

Purpose of Program

CEP has provided community weatherization education for over 35 years. In response to client demand, we launched a new workshop teaching participants how to insulate their attics and take more impactful steps toward energy conservation. DIY weatherization is more affordable than paying to have the work done; teaching people how to make upgrades themselves makes this important home upgrade more accessible to everybody.

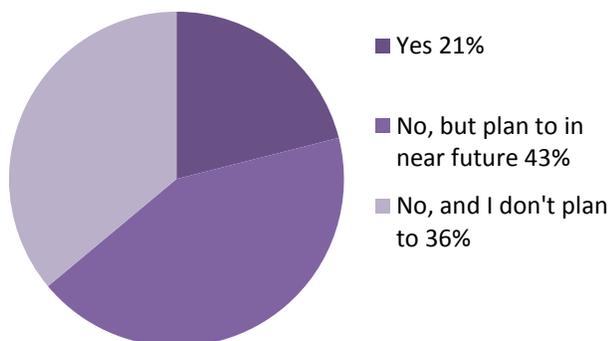
The Insulation Workshop fills a gap in home energy education in Portland. Adding attic insulation is a common DIY project, but most homeowners have limited knowledge of best practices, different insulation types, and safety concerns in the attic. According to The Energy Trust of Oregon, about 70% of DIY cash incentive applicants did not meet the minimum industry standard for quality or safety.

With homeowners of moderate income as the primary target, we had to reach new audiences. We also learned that, like the introductory Weatherization Workshop, the high level of interest during the winter months waned as temperatures got warmer. The Insulation Workshop attracted participants from 92 households for the entire season.

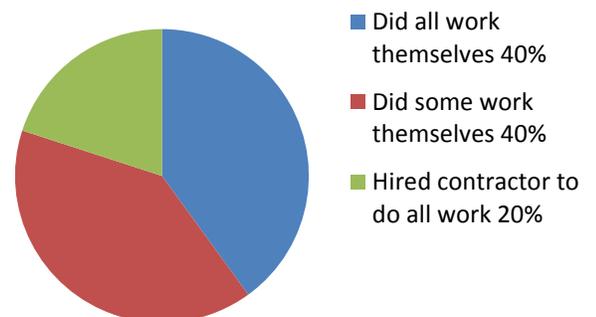
Our Workshops Empower Participants to Take Action

- 78% of participants stated that they attended the workshop because they are interested in insulating their attics
- 71% of workshop participants said that the workshop made them more likely to weatherize
- Just five months after the first workshop, about 21% of participants had completed an insulation project, and over half of those who hadn't still planned to in the near future
- Almost 80% of participants said the manual provided at the workshop was "very useful"
- We asked participants to rate their knowledge before and after the workshop on a scale of 1-5, with 5 being most knowledgeable; the average participant rated their knowledge before the workshop at 2.5 and their knowledge after the workshop at 4.1

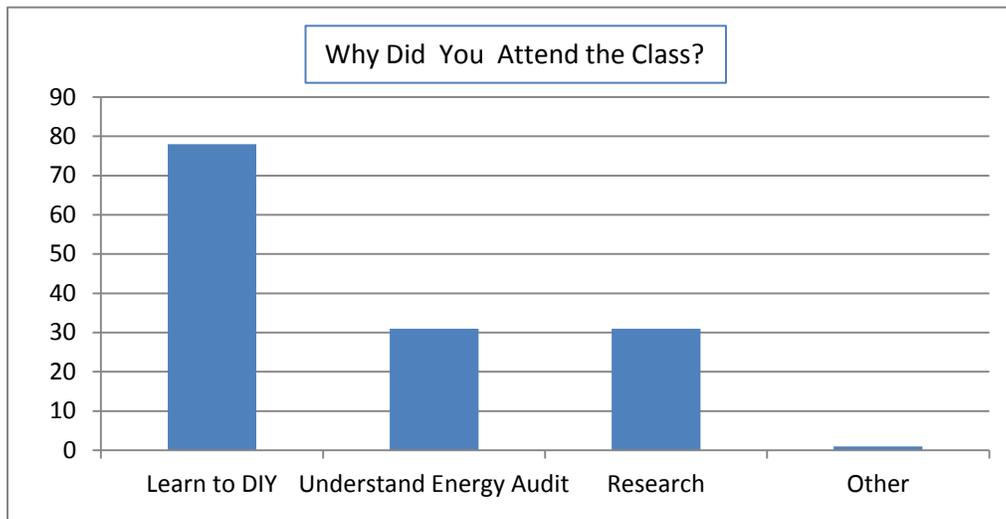
Have You Insulated Your Attic?



Work done by participants



Participant Motivation



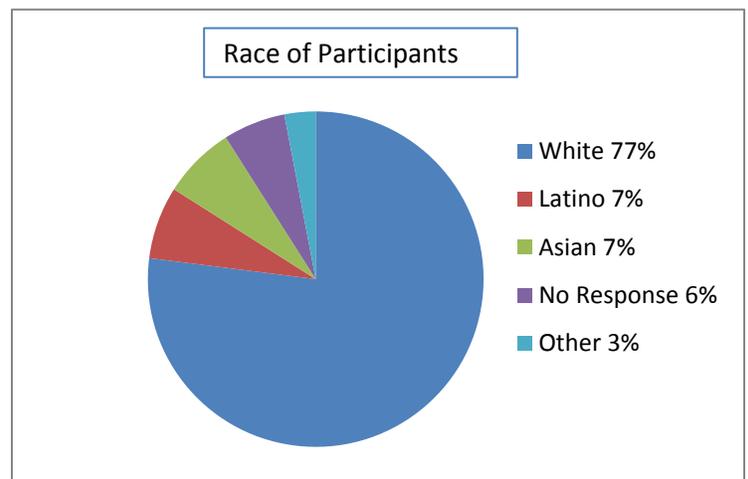
Equity

This program is one small way to promote housing justice. Many first-time homeowners are also first-generation homeowners; who are often not privy to the hands-on home improvement experience acquired by people who grew up in a home their family owned. Many marginalized racial and socioeconomic groups in Portland have been historically denied housing due to poverty and racism. To address income barriers, BPS provided 30 free weatherization kits to participants. 68% of those who received no materials said free supplies would make them more likely to weatherize and 100% of those who received materials have used them or plans to use them.

Language barriers also present an equity challenge in community education. BPS funded the translation of the workshop, manual, and written materials into Spanish. We hosted our first Spanish workshop in partnership with Hacienda CDC.

Demographics of participants

- 45% of insulation workshop participants are women
- 23% of participants are people of color
- 14% of participants are low-income or extremely low income



Looking Ahead

At the time of this report, Energy Trust has agreed to provide funding for this project through December 2015, including workshops in additional counties. We will continue to strive to serve people of color and to continue outreach into the Latino community. With additional funding to cover the rest of the winter months, this workshop will move beyond the pilot phase and become a staple of CEP's Community Education program.