



2025

National Community
Action Partnership

ENERGY AWARENESS MONTH & WEATHERIZATION DAY

Local Impact Review



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INTRODUCTION

THE WEATHERIZATION ASSISTANCE PROGRAM

Since 1976, the U.S. Department of Energy's **Weatherization Assistance Program (WAP)**, reduces energy costs for low-income households by increasing the energy efficiency, health, and safety of homes across America.

The program weatherizes approximately 35,000 homes per year, saving each family an average of \$372 in utility costs. These savings have positive effects in the local economy and ensure families can secure critical household expenses, and senior citizens remain in their own homes longer.

Unlike other energy conservation initiatives, WAP uses a comprehensive energy audit to deliver "whole-house weatherization". This includes improvements to the building envelope, heating and water heating systems, electric baseload appliances, and opportunities to address cooling needs and electrical upgrades.

Certified Home Performance Weatherization professionals use computerized energy assessments and advanced diagnostic equipment such as blower doors, manometers, and infrared cameras, checking for combustion safety, carbon monoxide, mold infestations and a host of other health and safety concerns. In fact, WAP established the foundation for a booming building performance industry.

WAP currently supports at least 8,500 jobs through the crews, contractors, and local training programs at 700 local providers around the country. WAP supports local businesses, advances energy independence, and brings significant impacts to the American people, especially in rural communities where grid reliability and access to fuel and energy sources can be challenging.



INTRODUCTION

ENERGY AWARENESS MONTH & WEATHERIZATION DAY

Every October, the WAP network celebrates **Energy Awareness Month**. State and local providers around the country raise public awareness about Weatherization through a variety of media platforms and local events. Live tours and demonstrations at Weatherization sites are especially popular, providing opportunities to connect with local government and community partners.

Energy Awareness Month culminates with **National Weatherization Day** on **October 30th**. This coordinated public education campaign highlights examples from around the country of how Weatherization reduces household energy costs, improves the health and safety of homes, supports jobs and small businesses, and furthers energy independence.

The [National Association for State Community Services Programs \(NASCS\)](#), the [National Community Action Foundation \(NCAF\)](#) and NCAP work together to promote participation in the campaign. NASCS provides key resources such as the site demonstration toolkit and encourages states to secure impactful Governor's proclamations. NCAF provides important insights on current policy issues to consider and how to select the most impactful talking points to secure an elected official visit. NCAP's goal is to showcase the unique impact of local Weatherization providers in their community as well as the rich history and variety of Weatherization experiences across communities.

“Weatherization at its core is about relationships. There is the relationship between the family and their home; lowering energy costs and keeping a home livable longer. Visiting the doctor less often, better employability, and helping families move out of poverty. Through relationships we improve our local housing stock, our workforce, and our economy.”

Laura Fletcher, Western South Dakota Community Action

For Energy Awareness Month 2025, the NCAP Energy Partnerships Team expanded network engagement by updating our Energy Awareness Month Toolkit, enhancing our promotional and outreach efforts, and visiting agencies throughout the country to attend local Weatherization Day events in person. The NCAP Energy Partnerships Team is pleased to detail this year's Energy Awareness Month highlights.

LOCAL NETWORK SPOTLIGHTS

WAP serves all Americans from urban, rural, mountain, coastal, mobile homes, apartment buildings, public housing, historic homes. Propane, heating oil, coal, wood - each local service provider has their own Weatherization story to tell. In countless communities across the country, local Weatherization providers promoted the program, celebrated their workers, recognized their partners, demonstrated innovative technologies, and engaged decision-makers.

Although NCAP provides content and guidelines to simplify parts of participating in Energy Awareness Month, local providers can create original events, content, and materials that best speak to their community throughout the year.



CREATIVE CAMPAIGNS

Central Florida Community Action Agency, Inc. (CFCAA) (FL) appealed to potential Weatherization applicants by partnering with a local faith-based organization and offering gas gift cards to eligible attendees. Dickinson Iron Community Services Agency (DICSA) (MI) partnered with a local business to provide snacks at their event.

LOCAL NETWORK SPOTLIGHTS

MEDIA ENGAGEMENT

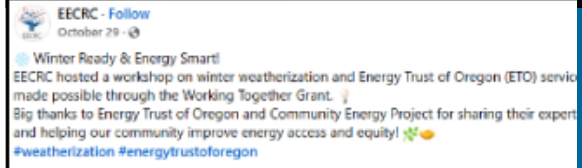
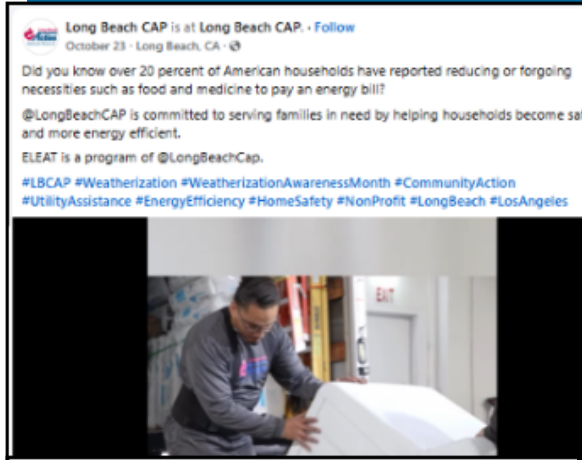
While social media continues to evolve and shift, traditional media remains important for local communities. Many WAP providers secured local media coverage for Weatherization Day 2025. In Wisconsin, local television news covered Governor Tony Evers visiting Western Dairyland Economic Opportunity Council (EDEOC) and Partners for Community Development Inc.

In Indiana, Indianapolis’s WISH TV invited Terrance White, Executive Director of Community Action of Greater Indianapolis (CAGI), Erin Macey, PhD, Director of Indiana Community Action Association (INCAA), and Chris Willman, Weatherization Training Team Leader at INCAA, for an entire segment on the morning show, “At the Table with Dr. Jessica B.” The guests were able to discuss why Weatherization is so valuable in their communities.


Community Action Pioneer Valley (CAPV)(MA) and Northeast Community Action Corporation (NECAC)(MO) secured coverage in their neighborhood press.

LOCAL PROCLAMATIONS

Proclamations from government officials have long been a signature piece of Energy Awareness Month. Local providers often work with their state to secure a proclamation from their Governor. It is wonderful to see the Weatherization network receive proclamations from local government leadership as well. Here we have proclamations from Knox County, KY, Pueblo County, CO, and Snohomish County, WA.



LOCAL PROCLAMATIONS


MICHAEL N. MITCHELL, JUDGE-EXECUTIVE
 KNOX COUNTY JUDICIAL CENTER
 215 East 17th
 801 Grand Avenue, Suite 200
 Fort Collins, Colorado 80502
 Email: judge@pueblocountycolorado.com


Proclamation
WEATHERIZATION DAY


To All To Whom These Presents Shall Come

WHEREAS, the high cost of energy places an ongoing burden on families and individuals, particularly those with low incomes, the elderly, and individuals with disabilities; and
WHEREAS, the U.S. Department of Energy established the Weatherization Assistance Program (WAP) in 1976 to help states and communities reduce the energy costs for low-income households; and
WHEREAS, WAP leverages public and private sector resources to improve the energy efficiency of homes across our state and nation through modern technological and professionally trained crews; and
WHEREAS, these services not only reduce a household's energy burden but also improve the health, safety, and comfort of homes, which can lead to reduced medical expenses; and
WHEREAS, weatherization services are delivered through a network of local community action agencies, which know their communities best and provide essential services in a comprehensive way; and
WHEREAS, the Weatherization Assistance Program supports jobs and small businesses in our communities, strengthening our local economies; and
WHEREAS, it is in the best interest of our government and the public and private sectors to support and strengthen the program for the betterment of all; and
WHEREAS, communities across the nation recognize their collective impact and achievements;

NOW, THEREFORE, I, Michael N. Mitchell, do hereby **DECLARE** WEATHERIZATION DAY in Knox County, Kentucky, on the occurrence of weatherization and the positive impact it

IN WITNESS WHEREOF, I have hereunto set my hand & Kennedy, to be attested this 30th day of October, 2025.


 Michael N. Mitchell
 Knox County Judge-Executive


Pueblo County - Follow
 October 28 - 📅

Proclamation: Weatherization Day
Thursday, October 30, 2025

Pueblo County proudly recognizes National Weatherization Day — celebrating efforts to make homes safer, healthier, and more energy-efficient for families across our region.

Through the Weatherization Assistance Program, led by the Colorado Energy Office and operated locally by the Pueblo County Department of Human Services, 151 homes across Southeast Colorado received energy upgrades this year — helping residents save on utility costs and live more comfortably.

Together, we're keeping homes warm, lowering energy bills, and supporting a sustainable future.

[#WeatherizationDay](#) [#EnergyAwarenessMonth](#) [#PuebloCounty](#) [#CommunitySupport](#)




SNOHOMISH COUNTY EXECUTIVE
 Snohomish County, Washington

PROCLAMATION

RECOGNIZING OCTOBER 28, 2025,
AS WEATHERIZATION DAY IN SNOHOMISH COUNTY

WHEREAS, October has traditionally been celebrated as National Energy Awareness Month, and October 30th is officially recognized as National Weatherization Day; and

WHEREAS, since the early 1980s, Snohomish County has administered the Weatherization Program, providing a variety of home improvements to eligible low-income homeowners and others to reduce energy costs and enhance the health and comfort of their residences; and

WHEREAS, in 2024, the Snohomish County Weatherization Program completed home improvements to 61 residences, which included installing insulation, sealing air leaks, adding weather stripping, upgrading or replacing outdated heating systems, enhancing ventilation, and making health and safety upgrades; and

WHEREAS, weatherization improvements help families reduce energy consumption, making it easier for low-income households to afford heating costs and contribute to broader community goals of energy efficiency and conservation; and

WHEREAS, residents experience an average annual energy savings of 36 percent after their homes have undergone weatherization, which helps reduce utility costs, improve energy efficiency, and enhance overall household comfort; and

In addition, it is a chance to focus on improving health, safety, and energy (to learn more about the program and apply, please call 425-384-7205);

WE, EDITHA SOMERS, Snohomish County Executive, do hereby **DECLARE** WEATHERIZATION DAY in Snohomish County, Washington, on the day that the County is best known for what we can do to reduce our home energy

6/10/2025

NETWORK ENGAGEMENT

INFORMATION & OUTREACH

In August 2025, NCAP and NCAF participated in the NASCSP official launch webinar, *2025 Weatherization Day*. The 2025 Energy Awareness Month Toolkit highlighted the value of unique local stories and community-based alliances.

Next, the Energy Partnerships Team promoted Energy Awareness Month and the toolkit at our Annual Convention in Detroit the last week of August. This included QR codes for direct toolkit downloads, messaging from session facilitators, and direct staff conversations.

During the Fall of 2025, NCAP's Weatherization+ and General eNewsletters promoted Energy Awareness Month and specific Energy Awareness Month events at least 26 times to thousands of subscribers.

NCAP hosted three unique webinars with key national partners. These three webinars engaged 233 registrants from 145 organizations across 33 states.

- *Kickoff to Energy Awareness Month* emphasized the importance of local impact stories and how our toolkit and team could help.
- *Celebrating Your Weatherization Team* encouraged profiling leadership, staff, and trainees to illustrate their career journeys.
- *Innovations in Action* profiled a partnership between the Michigan Bureau of Community Action and Economic Opportunity (BCAEO), the Michigan Training & Education Center (MiTEC), the Interstate Renewable Energy Council (IREC), and the Building Performance institute (BPI). Their collaborative project reclaims empty strip malls to provide WAP technical training in rural communities.

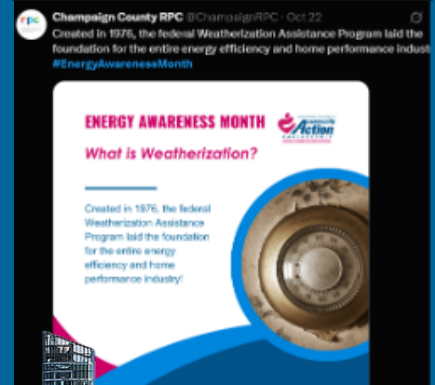


ENERGY AWARENESS MONTH TOOLKIT

GRAPHICS & TALKING POINTS

The **2025 Energy Awareness Month Toolkit** included the latest program data from the U.S. Department of Energy, with expanded talking points for users to select specific messaging for their target audiences. Dozens of updated graphics improved portrayal of day-to-day weatherization work to pair with workforce development posts.

The local Weatherization network used the toolkit contents in countless social media posts, adding their own information or images. Pictured here are posts from Lawrence County Community Action Partnership (LCCAP) (PA), Wildfire Community Action Association (AZ), Champaign County Regional Planning Council (CCRPC) (IL), Michigan Community Action (MI), and Washington State Community Action Partnership (WSCAP) (WA).



NATIONAL CAMPAIGNS

FACES - AND VOICES! - OF WEATHERIZATION

The *Faces of Weatherization* (FOW) campaign, launched in 2022, expanded to include a video component, *Voices of Weatherization* (VOW). This initiative invites Weatherization personnel from any part of the program to post a photo and quote, or a short video about their lived experiences in Weatherization. Many local providers used the concept creatively to promote their team members, their programs, and opportunities for energy careers in their community in 2025. Pictured here, Community Action for Improvement (CAFI) (GA) used the FOW template, while Community Action Council of Howard County (MD) created their own FOW post combined with Weatherization facts. California Department of Community Services and Development (CSD) used the FOW format to showcase a client success story. Community Action Partnership of Riverside County (CA) created a Voices of Weatherization video capturing the story of an administrative professional.



NATIONAL CAMPAIGNS

LOCAL WEATHERIZATION AWARDS

Emphasizing the power of recognition and appreciation, NCAP created three new Local Weatherization Award templates for 2025. Local agencies were encouraged to work the awards into their public awareness and staff development efforts, and share information with NCAP for additional benefits. NCAP committed to provide recipients with a national spotlight through our dissemination platforms and access to opportunities such as the Weatherization Subject Matter Expert Registry and the Weatherization Professional Leadership Development Institute (WAPPro).

- The Weatherization Innovation Award, for WAP program managers who develop a technical or administrative solution to a problem, or an effective way to improve operations or production.
- The Personal Achievement Award, for WAP professionals whose journey into a Weatherization career embodies the Community Action spirit of hope, whether they are a seasoned subject matter expert or a recent graduate embarking on a new career.
- The Community Changemaker Award, for a local partner that has supported Weatherization through providing resources or collaborating to maximize the services provided to weatherized homes.



NCAP

SOCIAL MEDIA

NCAP created and reposted hundreds of Energy Awareness Month items across multiple social media platforms. Original content received an estimated 2,000 reactions and 500 shares. These posts were among those with the highest network engagement.

NCAP

LOCAL NETWORK VISITS



NCAP

LOCAL NETWORK VISITS

COLORADO

Energy Outreach Colorado (EOC) hosted staff for visits to Energy Resource Center (ERC) and Pickens Technical College. Staff met the EOC and ERC team members that help weatherize more than 1,200 homes every year. Next, the team member learned, from Pickens' Director of Customized Training and Apprenticeships, about their successful HVAC program, which currently trains 66 students and has nearly 300 individuals on the waitlist. The full day in Colorado concluded at the National Laboratory of the Rockies (NLR), where she was able to discuss the latest technological research and Weatherization training initiatives with leading national subject matter experts.



GEORGIA

Clayton County Community Services Authority (CSA) hosted a vibrant Weatherization Day celebration on October 31 in Jonesboro, GA. The event honored local contractors with awards, spotlighted two inspiring client success stories, and featured remarks from local utility partners, and the Georgia Environmental Finance Authority (GEFA). NASCSP Executive Director Cheryl Williams was also in attendance. Project Director, Workforce Weatherization Keesha M. Johnson joined the celebration to recognize the program's local impact and strong statewide partnerships.



NCAP

LOCAL NETWORK VISITS

INDIANA

The Project Director of Weatherization Dissemination and Engagement spent Weatherization Day at the Indiana Community Action Association (INCAA) in Indianapolis. She learned about new developments in re-entry training programs and hospital partnerships for healthy home services. Next, the INCAA team conducted a tour of their Intelligent Weatherization Training Center and its training house, concluding with an opportunity to meet the latest class of trainees.



KENTUCKY

KCEOC Community Action Partnership (KY) celebrated Weatherization Day with NCAP staff. The team conducted a tour of their facilities and took her on a “ride-a-long” to visit a home they had recently weatherized. KCEOC created a video about the day, in which the crew explained air sealing and upgrading the HVAC system, and the homeowner expressed that she had not had to run her air conditioning very much this summer since receiving weatherization services.



NCAP

LOCAL NETWORK VISITS

MICHIGAN

The Director of Energy Partnerships visited Mid-Michigan Community Action and the Michigan Training and Education Center (MiTEC) for a day of training demonstrations, facility and trailer tours, and appliance testing. The Michigan team emphasized the danger of undetected carbon monoxide leaks, and how Weatherization's focus on indoor air quality improves health outcomes and reduces healthcare costs for families in multiple ways.

MISSOURI

Northeast Community Action Corporation (NECAC) hosted a site demonstration at a weatherized home. The homeowners described how they were able to maintain adequate temperatures since they received their new high efficiency furnace, water heater, and dryer vent line. The Weatherization crew showed attendees where insulation and air sealing were delivered and explained how certain basement windows were replaced. Shelly Reimer, Missouri Department of Natural Resources (MO DNR), Carla Potts, NECAC, Linda and Jerry Lillard, homeowners, demonstrated a before and after window repair in the home of a grateful WAP client.



NCAP

LOCAL NETWORK VISITS

MASSACHUSETTS

The Massachusetts Executive Office of Housing and Livable Communities (EOHLC) selected Community Action Pioneer Valley (CAPV) to host the state's 2025 Weatherization Day event. NCAP Senior Associate, Weatherization Dissemination and Engagement participated as CAPV hosted more than a dozen community stakeholders at a home receiving weatherization services. Guests included State Representative Susannah Whipps, Greenfield At-Large City Councilor Sara Brown, representatives for Congressman Jim McGovern and State Representative Mindy Domb, the cities of Easthampton and Westhampton, and other community members. The WAP proudly received a Weatherization Day Proclamation from Governor Maura Healy.

PENNSYLVANIA

A Senior Associate of Dissemination and Engagement joined Community Action Association of Pennsylvania (CAAP) for their annual conference. Mel Luckenbaugh, Director of Strategic Initiatives, hosted a dynamic "Open WAP Discussion". Attendees discussed day-to-day obstacles, production challenges, and ideated potential solutions.



LOOKING AHEAD

2026 will mark Weatherization's 50th anniversary. This presents an opportunity to demonstrate the local impact of WAP across the country, furthering the message that Weatherization Works to lower the cost of energy for hardworking Americans.

NCAP's 2025 Energy Awareness Month and Weatherization Day campaign showcased the network of community-based Weatherization providers and local contributions. The campaign engaged local policymakers and researchers connecting local organizations with community stakeholders to increase awareness of WAP.

The building science and home energy efficiency industry continues to grow and local partnerships with training programs will become even more important. NCAP will increase its efforts to promote and highlight the opportunities and benefits of a career in Weatherization.

The NCAP Energy Partnerships Team wants to thank every member of the WAP network who contributed to Energy Awareness Month and Weatherization Day 2025. Thank you also to the elected officials, community partners, and contractors who supported the campaign, and support the program throughout the year.

CONNECT WITH US:

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