

National Association for State Community Services Programs

Weatherization Day 2021



Presenters

- **Jonathan Ballew** - WAP Program Manager, NASCSP
- **Britt Pomush** - Sr. Public Affairs Specialist, NASCSP
- **Aimee Gendusa-English** - Project Director, Energy Partnerships, National Community Action Partnership (NCAP)
- **David Bradley** - CEO, National Community Action Foundation (NCAF)

Goals of Weatherization Day

- Highlight the WAP and demonstrate success
- Increase awareness of WAP for key audiences:
 - Elected & appointed leaders at federal, state, & local levels
 - Partners such as utility companies, community-based organizations, etc.
 - Potential clients in need of weatherization services



Why is Weatherization Day 2021 Important?

- 45th anniversary of the WAP
- Build upon trust in Congress
 - WAP was recently reauthorized for five years
 - WAP is included in major infrastructure legislation
- FY 2022 budget still being finalized in Congress
- Opportunity to highlight critical role of WAP during COVID recovery
 - Help residents struggling with energy costs
 - Demonstrate WAP as part of future green workforce



COVID-19 & Delta-Variant Considerations

Guidance from the CDC:

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

Delta Edition

COVID-19 Risk-Based Chart — Partly Vaccinated or Unvaccinated

** Please continue following additional requirements of local businesses, venues and schools regardless of vaccination status or stage. Schools, hospitals, and long term living centers follow CDC and APH guidelines—or—the regulatory agency's policy.

Recommended thresholds 7-day average hospital admits		Private Gatherings** With People Outside Your Household		Travel**	Dining**	Shopping**
		Indoor	Outdoor			
<5 or 70%-90% vaccination herd immunity achieved	Stage 1					
5 - 14	Stage 2					
15 - 29	Stage 3	 If high risk: avoid unless essential	 If high risk: avoid unless essential	 If high risk: avoid unless essential	 If high risk: avoid unless essential	 If high risk: avoid unless essential
30 - (50 - 90) *	Stage 4			Only if essential	Takeaway/ Curbside	Only if essential
> 50 - 90 *	Stage 5				Takeaway/ Curbside	Takeaway/ Curbside

* The exact hospitalization average trigger will depend on the rate of increase. A faster increase in the daily average will trigger stage 5 risk recommendations when the number reaches the lower end of this range.

Mask optional, continue washing hands and other hygiene precautions

Not recommended at all, with or without masks

Take prevention measures: wear a mask, wash your hands and social distance following CDC guidelines

Delta Edition

COVID-19 & Delta-Variant Safe Ideas

Livestream from a job Site

- Have a WAP crewmember livestream installing a weatherization measure

Read your elected official's Weatherization Day Proclamation on video

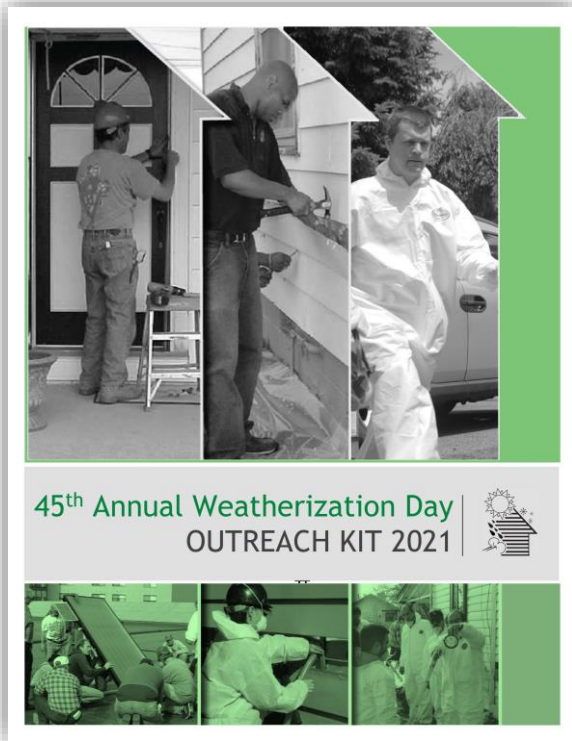
- Governors, Mayors, and County/City Commissioners are all eligible officials

Hold a live or recorded webinar

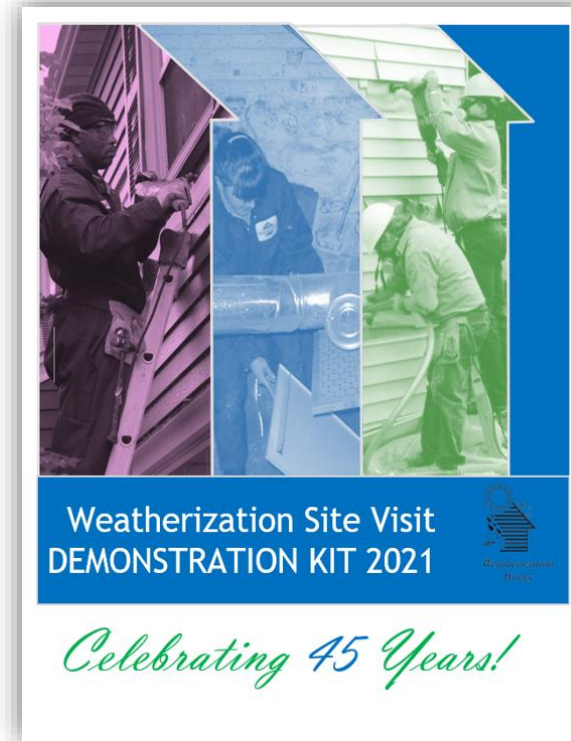
- **“Learn about Weatherization” Webinar**
 - Attract clients or partners with an educational explainer
- **“A Conversation about WAP” Webinar**
 - Host a live panel or one-on-one discussion to increase audience involvement.
- **“Weatherization Techniques” Webinar**
 - Show clients or partners how new tools or measures improve energy efficiency

NASCSP has Weatherization Day Toolkits for you!

Outreach Toolkit



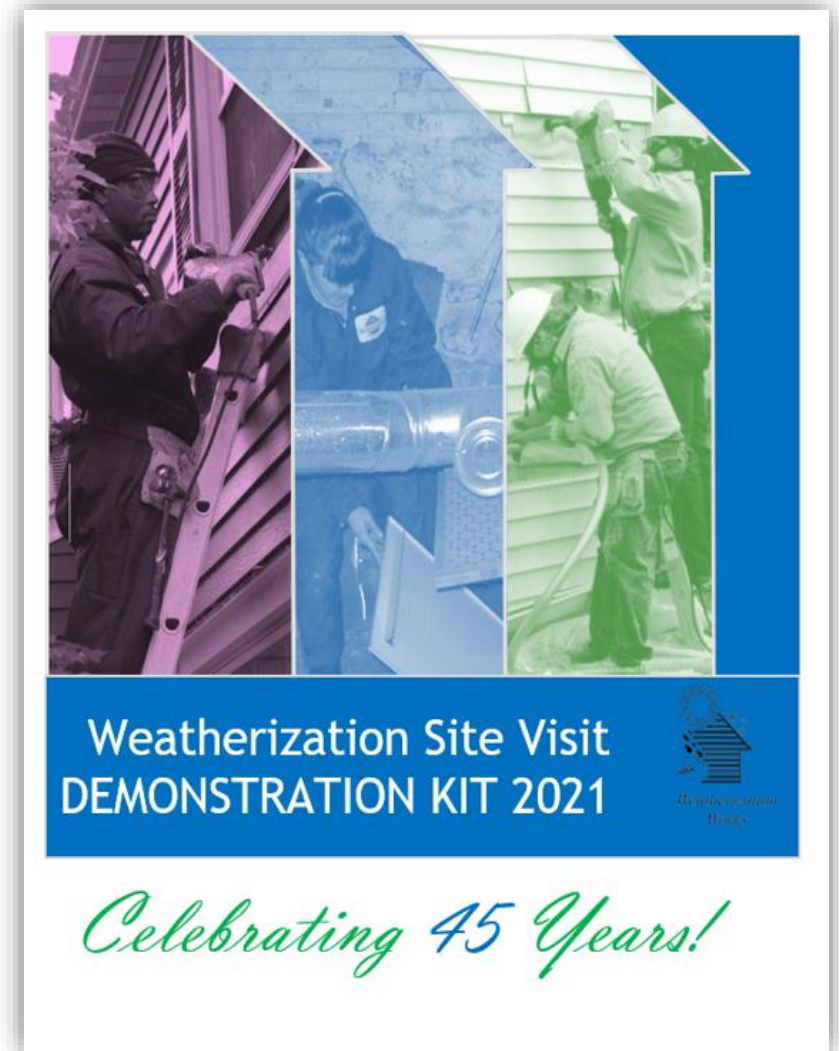
Site Demonstration Toolkit



Site Demonstration Toolkit

2021 Site Demo Toolkit includes:

- Tips for virtual site demos
- Example agendas & scripts
- Choosing a site & inviting guests
- Equipment checklists
- Tips on dealing with press



Outreach Toolkit

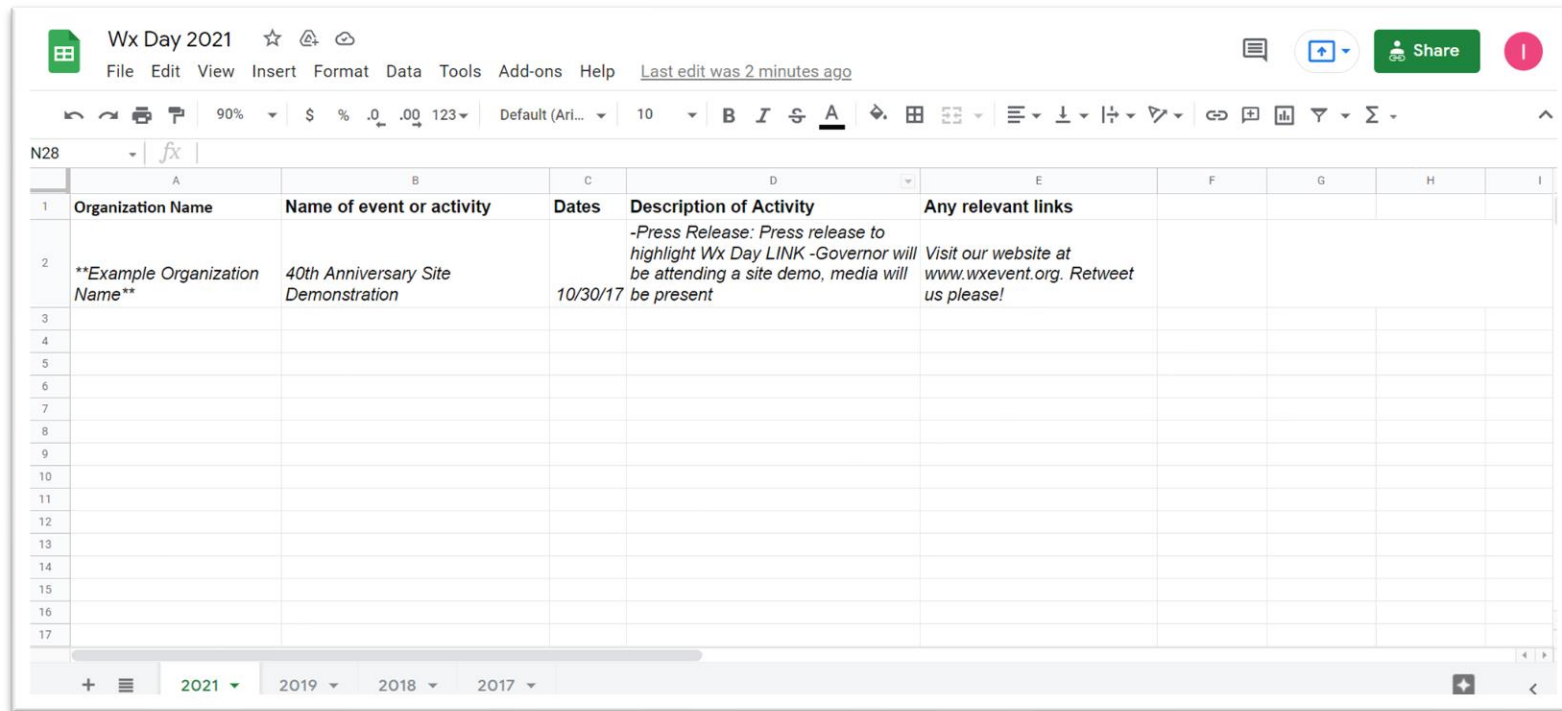
[2021 Outreach Toolkit](#) includes:

- October messaging calendar
- How to craft your message
- Event ideas/templates
- Tips on getting proclamations
- Sample social media posts
- Videos, images, and fact sheets



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 the great work you are doing.



The screenshot shows a Google Sheet titled "Wx Day 2021" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar. The sheet contains a table with the following columns: Organization Name, Name of event or activity, Dates, Description of Activity, and Any relevant links. The first row of data is an example entry.

	A	B	C	D	E	F	G	H	I
1	Organization Name	Name of event or activity	Dates	Description of Activity	Any relevant links				
2	**Example Organization Name**	40th Anniversary Site Demonstration	10/30/17	-Press Release: Press release to highlight Wx Day LINK -Governor will be attending a site demo, media will be present	Visit our website at www.wxevent.org. Retweet us please!				
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The bottom of the sheet shows a tab labeled "2021" and a year selector with options for 2019, 2018, and 2017.

Any Questions?

- Why recognize Weatherization day?
- What events are safe to hold?
- How do we track events?
- How to use toolkits?
- How to use videos, images, or written articles to boost program?



Stay Connected for October

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Preparing for Weatherization Day 2021

September 9, 2021



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CMCA @CMCA_MO



Identify Your Audience

- Federal, state and local elected officials
- Utilities that fund or could potentially fund your agency's WAP
- Current and potential WAP contractors
- Current and potential education & training providers
- Agencies and organizations that could refer clients to your WAP
- WAP-eligible households that have not heard of WAP before



Inspire, Educate, Engage

- Showcase success stories, but also struggles
- COVID 19 impacts and triumphs
- Staffing struggles: local job opportunities
- Contractor shortages: local economic development topic
- “Did you know?” format to highlight recent changes
 - Increased income?
 - Streamlined application process?
 - Virtual audits?
 - Special funds for special measures?



**"THIS ADMINISTRATION HERE AND NOW
DECLARES UNCONDITIONAL WAR ON
POVERTY."**

—LYNDON B. JOHNSON

Mobilize!

- Create a path for your network members to :
 - Share and tag your social media
 - Submit pictures of WAP work – or WAP need
 - Volunteer to speak or submit video testimonials
 - Email key decision makers about supporting WAP
 - Submit letters or op-eds to local and hyper-local press





This presentation was created by the National Community Action Partnership in the performance of the U.S. Department of Energy, Energy Efficiency and Renewable Energy Grant Number, EE0008097. Any opinion, findings, and conclusions, or recommendations expressed in this material are those of the presenters and do not necessarily reflect the views of the U.S. Department of Energy, Energy Efficiency and Renewable Energy Office.

National Community Action Partnership (NCAP) Energy Partnerships Project

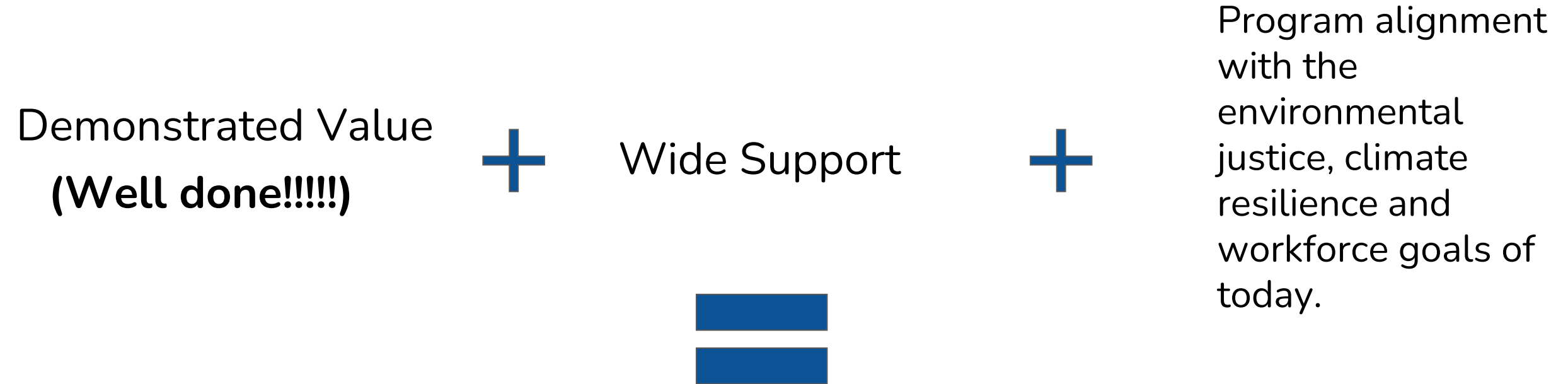
*National HUB for
1000+ Community Action Agencies & 700+
Weatherization Subgrantees*

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

**Aimee Gendusa-English, Project Director
Meg Power, PhD, Senior Advisor**



The US Congress and WAP



A HISTORIC OPPORTUNITY FOR WAP

Maximizing the moment in Congress



INCREASING FUNDING

The Bipartisan Infrastructure Bill: \$3.5 Billion for WAP on top of regular appropriations.

Reconciliation: Includes a \$20 billion fund for a DOE program of rebates to buyers of efficient and clean energy equipment.

FY2022: \$375 million + \$15 million for Weatherization Readiness Fund (passed in House and pending in Senate)

**Continuing Resolution (CR) likely starting October 1st.*



NCAF'S VISION

"We have program that accounts for 1980s and 1990s weather and technology – our communities deserve a 21st Century Program."

1. Invest more per home.
2. Repair homes too dilapidated to receive WAP measures.
3. Fund more measures that make homes safe under the extreme weather conditions.
4. Simplify the program.
5. Support workforce development in WAP communities separately.
6. Prioritize those homes suffering from high housing and energy burden in disadvantaged communities.



How you can help!

1. Keep your Senators and House Members informed as to your programs outcomes, successes and obstacles.
2. When safe, invite them to visit a site or set up a virtual meeting and include a program recipient. (Keep NCAF in the loop!)
3. Ensure your Senators and House Members have a "hospitality sheet" on the programs you run with contact information so that their offices may refer constituents.
4. Embrace Weatherization Month Activities!

