

2021 REPORT

WAP PUBLIC INFORMATION CAMPAIGN

National Association for State
Community Services Programs



2021 WAP Public Information Campaign Report

Introduction

The National Association for State Community Services Programs (NASCSPP) 2021 Public Information Campaign (PIC) began in June 2021 and culminated with a Weatherization Day event Celebrating 45 years on October 28th, 2021. NASCSPP'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 NASCSPP, DOE, other national partners, the grantees, and subgrantees during the 2021 PIC.

Communications Calendar

NASCSPP released a Save the Date Communication marking 100 days until Weatherization Day on August 8th, 2021. The 2021 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.

NASCSPP 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	4	5	6	7	8	9
	Energy Benefits & Energy Efficiency					
10	11	12	13	14	15	16
	Health & Safety Benefits					
17	18	19	20	21	22	23
	Workforce Development & Training					
24	25	26	27	28	29	30
	Client Success Stories					Weatherization Day Proclamation
31						

New Toolkits and Rollout Webinar

NASCSPP promoted the use of two key resources in preparation for Weatherization Day. These were the Weatherization Day 2021 Outreach Toolkit and the Weatherization Day 2021 Site Demonstration Toolkit. Toolkits were updated and revamped, they are the result of consolidating four toolkits into two for the 45 year celebration and are available on our website, [here](#).

On September 9, 2021, NASCSP held a webinar with the National Community Action Partnership (NCAP) and the National Community Action Foundation (NCAF) to introduce the Outreach and Site Demonstration Toolkits. 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 [here](#).

Blog Posts

NASCSP has posted a series of blogs on its State of Poverty Blog. A Women in Weatherization series of blogs began in June and is ongoing (see links below). A post was published celebrating 45 years of weatherization in August and Energy Efficiency Day was also celebrated with a blog post. The blog posts not only promoted Weatherization Day specifically, but also discussed the history of the WAP, the experience of women in weatherization and the importance of weatherization work. Below is a list of blog posts with links and the dates posted:

- Women of Weatherization – Beth Ryan **(October 27, 2021)**
<https://nascsp.org/women-of-weatherization-beth-ryan/>
- It's Energy Efficiency Day! **(October 6, 2021)**
<https://nascsp.org/its-energy-efficiency-day/>
- Women in Weatherization – Jo McAninch **(August 25, 2021)**
<https://nascsp.org/women-of-weatherization-jo-mcaninch/>
- 45 Years of Success for the Weatherization Assistance Program **(August 12, 2021)**
<https://nascsp.org/45-years-of-success-for-the-weatherization-assistance-program/>
- Women of Weatherization - Amanda Porter **(July 19, 2021)**
<https://nascsp.org/women-of-weatherization-amanda-porter/>
- Women of Weatherization – Kelia Bravo **(June 15, 2021)**
<https://nascsp.org/women-of-weatherization-kelia-bravo/>

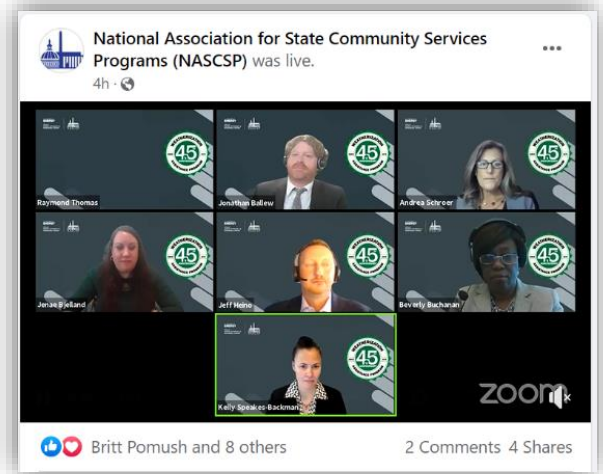
Events and Actions

The COVID-19 Pandemic continues to impact many in-person events and some states hosted virtual events as a result. Below is a list of events, proclamations, press releases, news stories, and other actions surrounding Weatherization Day 2021.



NASCSP hosted a Virtual Weatherization Day 45th Anniversary Celebration Event on October 28th.

The 2.5 hour event was also streamed on Facebook. It was cosponsored by Rep. Marcy Kaptur (OH), Rep. Paul Tonko (NY) and Sen. Chris Coons (DE). NASCSP worked with the U.S. Department of Energy (DOE) to advertise and share information leading up to the event. We were joined live by members of DOE, including WIP Director, Anna Maria Garcia; and Deputy Assistant Secretary, Kelly Speakes-Backman.



We were delighted to share a recorded video from Secretary Granholm celebrating Weatherization Day and thanking the nationwide WAP network for their years of service. NASCSP Board President, Beverly Buchanan, and WAP Program Chair, Jeff Heino attended and spoke along with NASCSP's executive director, Jenae Bjelland. We conducted two panels on the community impacts of weatherization and the importance of training centers and included several video's which showcased client success stories. Over 300 people registered for the event, it was a great success! You can find the recorded event [here](#).

Governor's Proclamations were issued in at least **11 states**: Colorado, Georgia, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, North Dakota, Virginia, Wisconsin.

Events or other actions were held in **16 states**: Colorado, Illinois, Kansas, Massachusetts, Minnesota, Missouri, NREL (Colorado & DC), Ohio, Oregon, Pennsylvania, Nebraska, Nevada, New Hampshire, New Mexico, North Dakota, Texas, Virginia, Wisconsin.

Colorado

Governor Jared Polis issued a Weatherization Day proclamation for the state of Colorado.



Georgia

Governor Brian Kemp issued a Weatherization Day proclamation for the state of Georgia.



Illinois

CEDA in the Chicagoland area hosted a weatherization day event including a demonstration and tour. The event showcased CEDA's Weatherization Training Center with its state-of-of-the-art weatherization technology.

Kansas

South Central Kansas Economic Development District (SCKEDD) worked with Kansas Gas Services, a gas utility, provided DIY weatherization kits that are available to residents of Reno County. No income eligibility for the kits, but Weatherization applications and information will be available to promote Weatherization Services.

Clip from local newspaper on right.

SCKEDD has funds for weatherization, kits coming next week

Posted Oct 11, 2021 9:25 AM



Maryland

Governor Larry Hogan Jr. proclaimed October 30th Weatherization Day for the state of Maryland.



Massachusetts

Green Jobs Academy partnered with South Middlesex Opportunity Council (SMOC) Energy Conservation Services. Massachusetts Governor Charles Baker signed a Weatherization Day Proclamation.

Governor Gretchen Whitmer issued a proclamation for Weatherization Day.



Laura Milbrandt from Prairie Five and Scott Zahorik from AEOA were interviewed on the Public News Service radio show on the 29th of October. Scott and Laura publicized the good work done by the WAP network, the benefits of the Weatherization Assistance Program, and the increased funding in the program to help more low-income Minnesotans. Take a moment to listen to the story at the link above. Minnesota Governor Tim Walz also declared October 30th Weatherization Day.

The Northeast Community Action Corporation (NECAC) based in Bowling Green, MO hosted Weatherization Day activities that were written up in the Saint Louis Post-Dispatch.



NREL shared celebration posts for Weatherization Day on social media, including Twitter, Facebook, LinkedIn, and Instagram.



Nebraska

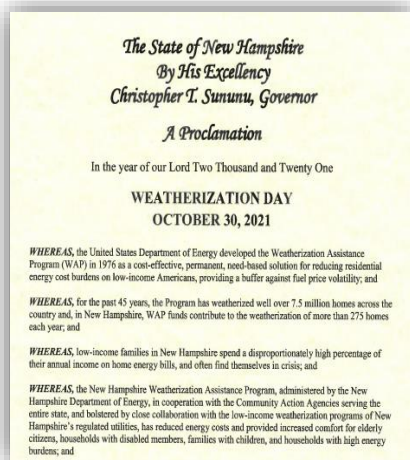
An article was written in the Nebraska City News-Press about Weatherization Day and the services provided by the local Community Action Agency, Southeast Nebraska Community Action Partnership, Inc. (SENCA).

Nevada

The Community Development posted on social media of the Weatherization celebrating National Facebook and also issued a press Weatherization Day available WAP services



Services Agency Corporation (CSA Reno) highlighting the impact Assistance Program and Weatherization Day on Instagram. CSA Reno release marking the Celebration and that made the news!



New Hampshire

Governor Christopher Sununu issued a Weatherization Day Proclamation. Both New Hampshire Senators Jeanne Shaheen and Margaret Wood Hassan sent letters in support of Weatherization Day activities. Additionally, Community Action of Strafford Co. (CAPSC) held a Weatherization Day event with demonstrations, giveaways and more. Southwestern Community Services posted several social media.



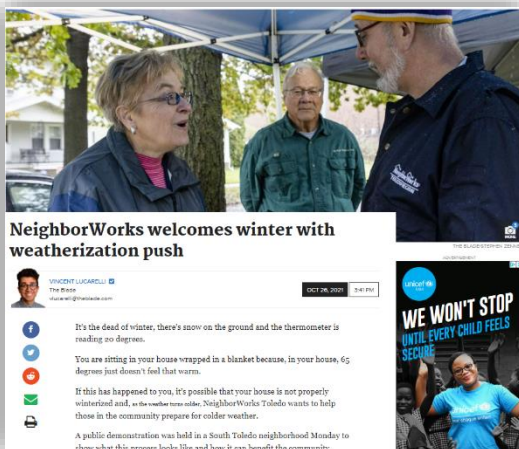
New Mexico

Elected officials including Lt. Governor Howie Morales, Silver City Mayor Ken Ladner, Sen. Siah Correa-Hemphill and Rep. Luis Terrazas highlighted the Weatherization Assistance Program by visiting a local woman who received weatherization. New Mexico Mortgage Finance Authority Executive Director Izzy Hernandez said "Last year, we assisted 18,000 people through more than 200 partners. This program saves money and helps with health and safety issues for the homeowner. Most are saving an average of 27 percent on their utility costs, but this one will save 75 percent. We weatherize 600-700 homes a year. We have about 3,000 on the wait list, but we estimate there are more than 200,000 that we could help."



North Dakota

The Community Action Partnership of North Dakota hosted a Weatherization Open House on October 26th in Fargo, ND. There was program information, a demonstration, and tools of the trade on display.



Ohio

On October 25th, NeighborWorks Toledo held a public demonstration to share what the Weatherization Assistance Program does. Rep. Marcy Kaptur attended as well as state agencies, local government officials and NeighborWorks staff.



Oregon

Mid-Willamette Valley Community Action Agency posted numerous social media posts on various topics including how to sign up and associated savings, health benefits and cooling tips. Posts were made between 10/21 and 10/28.



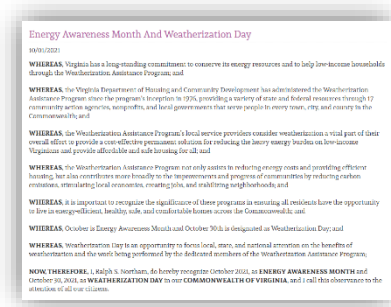
Pennsylvania

The Pennsylvania Department of Community & Economic Development posted status updates on Twitter, Facebook, posted a great blog called "My Journey and a Weatherization Technician" on October 25th. Governor Tom Wolf issued a Weatherization Day Proclamation for October 30th.



Texas

Panhandle Community Services celebrated Weatherization Day with an onsite event on October 8th, it was open to the public and offered energy saving tips. Local utility companies were in attendance and goodies including food and coloring books were handed out. The event was noted in local news outlets and also served as a hiring event.



Virginia

The Virginia Department of Housing and Community Development shared social media posts on Twitter and Facebook including client success stories and the benefits of the Weatherization Assistance Program. Governor Ralph Northam issued a Weatherization Day Proclamation as well.

Wisconsin

Coulecap Inc. celebrated Weatherization Day with the dedication of a solar array and weatherization demonstrations. The new solar array will save Coulecap thousands of dollars a year and promote sustainability in their community.

