

Weatherization Day 2023

National Association for State
Community Services Programs



WWW.NASCSP.ORG

Presenters

- **Cheryl Williams** - Executive Director, NASCSP
- **Britt Pomush** - Senior Public Affairs Specialist, NASCSP
- **Denise Harlow** - CEO, National Community Action Partnership (NCAP)
- **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 WAP
 - Potential workforce members
 - Program partners - LIHEAP and more



Why is Weatherization Day 2023 Special?

- NASCSP's first in-person celebration in Washington, D.C. in years!
- Building trust, support, and awareness in Congress
 - Current legislation
 - Recent legislation - IRA
- Opportunity to highlight WAP
 - As energy efficiency
 - As economic booster

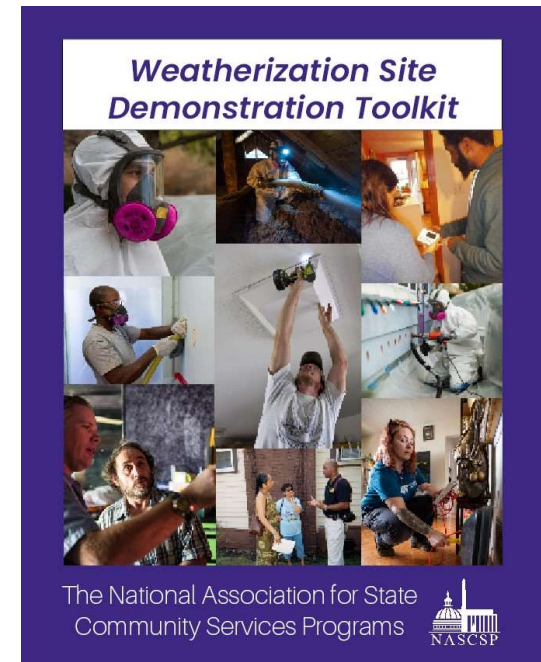


NASCSP has Weatherization Day Toolkits for you!

Outreach Toolkit



Site Demonstration Toolkit



Outreach Toolkit

[2023 Outreach Toolkit](#) includes:

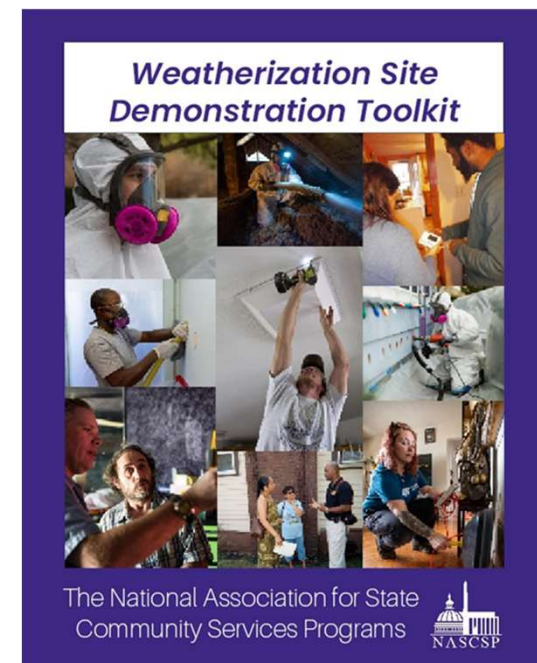
- October messaging calendar
- How to craft your message
- Event ideas/templates
- Tips on getting proclamations
- Sample social media posts
- Videos, images, and fact sheets



Site Demonstration Toolkit

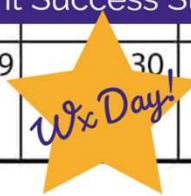
[2023 Site Demo Toolkit](#) includes:

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



Monthly Calendar

OCTOBER 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
Household Benefits - Energy, Health & Safety						
8	9	10	11	12	13	14
Community Engagement & Partnerships						
15	16	17	18	19	20	21
Workforce Development & Training						
22	23	24	25	26	27	28
Client Success Stories						
29	30	31		2	3	4



Social Media¹

"Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks."

Common Social Media Platforms

- **Facebook:** The world's largest social network, with more than 2.9 billion monthly active users ⁽¹⁾. Users create a personal profile, add other users as friends, and exchange messages, including status updates.
- **LinkedIn:** A place where groups of professionals with similar areas of interest can share information and participate in conversations.
- **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (280-character limit).
- **YouTube:** Video hosting and watching websites. YouTube is the world's second most used social media platform with 2.5 billion active users.
- **Blogs:** A platform for casual dialogue and discussions on a specific topic or opinion.
- **Instagram:** A free photo and video-sharing app that allows users to apply digital filters, frames, and special effects to their photos and then share them on a variety of social networking sites. Two billion active monthly users.



1) Meta Platforms, Inc.'s [investor earnings report](#) for 1Q 2023 (published April 2023)

Social Media¹

"Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks."

Key Principles for Social Media:

- Simple, credible, positive, and professional.
- Social media is about conversations, community, connecting with the audience, and building relationships.
- Authenticity, honesty, and open dialogue are key.
- Social media not only allows you to hear what people say about you but enables you to respond. Listen first, speak second.
- Compelling, useful, relevant, and engaging messages. Don't be afraid to try new things but think through your efforts before kicking them off.
- Know your social media policy.



Social Media¹

"Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks."

Images

- Use toolkits
- Unsplash
- Pixabay
- Photos from agency (with releases)
- NREL!

Hashtags

- #WxDayOct2023
- #TheOriginalEE
- #Weatherization
- #EnergyEfficiency
- #WeatherizationWorks

Tag People/Orgs

- @NASPCSP
- @NCAFPNews
- @CAPartnership
- @NcapEnergy
- @ENERGY (DOE)
- @theNEUAC



Streaming or Recorded Approaches

Create informational video

- <https://nascsp.org/wap/waptac/wap-resources/wap-webinars/>

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

Log Your Activities!

Whether it's an event, a press release, a proclamation, or something else put the information in this [Google Sheet](#) so that the national partners can share and highlight all the great work you are doing.

The screenshot shows a Google Sheet interface. At the top, the title bar reads 'Wx Day 2023' with icons for star, folder, and share. Below it is a menu bar with 'File', 'Edit', 'View', 'Insert', 'Format', 'Data', 'Tools', 'Extensions', and 'Help'. A toolbar contains various icons for undo, redo, print, copy, paste, zoom (100%), currency, percentage, decimal, increase/decrease, font face (Calibri), font size (14), bold, italic, text color, background color, fill, border, conditional formatting, text wrap, text alignment, text direction, link, unlink, insert link, insert image, insert table, filter, and sum. The spreadsheet grid has columns A through G. Column A is 'Organization Name', B is 'State', C is 'Name of Event or Activity', D is 'Date(s)', E is 'Description of Activity', F is 'Links', and G is 'Notes (as needed)'. The first row (row 1) is highlighted with a blue header. The first cell in column A (A1) contains the text 'Organization Name'.

	A	B	C	D	E	F	G
1	Organization Name	State	Name of Event or Activity	Date(s)	Description of Activity	Links	Notes (as needed)
2							
3							
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16							

National Community Action Partnership

Weatherization Day 2023



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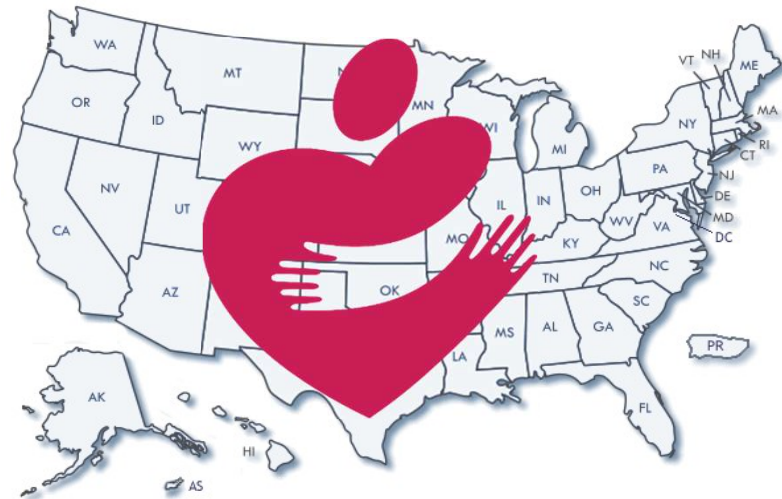
aenglish@communityactionpartnership.com



Community Action:

One of the Nation's Largest Human Services Network

- 1,000+ Local Agencies
- National, State, & Local Infrastructure
- 80% Private Non-profits
- 20% Public (Local Government)
- Total Funding-\$14 billion
 - CSBG
 - Weatherization
 - LIHEAP
 - LIWAP
 - Head Start
 - WIOA
 - HUD
 - USDA
 - State, local & private support



Identify Your Audience



Representatives Paul D. Tonko (NY-20), Bobby Rush (IL-1), and Marcy Kaptur (OH-9) introduce the Weatherization Enhancement and Readiness Act

- 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
 - "Striving Energy Intenders"

Inspire, Educate, Engage



*Weatherization Training - Courtesy
Community Housing Partners of Virginia*

- 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
 - Expanded eligibility?
 - Streamlined application process?
 - Virtual and remote options?
 - Health & safety measures!
 - ARPA & Infrastructure funds!

Mobilize!



Weatherization Training - Courtesy DOE

- Email key decision makers about supporting WAP
- Submit letters or op-eds to local and hyper-local press
- Share and tag your social media
 - Use NCAP toolkit
 - communityactionpartnership.com/energy-month/
- Submit pictures of WAP work – or WAP need
- Ask community partners provide testimonials
 - Healthcare partners?
 - Fire departments?

Faces of Weatherization



- Celebrates the impact the frontline staff has on nationwide efforts
- Features employees from energy departments in CAAs across the nation
- Agencies can submit photos & quotes or finished assets for distribution
- Shared and tagged via social media
- Ongoing project
 - Featured in community action month
 - Featured in energy efficiency month
- Demonstrates future workforce opportunities

COMMUNITYACTIONPARTNERSHIP.COM/CAPCON23



REGISTRATION IS NOW OPEN FOR NCAP'S

2023 ANNUAL CONVENTION

ATLANTA, GA | AUG. 23–25 (PRE-CON: AUG 21–22)





Join the National Community Action Partnership Data Convening!



September 12 - 13, 2023
Denver, Colorado

Learn More and Register
Today!



Follow
@NCAPEnergy



NCAP Energy Partnerships Project

National Hub

1000+ Community Action Agencies

700+ Weatherization Subgrantees

communityactionpartnership.com/energy-partnerships/



@NCAPenergy

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A policymaker's WAP visit

- A great fall event for your members of Congress and state officials.
- A great chance for **educating** and **thanking** decision-makers.

Congress is home . . .

- In August – both Chambers
- The week of September 4th – just the House
- The week of October 2nd – just the House
- The week of October 9th – both Chambers
- The week of October 30th – just the House
- The week of November 20th – both Chambers
- The week of December 18th – both Chambers
- The week of December 25th – both Chambers





Inviting your member

- *If you need help determining who to send an invitation to at your member's office*, please reach out to NCAF davidbradley@ncaf.org.
- Make sure your subject states any specific date and purpose. (Email subject example: "Invitation – Visit Weatherization Site in August")
- Unless you are inviting a member to a specific event, make sure the invitation is flexible and you relay that you are happy to accommodate the member's schedule.
- Emphasize that the visit is to update the official on a federal program and that the representative will meet workers as well as constituents.



When your elected officials confirm their visit:

Reach out to NCAF for crucial background information on the member's WAP history and priority topics of conversation: davidbradley@ncaf.org

During the visit: Educate

Members have no idea how sophisticated, careful and scientific WAP really is.

Show them: the workers, tools, standard work specs and techniques.

- Emphasize the workers' skills and training.
- Arrange face time with crew and contractors.



During the visit: Promote good feelings

WAP is a rarity – a bipartisan program in which both parties have supported its growth. Use the visit as an opportunity to stoke the good feelings associated with the program.

Publicly thank your member at the event. You can provide a WAP-related souvenir (plaque/t-shirt) and show gratitude in media releases.



Messaging – WAP needs changes because:

- The program solves 20th-century problems but is too rule-bound and complicated to deliver enough protection from 21st-century weather with 21st-century technology.
- Show off any new technology of interest like heat pumps.
- Discuss extreme weather needs especially heat.
- WAP urgently needs *both* regulatory changes by DOE and legislative changes by Congress. (Follow NCAF for updates!)

Messaging – Use the conversation on worker skills to explain:

- The hiring and training challenges involved in ramping-up your program; and
- The excellent long-term skills you are providing.

Messaging – Prepping for the WAP Infrastructure program

- Show enthusiasm about the potential.
- Discuss challenges in hiring.
- Describe the local labor and material prices that create the necessity of legislation raising the ACPU.



FYI: NCAF Proposed DOE Rule Changes

(which were supported by Congressional Champions' Letter January 2022)

- Change the Savings-to-Investment Ratio.
- Simplify the program!
- Establish a separate -from- ACPU funding stream to incorporate OJT and apprenticeships into program workforce.

Why WAP Readiness Fund?

- Provides necessary money for the major repairs necessary before weatherizing a home.
- The number of deferrals is already large and increasing.
- If possible show a home that benefitted from Readiness Funds (but choose one with modest investment making all the difference)





NCAF is here to help!

- We can help you craft invitations to lawmakers, get the invitations to the best staff members and design your presentations and itinerary.
- Stay up to date on policy progress by subscribing to CAPFacts and joining our coffee chats (remaining dates: 9/14, 10/20, 11/17, 12/15)
- Please feel free to contact me directly at davidbradley@ncaf.org.

Questions?



Thank you & Stay in touch!

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