

- Discuss how infrared cameras show leaks and structural issues in a home very vividly. These can be displayed using photos or demonstrating camera use during the demonstration.

The infrared survey can be used to highlight areas of heat loss that cause unusually high fuel bills. The camera is also used for quality control purposes and can be used on homes that have irregular wall framing.

- Demonstrate the camera by placing your hand on the wall (for less than 1 second) and show the heat signature of your hand with the infrared camera.

ATTIC INSULATION

- Discuss general health and safety issues (e.g., roof leaks, improper insulation clearance from flues, and wiring problems), and address them as appropriate throughout the home.
- Point out health and safety concerns specific to the attic station (e.g., knob and tube wiring or examples of different flue types and their code required clearance from combustibles).
- Explain how weatherization will establish a thermal/pressure boundary appropriate to the client's use of the home (to separate heated from unheated areas).
- Point out major bypasses/infiltration problems specific to the attic station that has been or will be addressed to establish a pressure boundary. Stress the importance of air sealing prior to installing insulation as it relates to building durability and effectiveness of the insulation.
- Use a video (possibly a before-and-after tape) of the attic areas. Point out areas to be insulated. Note that these areas are insulated to establish a thermal boundary.
- Review necessary precautionary measures taken (e.g., barriers around heat sources such as

chimneys and knob and tube wiring).

- Discuss the need for venting attic areas. Point out venting that has been completed or will be addressed in each attic area.
- Allow a few minutes at the end of the presentation for questions.

COMBUSTION APPLIANCE TESTING

- Explain what a combustion appliance is.
- Identify the type of furnace (gravity flow, forced air, boiler, etc.).
- Identify other combustion appliances (water heater, dryer, cook stove, etc.).
- Identify parts of the furnace (combustion chamber, return air, distribution trunk, filter slot).
- Explain that further demonstration will be completed outside at the end of the tour.
- Identify gas lines and valves.
- Show a digital gas leak detector and demonstrate it.
- Show combustion analyzer and identify where we test for efficiency on the furnace and the water heater.
- Explain draft using a digital monometer.
- Show an ambient carbon monoxide detector or 4-gas monitor and demonstrate it in the combustion appliance zone.
- Explain health and safety violations related to weatherization (e.g., flue clearance and pitch).
- Allow a few minutes at the end of the presentation for questions.

PERIMETER/FLOOR/WALL/BAND JOIST INSULATION

- Explain what the band joist (box sill) area is and its importance in an energy retrofit.
- Explain separation measures taken between heated and non-heated areas.
- Discuss a 6-mil. poly vapor barrier.
- Discuss floor insulation as it compares to stem wall insulation and the decision-making process for defining the thermal boundary.

DENSE PACK WALL INSULATION

Why is dense pack wall insulation important?

1. It eliminates air movement in the wall cavities, greatly reducing air infiltration (cold air coming into the house) and exfiltration (warm air leaving the house).
2. It reduces energy loss. Some studies have shown as much as 27% of the heat in a house goes out the walls.
3. It reduces moisture problems since air and moisture movement is nearly eliminated in the wall cavities.

Now that we have determined wall insulation is important, we must decide which insulation material we are going to use. There are many types of insulation. Two of the most common are cellulose and fiberglass. Roll or batt fiberglass is primarily used to insulate the walls of new homes. Cellulose, which we are using today, is used most frequently to dense pack insulate the walls of older, existing homes, as well as new homes. Cellulose is made from ground up, recycled newspapers and is treated with a fire retardant.

How are the walls of a house insulated? There are basically six steps that must be taken to insulate the walls of a house:

1. The walls must be carefully inspected before insulating them. The inspector is looking for items such as:
 - a. Holes in the walls
 - b. Duct work in the walls
 - c. Moisture in the walls
 - d. Condition of wiring in the walls
2. All pre-insulation work must be completed before insulating the walls. This may include patching walls, repairing wiring, or installing special fuses.
3. After the pre-insulation work is done, the siding of the house may need to be removed.
4. Next, the walls are drilled.
5. Once all the holes have been drilled, the contractor will begin blowing insulation into the walls. Machine settings need to be correctly adjusted to ensure proper pressures so that a dense pack is achieved.
6. When the walls are filled with insulation, a cap is installed in the holes that were drilled.

TIPS ON INVITING GUESTS



ELECTRIC BASELOAD MEASURES

Why Light Emitting Diode (LED) bulbs?

LEDs as they are commonly called, use at least 2/3 less energy than standard incandescent light bulbs and can last up to ten times longer. This can mean over seven years before changing a bulb!

Other reasons for using LEDs:

- They are great in hard-to-reach and high-use areas, as they don't need to be replaced as often as standard bulbs.
- They generate about 80% less heat than standard bulbs, which can also reduce energy costs associated with cooling.
- They provide the same amount of light (lumens) as standard incandescent bulbs but have lower wattage ratings.

Which light bulbs should be replaced?

Replace bulbs in the highest traffic areas. These areas are identified through discussion with the client, but typical areas include the kitchen, living room, and hallways. The agency replaces light bulbs with LEDs in areas where lights are on more than one hour per day. The replacement wattage is determined by how well it meets the client's needs.

How do you compare the light output or "brightness" of a LED to a standard light bulb?

Light output, or lumens, is usually listed on the product package and is the best way to compare CFLs to standard incandescent light bulbs:

LED (Watts)	CFL (WATTS)	INCANDESCENT EQUIVALENT
10	15	60
13	20	75
18	25	100

Which refrigerators may be replaced?

- Only one refrigerator per household can be replaced. If more than one refrigerator or freezer exists, clients are encouraged to eliminate additional units and replace them with one larger refrigerator/freezer.

How is refrigerator replacement determined?

TIPS ON INVITING GUESTS



When called for by an energy audit, a refrigerator may be replaced if the savings-to-investment ratio is 1.0 or greater. The audit can be accomplished by:

- Using the approved National Energy Audit Tool (NEAT) evaluation
- Using the “Refrigerator Energy Data and Analysis Tool” and Database
- Metering

In addition, malfunctioning refrigerators can be replaced for the following reasons:

- They are inoperable.
- The compressor runs continuously.
- The unit does not stay cold enough to keep food safe.

At least 10% of the units evaluated must be metered a minimum of two hours to determine actual kWh consumption.

Can a refrigerator be replaced solely because of age?

No. Although older refrigerators were built to less efficient standards, other factors lessen their energy use, such as size and manual defrost.

What size and type of refrigerators can be installed?

Three sizes of refrigerators can be installed, allowing for some flexibility. They are:

- 15 cu ft refrigerators for one-two-bedroom units with up to three residents*
- 18 cu ft refrigerators for three bedrooms with up to five residents (or two bedrooms with four residents)
- 21 cu ft refrigerators for four or more bedrooms with five or more residents*

New refrigerators must be white in color, with a freezer on top, auto defrost, no ice maker, and no water dispenser.

What happens to the existing refrigerator that is replaced?

The existing refrigerator is removed and properly disposed of, so it does not find its way back onto the electric grid. DOE guidelines require the ‘proper disposal of hazardous materials, including refrigerant.

Allow time for questions about lighting upgrades and refrigerator replacements.

TIPS ON INVITING GUESTS



LEAD SAFE WEATHERIZATION

Consider having a lead safe weatherization area at your site demonstration where attendees can see the requirements for working lead safe. The demonstration could include using personal safety equipment and lining areas with sheets of plastic to contain and dispose of any disturbed materials.

- Any home built before 1978 may contain lead paint.
- After 1940, paint manufacturers voluntarily began to reduce the amount of lead they added to their consumer paints. As a result, painted surfaces in homes built before 1940 are likely to have higher levels of lead than homes built between 1940 and 1978.
- Lead is a poison, but most dangerous in the form of dust and fumes, which can be produced by disturbing lead paint during weatherization.
- The primary concern for weatherization workers and clients is the use of lead in paints and varnishes.
- Lead paint can be found on any painted surface inside or outside the home.

CLIENT ENERGY EDUCATION

Providing materials for clients to show how energy efficiency can be influenced by behavior can be very effective. After a home has received energy-efficient improvements, it is imperative that the homeowner understands how these modifications work so that maximum energy savings can be achieved. Energy education can take many forms, such as one-on-one discussions, checklists, and free calendars encouraging energy-efficient behavior. Think about providing fact sheets, brochures, and additional information to attendees about how their behavior influences energy use in their homes.

HEALTH & SAFETY

When preparing your invitation list and identifying public officials, remember that crowd control is crucial for a successful site demonstration. A group of 8-10 guests is ideal. Invitees may include:

- Agency board president or designee
- U.S. Congressional Representative
- U.S. Senators

TIPS ON INVITING GUESTS



- State Senator for the jurisdiction where the site demonstration is being held.
- State House Representative(s) for the jurisdiction where the site demonstration is being held.
- President of the county commissioners where the site demonstration is being held.
- Key gas and/or electric utility representatives from companies serving the area.

When serving multiple counties and holding only one site demonstration, focus your efforts on one of the following:

- The State legislative representatives and county commission president from the site demonstration county only, and maybe one or two key politicians from other counties (i.e., Senate or House leadership); or
- Key legislative members and county commission representatives from the multiple county area.

Obviously, not all people invited will be able to attend. All invitees (or their appointment secretaries) will need to be reminded two or three times. However, invite only as many guests as the demonstration area can easily accommodate.

If your event is built around a member of Congress, then contacting an appointment secretary early and explaining the event is critical to getting their involvement.

It is very important for your office to call your guests the Friday or Monday before the event, and again the day before the event. Remind them of the date and time, verify that they have the directions and know where the site is, answer any questions, and reassure staff that the demonstration will NOT run over one hour. Busy people have lots of commitments and short memories and may forget otherwise!

Important: Experience has shown that legislators typically do not show up for site demonstrations outside their constituency areas unless an important public official is attending (i.e., U.S. Senator, U.S. Representative, Governor, Department Secretary, etc.).

SAMPLE LETTER FOR INVITING PUBLIC POLICY MAKERS

The following letter will give you an idea of the length and type of information that an invitation letter should include. Typically, a phone call to explain the on-site demonstration proposal is made first, followed by a formal letter with a copy to the appointment secretary or staffer that you contacted on the phone. About 10 days after you send the letter, follow up with a phone call and propose some suggested dates for the demonstration. (Crucial: If you have a short timeline, have your

TIPS ON INVITING GUESTS



demonstration house selected before the call so that you are prepared.)

(Date)

(Public Policy Maker, Title)

(Address)

Dear (Public Policy Maker):

Throughout your term(s) in office you have made our local community a priority. Many times, I have read of your personal commitment to the financial empowerment of the low-income community and to the promotion of energy efficiency. These two ideals are the driving forces behind the Weatherization Assistance Program.

Weatherization works in many ways. Since its inception in 1976, the Weatherization Assistance Program has gained a solid reputation as the nation's core program for delivering energy-efficiency services to low-income households. To date, more than 7.4 million households have experienced energy-efficiency, financial, and health and safety gains through the program. (Can also insert here State or local data that may directly relate to their constituents.)

This (spring, fall, winter, summer), the (agency title) will be holding a demonstration on the cost-effective weatherization measures that are often performed in the houses we weatherize. Measures include (applicable services, e.g., the installation of insulation, furnace and boiler retrofits, and cooling measures). The crews also advise the clients of energy-saving habits to employ year-round. The program serves every county in the nation and supports over 25,000 jobs.

Please consider this letter a personal invitation to participate in our on-site demonstration of the Weatherization Assistance Program. We enjoy showing our elected officials what the Weatherization Assistance Program can achieve for their constituents, and the living wage jobs it supports throughout the community. Included in this package are materials for your review. Within 10 working days, I will contact you to discuss a date for the demonstration so you can see our program in action.

Sincerely,

(Your Signature)

(Name)

(Title)

SAMPLE LETTER FOR INVITING POTENTIAL LEVERAGING PARTNERS

The following letter will give you an idea of the length and type of information that an invitation letter should include. Typically, a phone call to explain the on-site demonstration proposal is made first, followed by a formal letter. About 10 days after you send the letter, follow up with a phone call and propose some suggested dates for the demonstration. (Crucial: If you have a short timeline, have your demonstration house selected before the call so that you are prepared.)

TIPS ON INVITING GUESTS



(Date)

(Name, Title)
(Potential Leveraging Partner)
(Address)

Dear (Title Name):

I am writing to invite you to an event that I believe will be beneficial to (Potential Leveraging Partner) and that you will find personally satisfying as well. Many times, over the years, I have read of your company's commitment to our local community and to energy efficiency. These two ideals are the driving force behind the Weatherization Assistance Program.

Weatherization works in many ways. Since its inception in 1976, the Weatherization Assistance Program has gained a solid reputation as the nation's core program for delivering energy-efficiency services to low-income households. To date, more than 7.4 million households have experienced energy-efficiency, financial, and health and safety gains through the program. (Can also insert here State or local data that may directly relate to their service area/territory.)

On (date), the (agency title) will be demonstrating the cost-effective weatherization measures that are often performed in the houses we weatherize. Measures include (applicable services, e.g., the installation of insulation, furnace and boiler retrofits, and cooling measures). The crews also advise the clients on energy-saving habits.

The Weatherization Assistance Program makes a significant impact on our local community and will continue to do so for years to come. The possibilities are limitless for the program and (Potential Leveraging Partner) to establish a unique relationship in which both organizations can more effectively serve our local community.

Included in this package are materials for your review. Within 10 working days, I will contact you to discuss your availability to participate in this event to benefit (county, town, State) low-income community. We hope you can join us!

Sincerely,

(Your Signature)
(Name)
(Title)

HOW WEST VIRGINIA APPROACHES A DEMONSTRATION -STATE OFFICE ASSISTS IN ORGANIZATION

1. Agency executive director is contacted by the State Weatherization Assistance Program office.
The executive director agrees to host a site demonstration and assigns a point person to lead the organization and follow through. The agency and State staff determine mutually agreed-upon goals for the event.
2. The point person works with the agency's WAP coordinator and crew to locate a suitable house for the demonstration using an applicant list from the State. State staff and the point person doublecheck the criteria at the site. This can be a very time-consuming step for a local agency. Finding the right house and a client willing to participate takes focus and commitment.
3. A few mutually agreeable dates are identified for the possible demonstration. Legislators are contacted and told who is on the invite list. If the goal is to have a key legislator, a date is confirmed with that policymaker before others are contacted. Guests are given the day, time, and location of the event. Often, the date is first set to accommodate a key Federal, State, or local legislator's personal schedule.
4. Morning demonstration times have worked best for busy policy makers and the press. Their agendas change rapidly, so the earlier the event is in the day, the better. The demonstration should take less than one hour and start no later than 10:30 a.m.
5. After the initial contact and at least three weeks or more before the event, the local agency executive director, executive secretary, or administrative assistant should again contact the guests to remind them of the invitation date and confirm their attendance. This is also an opportunity to ensure that the invitation was received and reiterate details about the event.
6. Always follow up on your initial phone call. Do not wait too long to hear back from invited

guests or their staff. Be assertive! Agency executive directors and executive assistants sometimes must call the public official's secretary or appointment secretary three or four times to remind them of the event and finalize details.

7. The State WAP office and the local agency arrange news coverage for the event, develop press packets, prepare photo releases, coordinate with assignment editors, etc. Use any of the tools provided in the manual or found on the NASCSP website to create the press information.
8. A week or the Monday before the event, the local agency again calls each of the invited guests to remind them of the event. This step has been recommended by members of the State legislature.
9. The State WAP office and the local agency staff develop information packets for the guests. Packets include an agency brochure or summary sheet of programs. The agency will need to prepare these ahead of time.
10. The local agency may generate a press release on the event if that fits into the overall strategy. Such a pre-event press release needs to be targeted to a small and specific audience; otherwise, additional members of the public may show up. Such a pre-event release allows the local agency to assure that specific information is provided to the public. Reporters attending the demonstration may not include all the details.
11. The afternoon before the event, State weatherization staff should meet with the host agency executive director, executive assistant, and WAP coordinator to review the agenda and guest list and do any last-minute troubleshooting. A State staff member should visit the site with the crew.
12. The morning of the event (7:00 a.m.), the crew and State staff representative should arrive on-site to set up and prepare for bad weather if necessary.
13. The State and local agency staff should gather at the demonstration site about 45-60 minutes

before the guests and press are scheduled to arrive. Staff should meet with the homeowner and organize to greet the guests and media. One staff person should be assigned to work with the media. Nametags are typically provided for everyone.

14. The demonstration should begin promptly at the designated start time (if the key guest has arrived). Follow the agenda. While not participating in the presentation, the local agency crew should be working in the background insulating the attic or sidewalls and performing diagnostics. So that legislators from all parts of the State hear the same message, State staff members should provide a running commentary on the standard use of diagnostic equipment in the State program, even if specific technologies and techniques are not employed by the local agency hosting the event.
15. The demonstration should end on time. It is very important to keep the demonstration to under an hour. Plan for a staff person to take a picture of legislators and officials with the weatherization crew. This is good for crew morale and for future public information distribution. The client may also like to have a picture taken with guests.
16. On the day of the event or shortly thereafter, State and local agency staff should meet to evaluate the site demonstration outcome and make recommendations for improvement.
17. Before leaving, the local agency should be sure that the demonstration site is completely cleaned up, the homeowner has been thanked, and all questions were answered.
18. The host agency executive director should follow up with letters to the guests thanking them for attending. A letter of thanks should be sent to the clients for allowing the demonstration to take place in their home. Include a picture if one was taken. Copies of pictures of crews with guests should also be sent to each crew member, along with a letter of thanks from the executive director for a job well done.

MICHIGAN'S SITE CHECKLIST



LOCAL AGENCY SITE DEMONSTRATION CHECKLIST

- Developed by TEAM Michigan

Each State should develop a checklist specific to their own planned demonstration.

STEP	ACTION ITEM	BY WHEN?	COMPLETED BY
1	Read the Site Demonstration information on the NASCSP website.		
2	Identify an event coordinator— VERY IMPORTANT!		
3	Establish the date of the event.		
4	Choose a suitable home for the event with back- ups (2) as necessary.		
5	Obtain the family's permission and have them sign a Release Form.		
6	Develop the message for the event, to be included in all invitations.		
7	Develop a list of invitees.		
8	Prepare an agenda for the event.		
9	Create an invitation letter and fact sheet about your program.		
10	Send invitation letters to your State WAP office, members of Congress, State Senator, State legislator, county commissioners and executives, mayor, and municipal officers.		
11	Identify local and State media outlets (TV, radio, newspapers) and determine who to contact in each media office.		
12	Initiate contact with media representatives to inform them about the event.		
13	Inform all staff in your agency about the event —VERY IMPORTANT!		
14	Send follow-up correspondence to all media representatives with event details and WAP overview.		
15	Obtain an agency sign for the day of the demonstration. If one does not exist, have one made.		

MICHIGAN'S SITE CHECKLIST



STEP	ACTION ITEM	BY WHEN?	COMPLETED BY
16	Visit the house to decide which workstations are needed (e.g., sidewall insulation, furnace service, attic insulation, etc.), determine the order of the stations, the staff needed, and the equipment required.		
17	Identify agency staff for the hands-on portion of the event. Identify agency staff who will serve as host(s) for the event. Use a ratio of 5 guests to 1 staff member as a guideline.		
18	Develop scripts/talking points for each workstation. Provide information to the executive director and have him/her develop a script for introductory remarks.		
19	Determine what information will be handed out or displayed.		
20	Conduct a mock run-through of the event.		
21	Send a reminder to the elected officials, media representatives, and other special guests by phone and email.		
22	Create a display board to be posted on site.		
23	Prepare handouts for each workstation and photocopy them.		
24	Print banners and signs. Allow extra time if an outside vendor is involved.		
25	Determine what refreshments will be provided and arrange for delivery.		
26	Review assignments and talking points. Brief staff on their responsibilities.		
27	Visit the client and review all details of the event.		
28	Rehearse the event activities the day before the actual demonstration. Modify your plans as needed. Determine if all equipment is working and if any additional equipment is required.		

MICHIGAN'S SITE CHECKLIST



STEP	ACTION ITEM	BY WHEN?	COMPLETED BY
29	Have photo releases ready to hand out at the event.		
30	Prepare the house and the site for the event (i.e., yard and house clean-up). Either purchase protective booties or plan to lay down plastic throughout the house to ensure that visitors do not leave tracks/debris.		
31	Send a reminder to the elected officials, media representatives, and other special guests by phone and email.		
32	Make nametags for each invited guest and for all staff who will be present on the date of the demonstration.		
33	EVENT DAY - Go over the process to be followed and the rules for the media.		
34	ENJOY THE EVENT!		
35	Ask staff/agency to critique the event, including what worked well and lessons learned.		
36	Send out a press release about the event and who attended. Use pictures!		
37	Prepare a thank you note to the family where the event was held. Purchase a small gift and deliver the note and gift.		
38	Send thank you notes to all attendees.		
39	Send hand-written thank you notes to appointment secretaries of public officials and media editors.		
40	Collect all media coverage and file for use in future public information efforts.		
41	Send a thank you note to each of the WAP and agency staff who helped make the event a success.		
42	Record all event information for use next year.		

EQUIPMENT LIST

- Developed by TEAM Michigan

Following is the list used by TEAM Michigan. Each State will have a slightly different list based on the demonstrations planned, the location, and the diagnostics that State/agency uses. As part of the planning process, the organizing point person should assure who or what agency/ organization will be responsible for procuring items on the list.

- INFRARED CAMERA
- BLOWER DOOR
- VIDEO CAMERA (MAYBE SEVERAL)
- INSULATION HOPPER AND BAG OF CELLULOSE
- FURNACE TESTING EQUIPMENT (COMBUSTION ANALYZER, GAS LEAK DETECTOR, DRAFT GAUGE, ETC.)
- DUCT DIAGNOSTIC EQUIPMENT (DUCT TESTER OR PRESSURE PAN, DIGITAL MANOMETER)
- TENT TO GATHER UNDER
- TABLES FOR DISPLAYING ITEMS
- WEATHERIZATION WORKS! HATS AND BADGES
- TV/DVD PLAYER – ATTIC INSULATION
- COMPUTER FOR SHOWING INFRARED SCAN RESULTS
- TRIPOD FOR INFRARED CAMERA
- EXTENSION CORDS
- LIGHTS FOR ATTICS, CRAWL SPACES, ETC.
- WEATHERIZATION WORKS! BANNER
- LOCAL WEATHERIZATION BANNER OR SIGN
- MATERIALS BOX DISPLAY, VENTS, CELLULOSE, BATT (R-11/R-19), SUPPORT WIRES
- POSTERS FOR STATIONS
- CLIENT PHOTO DISPLAY

PRESS KIT MATERIALS LIST



While organizing the site demonstration, give thought to how you do or do not want the press to be involved. If your agency does not need additional weatherization applications, you may not want the press there. Alternatively, you may need to make it very clear in your press packets that the agency has a waiting list and describe the prioritization of applications.

Newspaper reporters typically are not as intrusive as television reporters with camera crews. With television, the camera operator on site is always going to be angling for the best shots and may get in the way of the policy maker viewing the diagnostics. Also, the client may not want the camera inside the home for privacy reasons.

Why Prepare Press Kits?

Press kits are designed to give the reporter all the supporting information needed to build a story. A reporter typically writes the story within four hours of leaving the site. By giving reporters hard copies of your materials, you will help ensure that your story is accurately conveyed.

Here is a list of suggested items and resources to provide the press at the event. Be sure to update, compile, or download current information just before your event. The numbers on these fact sheets change frequently and it is important to give the press the most up-to-date information.

Site Demo Agenda

This agenda should denote who the speakers are, what diagnostics are going to be showcased during the demonstration, etc.

Agency & Weatherization Fact Sheets or Brochures

Include agency and weatherization fact sheets or brochures in the press kit. Agency fact sheets and brochures should list programs and services offered, denote the agency service area and weatherization poverty guideline eligibility criteria, describe what weatherization measures may be provided, recognize any local or utility partnerships, and provide contact information.

An agency weatherization fact sheet could denote local agency weatherization funding, annual completion goals, the name and number of the local weatherization director, length of waiting list, etc. It is also important to include agency data, such as the number of new jobs, trainings, homes weatherized, households still on the waiting list, etc.

PRESS KIT MATERIALS LIST



Agency Contact Information

Include names of key staff involved in the demonstration (executive director, weatherization director, etc.), and addresses and phone numbers where reporters can reach you if they have questions.

Historical Funding Levels and State Fact Sheets

Provide reporters with the State's weatherization funding history (and the LIHEAP funding history if the agency receives LIHEAP funds). The State fact sheet could list the sources for funding and the dollar amount. It could also provide a breakdown of the numbers of units weatherized by occupant (the elderly, children, the disabled), people assisted, income ranges, and housing types (single-family homes, mobile homes, apartments). The fact sheet could also recognize any local utility or partnerships.

National Weatherization Program Fact Sheets

www.nascsp.org/wap/waptac/wap-resources/reports-and-fact-sheets/

Visit the WAP Program Guidance section of the website for an overview of the program and for updates on specific national goals and facts. The fact sheets shown below are examples of the type of advocacy materials available at the website listed above.

Weatherization Works!

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 35,000 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

Locally-based and 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 to ensure the occupant's safety, checking indoor air quality, combustion safety, carbon monoxide, and identifying mold infestations — which are all indications of energy waste.

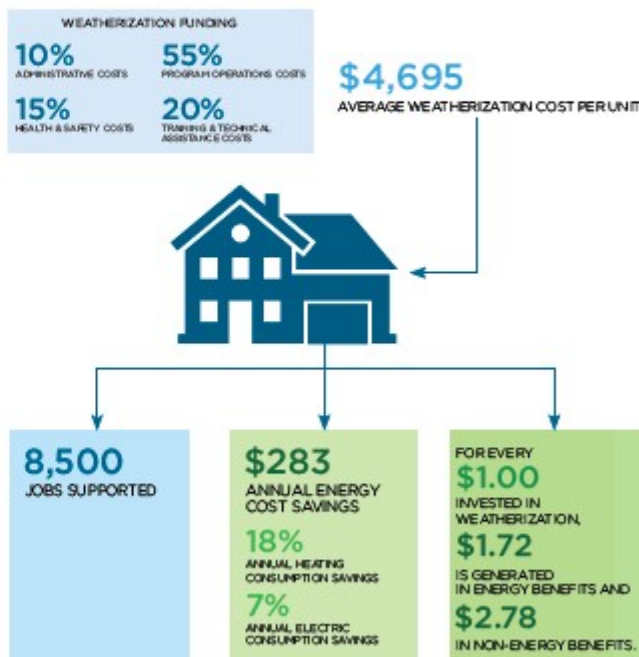
The auditor creates a customized work order and trained crews install the identified energy efficient and health and safety measures. A certified Quality Control Inspector ensures all work is completed correctly and that the home is safe for the occupants.

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 Benefits of a Weatherized Home



Weatherizing a home has multiple benefits. In addition to the main goal of creating a more energy-efficient dwelling, an investment in weatherization also has a positive impact on local employment and energy costs and generates energy and non-energy benefits for the community.

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.

Funding & Leveraging

DOE provides core program funding to all 50 states, the District of Columbia, Native American Tribes, and the five U.S. territories - American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the Virgin Islands through formula grants.

Once DOE awards the grants, states contract with nearly 800 local agencies nationwide. Community action agencies, other non-profits, and local governments use in-house employees and private contractors to deliver services to the low-income families.

OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY

In 2015, DOE funding was leveraged with an additional \$883 million in funding from utilities and states, providing \$4.62 for every dollar invested by DOE. (NASCSP Funding Survey 2015).

Impact on Communities

Weatherization not only helps households, it also helps revitalize communities by spurring economic growth and reducing environmental impact. Weatherization returns \$2.78 in non-energy benefits for every \$1.00 invested in the Program (National Evaluation, Congressional Briefing July 2015).

Non-energy benefits provide tremendous advantages for families whose homes receive weatherization services. After weatherization, families have homes that are more livable, resulting in fewer missed days of work (i.e. sick days, doctor visits) and decreased out of-pocket medical expenses by an average of \$514. The total health and household-related benefits for each unit is \$14,148 (National Evaluation).

Typical Weatherization Measures



MECHANICAL MEASURES

- Clean, tune, repair, or replace heating and/or cooling systems.
- Install duct and heating pipe insulation.
- Repair leaks in heating/cooling ducts.
- Install programmable thermostats.
- Repair/replace water heaters.
- Install water heater tank insulation.
- Insulate water heating pipes.
- Install solar hot water heating system.



BUILDING SHELL MEASURES

- Install insulation where needed.
- Perform air sealing.
- Repair/replace windows/doors.
- Install window film, awnings and solar screens.
- Repair minor roof and wall leaks prior to attic or wall insulation.



HEALTH & SAFETY MEASURES

- Perform heating system safety testing.
- Perform combustion appliance safety testing.
- Repair/replace vent systems to ensure combustion gas draft safely outside.
- Install mechanical ventilation to ensure adequate indoor air quality.
- Install smoke and carbon monoxide alarms when needed.
- Evaluate mold/moisture hazards.
- Perform incidental safety repairs when needed.

Leading the Industry

Weatherization is always critical to introducing and deploying technology and facilitating greater industry adoption. An entire industry – the home performance industry – is based on the skills perfected by weatherization. Over the past five years, the weatherization network and the private sector have established the Guidelines for Home Energy Professionals including Standard Work Specifications for Home Energy Upgrades (SWS), and Home Energy Professional certifications along with accreditation of energy-efficiency training programs.

Weatherization agencies also create a market for American manufacturing, using products and equipment from local sources, benefitting the business community in the regions they serve.

The Weatherization Assistance Program has created an industry, producing new jobs and technologies, all while helping the most vulnerable families in America. ■



ELECTRIC & WATER MEASURES

- Install efficient light sources.
- Install low-flow showerheads.
- Replace inefficient refrigerators with energy-efficient models.



CLIENT EDUCATION ACTIVITIES

- Educate on potential household hazards such as carbon monoxide, mold & moisture, fire, indoor air pollutants, lead paint and radon.
- Demonstrate the key functions of any new mechanical equipment or appliances.
- Discuss the benefits of using energy-efficient products.

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

For more information, visit: eere.energy.gov

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