

2020 REPORT

WAP PUBLIC INFORMATION CAMPAIGN

National Association for State
Community Services Programs



2020 WAP Public Information Campaign Report

Introduction

The 2020 Public Information Campaign (PIC) began in July 2020 and culminated on Weatherization Day on October 30, 2020. NASCSP’s efforts surrounding these initiatives yielded considerable virtual and social media activity throughout the weatherization network. Numerous virtual events, Weatherization Day proclamations, press releases, news articles, and social media efforts increased awareness of the WAP and highlighted the impact of program, reinforcing the message that Weatherization Works! This report discusses the efforts of NASCSP, DOE, other national partners, the grantees, and subgrantees during the 2020 PIC.

Communications Calendar

NASCSP released a Save the Date Communication marking 100 days until Weatherization Day on July 24th. The 2020 PIC included a strategic communications calendar to organize communications efforts throughout October and outlined weekly themes leading up to Weatherization Day. Additionally, this pointed Grantees and Subgrantees to existing resources to prepare for Weatherization Day.

NASCSP also introduced four weekly themes to guide the messaging of the PIC throughout the network:

- **Week 1- Energy Savings, Equity & Climate**
- **Week 2- Jobs & Workforce Development**
- **Week 3- Health, Safety, & COVID19 Response**
- **Week 4- Innovation & Partnerships**

October 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Countdown begins! #WxDayOct30	2 Client Story #MyWxStory	3
4	5	6	7 Energy Efficiency Day #EEDay2020	8	9 Client Story #MyWxStory	10
11	12	13	14 Staff Story #MyWxStory	15	16 Client Story #MyWxStory	17
18	19	20	21 Staff Story #MyWxStory	22	23 Client Story #MyWxStory	24
25	26	27	28 Staff Story #MyWxStory	29	30 Weatherization Day #WxDayOct30	31

Toolkit and Rollout Webinar

NASCSP, in coordination with the Community Action Partnership (CAP) and the National Community Action Foundation (NCAF), developed a 2020 Weatherization Day communications and planning toolkit. We later updated this toolkit to incorporate suggestions for holding virtual events in the time of COVID-19. This toolkit has been provided to DOE and is accessible [here](#).

NASCSP also promoted the use of two key resources in preparation for Weatherization Day. These were the Weatherization Day Planning Manual and the Weatherization Story Telling manual. The WAP Site Demonstration Manual was not actively shared due to the lack of site visits during the COVID-19 Pandemic. These resources had been developed in partnership with DOE in 2013 and NASCSP updated them in 2017. The documents now contain updated website links, WAP statistics, and contact information.

On September 9, 2020 NASCSP held a webinar with CAP and NCAF to introduce the communications and planning toolkit. The intended audience of the webinar was both WAP grantees and subgrantees. The webinar was attended by approximately 150 people. The slides from the webinar and the recording can be found [here](#). In addition, NASCSP discussed Weatherization Day and introduced the 2020 PIC during the September regional calls with Grantees.

Blog Posts

NASCSP has posted a series of blogs on its State of Poverty Blog. The blog posts not only promoted Weatherization Day specifically, but also discussed the history of the WAP, the effects of COVID-19, and the future of the program. NASCSP also made a point to feature the guest writers and experts on weatherization in the blog. Below is a list of blog posts with links and the dates posted:

- Happy Virtual Weatherization Day from NASCSP! **(Oct. 30, 2020)** - <https://nascsp.org/happy-virtual-weatherization-day-from-nascsp/>
- The Weatherization Assistance Program: Resilient, Innovative, and Adaptive **(Aug. 14, 2020)** <https://nascsp.org/the-weatherization-assistance-program-resilient-innovative-and-adaptive/>
- LIHEAP and WAP: Keeping Low-Income Families Healthy, Housed, & Energy Secure **(August 6, 2020)** <https://nascsp.org/liheap-and-wap-keeping-low-income-families-healthy-housed-energy-secure/>
- Working Together: Improving Homes and Health **(June 29, 2020)** - <https://nascsp.org/working-together-improving-homes-and-health/>
- Blower Doors & COVID-19: A Message from the NASCSP WAP Director **(June 22, 2020)** <https://nascsp.org/blower-doors-covid-19-a-message-from-the-nascsp-wap-director/>

Events and Actions

The COVID-19 Pandemic caused many states to host virtual events rather than in-person gatherings. Below is a list of events, proclamations, press releases, news stories, and other actions surrounding Weatherization Day 2020.

Governor's Proclamations were issued in **9 states**: Colorado, District of Columbia, Kansas, Michigan, Minnesota, Nebraska, New Hampshire, North Dakota, Virginia, Washington, Wisconsin.

Events or other actions were held in **38 states**: Alabama, Alaska, Arkansas, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Idaho, Iowa, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Texas, Utah, Virginia, Washington, and Wisconsin.

- **Alabama**

The Community Action Partnership of South Alabama participated in a Weatherization Day Social Media Campaign by creating and sharing a countdown video for the start of Weatherization Month.



- **Alaska**

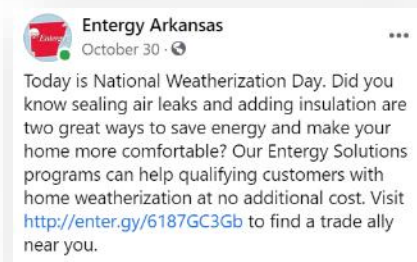
RurAL CAP of Alaska celebrated Weatherization Day by discussing the benefits and saving of WAP leading up to October 30th. RurAL CAP also advocates for WAP by advocating citizens to contact their local officials. RurAL CAP was also featured in several news articles:

- [Our Weatherization Assistance Program \(WAP\) employs rural community members to improve the quality of life for their neighbors](#)



- **Arkansas**

Local utility partner Entergy Arkansas highlighted the importance of insulation and air sealing to weatherization work while linking to local resources.



- **California**

The Community Action Partnership of Butte County highlighted all of Weatherization month in an extensive [blog post](#) connecting weatherization and energy savings including an official DOE infographic. This post was shared on their website and also social media.



- **Colorado**

Jared Polis, the Governor of Colorado, issued a Proclamation declaring October 30, 2020 as Weatherization Day in Colorado. Ryan Harry, Director of the Colorado Weatherization Assistance Program also published a [Weatherization Day blog post](#).



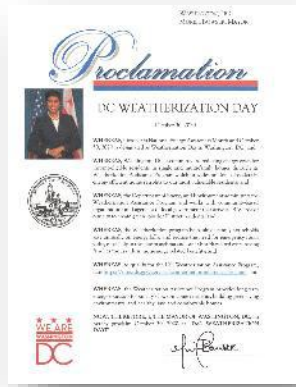
- **Connecticut**

Local utility partner Energize Connecticut highlighted the WAP with social media posts linking to a Weatherization explainer on their site.



- **District of Columbia**

Muriel Bowser, the Mayor of Washington, D.C. issued a Proclamation declaring October 30, 2020 as Weatherization Day in the District of Columbia. Additionally, the DC Department of Energy and Environment posted an event through social media to highlight a Weatherization Day Celebration on October 30th.



• Delaware

DNREC's Delaware Division of Climate, Coastal and Energy shared a custom video on both social media and their website highlighting the history and benefits of the WAP program to raise awareness of Weatherization Day on October 30th.



• Florida

The Central Florida Community Action Agency went live on video and shared several infographics through social media for Weatherization Day. The Hernando County Board of County Commissioners recognized October 30th as Weatherization Day.



• Georgia

The Coastal Georgia Area Community Action Authority Inc. shared Weatherization Day infographics and information through social media.



- **Idaho**

Both the Southeastern Idaho Community Action Agency Inc. and the utility partner Idaho Power posted graphics and explainers to celebrate Weatherization Day.



- **Iowa**

In their [blog post](#), the Hawkeye Area Community Action Program, Inc. (HACAP) discusses history of the WAP Program and its critical importance for the current moment. The Fayette County Commissioners declared October 30th Weatherization Day.

WEATHERIZATION DAY PROCLAIMED

[Home](#) / [Locality](#) / [Weatherization Day Proclaimed](#)

By News Staff – Thu, 12/15/2020 - 16:16



Weatherization Day Proclaimed

Fayette County Commissioners signed a proclamation designating October 30 as Weatherization Day in Fayette County. On it and for the signing was Karen Wapole, Communications Director of Combined Community Action, Inc. and Melissa Wheeler Rural Capital Area. Wapole said her agency works to assist families who sometimes have to choose between a \$300 utility bill and putting food on the table. "CCA...



- **Kansas**

Kansas Housing highlighted their Weatherization work in the state and shared infographics and guides for how eligible households can apply.



- **Kentucky**

KCEOC Community Action Partnership created their own WAP explainer video and shared it across social media to raise awareness of the program. MPCA Kentucky also shared posts with NASCSP infographics on Weatherization Day.



- **Maine**

Community Concepts Maine, Western Maine’s subgrantee posted [a blog](#) to their website and on social media.



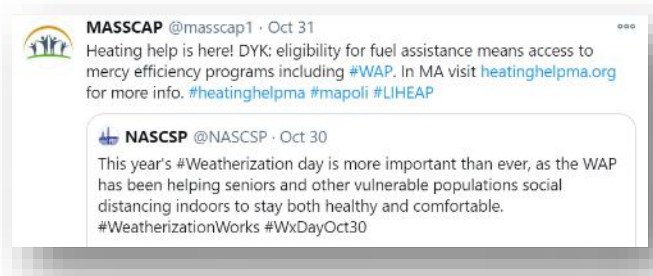
- **Maryland**

Community Action Council of Howard County created and posted their own weatherization graphic on social media to celebrate Weatherization day. Utility partner Energy Efficient Maryland shared a [blog](#) on the health benefits of weatherization in the state.



- **Massachusetts**

The Worcester Community Action Council discusses the history of the WAP program and what WCAC has done specifically in their community- 1,000 home weatherized and \$2.3 million in local investments. in WCAC also highlights the potential savings and energy reduction that the WAP Program brings to needy families.



● **Michigan**

Michigan Community Action highlighted the health and safety benefits of the Weatherization Program through their social media account. Additionally, the Governor of Michigan, Gretchen Whitmer, issued a Proclamation declaring October 30, 2020 as Weatherization Day.



● **Minnesota**

Tim Waltz, Governor of Minnesota, issued a Proclamation declaring October 30, 2020 as Weatherization Day. Additionally, both state and tribal weatherization efforts were highlighted in local news.



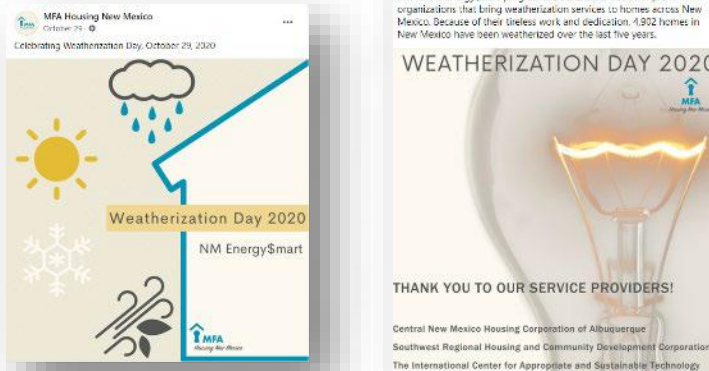
- **New Jersey**

Puertorriqueños Asociados for Community Organization, a local CAA, celebrated Weatherization Day by making and sharing multilingual infographics on their social media.



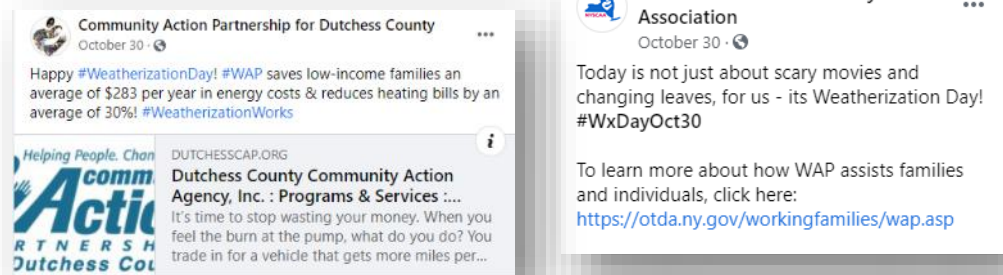
- **New Mexico**

New Mexico Mortgage Finance Authority highlighted Weatherization Day throughout the week by making and sharing custom graphics.



- **New York**

Community Action Partnership of Dutchess County and the New York State Community Action Association both shared graphics and information on their social media celebrating Weatherization and describing its benefits to local clients.



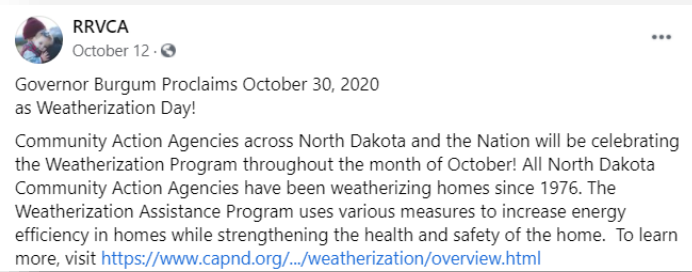
- **North Carolina**

The North Carolina Building Performance Association and the North Carolina Community Action Association celebrating Weatherization Day on their social media. NCCAA also shared success stories and a video made with utility partner Duke Energy.



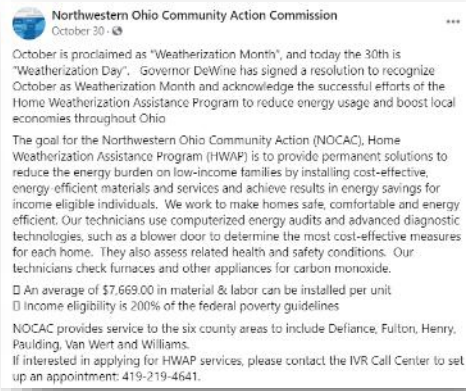
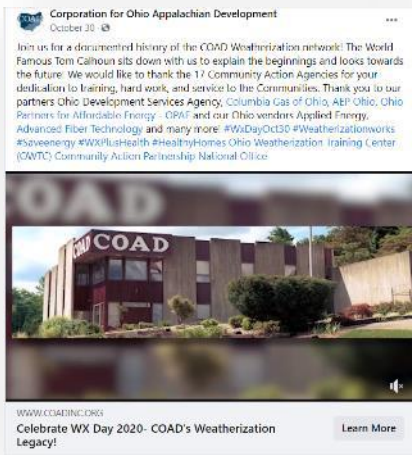
- **North Dakota**

The Governor of North Dakota, Doug Burgum, issued a Proclamation declaring October 30, 2020 Weatherization Day. This proclamation was shared by local CAAs like Red River Valley Community Action.



- **Ohio**

Governor Mike DeWine signed a proclamation declaring October as Energy Efficiency Month, and local CAAs like Northwestern Ohio Community Action Commission shared this on Weatherization Day. The Corporation for Ohio Appalachian Development made and shared a video on social media sharing the history of weatherization in the region.



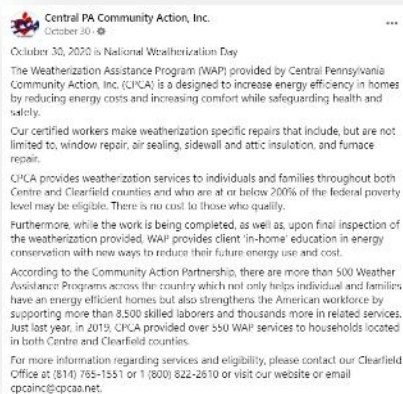
- **Oklahoma**

NeighborImpact, a Central Oregon CAA, highlighted the benefits of WAP on social media and shared information on how to determine eligibility for prospective households.



- **Pennsylvania**

Pennsylvania Department of Community and Economic Development as well as multiple local CAAs created and shared infographics and videos to celebrate Weatherization Day.



- **Rhode Island**

Rhode Island Community Action Association and the Tri-County Community Action Agency shared social media graphics and information informing residents about how to engage with weatherization services for Weatherization Day.



- **South Carolina**

Palmetto Community Action Partnership highlighted Weatherization Day, focusing on the history of the program and the local workforce.



• **South Dakota**

WAP subgrantee GROW South Dakota posted infographics on their social media to celebrate Social Media.



• **Texas**

The Hays County Commissioners declared October 30th Weatherization day, and the Community Council of South Central Texas made and shared a video at the beginning of the month to celebrate the countdown to weatherization.



• **Utah**

Utah Community Action and the Community Action Partnership of Utah highlighted the Weatherization Assistance Program through social media posts discussing the energy and bill savings of the program as well as sharing the demographics of those they serve.



- **Virginia**

The Virginia Department of Housing and Community Development created and shared a video highlighting the goals of the program to celebrate Weatherization Day. Additionally, Ralph Northam, the Governor of Virginia issued a Proclamation that October 30, 2020 is Weatherization Day in the State of Virginia.

Energy Awareness Month and Weatherization Day
10/05/2020

WHEREAS, Virginia has a long-standing commitment to conserve its energy resources and to help low-income households through the Weatherization Assistance Program; and

WHEREAS, the Virginia Department of Housing and Community Development has administered the Weatherization Assistance Program since the program's inception in 1976, providing a variety of state and federal resources through 17 community action agencies, nonprofits, and local governments that serve people every town, city, and county in the Commonwealth; and

WHEREAS, the Weatherization Assistance Program's local service providers consider weatherization, a vital part of their overall effort to provide a cost-effective permanent solution for reducing the heavy energy burden on low-income Virginians and provide affordable and safe housing for all; and

WHEREAS, the Weatherization Assistance Program not only assists in reducing energy costs and providing efficient housing, but also contributes more broadly to the improvements and progress of communities by eliminating carbon emissions, stimulating local economies, creating jobs, and stabilizing neighborhoods; and

WHEREAS, it is important to recognize the significance of these programs in ensuring all residents have the opportunity to live in energy-efficient, healthy, safe, and comfortable homes across the Commonwealth; and

WHEREAS, October is Energy Awareness Month and October 30th is designated as Weatherization Day; and

WHEREAS, Weatherization Day is an opportunity to focus local, state and national attention on the benefits of weatherization and the work being performed by the dedicated members of the Weatherization Assistance Program;

NOW THEREFORE, I, Ralph S. Northam, do hereby recognize October 2020 as **ENERGY AWARENESS MONTH** and October 30, 2020, as **WEATHERIZATION DAY** in our **COMMONWEALTH OF VIRGINIA**, and I call this observance to the attention of all our citizens.



- **Washington**

The Governor of Washington, Jay Inslee proclaimed October 30, 2020 as Weatherization Day in an official state proclamation.



- **Wisconsin**

The Wisconsin Division of Administration highlighted Weatherization Day through holding a virtual weatherization fair. Project Home created and shared videos on their social media for Weatherization Day to help educate citizens of what is involved in weatherizing a home. Additionally, Tony Evers, the Governor of Wisconsin, issued a Proclamation stating October 30, 2020 as Weatherization Day in the State of Wisconsin.

