

2025

ANNUAL TRAINING CONFERENCE

SEPTEMBER 22 – 26 | CHICAGO, IL

Scaling Innovation in WAP

"Amplifying Our Impact"



Minnesota: Scaling Innovation in WAP



Minnesota: Scaling Innovation in WAP

Presenters:

Jason Foy, Housing and Weatherization Director,
Tri-County Community ACTION Partnership, Inc.

Monica McDaniel, Lead Project Developer,
Minnesota Department of Commerce

- Introductions
- Serving Renters
- Community Scale Pilot Project
- SERC Windows Project
- Key Takeaways
- Q&A

Serving Renters

MN Renters Overview

- According to the 2025 State Housing Profile, renters make up approximately 27% of Minnesota households
- Among WAP-eligible clients in Minnesota, the rate of participation in attached and multi-unit housing is 22% lower than the statewide average



Tri-County Community Action Program (TCC) Early Process



In TCC's service territory, eligible renters make up 35% of the population—a significant portion that we recognize is historically underserved

- Began targeted outreach to multi-family buildings in 2022
- That year, we weatherized our first 12-unit building—laying the groundwork for deeper engagement

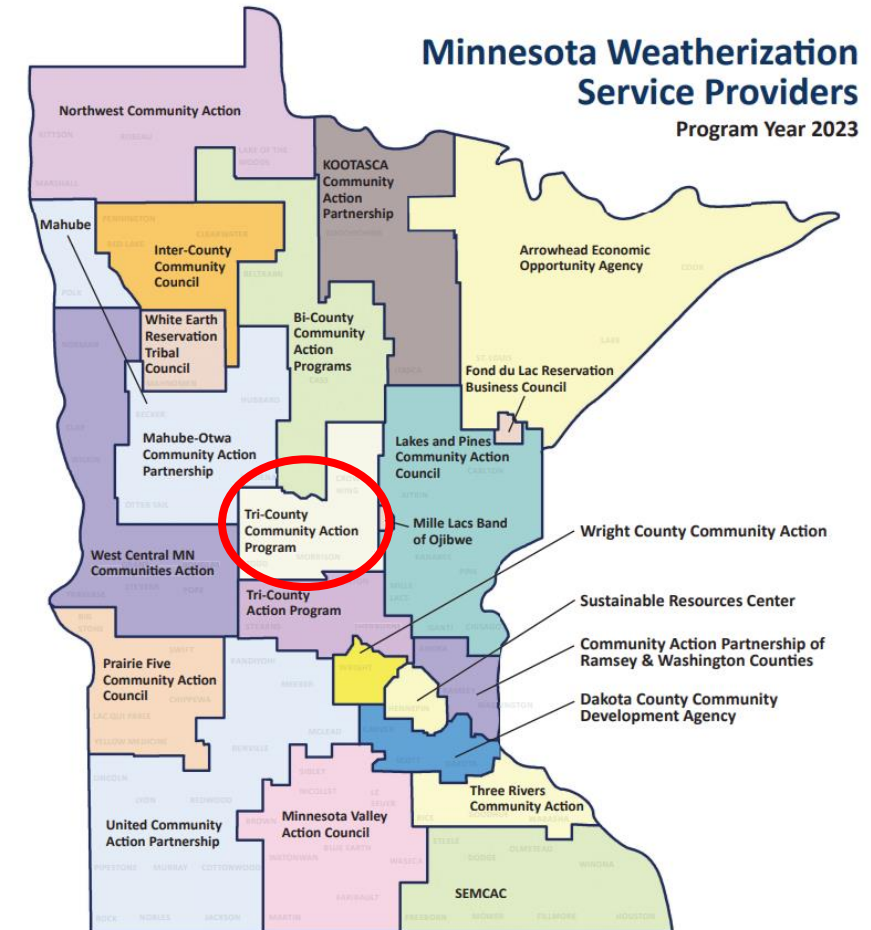


Image source: MN Commerce Website

Whole Building Approach

- Offering more than just weatherization
- Suite of services:
 - Helped residents sign up for free tax preparation
 - SNAP benefits
 - Energy Assistance
 - Community Services Block Grant programs
 - Educated tenants on how to maintain energy-efficient homes, understand ventilation standards like ASHRAE, and adopt energy-saving habits



Image Credit: TCC Energy Audit

Engage Investor Networks

- Connect with local real estate investor associations to build relationships and share program benefits

Leverage HUD & Nonprofits

- Use the HUD eligibility list and reach out to nonprofits or known affordable housing owners to generate interest



Image Credit: TCC

Strategic Outreach Cont.

Start Small, Build Trust

- Begin with a limited scope to avoid overwhelming property owners—expand as confidence grows

Demonstrate Value

- Show clear energy savings, tenant satisfaction, and long-term property improvements to increase buy-in



Image Credit: TCC

Benefits to Renters

Health & Comfort

- Improved air quality, temperature control, and living conditions for renters

Energy Savings

- Air sealing between units reduces energy loss and lowers utility costs

Pollutant Control

- Limits spread of smoke, allergens, and odors between apartments



Image Credit: TCC Energy Audit

Benefits to Renters Cont.

Preserves Housing

- Extends life of affordable rentals, preventing tenant displacement

Community Impact

- Serves many families at once, maximizing funding and longer tenancy

Saving Money

- More disposable income for renters each month



Image Credit: TCC Energy Audit

Looking Ahead

- Over 200 units on our waitlist for service—and growing
- Mission-driven growth to continue scaling renter-focused weatherization
- Building property owner trust through proven results and clear communication
- Thoughtful outreach to engage property owners and residents



Image Credit: TCC Energy Audit

Looking Ahead Cont.

- Embedding wraparound services into weatherization projects for greater impact
- Demonstrating feasibility—serving renters is not only possible, but also practical
- Advancing equity by making renters part of our clean energy future



Image Credit: TCC Energy Audit

Community Scale Pilot Project (CSPP)

Community Scale Definition

Refers to complex projects involving multiple tenants and/or building owners and/or funding sources grouped together with one or more of the following characteristics:

- Specific geographic area
- Specific housing type(s) and/or
- Specific demographics

MN decided to focus on the specific needs of manufactured home communities



Image Credit: TCC Energy Audit

Minnesota Energy Efficiency for Manufactured Homes

Preliminary request and DOE awarded:

- Amount \$405,628
- In partnership with Mahube-Otwa Community Action Partnership
- Target three manufactured home parks
- Goal of serving 30 units



Image Credit: TCC Energy Audit

Minnesota Energy Efficiency for Manufactured Homes Cont.

Expansion request and DOE awarded:

- Amount \$1,081,281
- Added partnership with Tri-County Community Action Partnership
- Added 7 more manufactured home parks
- Goal of serving 80 units



Image Credit: TCC Energy Audit

Project Overview

Goals

- Deploy resources more efficiently and reach more households than in a typical year
- Community-focused, equity-driven approach ensuring greater impact for manufactured home communities
- Strengthening resilience in mobile home neighborhoods by addressing long-standing energy and housing inequities



Image Credit: TCC Energy Audit

Expanding Client Impact Through Outreach

- Hired bilingual community outreach coordinator to lead engagement efforts
- Translated all forms and materials into Spanish and provided on-site interpretation at audits
- Leveraged community connections to build trust and awareness among Spanish-speaking residents



Expanding Client Impact Through Outreach Cont.

- Promoted program in Spanish media, including Loz Vos Libre newspaper
- Reached households previously unserved due to language barriers
- Direct outreach drove higher participation from diverse and historically underserved communities



CSPP Challenges

- High labor costs can be mitigated by servicing multiple homes at once
- Short seasonal windows (e.g., winter) make scheduling more difficult
- Specialized repairs often required due to unique home construction, increasing complexity and need for expertise
- Limited opportunities in typical funding cycles make it hard to address large numbers of mobile homes at once



Image Credit: TCC Energy Audit

Leveraging diverse funds to maximize impact

1. State Readiness Dollars
2. DOE WRF (Weatherization Readiness Fund)
3. EAPWX (LIHEAP transfer)
4. Utility Contracts
5. DOE ECM & H&S
6. CSPP Project Dollars



Benefits of Braiding Cont.

Result

- Expanded reach and reduced average cost per home
- Delivering more weatherization services to more households
- Leveraged over \$828,000 in other funds



CSPP Client Impacts

- CSPP allowed us to target community-scale improvements, reaching more homes efficiently
- 40+ manufactured homes weatherized through targeted community efforts
- 15% of clients served were Spanish-speaking, improving equity in service



Image Credit: TCC Energy Audit

CSPP Client Impacts Cont.

Overall impact: Homes are healthier, safer, and more energy-efficient

- Delivered measurable comfort, safety, and energy savings to residents
- Belly insulation repairs completed, enhancing thermal efficiency
- Skirting repairs made as part of pre-weatherization upgrades
- Roofs sealed and floors repaired, improving both durability and energy efficiency



Image Credit: TCC Energy Audit

Sustainable Energy Resources for Consumers (SERC)

DOE Sustainable Energy Resources for Consumers (SERC) grant

- Priorities
 - Benefits to low- and moderate- income energy consumers
 - The potential for replication of successful results
 - The impact on the health and safety and energy costs to consumers
 - And effective partnerships with who contribute to implementation

MN decided to focus on high-efficiency window replacements



SERC Windows Project

SERC Windows Project:

- DOE awarded \$3 million
- Replacement of single-pane windows with triple-pane windows
- Goal average cost per unit \$35,000
- Partnered with nine Service Providers
- Goal of serving 59 units



Project Deployment

TCC's Approach: Install windows on top of existing weatherization work by targeting previously weatherized homes

Why?

- Most effective way to deliver high-value upgrades
- Allows us to compare WX-only performance vs. WX + window improvements
- Outcome: Clear demonstration of the added benefits from window installation alone



Image Credit: TCC Energy Audit

Energy Performance Gains

Significant blower door reductions across project homes

- Two homes achieved 1,000 CFM reductions, drastically cutting air leakage
- Improved thermal comfort & lowered heating/cooling costs
- Blower Door Results:
 - Start: 3,325 CFM
 - Final: 2,445 CFM
 - 25% Reduction!



Image Credits: TCC Energy Audit

SERC Windows Project Client Impact



Image Credit: TCC Energy Audit

Protecting children's health, comfort and savings

- Served a home daycare and multiple households with children
- **Replaced lead-painted windows** to eliminate exposure risks
- Created **safer, healthier** environments for children

SERC Windows Project Client Impact Cont.

Protecting children's health, comfort and savings

- Improved **indoor air quality** & reduced hazards
- Achieved significant **blower door reductions**, cutting air leakage
- Resulted in **lower energy bills** and year-round thermal comfort



Image Credit: TCC Energy Audit

Future Considerations

Proving the Value – A Measurable Success

- Collected critical performance data
- There are quantifiable improvements in energy efficiency and comfort
- Guides future program design and strengthens future funding proposals
- Confirms window replacement delivers measurable benefits as part of weatherization



Image Credit: TCC Energy Audit

Key Takeaways

Minnesota's Innovative Approach

Targeted Community Impact

- Focused on reaching Minnesotans from disadvantaged communities across the state

Collaborative Implementation Model

- Partnered with Service Providers across the state to coordinate client education and installation

Integrated Funding Strategy

- Braided grant resources to maximize efficiency upgrades and streamline project delivery

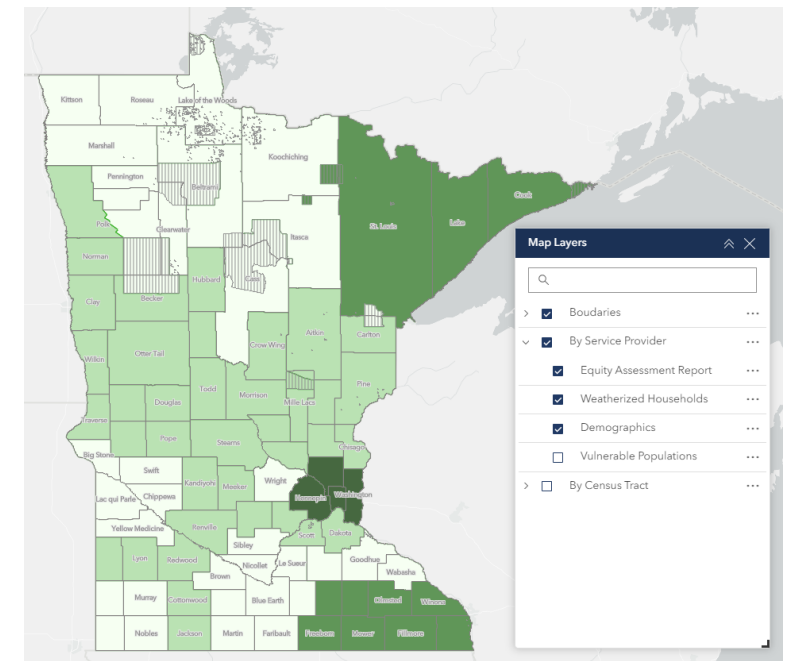


Image source: Screenshot of the WAPMAP tool

Thank You!

Monica McDaniel

Monica.McDaniel@state.mn.us

Jason Foy

jason.foy@tccaction.com



Questions & Discussion

NASCSP Multi-Family Trainings

- **Rome Wasn't Built in a Day, Neither are IJA Multifamily Programs** | March 11, 2024
Multifamily WAP can feel challenging to get off the ground. Best practices and lessons learned from newly launched IJA-funded, multifamily-focused WAPs will be used to guide the session. Key elements will include working with DOE for Multifamily WAP approval, creating guidelines for collaboration between subgrantees, collaborating with local housing stakeholders, effectively leveraging categorical eligibility, updating state plans and weatherization manuals to support multifamily programs, and “braiding” WAP dollars with funds from other programs.
- **Compliance and Scaling: How to Operate and Grow a IJA Multifamily Program** | March 11, 2024
This presentation provides an overview of the multifamily weatherization process from programmatic, technical, Grantee, and sub-grantee perspectives. This session will host a panel discussion that will explore the day-to-day activities of a Multifamily program and how they differ from single-family weatherization projects.

NASCSP Multi-Family Working Group

- Email mmeadows@nascsp.org if you are a Grantee who would like to join our Multi-Family working group.
- Coming Soon! The NASCSP Multi-Family Quick Start Guide!

Please join me in **thanking** our Speakers!



Please take a moment to
give us your feedback on
this session!