



2024 **WAP PUBLIC INFORMATION CAMPAIGN REPORT**



National Association for State Community
Services Programs

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Introduction

October 30 is National Weatherization Day, an annual opportunity to highlight the impacts of the U.S. Department of Energy (DOE) Weatherization Assistance Program (WAP). Over the past 48 years, WAP has helped improve more than 7 million homes, reducing energy costs for families, enhancing safety and comfort, and creating stable jobs that strengthen local economies and cannot be outsourced.



The National Association for State Community Services Programs (NASCSPP) proudly supports these celebrations by providing resources and tools to amplify Weatherization Day activities nationwide. This year, NASCSPP staff attended events across the country, gaining a firsthand view of how weatherization strengthens households and bolsters local economies.

Alongside these in-person efforts, Weatherization Day generates significant virtual engagement, including proclamations, press coverage, and social media activity. These campaigns raise awareness about WAP's successes, demonstrating that Weatherization saves money, improves lives, and supports the local workforce.



Weatherization Works!

Public Information Campaign Kickoff

The National Association for State Community Services Programs (NASCSPP) began sending communications regarding the 2024 Weatherization Day Public Information Campaign in mid-July. These initial communications were to advertise the Weatherization Day Kickoff webinar with the National Partners.

On August 29, 2024, NASCSPP held a webinar with 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 200 people. The slides from the webinar and the recording can be found on the NASCSPP website.



nascsp.org/wap/advocacy/public-informationcommunications-toolkits/

Resources



Toolkits

NASCSP promotes the use of two key resources in preparation for Weatherization Day. These are the Weatherization Day 2024 Outreach Toolkit and the Weatherization Day 2024 Site Demonstration Toolkit. The Toolkits were updated for 2024 and made available on the NASCSP website.

Resources included in the Toolkits range from tips on telling impactful Weatherization stories to templates on how to engage policy makers, and successful strategies for live Weatherization Day events. The 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 2024.



nascsp.org/wap/advocacy/public-informationcommunications-toolkits/

Resources

Communications Calendar

The 2024 Weatherization Day campaign 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 2024 Energy Efficiency Awareness Month to guide the messaging throughout the network:



Actions

Weatherization Day Celebrations

In celebration of Weatherization Day, NASCSP staff joined events across the United States, standing alongside local agencies, community partners, and program participants to recognize the profound impact of Weatherization programs.

Maine Weatherization Day

In southern Maine, the York County Community Action Corp., Maine Housing, and the Sanford School System partnered on an event held at the Sanford Regional Technical School where presenters had the opportunity to talk about the Weatherization field with high-school-age students who are interested in the building trades. Attendees were provided the chance to see some of the Weatherization tools, discuss starting a business with vendors, and learn the basics of Weatherization. This was an exciting opportunity to talk about Weatherization careers and business opportunities with young people interested in the building trades.



Great Lakes Community Action Partnership (GLCAP)



The Great Lakes Community Action Partnership (GLCAP) hosted a Weatherization Day event in Fremont Ohio at the home of a recently weatherized client's home. During the event staff discussed and demonstrated insulation methods, furnace inspection, infrared testing and other aspects of Weatherization. In attendance was U.S. Representative Marcy Kaptur (OH) who shared

remarks highlighting the importance and impact of the Weatherization Assistance Program. In 2023, GLCAP weatherized 174 homes in its service area.

New Hampshire Weatherization Day

On October 25th, the New Hampshire Department of Energy hosted a Weatherization Day celebration at the Lakes Region Community College in Laconia, New Hampshire. This event featured hands-on demonstrations, educational sessions, and vendors from the energy sector. Attendees had the opportunity to see spray foam and dense-pack insulation installations along with other air-sealing training props. This event featured opportunities for technicians to learn and for job seekers to find out more about the Weatherization field.



Corporation for Ohio Appalachian Development (COAD) / Ohio Weatherization Training Center Unveil Solar Initiatives

The Corporation for Ohio Appalachian Development (COAD) held an open house showcasing COAD's Ohio Weatherization Training Center (OWTC) and celebrated the 48th Weatherization Day. The Weatherization Day event included a presentation of Gov. Mike DeWine's Weatherization Day Proclamation and a tour of the OWTC including emerging solar initiatives secured through U.S. Department of Energy Sustainable Resources for Consumers (SERC) grants. The event brought together partners, member agencies, trainers, former students, and public officials to see first-hand how men and women are trained for lucrative Weatherization careers. The OWTC trains more than 1,000 men and women annually at its main facility in Athens and at satellite facilities in Dayton and Newark.



Association for Energy Affordability (AEA) Weatherization Day



The Association for Energy Affordability (AEA), a trailblazer in Multifamily Weatherization, hosted a full-day Weatherization Day event at their Bronx location. AEA opened with a presentation by Heather Nolen and El Niang on Leveraging Data to Optimize Weatherization Outcomes, highlighting how Weatherization can lead to significant energy savings

for low-income clients. A dynamic panel discussion followed, led by Francis Rodriguez, AEA; Edwin Mendez, New York City Housing Authority; and Caleb Smith, WE ACT for Environmental Justice, who explored Advancements in Sustainability and the Future of Weatherization. The afternoon featured live demonstrations of weatherized multifamily units and the latest in energy-efficient products, including battery-powered induction stoves and advanced radiators.

Other WAP Day Events

In **Nebraska**, **California**, **Illinois**, the Community Action Partnership of Mid Nebraska, Fresno EOC Energy Services, and Community & Economic Development Association of Cook County respectively spotlighted Weatherization Day on social media. In **Colorado**, the Colorado Weatherization Assistance Program celebrated Weatherization Day by launching a home electrification and appliance rebate program and highlighted career opportunities in home energy performance.



Proclamations

Proclamations were issued in at least **12 states**: California, Colorado, Georgia, Kansas, Kentucky, Maine, Minnesota, New Mexico, Ohio, Pennsylvania, South Dakota, and Wisconsin. Proclamations are a meaningful way to educate decision-makers and the public about events and activities.



CO Governor



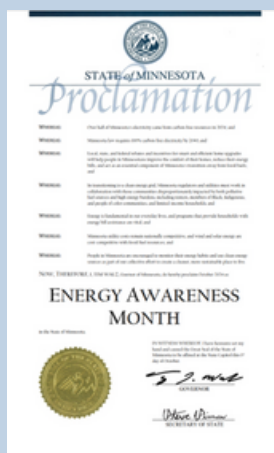
GA Governor



KY Governor



ME Governor



MN Governor



NM Governor



PA Governor



Rapid City, SD Mayor



WI Governor



CA – Fresno County Supervisor Nathan Magsig presenting a proclamation to Fresno EOC Energy Services

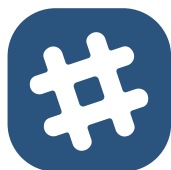
**OH – Clark County
Commissioners
presenting a
proclamation to
Clinton County
Community Action
Partnership**



**KS – Governor
Lauren Kelly
presented a
proclamation to KS
Housing Resources
Corporation (KHRC)**

OH – Athens
Patrick Smith, Chief
of Ohio's Office of
Community Services,
presented COAD
Executive Director
Megan Riddlebarger
with a
Weatherization Day
proclamation from
Governor Mike
DeWine.





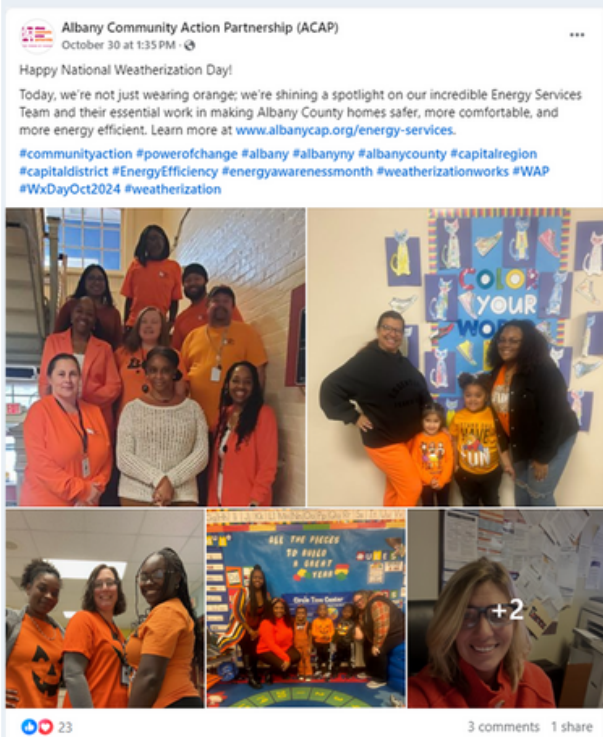
Social Media Posts

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.

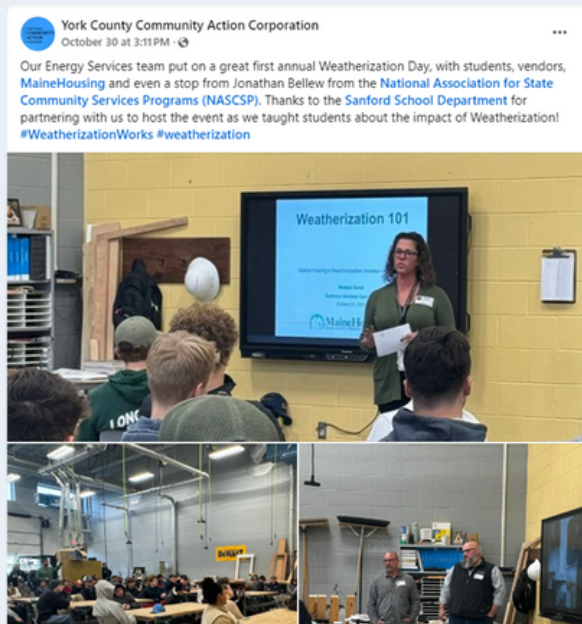
Region I



Albany County, NY



York County, ME





Howard County, MD



Community Action Council of Howard County · Follow

October 30 at 11:54 AM · 🌐

Happy Weatherization Day! Did you know that our Weatherization Assistance Program is the largest nonprofit weatherization program in the state of Maryland? We help homeowners and renters improve the comfort and quality of their home environment, lower their monthly energy bills, and reduce their environmental footprint. These services are provided at no cost to income eligible Maryland residents. Check out the video to hear how our program helped the St. Matthew House.

Let's celebrate by sharing our own Weatherization stories! Don't forget to use the hashtag [#WxDayOct2024](#)!

To learn more about our program, please visit cac-hc.org/weatherization-assistance
[#WxDayOct2024](#) [#HoCoCAC](#)



YOUTUBE.COM

Happy Weatherization Day!

[#WxDayOct2024](#)



8

1 comment 6 shares



Pennsylvania



Pennsylvania Department of Community and Economic Development · Follow

October 30 at 7:00 PM · 🌐

During the last 48 years, the Weatherization Assistance Program has changed the lives of Pennsylvanians by providing them with peace of mind, knowing they will be warm this winter. Hear from one of those individuals and what it meant to her to have her home weatherized. ❤️

[#WXDayOct2024](#)



In March 2024, our DCED team visited a home of a Weatherization Assistance Program recipient in Perry County.

3

Region II

Virginia


Rooftop of Virginia CAP
 October 29 at 8:09 AM · 🌐

On this job, the crew was under a house applying insulation so the couple inside will be warm this winter! Good job, crew! I visited the site and was unwilling to crawl under there, so I commend these guys for doing what it takes to get the job done. The weatherization crew make a big difference in this community.

#WeatherizationWorks #CommunityActionWorks #WAPworks #LiftingPeopleUp



Rooftop Weatherization Crew

YES! They work hard out there in the field!

12


Rooftop of Virginia CAP
 October 28 at 11:36 AM · 🌐

It is Weatherization Week! Weatherization Day is Wednesday, but our crew deserves the whole week of recognition. This crew makes homes more energy efficient for people in the community. They do hard jobs and we are thankful for them! Pictured here are: AJ Delp, Tim Sowers, Gary McLean, and Cliff Testerman. (Some team members are not pictured)... See more



Rooftop Weatherization Crew

Thank you for going above and beyond to make homes better for our community members!

16

3 shares

North Carolina


I-CARE, Inc.
 October 30 at 12:38 PM · 🌐

Want to learn about Weatherization and how our energy efficiency services can make your home safer and less expensive to heat/cool? Stop by and see us today at our Weatherization Day event at 1384 Shelton Avenue, Statesville, NC.




WEATHERIZATION DAY


Wed, Oct 30
 Weatherization Day
 Statesville, NC
 1 person went

Interested


Central Florida


Central Florida Community Action Agency
 October 29 at 11:47 AM · 🌐

Please join us tomorrow. FREE lunch, door prizes, and more...


Mainstreet Gainesville
 October 28 at 10:55 AM · 🌐

The Central Florida Community Action Agency, Inc. will host its annual Weatherization Day event at Williston City Hall on Wednesday, Oct. 30.



WEATHERIZATION DAY

The Weatherization Assistance Program (WAP) reduces energy burden for families, provides health and safety benefits, and creates thousands of American jobs!

MAINSTREETDAILYNEWS.COM

Weatherization Day event to be held in Williston

Free event scheduled for Wednesday at Williston City Hall.

2

4 comments 1 share

Region III

North Alabama

 Community Action Partnership of North Alabama
October 30 at 9:30 AM · 🌐

Today is National Weatherization Day, and we're excited to introduce you to Miss Mary! She is one of the wonderful individuals who benefited from our recent Weatherization projects at CAPNA. Last week we gathered as a team to show Mary the love and support she needed!

We first met Mary in 2023 when her home was selected for our NeighborWorks Block Makeover initiative. Unfortunately, during the ice storm in 2024, her home faced significant challenges. The storm caused her attic hot water heater to leak, leading to frozen pipes and a series of complications that ultimately left Mary without a home for several months.

When we learned about the struggles Mary was facing, it was clear that she needed our support. We were honored to include her in our Weatherization program, which allowed us to help her return home. Through this initiative, we provided over \$14,000 in home enhancements at no cost to her.

Here are just a few of the ways we were able to make Mary's home safer and healthier:

- ✔ Installed a new hot water heater, relocating it to the ground floor for safety
- ✔ Added attic insulation and weatherstripping
- ✔ Insulated the pipes to prevent future issues
- ✔ Installed two ton mini split ductless heating and cooling unit and more!

We're grateful to have been able to support Mary on her journey back home, and we hope her story inspires others in our community.

Do you or someone you know need Weatherization Assistance?


The weatherization program closes gaps around windows and doors to keep your money from blowing away with the drafts.

Available for income-eligible households in Cullman, Lawrence, Marion, Morgan, Walker and Winston counties.

Apply today: <https://capna.org/weatherization/>

#CAPNA #Weatherization #EnergySavings #WeatherizationDay






 Community Action Partnership of North Alabama
October 31 at 9:15 AM · 🌐

#HappyHalloween everyone!! Let's #TBT to our Weatherization Trunk-or-Treat earlier this week!

🍁 Huge thanks to everyone who joined us for Weatherization Trunk or Treat! Your smiles and creativity made the event unforgettable—grateful for our wonderful community! 🍁

A big thank you to all of the CAPNA staff, the Decatur Public Library - Al Vivian Conatser-Turner Early Learning Center, Decatur City Head Start, and our Weatherization Contractors for participating with us! We ... See more



  28

7 shares

Ozarks Area, MO



New Mexico



South Central Texas



Region IV

Western South Dakota



Western SD Community Action WAP Day Event

North Dakota



Ohio



Fremont, OH

LOCAL

Kaptur promotes Weatherization Day at a home in Fremont



Roger LaPointe
Fremont News-Messenger

Published 5:01 a.m. ET Nov. 4, 2024 | Updated 5:01 a.m. ET Nov. 4, 2024



U.S. Rep. Marcy Kaptur on the Great Lakes

U.S. Rep. Marcy Kaptur, D-Toledo, talks about the effort to improve the Great Lakes. By Molly Curtman, Port Clinton News Journalist

Congresswoman Marcy Kaptur, D-Toledo, toured a home in Fremont that received federal weatherization funding on Wednesday, promoting National Weatherization Day and the importance of energy conservation.

"At the moment, our country is almost energy independent, but we have not reached home plate yet. One of the many, many ways that we can become secure inside our borders is to help families become secure inside their homes," Kaptur said. "People live in homes, private homes, apartment buildings, and here we are trying to save on energy, through conservation. There are two sides to the energy equation. One is production of energy and the other is conservation. So, this is part of our conservation effort to try to think about how to reinvent America."

Montana



NorthWestern Energy - Follow

October 30 at 8:39 PM

Today, we're celebrating the hard work and dedication of the weatherization crews who tirelessly improve energy efficiency in homes for our income-qualified customers. Thank you for making a real difference in our communities! 🙌❤️ #NationalWeatherizationDay

A big thank you to the Montana Weatherization Training Center team for hosting a fantastic open house today! We're also grateful to HRDC for partnering in creating this event and for their commitment to providing free weatherization services that help families stay comfortable and save on energy bills. This open house was a wonderful opportunity to learn about energy efficiency, explore career paths, and find out how families can access weatherization assistance. We appreciate everyone who came out to make this day a success!

Employees from The Montana Weatherization Training Center, HRDC and NorthWestern Energy celebrating National Weatherization Day in Bozeman.



17 likes

2 comments 3 shares

Monroe County, MI



Monroe County Opportunity Program - Follow

October 30 at 4:07 PM

Weatherization Day commenced and these Monroe County Seniors are happy to get their free lightbulbs!! #weatherizationday2024



17 likes

2 comments 2 shares

Region V

Fresno County, CA



Riverside County, CA



Washington



Closing Summary

The 48th 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. The celebrations across the country offered opportunities to connect, educate, and support this critical program. We extend our deepest gratitude for the organizations that took the time to plan and host a Weatherization Day Celebration!