

WAP PUBLIC INFORMATION CAMPAIGN

National Association for State Community
Services Programs

2023
Report



Contents

INTRODUCTION	2
PUBLIC INFORMATION CAMPAIGN KICKOFF	3
RESOURCES.....	4
Toolkits	4
Communications Calendar	4
ACTIONS	6
Blog Posts	6
Events and Actions.....	6
Proclamations.....	8
Social Media Posts	11
CLOSING SUMMARY.....	20

INTRODUCTION

Each year, on October 30, is National Weatherization Day, and an opportunity to highlight the impact of the U.S. Department of Energy (DOE) Weatherization Assistance Program (WAP) on low-income households across the country. In the 47 years since the Energy Conservation Act authorized the WAP, more than 7 million households have been weatherized, saving money on energy costs and improving the health and safety of homes.



The National Association for State Community Services Programs (NASCSPP) is delighted to support the annual Weatherization Day celebrations across the country by developing and sharing resources and toolkits. This year, NASCSPP hosted a live Capitol Hill event with Congressional champions and the DOE, highlighting the essential role of the introduction and deployment of competitive innovation grants. These important new funding initiatives drive invention and improvements that impact climate mitigation in the WAP.

NASCSPP's efforts yield considerable virtual and social media activity throughout the weatherization network, a sampling of which is included in this report. Virtual events, Weatherization Day proclamations, press releases, news articles, and social media efforts increase awareness of the WAP and highlight the impacts of the program, reinforcing the message that Weatherization Works!

PUBLIC INFORMATION CAMPAIGN KICKOFF

The National Association for State Community Services Programs (NASCSPP) began sending communications regarding the 2023 Weatherization Day Public Information Campaign in mid-July. These initial communications were to advertise the upcoming launch webinar. NASCSPP also released a Save the Date Communication marking 100 days until Weatherization Day on July 21st.

On August 3, 2023, NASCSPP held a webinar with two partners; the National Community Action Partnership (NCAP) and the National Community Action Foundation (NCAF) to introduce and promote the NASCSPP WAP Outreach and Site Demonstration Toolkits. The intended audience of the webinar was WAP grantees and subgrantees. The webinar was attended by approximately 120 people. The slides from the webinar and the recording can be found [HERE](#). This year the webinar was moved from September to August to establish a longer timeline and to increase awareness and activities.

RESOURCES

Toolkits

NASCSP promotes the use of two key resources in preparation for Weatherization Day. These are the Weatherization Day 2023 Outreach Toolkit and the Weatherization Day 2023 Site Demonstration Toolkit. Toolkits were overhauled and made available on our website, [HERE](#).

Included in the toolkits are a breadth of resources that range from tips on how to tell your story to engaging policy makers to reports and fact sheets. The 44-page Weatherization Day Outreach Toolkit includes dozens of sample social media posts and numerous pages of images to use in those posts and other initiatives. Additionally, the Weatherization Day Outreach Toolkit includes a full timeline and how to report activities to ensure they are captured. The Site Demonstration Toolkit covers everything from virtual demonstrations to site selection, including equipment lists, sample agendas press kit materials, and examples of successful demonstrations. These two toolkits are designed to make participating in Weatherization Day accessible and replicable, outcomes that have clearly been met in 2023.

Communications Calendar

The 2023 PIC included a strategic communications calendar to organize communications efforts throughout October and outlined weekly themes leading up to Weatherization Day.

The four weekly themes for 2023 Energy Efficiency Awareness Month to guide the messaging of the PIC throughout the network:

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

- ✓ Week 1- Household Benefits - Energy Efficiency, Health & Safety
- ✓ Week 2- Community Engagement and Partnerships
- ✓ Week 3- Workforce Development & Training
- ✓ Week 4- Client Success Stories

These themes are also reflected in blogs and social media posts both by NASCSP, members and subgrantees.



ACTIONS

Blog Posts

NASCSP posted a series of blogs on its State of Poverty Blog. The blog posts focused on workforce issues within the WAP and related fields. Blogs spanned June through early November, highlighting the importance of expanding the Public Information Campaign far outside of Weatherization Day and Energy Efficiency Month.

- [Building Freen Futures: Empowering Careers in Weatherization](#) (June 2, 2023)
- [Empowering Weatherization Professionals: A Success Story from Southwest Georgia Community Action Council](#) (September 11, 2023)
- [The Positive Impact of Fair Wages: Supporting the Weatherization Workforce](#) (November 2, 2023)

Events and Actions

NASCSP hosted a **live and in-person** Weatherization Day Celebration at the United States Capitol Visitor Center, with a theme of Weatherization Innovation. NASCSP was joined in person by Senator Jack Reed of Rhode Island, Representative Paul Tonko of New York and Representative Marcy Kaptur of Ohio, Department of Energy Officials, National Partners from the National Community Action Partnership, the National Community Action



Foundation, and the National Energy Utility Affordability Coalition. Not least, four Sustainable Energy Resources for Consumers grantees and three Enhancement and Innovation grantees attended and presented their innovative projects. Staffers and legislators were invited to attend the event to learn about the Weatherization Assistance Program and innovation grantees.

Photos and a bespoke video from Department of Energy Secretary Jennifer Granholm can be found [HERE](#).

Several states around the country hosted events, including partnering with senior services programs, staff trainings, and much more, here are a few highlights: The Louisiana Housing Corporation (LHC) engaged in a demonstration activity showing elementary and middle



1 CEDA Ribbon Cutting Event

school students on how LHC trains developers and construction workers on how they make homes more energy-efficient, and what students can do at home to make their homes more energy-efficient. In Mississippi the WWISCAA Community Action Agency hosted a Weatherization Day event with demonstrations, education, and information on the program. In Illinois, the Community & Economic

Development Association of Cook County, Inc. (CEDA) and the Illinois Department of Commerce and Economic Opportunity Office of Community Assistance celebrated the grand opening of CEDA's new Weatherization Training Center with a ribbon-cutting event. The Kentucky Housing Corporation (KHC) October podcast, '[Bringing it Home with KHC](#)' centered on Weatherization and the Residential Energy Efficiency Center in Frankfort, KY.



Proclamations

Governor’s Proclamations were issued in at least 12 states: Colorado, Delaware, Georgia, Illinois, Kansas, Kentucky, Massachusetts, Minnesota, Missouri, Oklahoma, Oregon, and Wisconsin. (Colorado and Delaware not pictured). Proclamations are a meaningful way to educate decision-makers and the public about events and activities and it was wonderful to see so many proclamations in 2023.



Figure 2 KY Governors Proclamation



Figure 3 IL Governors Proclamation



Figure 4 KS Governors Proclamation



Figure 5 GA Governors Proclamation



Figure 6 MO Governors Proclamation



Figure 7 MN Governors Proclamation

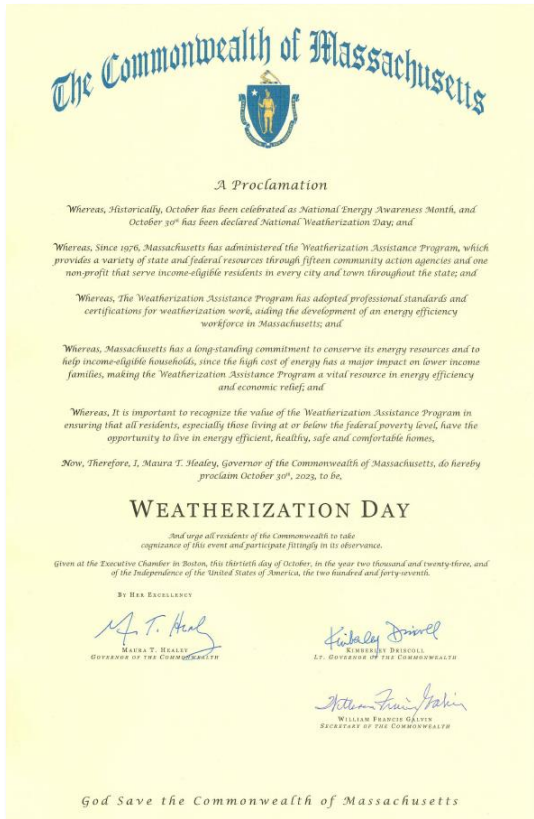


Figure 8 MA Governors Proclamation

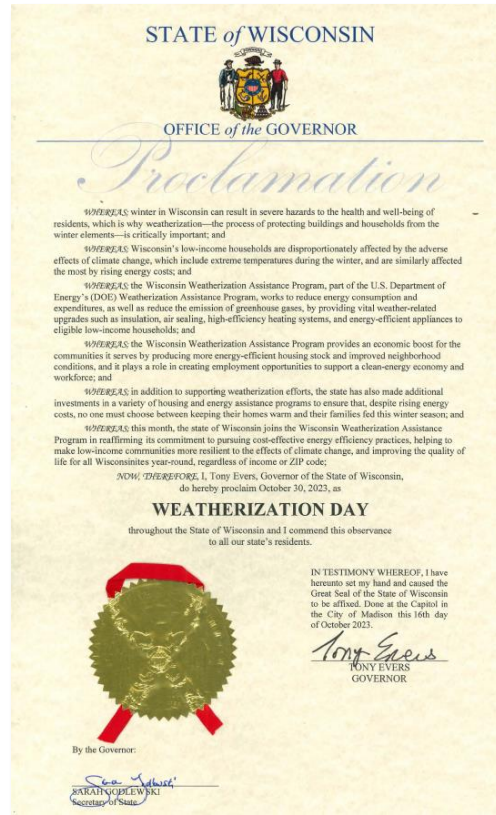


Figure 9 WI Governors Proclamation



Figure 10 OR Governors Proclamation

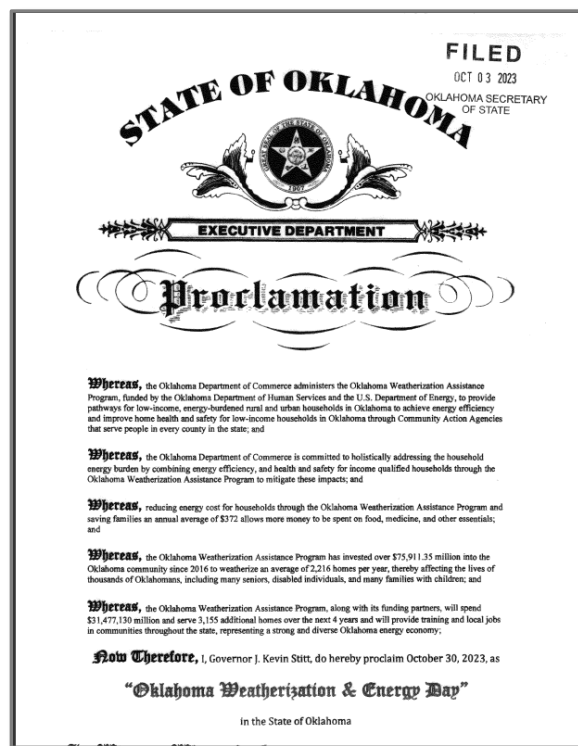


Figure 11 OK Governors Proclamation

Social Media Posts

NASCSP posted regularly on X (formerly known as Twitter), Facebook, and LinkedIn, before and after Weatherization Day. Sample posts are below, X (formerly Twitter), Facebook, and LinkedIn, L to R.



Social media posts, events and other actions rolled out all over the country. See below for a sampling of events and social media posts by region.

Region I

LifeWorks Community Action to Host Media Day to Showcase Weatherization Program

NEWS PROVIDED BY LifeWorks Community Action → 09 Oct, 2023, 17:30 ET

SHARE THIS ARTICLE

Private Residence in Waterford, NY to be Weatherized in One Day

BALLSTON SPA, N.Y., Oct. 9, 2023 /PRNewswire/ -- LifeWorks Community Action's Energy Services division will host a live weatherization event on Wednesday, October 11, to demonstrate how a weatherized home reduces energy burdens for families by enhancing energy efficiency. The LifeWorks team and its partners will explain the process as they weatherize a residential home in a single day. Media are invited and encouraged to attend to learn more about this crucial community program.

"October is National Energy Awareness Month. There are numerous older homes, mobile homes, and apartments in Saratoga and Schenectady counties that could benefit from the federally and state-funded home weatherization assistance program offered by LifeWorks. Our goal is to raise awareness of this program and encourage people to apply for assistance," said LifeWorks Executive Director Krystle Nowhitney Hernandez.

Event Date: Wednesday, October 11th
Location: Private Residence, 22 Domenica Drive, Waterford, NY
Time: 9 a.m. - 1 p.m.

Figure 12 Waterford, NY – News Article: LifeWorks Community Action hosting weatherization event.

Increasing Energy Efficiency Reduces Costs to Homeowners

Department of Natural Resources and Environmental Control | Division of Climate, Coastal, & Energy | News | Office of the Secretary | Date Posted: Monday, October 30, 2023

National Weatherization Day Highlights Ways to Use Less Energy

Oct. 30 is National Weatherization Day, with Gov. John Carney also proclaiming the date as Weatherization Day in Delaware. Conducting a home energy audit is an essential first step in the weatherization process for determining how to make a home more energy efficient.

Figure 13 DE - WAP Day Demonstration and Proclamation

Greater Bergen Community Action, Inc. - GBCA

Happy Weatherization Day! The weatherization assistance program reduces energy burdens for families, provides health and safety benefits, and creates thousands of American jobs!

#WxDayOct2023 #WeatherizationWorks

To learn more about our Weatherization program, go to the link below:
<https://bit.ly/3S69PMv>

#GBCA #BergenCounty #Weatherization

MYTH:
 The best way to deal with uncomfortably hot rooms is with an air conditioner.

FACT:
 With professional weatherization you can often address the source of the discomfort without using energy-draining air conditioners. Professional weatherization cannot only keep rooms warmer in the winter, but also keep them cooler in the summer.

Fig 14 NJ – WAP Day social media post

Region II



Figure 15 MS – WAP Day Event



Figure 16 FL – Article on Oct. Energy Awareness Month



Figure 147 VA - CHP Energy Solutions WAP Day Post



Figure 18 WV - Weatherization Day Post

Region III



Figure 19 IA – WAP Day Social Media Post

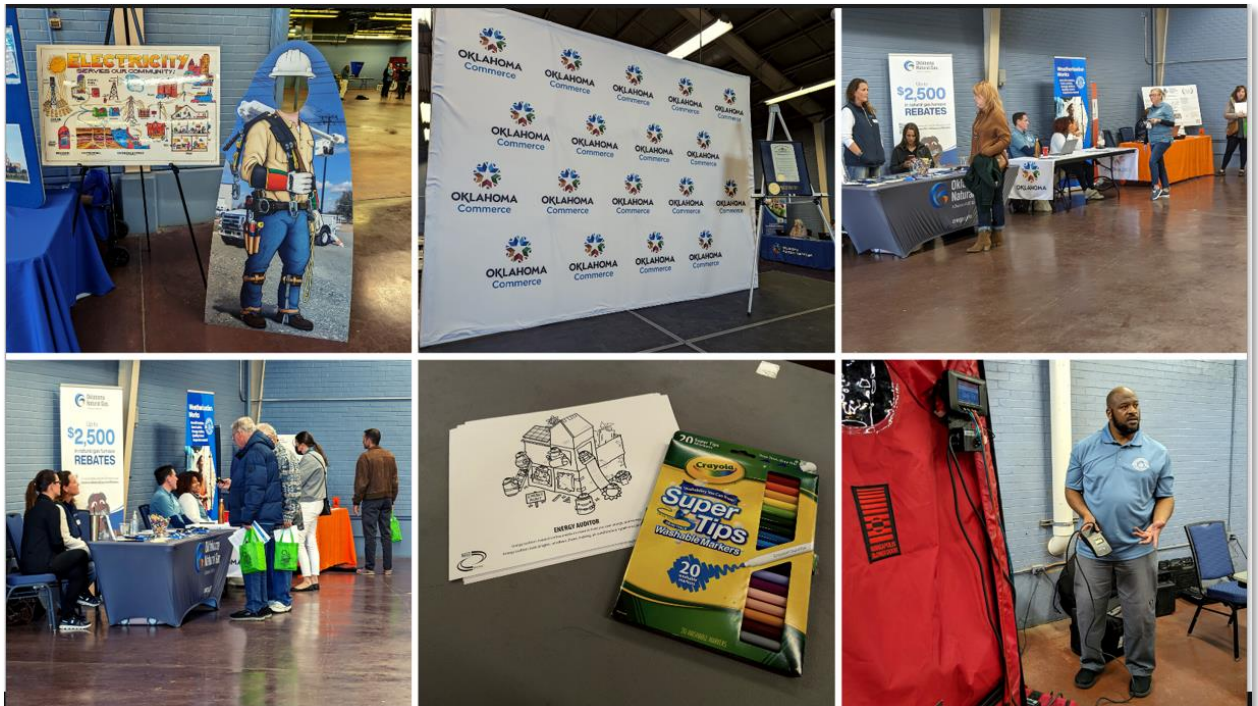


Figure 20 OK – Weatherization Day Event

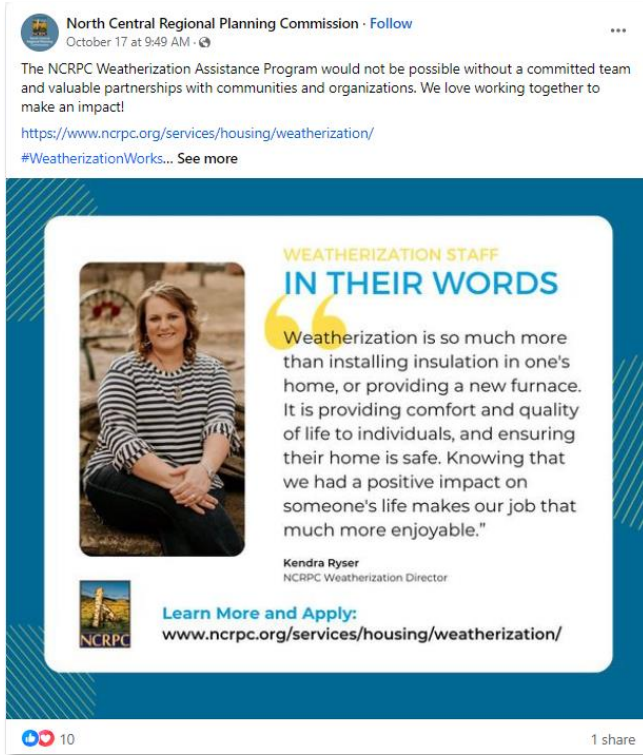


Figure 21 KS - Weatherization Day Social Media Post



Figure 22 LA – LA Housing Corp put together a video on what WAP is and how it can help

Region IV



Figure 23 WI – Weatherization Day Celebration Social Media Activity



Figure 24 & 25 IL – Weatherization Day Celebration and Weatherization Training Center Grand Opening



Figure 26 CO – Governor Polis WAP Day Celebration Video

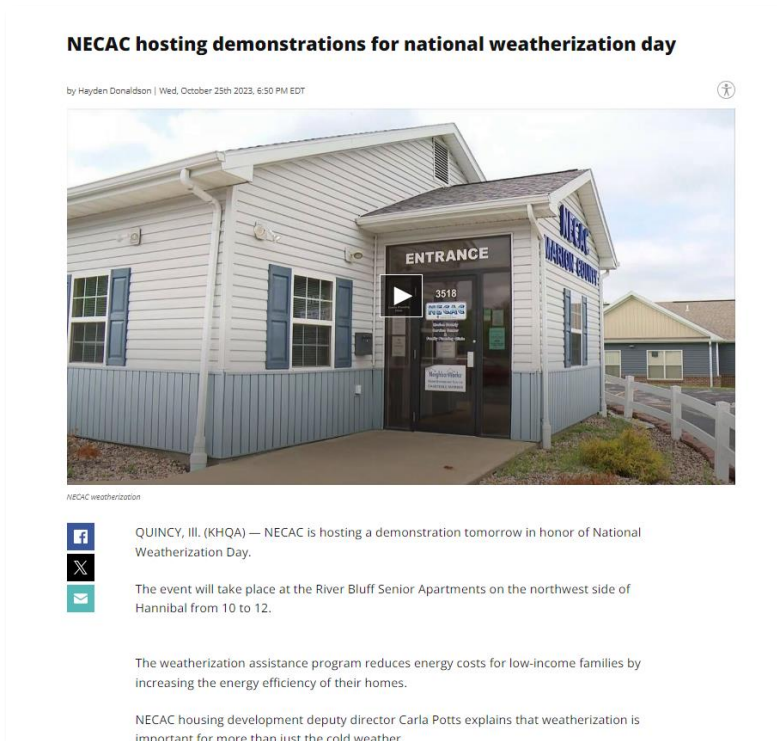



Figure 15 IL Weatherization Day Event Article

Region V

Free Energy Services Weatherization Day event Monday in Fresno County

by FOX26 News Staff | Mon, October 30th 2023, 10:01 AM EDT



FILE - Free Energy Services Weatherization Day event Monday in Fresno County (Photo: Fresno County)

FRESNO, Calif. (FOX26) — Winter is almost here.

Fresno County is offering free repairs to help weather-proof your home.

The Economic Opportunities Commission is holding a weatherization day event on Monday.

The event will be from 10:00 a.m. to 2:00 p.m. at 1900 Mariposa Street in Fresno.

Promoted Links

This New Device Is Leaving Neuropathy Experts Baffled

Figure 16 CA - News Article: Weatherization Day event.

Operating with efficiency: Weatherization Day 2023

47 years ago, the U.S. Dept. of Energy created the Weatherization program which focuses on improving efficiency, durability and health and safety of homes. Services include installing insulation, reducing drafts, ventilation improvements and heating system maintenance. Today, the average Weatherization project provides \$25,000 worth of work at no cost to qualifying households!


In 1982, Opportunity Council developed our local Weatherization program. Over the last 41 years, we've Weatherized thousands of homes in Whatcom, Island and San Juan counties.

In 1992, a partnership with Nooksack Tribe and Lummi Nation built on our Weatherization program to provide additional indoor air quality services, prioritizing serving tribal elders with diagnosed asthma. In 2002, OC received our first Weatherization Plus Health grant.


Studies show there may be a correlation between a home's indoor air quality and a household member's respiratory illness triggers and symptoms. Our Weatherization Plus Health program provides Weatherization plus services such as indoor air quality improvements, moisture reduction, pest mitigation and more.

Robin and Pat are just one of the families whose home we Weatherized this year. Originally built in 1935, their 88 year old home was heated by an old oil boiler system, supplemented with inefficient electric space heaters. We upgraded their heating system and made other improvements. In addition to reducing their carbon emissions we helped Robin and Pat save more than \$200 on their average monthly heating bill, helping them make ends meet and keeping them warm and safe this winter.

If a household qualifies, there is no cost to homeowners or renters and their landlord/owner. This includes Opportunity Council Staff! To apply for Weatherization or Weatherization Plus Health, call 360-734-5121 ext. 1020 or



An Opportunity Council Weatherization team member inspects a crawl space, hoping to maximize the home's energy efficiency.



A home's old oil boiler system was replaced with this electric ductless heat pump.

Figure 17 WA - Weatherization Day Article and Post

[← Back to Newsroom](#)

National Weatherization Day reminds us of the benefits to our pocketbooks, health and safety

October 30, 2023




BPA's Amy Burke explains weatherization and how BPA supports it in the region.

BPA's Amy Burke explains weatherization and how BPA supports it in the region.

With extreme weather events on the rise in the Northwest, the need for weatherization for public health and safety reasons is becoming increasingly evident.

BPA's Amy Burke, Energy Efficiency Weatherization program manager

Figure 18 Bonneville Power Administration - Weatherization Day Celebration Article

 Community Services Agency Nevada - CSA
October 5 · 🌐

Almost one-third of U.S. households have reported difficulty in paying #energy bills or adequately heating and cooling their homes. #Weatherization helps by lowering utility bills and making homes more energy efficient. Just one more reason why #WeatherizationWorks!



DID YOU KNOW

Weatherization reduces a household's average natural gas consumption by 18% and electricity by 7%?




Figure 19 NV - Weatherization Day Celebration Social Media Post

CLOSING SUMMARY

The 47th Annual Weatherization Day Public Information Campaign was a successful initiative to share information about and commemorate the great work of the WAP. Weatherization Day was celebrated in a myriad of ways around the United States. Across the country organizations engaged in community outreach, hosted site demonstrations, and flooded social media with messages paying tribute to the WAP, its dedicated workforce and the positive impacts this program has on lives and communities. For the first time in years NASCSP returned to Washington D.C. to honor the work of the WAP with Federal Funders, National Partners, Grantees and Legislators and their Staffers. The NASCSP event along with events across the country offered opportunities to connect, educate, and support this critical program.