

WAP PUBLIC INFORMATION CAMPAIGN

National Association for State Community
Services Programs

2024
Report



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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 [HERE](#).

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 our website, [HERE](#).

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.

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:

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



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 in action, 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.

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 had opportunities for technicians to learn and for job seekers to find out more about the Weatherization field.



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.

Great Lakes Community Action Partnership (GLCAP) Weatherization Day

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.



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 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.

New Mexico’s EnergySmart Weatherization Day

Housing New Mexico and Central New Mexico Housing Corporation celebrated Weatherization Day with a live event at a client’s home in Albuquerque. The day featured a Governor’s Proclamation, a breakfast meet-and-greet, and speakers from funding partners, city and state officials, legislators, and local weatherization providers. Central NM Housing awarded the first NM Weatherization Person of the Year Award and presented the homeowner with the Governor’s



Proclamation. Live demonstrations showcased WAP measures like attic insulation, air sealing, furnace repair/installation, electrical upgrades, and code improvements, including preparing the home for future opportunities like solar or electrification.

Other Weatherization Day Events

Mid-Willamette Valley Community Action in Oregon and the Alabama’s Community Action Partnership of North Alabama hosted open-house trunk or treat events to promote

weatherization. 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


Governor’s Proclamations were issued in at least 14 states: Colorado, Delaware, Georgia, Illinois, Kansas, Kentucky, Massachusetts, Minnesota, Missouri, Oklahoma, Oregon, and Wisconsin (Colorado and Delaware are not pictured). Proclamations are a meaningful way to educate decision-makers and the public about events and activities. It was wonderful to see so many proclamations in 2024!



CO Governors Proclamation



ME Governors Proclamation



STATE of MINNESOTA

Proclamation

WHEREAS: Over half of Minnesota's electricity came from carbon free resources in 2024, and

WHEREAS: Minnesota law requires 100% carbon free electricity by 2040, and

WHEREAS: Local, state, and federal rebates and incentives for smart and efficient home upgrades will help people in Minnesota improve the comfort of their homes, reduce their energy bills, and act as an essential component of Minnesota's transition away from fossil fuels, and

WHEREAS: In transitioning to a clean energy grid, Minnesota regulators and utilities must work in collaboration with those communities disproportionately impacted by both pollutive fuel sources and high energy burdens, including renters, members of Black, Indigenous, and people of color communities, and limited income households, and

WHEREAS: Energy is fundamental in our everyday lives, and programs that provide households with energy bill assistance are vital, and

WHEREAS: Minnesota utility costs remain nationally competitive, and wind and solar energy are cost competitive with fossil fuel resources, and


WHEREAS: People in Minnesota are encouraged to monitor their energy habits and use clean energy sources as part of our collective effort to create a cleaner, more sustainable place to live.

NOW, THEREFORE, I, TIM WALZ, Governor of Minnesota, do hereby proclaim October 2024 as


ENERGY AWARENESS MONTH

in the State of Minnesota.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 1st day of October.



GOVERNOR



SECRETARY OF STATE



MN Governors Proclamation

BY THE GOVERNOR OF THE STATE OF GEORGIA

A PROCLAMATION

WEATHERIZATION DAY

WHEREAS: Weatherization is the act of improving the energy efficiency, health, and safety of a home. Weatherization Day was created to highlight the work of the U.S. Department of Energy's Weatherization Assistance Program, and

WHEREAS: The Weatherization Assistance Program, the nation's largest residential energy efficiency program, was initiated in 1978 to assist low-income families lacking the resources to invest in energy efficiency. Since then, millions of households have experienced energy efficiency in addition to financial health and safety gains through the program, and

WHEREAS: On the 46th anniversary of the Weatherization Assistance Program, Georgians are benefiting from lower energy bills and an improved quality of life thanks to weatherization improvements in their homes. The program uses diagnostic equipment to determine energy efficiency measures, provide sealing and insulation, and repair HVAC systems and appliances. In addition, the program tests for carbon monoxide leaks to ensure each home is weatherized safely, and

WHEREAS: The program not only assists with weatherization, a vital element in helping low-income families work toward energy efficient, affordable, and safe housing, but it also contributes to community improvement by stimulating local economies through the purchase of goods and services, which creates jobs and reduces neighborhood crime.

THEREFORE: I, BRIAN P. KENTZ, Governor of the State of Georgia, do hereby proclaim October 30, 2024, as WEATHERIZATION DAY in Georgia.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed the 1st day of September in the year of our Lord, Two Thousand and Twenty-Four.



GOVERNOR



ATTORNEY
LAWRENCE C. CURRY
CHIEF OF STAFF



GA Governors Proclamation

Executive Proclamation

Rapid City, South Dakota
Office of the Mayor

WHEREAS, Weatherization is the act of improving the energy efficiency and health and safety of a home. Weatherization Day was created to highlight the work of the U.S. Department of Energy's Weatherization Assistance Program, and

WHEREAS, The Weatherization Assistance Program was the nation's largest residential energy efficiency program, was initiated in 1978 to assist low-income families lacking the resources to invest in energy efficiency. Western South Dakota Community Action, Inc. has implemented the program in Rapid City since its inception, helping more than 5,000 Porvington County household experience energy efficiency in addition to financial health and safety gains through the program, and

WHEREAS, On the 46th anniversary of the Weatherization Assistance Program, Rapid City residents are benefiting from lower energy bills and an improved quality of life thanks to weatherization improvements in their homes. The program uses diagnostic equipment to determine energy efficiency measures, provide sealing and insulation, and repair HVAC systems and equipment. In addition, it's a program tests for carbon monoxide leaks as it help-based plans to ensure each home is weatherized safely, and

WHEREAS, The program not only assists with weatherization, a vital element in helping low-income families work toward energy efficient, affordable, and safe housing, but it also contributes to community improvement by stimulating the local economy through the purchase of goods and services which creates jobs and increases the viability of existing housing stock, providing additional stress on the local market, and

WHEREAS, It is important to our community to recognize the importance of programs that ensure that residents, especially those living in poverty, have the opportunity to live in energy efficient, healthy, safe, and comfortable homes as provided for by the Weatherization Assistance Program.

NOW, therefore, I, Jason Gaetzman, Mayor of the City of Rapid City, do hereby proclaim October 30th, 2024 as

WEATHERIZATION DAY

In Rapid City, South Dakota and encourage my citizens to acknowledge the significance of the energy efficiency work being done in our community to benefit low-income households.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Seal of the City of Rapid City this 20th day of October in the year of our Lord Two thousand and Twenty-Four.



Mayor
Rapid City, South Dakota



Rapid City, SD Mayors Proclamation

Proclamation

by
Andy Beshear
Governor
of the
Commonwealth of Kentucky

To All To Whom These Presents Shall Come:

WHEREAS, October 30, 2024, marks National Weatherization Day as proclaimed by the U.S. Department of Energy in recognition of the positive impact of the Weatherization Assistance Program, and

WHEREAS, The Weatherization Program helps low-income families in Kentucky, including the elderly, families with young children, and the disabled, by lowering their home heating and energy costs through a series of conservation measures, and

WHEREAS, The Weatherization Program not only saves energy through advanced technologies to improve energy affordability for low-income families, but also saves lives and improves the health and safety of families by identifying carbon monoxide hazards, poor indoor air quality, mold and other health threats, and

WHEREAS, The Weatherization Program can lower home energy costs by 20% a year, which can mean hundreds of dollars of savings annually that can be used by families to meet other basic needs.

NOW, THEREFORE, I, ANDY BESHEAR, Governor of the Commonwealth of Kentucky, do hereby proclaim October 30, 2024, as

WEATHERIZATION DAY

in Kentucky.

DONE AT THE CAPITOL, in the City of Frankfort the 1st day of October, in the year of Our Lord Two Thousand Twenty-Four and in the 233rd year of the Commonwealth.



ANDY BESHEAR
GOVERNOR



Michael G. Adams
Secretary of State



KY Governors Proclamation

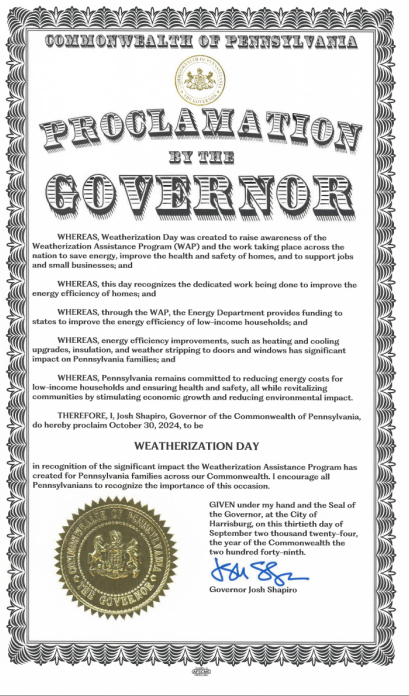




NM Governors Proclamation



WI Governors Proclamation



PA Governors Proclamation



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

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



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

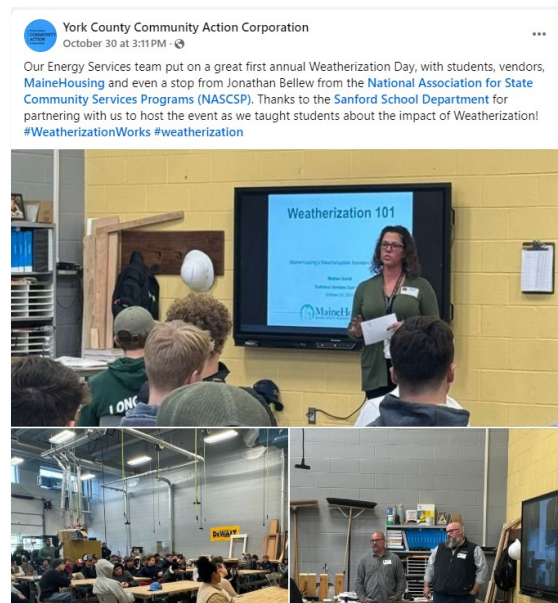


OH – Patrick Smith, Chief of Ohio's Office of Community Services, presented COAD Executive Director Megan Riddlebarger with a Weatherization Day proclamation from Governor Mike DeWine.

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



NY - York County Community Action Corporation event



NY – Weatherization Day social media post



MD – Weatherization Day social media post



PA – WAP day video and social media post



NY – WAP Day event



PA – WAP Day infographic



People are our priority.

Over the last 48 years, we have weatherized more than 548,550 homes and resolved over 173,700 heating crisis emergencies.

This Wednesday, October 30, 2024, marks **National Weatherization Day** – a day focusing local, state, and national attention on the **Weatherization Assistance Program** (WAP). We celebrate the 48th anniversary of the WAP program and the achievements it has had in improving the lives of our fellow neighbors. We would like to thank our partners and subcontractors who work tirelessly to change the lives of PA's residents through this important work.

In recognition of the importance of weatherization to our Commonwealth, Governor Josh Shapiro has proclaimed October 30, 2024, as **Pennsylvania Weatherization Day**. This day celebrates the hard work done to make PA homes more energy efficient and the significant impact weatherization has on the quality of life for Pennsylvanians by providing them with peace of mind by knowing they will be warm this winter. It is because of you, that so many lives are touched and changed for the better. Thank you for the work you do each and every day.



Department of Community & Economic Development | dced.pa.gov


PA – Weatherization Day email communication

Region II

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

VA – WAP Day social media posts

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.



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

Interested


NC – WAP Day event

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

FL – WAP Day event

Region III

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 - AI, Vivian Conatser-Turner Early Learning Center, Decatur City Head Start, and our Weatherization Contractors for participating with us! We ... See more

26 likes 7 shares

AL – WAP Day social media post and event

OACAC Ozarks Area Community Action Corporation
October 30 at 11:01 AM

Happy #NationalWeatherizationDay! Each year, communities nationwide mark 10/30 as National Weatherization Day. To celebrate, our Weatherization team held an event on 10/29, demonstrating the measures they take to improve the energy efficiency and safety of homes in SW MO. Thanks to all who stopped by for a tour with Jim or Jeff, and to chat with our team.

If your home isn't as energy efficient as it could be, we invite you to contact our Weatherization office to learn more about this free service to those who are eligible. www.oac.ac
#WeatherizationWednesday #WeatherizationWorks

7 likes 5 shares

MO – WAP Day event



NM – WAP Day event



TX – Wap Day celebration and social media post

Region IV



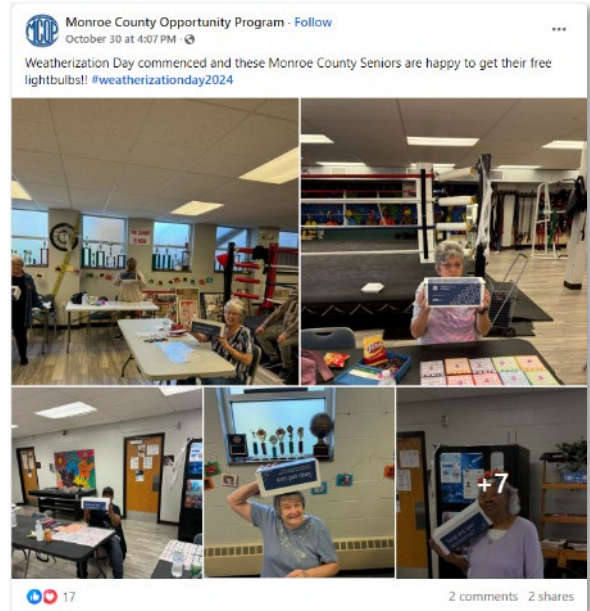
SD - Western SD Community Action WAP Day event



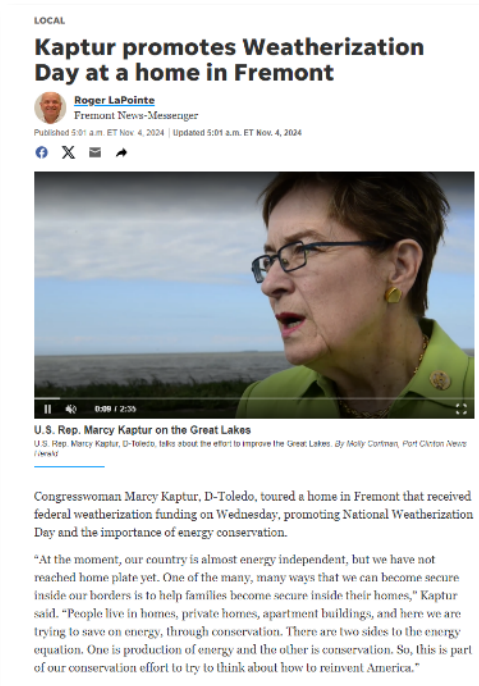
ND - WAP Day social media post



OH – WAP day event



MI – WAP day event



OH – WAP Day article



MT – WAP day event

Region V



CA – WAP Day event



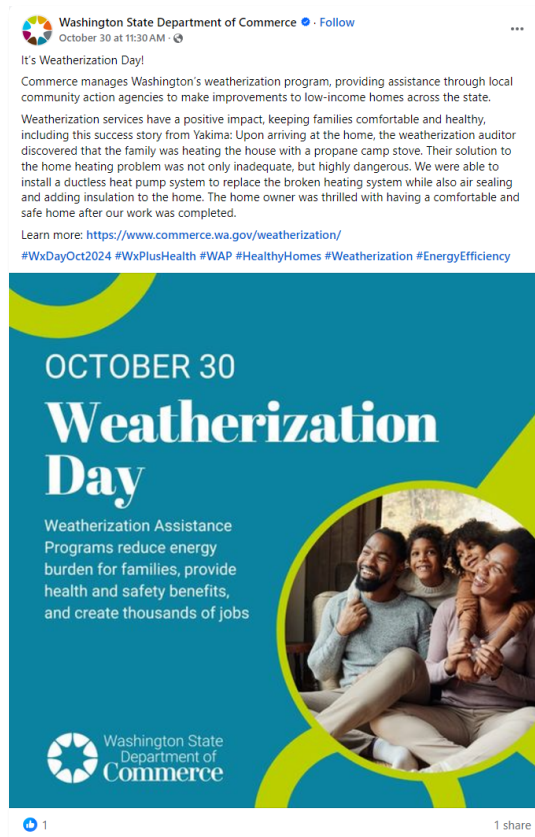
CA – WAP Day event



CA – WAP Day proclamation



CA – WAP Day video and social media post



WA – Wap Day social media post

Mid-Willamette Valley
COMMUNITY ACTION
Weatherization

Family Event
WEATHERIZATION DAY
Trunk or Treat
Candy, Food & Prizes
Wednesday OCTOBER 30 2024
4:00pm – 7:00pm

2551 PRINGLE RD SE SALEM OR 97302

- Program Information
- Utility Discount Information
- DIY Weatherization Tips
- Energy Audit Exhibits
- Meet our Contractors
- Community Resources

ENERGY EDUCATION
Learn how to reduce your utility bills and increase home safety

More Information
(503) 315-7055

THE WEATHERIZATION ASSISTANCE PROGRAM REDUCES ENERGY COSTS FOR LOW-INCOME HOUSEHOLDS BY INCREASING THE ENERGY EFFICIENCY OF THE HOMES WHILE ENSURING THE RESIDENT'S HEALTH AND SAFETY.

Mid-Willamette Valley
COMMUNITY ACTION
Weatherization

Evento Familiar
DIA DE CLIMATIZACION
Dulces, Comida y Premios
MIERCOLES, 30 de OCTUBRE 2024
4:00pm – 7:00pm

2551 PRINGLE RD SE SALEM OR 97302

- Información sobre nuestro Programa
- Información sobre los descuentos de las compañías de luz y gas
- Consejos de Climatización
- Exhibiciones de la Auditoría Energética
- Conozca a Nuestros Contratistas
- Recursos Comunitarios

EDUCACION DE ENERGIA
Aprenda como reducir su costo de electricidad y aumentar la comodidad de su hogar

Para mas informacion
(503) 315-7055

EL PROGRAMA DE CLIMATIZACION REDUCE LOS COSTOS DE ENERGIA AL AUMENTAR LA EFICIENCIA DE LOS HOGARES, AL MISMO TIEMPO ASEGURA LA SALUD, SEGURIDAD Y COMODIDAD.

OR - Mid-Willamette Valley Weatherization Day Trunk-or-Treat

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!

Funding Acknowledgements

This material is based upon work supported by the U.S. Department of Energy's Office of State and Community Energy Programs (SCEP) Award Number DE-SE0001009.