

PROPANE EDUCATION & RESEARCH COUNCIL STRATEGIC PLAN: 2008 – 2012

PART 1. INTRODUCTION

The Propane Education & Research Council (PERC) was created through an industry-wide referendum authorized by the Propane Education and Research Act (PERA) of 1996 to develop programs and projects to:

- Enhance consumer and employee safety and training,
- Provide for research and development of clean and efficient propane utilization equipment, and
- Inform and educate the public about safety and other issues associated with the use of propane.

PERC is responsible for implementing PERA. PERC maintains an assessment rebate program with state check-offs and foundations, and it coordinates its activities with industry trade associations and others to provide efficient delivery of services. PERC collaborates closely with the National Propane Gas Association, the Gas Processors Association, and the State Associations, and during the term of this Strategic Plan, PERC will support joint activities with these organizations to advance safety and increase the use of propane.

PART 2. PERC MISSION STATEMENT

“To promote the safe, efficient use of odorized propane gas as a preferred energy resource through consumer and employee education and technology development and commercialization.”

PART 3. PERC FUNCTIONS AND ACTIVITIES

To carry out its PERA functions, PERC established a professional staff and five advisory committees led by industry volunteers. Each advisory committee has developed a roadmap and/or other guidance methodologies, which shall be updated (upon approval of this plan) to correspond with the time frame of 2008 – 2012 – the years of the new PERC Strategic Plan. The roadmaps shall detail the specific activities to be undertaken in furtherance of this plan and shall be consistent with the goals, objectives, and metrics outlined on the pages included in this document.

The Strategic Plan is organized to be consistent with the “Propane Industry Roles, Goals, and Responsibilities” within PERC and its “Mission Areas.” PERC’s various advisory committees, partnerships, and task forces operate within these “Mission Areas” and focus is therefore given to Strategic Objectives and Metrics for each of these areas.

EDUCATION, SAFETY, TRAINING & STANDARDS: ADVANCE DEVELOPMENT AND DEPLOYMENT OF CONSUMER AND EMPLOYEE EDUCATION, SAFETY AND TRAINING PROGRAMS		
GOALS/ROLES/RESPONSIBILITIES	STRATEGIC OBJECTIVES	METRICS
<ul style="list-style-type: none"> Expand consumer safety education program to enable consumers to further reduce accidents and to inform consumers of the industry's safety record Maintain and deploy the Certified Employee Training Program (CETP) curriculum with multiple means of delivery Promote efforts to increase training and certification levels within the industry workforce 	<p>SAFETY AND TRAINING GOAL: <i>To improve safety awareness, reduce accidents and incidents, enhance the industry workforce, improve regulatory and consumer confidence.</i></p> <ul style="list-style-type: none"> Work to reduce accidents and incidents by providing information and training that enables consumers and employees to eliminate unsafe conditions and practices Improve safety awareness by employees, first responders, and consumers by promoting safety, developing and distributing educational and training materials, organizing conferences, meetings, and using appropriate media to encourage safe practices and procedures Enhance the propane workforce by maintaining a comprehensive, world-class Certified Employee Training Program and encouraging certification Improve regulatory confidence and consumer confidence by demonstrating and increasing knowledge of the industry's exceptional safety performance and valuable educational programs Coordinate with NPGA and GPA to provide information, conduct studies, or render other assistance requested to support the associations in their leadership role on industry and product standards Provide educational materials and training to maintain current markets and to support development of new markets for propane utilization equipment 	<ul style="list-style-type: none"> Data on accidents and incidents Consumer safety materials distributed by industry CETP course materials ordered and participants in training classes CETP E-Learning courses ordered Employees and technicians earning CETP certifications PERC training and educational materials use by OEMs and consumers
CONSUMER EDUCATION - GROW THE PROPANE INDUSTRY WITH CONSUMER EDUCATION		
GOALS/ROLES/RESPONSIBILITIES	STRATEGIC OBJECTIVES	METRICS
<ul style="list-style-type: none"> Educate consumers on the benefits of propane to increase use of odorized propane in target markets Develop, implement, and make available to the industry marketing materials and tools Work with regional or state groups to develop opportunities in target markets or regions Promote commercialization of new technologies Maintain a strong presence in the housing market while reaching out to consumers and energy decision makers in target markets other than housing 	<p>CONSUMER EDUCATION GOAL: <i>To increase propane usage by educating, partnering with, and motivating consumers and key energy decision makers in target markets to choose propane over competing energy sources.</i></p> <ul style="list-style-type: none"> Develop, prioritize, and implement a multi-faceted market development campaign with the purpose of motivating consumers, builders, architects, and other decision makers to choose propane over competing energy sources and to increase the use of propane in target markets, including but not limited to the housing market Communicate the benefits of propane and propane utilization equipment to decision makers in target markets Coordinate with propane industry associations and companies to extend the impact of the marketing campaign Work with industry associations and companies to identify regional competitive issues and to develop educational, marketing, and sales tools to promote propane over competing fuels Conduct consumer, builder, etc., market and other research to better target the market development campaign and guide message development Support commercialization of new propane utilization equipment 	<ul style="list-style-type: none"> Increased use and market share of propane in target markets Increased awareness of propane among target audiences Increased favorability toward propane among target audiences Website visits to UsePropane.com and use of "Find A Propane Retailer" database Increased shipments by manufacturers of propane utilization equipment Propane market share of new home construction

PUBLIC POLICY - IMPLEMENT PERA, ADVANCE AWARENESS & TECHNICAL, ECONOMIC & MARKET RESEARCH ON PROPANE USE		
GOALS/ROLES/RESPONSIBILITIES	STRATEGIC OBJECTIVES	METRICS
<ul style="list-style-type: none"> • Fund collaborative industry and government groups to increase awareness of propane and related issues • Seek support from federal agencies (and others) to advance research and other PERA programs; advise NPGA of needed changes in federal programs • Complete economic analysis on propane pricing; assess impact of infrastructure costs • Understand and measure odorized propane uses by type, region, and impacts on demand 	<p>INDUSTRY PROGRAM GOAL: <i>To provide support, data, and other services to the propane industry and its organizations, to maximize impact of the assessment rebate program and other industry programs, and to coordinate activities to avoid unnecessary duplication.</i></p> <ul style="list-style-type: none"> • Maintain an effective assessment collection that obtains a high level of compliance with assessment obligations • Maintain an effective state rebate program that encourages full utilization of state rebate funds <ul style="list-style-type: none"> ◦ Collaborate with states to design programs funded by rebates that make progress towards PERC strategies • Collect, analyze, and report annual gallon sales by end-use and state • Enhance the ongoing “partnership” with NPGA, GPA, and state associations • Collect, analyze, and report market metrics that illuminate important trends in our industry and markets that affect the safe, efficient use of propane • Gather information to understand supply and deliverability of storage and infrastructure • Work closely with agencies to obtain financial and technical support for PERC programs to grow year-round or off-season demand • Provide information to public and private groups to advance awareness of propane markets and technologies 	<ul style="list-style-type: none"> • Industry support of programs to bring new or improved products to market • Credible data on gallons consumed through market sectors and new products and programs • Levels of government funding
INDUSTRY COMMUNICATIONS & NETWORKING - EDUCATE & COLLABORATE ACROSS INDUSTRY ON PERC PROGRAMS & RESOURCES, CULTIVATE & DEVELOP INDUSTRY LEADERSHIP		
GOALS/ROLES/RESPONSIBILITIES	STRATEGIC OBJECTIVES	METRICS
<ul style="list-style-type: none"> • Make industry aware of PERC mission and activities through effective communication • Collaborate with states on consumer education and operation of assessment rebate program • Education, presentations, sponsorships at meetings • Provide website resources for states • Convene industry forums for learning, networking to cultivate industry leadership 	<p>Industry Programs (cont.)</p> <ul style="list-style-type: none"> • Implement a program encouraging use of PERC-provided marketing and safety materials by companies and industry organizations • Collaborate with states to design programs funded by rebates that make progress towards PERC strategies • Promote knowledge of PERC goals, programs, and achievements at state and NPGA meetings, conventions, and events and through additional communications channels • Leverage PERC grants and state rebates to increase consumer and key decision makers choice to use propane • Provide website resources for state associations 	<ul style="list-style-type: none"> • Increased efficiencies in grant and rebate expenditures • Use of PERC-provided website resources by states • States use of PERC-provided marketing and safety materials

RESEARCH & DEVELOPMENT & COMMERCIALIZATION - ADVANCE RESEARCH, DEVELOPMENT & COMMERCIALIZATION OF NEW PROPANE PRODUCTS & TECHNOLOGIES

GOALS/ROLES/RESPONSIBILITIES	STRATEGIC OBJECTIVES	METRICS
<ul style="list-style-type: none"> • Priority focus: increase propane use and demand year-round • Collaborate with government and private groups on program projects • Facilitate understanding in the industry on new applications, products, and technologies 	<p>RESEARCH AND DEVELOPMENT GOAL: <i>To facilitate effective research and development and commercialization programs that expand markets, reduce costs, enhance safety, and/or improve the environmental performance of propane utilization equipment.</i></p> <ul style="list-style-type: none"> • Focus resources on commercialization; that is, the full spectrum of activities required to move a new technology, product, or process from the conceptual stage to the marketplace with a new product or process actually being produced and sold • Research, test, demonstrate new or enhanced propane utilization equipment that: <ul style="list-style-type: none"> • Increases off-season load • Increases productivity and operating efficiency • Improves service reliability to customers • Pursue strategic partnerships and alliances to leverage PERC research funding to accelerate commercialization and facilitate adoption of propane technologies • Educate consumers on the benefits of propane technologies – support commercialization • Focus both initial R&D and commercialization on the comparative advantage of propane • Work to understand full value chain impacts on fuel quality and investigate technologies to help identify and mitigate fuel quality issues <p>ENGINE FUEL GOAL: <i>To conduct research with a commercialization focus to advance propane technology and products, and to support that effort through communications initiatives to expand propane’s position as a leading alternative fuel and to increase sales of propane for on-road, off-road, and stationary engines.</i></p> <ul style="list-style-type: none"> • Enhance propane’s position in the forklift market • Pursue research to develop platforms, engines, vehicles, and certified fuel systems • Improve engine fuel market through internal and external marketing, and communication mechanisms • Increase knowledge by developing maintenance and training programs • Develop programs that are easily replicated across the country in multiple markets • Facilitate cooperative interaction among market sectors • Collect data to identify potential market opportunities and emerging needs to benchmark propane’s engine fuel market share, and to measure trends in fleets’ and other consumers’ attitudes toward propane vehicles and engines • Emphasize the economical and environmental benefits of propane engine fuel • Educate target markets on how propane can contain costs and meet increasingly stringent environmental regulations 	<ul style="list-style-type: none"> • New or improved products brought to market • Gallons consumed through new products and programs • Levels of government funding • OEM collaboration with PERC programs and projects <ul style="list-style-type: none"> • Increased use and market share of propane in engine fuel markets (gallons consumed) • New propane vehicles and equipment brought to market • Surveys, reports, and other forms of market intelligence developed for the engine fuel sector

	<p>AGRICULTURE GOAL: <i>To establish propane as a preferred energy source in the U.S. agriculture industry through services and technologies that offer a combination of benefits including cost-effectiveness, efficiency and productivity, safety, reliability, portability, and environmental friendliness.</i></p> <ul style="list-style-type: none"> • Pursue research on technologies that expand propane use in agriculture <ul style="list-style-type: none"> ◦ Give priority to research on uses that increase off-season demand • Communicate propane benefits to help farmers and key influencer groups realize the full potential of propane to enhance farm profitability • Collect and analyze data to identify potential market opportunities and emerging needs, benchmark propane's agriculture market share, and measure trends in agriculture consumers' attitudes toward propane • Pursue strategic partnerships and alliances to leverage PERC research funding, to accelerate commercialization and facilitate adoption of propane technologies <ul style="list-style-type: none"> ◦ Enhance technology commercialization through effective validation and demonstration activities • Coordinate activities with groups representing American agriculture 	<ul style="list-style-type: none"> • Increased use and market share of propane in agriculture markets (gallons consumed) • New propane utilization equipment brought to market • Surveys, reports, and other forms of market intelligence developed for the agriculture sector
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