Spreading the Word: Delivering Effective Information – Selling Weatherization and the Open House

– Tom Calhoun, Corporation for Ohio Appalachian Development
Corporation for Ohio Appalachian Development

Since 1971 we’ve provided a unified voice to member agencies, low-income families, children, and the elderly.
Serving Beautiful Rural Southeastern Ohio

- 17 Community Action Agencies – Members
- 30 Counties
- Community Development
- Early Care and Education
- Senior Programs
- Scholarship Programs
- Leadership & Professional Development
What Does the Ohio Home Weatherization Assistance Program Have to Sell? Experience & Trust!

- 1975 – installing storm windows and quickly discontinued the practice
- 1978 – First Open House
  - Spreading the Word to Federal officials - Developing trust and selling weatherization
- 1978 – First Impact Study – attic and sidewall insulation produced highest savings
- 1980s - Developed comprehensive Weatherization Program Standards
  - Fuel Overcharge funds were used judiciously
  - Began relationships with utility partners (Columbia Gas & American Electric Power)
  - Continued regular Impact Studies
  - Early adoption of diagnostic equipment (blower door)
  - One stop/whole house approach
- 1980 – Opened the Ohio Weatherization Training Center
Ohio Weatherization Training Center

- Legacy training center
- 30 years of weatherization training experience
- Sole training provider for Ohio’s HWAP program
- BPI affiliate and home to “Super-Proctors”
- Regional training hubs
- Consistent service delivery
Selling Weatherization

- 1978 Engagement of the Community Administration & 1st Open House
- 1998 Launched Public Information Campaign
- A Continual Campaign
- Murray City – 1st “Open Town” Demonstration
Weatherization Open House Goals

- Develop Trust
- “Seeing is Believing”
- Highlight good, local, high-road jobs
- Demonstrate quality training program
- Showcase Diagnostic Equipment
- Demonstrate Whole House Approach
- Educate public about energy efficiency
- Develop partnerships – funders, stakeholders
- Create legislative champions
Weatherization Open House Strategies

- Capitalize on Calendar
- Developing Political Support
- Funder Engagement
- Stakeholder Participation
- Client as Champion
- Location as Strategy
- Community Engagement
- Media as Resource
Capitalize on Calendar

- Weatherization Month
- Key local, state or federal legislation
- Program milestones
- Political campaigns
- Program funding cycles or votes
- Local event highlights
- Change of seasons (winter weather)
- Jobs campaign
Developing Political Support

- Engage local, state and federal legislators
- Educate legislators about weatherization
- Target key decision makers – what committees do they serve?

- Get to know their staffers – who follows the issues?
- Know when key votes are happening – connect event to legislative or appropriations timeline
- Create media opportunity for legislator
- Work with new members
Funder Engagement

• Realizing and demonstrating savings to funders (utility programs)

• Capitalizing savings and program publicity at event

• Generating innovative programs

• Creating dynamic partnerships
Stakeholder Participation

- State Program Administrator
- Local providers
- Board members
- Legislators
- Funders
- Clients
- Neighbors and Community Members
- Training Partners
- Workforce
Client as a Champion

- Engage dynamic, happy client
- Provide client education
- Support client as champion for weatherization
- Word of Mouth
Location

- Low-income or market rate home
- Rural or Urban Community
- Plan for inclement weather
- Parking availability
- Customer Home
- Work close to complete
# Weatherization Open House Checklist

<table>
<thead>
<tr>
<th>Event Coordinator</th>
<th>Event team – staff &amp; volunteers</th>
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<tr>
<td>Guest list</td>
<td>Educational materials</td>
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<tr>
<td>Liability Waiver</td>
<td>“Give Aways”</td>
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<td>Press Kits</td>
<td>Demonstration Equipment</td>
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<tr>
<td>Client Commitment</td>
<td>Maps, Directions and Signage</td>
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<tr>
<td>Refreshments</td>
<td>Safety Check of Client Home</td>
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<td>Display Info</td>
<td>Agenda &amp; Talking Points</td>
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<tr>
<td>Video or Photographer</td>
<td>Rehearsal</td>
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Reaching Communities

Website: http://vimeo.com/19952228
Password: esavers07
Outreach & Community Engagement

- Door to door campaign
- Flyers, door hangers, posters
- Word of Mouth
- Public Service Announcements (PSAs) – local radio
- Editorials – local paper
- Community Events
Media as a Resource

- Tell your story
- Be prepared!
- Make it easy to tell your story
- Provide narrative, photos, and real story with real people to interview
Continuing the Work

• Thank you letters
• On-going presence
• Build new partnerships
• Trusted source of information
• Follow-up and follow-through
• Nurture & grow existing relationships
Resources

Weatherization Site Visit Demonstration Kit 2011

• http://www.waptac.org/data/files/website_docs/public_information/weatherization_day/nascsp_wx%20demonstration%20kit_final_2011_20110812t103748.pdf
Questions?

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Spreading the Word & Developing Effective Information

Selling Weatherization    Developing Trust