

PERC Update & Key Priorities

PA Propane Gas Association
Pat Hyland

June 23, 2022



Content

- Energy for Everyone Brand
- Environmental Campaigns
- Safety Training & Education
- Market & Industry Training
- EPA Clean School Program
- Workforce Outreach
- Stay Informed



ENERGY FOR EVERYONE
propane

What Are Our Key Messages?

- Access to clean, **affordable** and renewable energy like propane **ensures equity** on the path to zero emissions.
- Clean and renewable energy like propane **accelerates decarbonization**.

Messaging Platform

Energy for Everyone is both the brand platform and the campaign, communicating not only our pillars but also key messages and emotional stories across every market and application.

Brand Promise Energy for Everyone

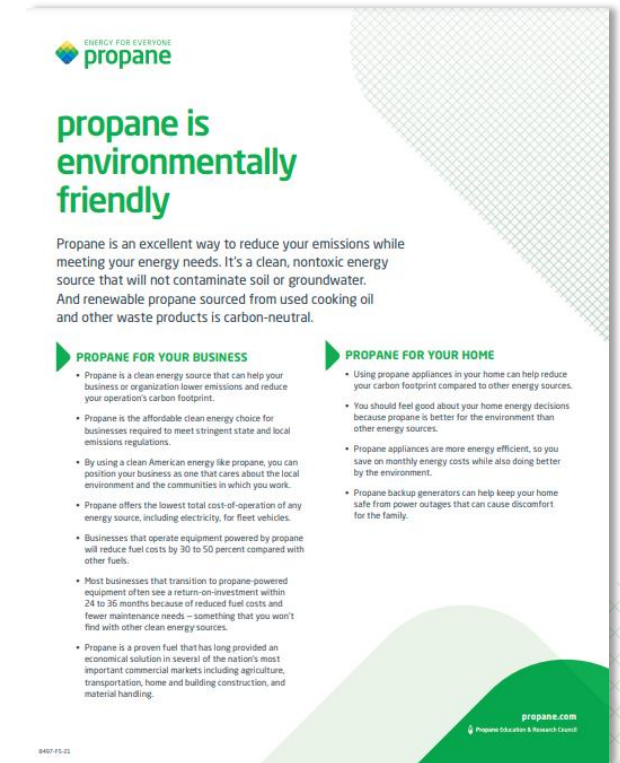
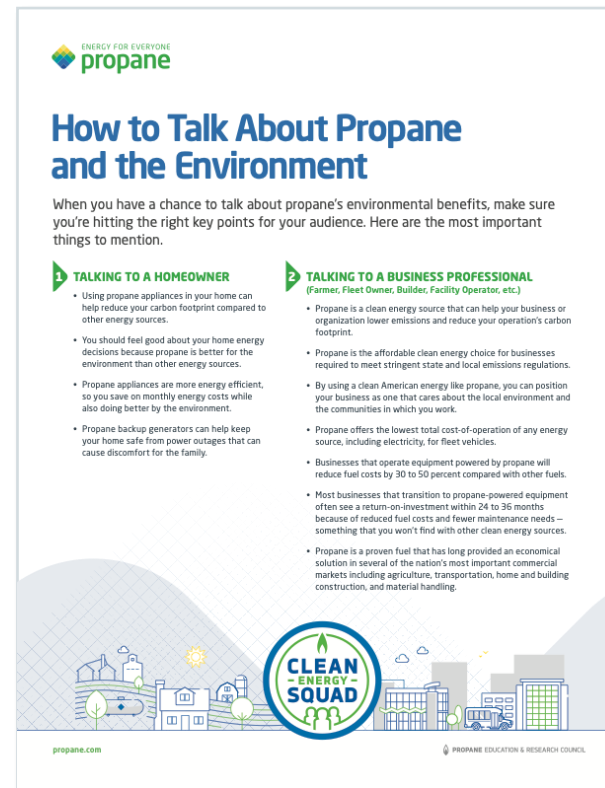
Brand Position Propane is the most reliable energy for everyone.

Brand Pillars Propane is environmentally friendly.
Propane ensures energy equity.

Industry Materials

Downloadable Items

- Propane Energy for Everyone Logo and Guidelines
- Propane Autogas Energy for Everyone Logo and Guidelines
- Industry Brand Reference Card
- Marketer One-Pager
- On-Hold Message Scripts
- Consumer One-Pager
- Renewable and Carbon Intensity One-Pagers



2022 Environmental Campaign & Partnership w/States

2022 Environmental Campaign and Partnership with States Budget

- 2:1 match for state campaign (**\$3,000,000**)
 - PERC grant contribution: \$2,000,000
 - State rebate contribution: \$1,000,000
- National campaign overlay (**\$3,265,623**)
 - National campaign: \$2,103,235
 - Agency fees: \$1,062,388
 - Perception study: \$100,000

TOTAL: \$6,265,623

State Plan Parameters

- **Objective:** Increase awareness and consideration of propane usage.
- **Strategy:** Utilize the latest targeting technology across multiple media channels to reach key prospects.
- **Timing:** 3 months, July to September.
- **Geography:** Zip codes representing C&D counties and any other areas specified by each state.
- **Target audience:** Homeowners.



Environmental Campaign Media Tactics

Continuing

Programmatic
Display Banners



Streaming Audio :30s*



Stopping

facebook

Starting

:30 Digital Video



National Overlay - CBS Mornings and NASCAR Sponsorship



2x :30s spots per week | 18x spots total

9 on-air weeks from July through September

8.4MM Impressions



27 spots in NASCAR Cup

23 spots in NASCAR Xfinity Series

18.2MM Impressions

THE FUTURE



Safety Training & Education

Need to Know



Share the Environmental Benefits of Propane with your Community with PERC's Environmental Toolkit



[CLICK HERE TO DOWNLOAD TOOLKIT](#)



[CLICK HERE](#)

PERC is all about industry en
countless webinars and in



INDUSTRY & MARKET TRAINING

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CERTIFIED EMPLOYEE TRAINING PROGRAM (CETP)

See a complete list of available courses



SAFETY & TECHNICAL TRAINING

See a complete list of available courses



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LATEST NEWS

Keep up to date on all the hottest news.

Propane Rebrand 20 hours ago

CETP Certification Certificates Now available in the ... 4 months ago

CETP Skill Assessment Extension Memo 7 months ago

PERC's Learning Center

- Online access to all PERC's educational programs.
- Online access to transcripts and certificates.
- Online access to CETP certification program.
- Tracks progress and completion of PERC programs.
- Delivers exams and quizzes.
- Provides certificates for completion of programs.
- Access to resources, webinars and other educational materials.
- Supports instructor-led / blended learning.
- Instructor can track progress.
- Instructor can see quiz results.

Learning Center Updates

- Company Training Managers (Administrators) can customize their own Learning Path
- Add company specific training to the Learning Center
- Electronic Skill Assessments
- Updated Resource section
- Access the Learning Center
 - <https://training.propane.com/>
- For help or assistance with the Learning Center
 - Helpdesk phone 1-800-757-1554
 - email learning@propane.com

Education and Safety Deliverables So Far in 2022

- Entry Level Driver Training Program.
- Anhydrous Ammonia Safety Sheet.
- Gas Leak / Odor Response Technical Guidance.
- Fundamentals of Liquid Transfer Program.
- National Propane Education & Training Conference.
- New DOT / OSHA training program.
- Updated Fire Safety Analysis to the current NFPA 58 code
- Monthly Safety Minute videos supporting business development activities.
- Uncontrolled release of propane module
- Consumer safety education modules
- Safe driving modules

Market & Industry Training 2022

Three new eLearning courses on propane and the environment

- Environmental Impacts: Propane vs. Electricity
- Renewable Propane and the Environment
- Builders, Propane, and the Environment
- Instructor lead training (ILT) materials for all three courses

Train the Trainer, HVAC (July 25,26)

Technical School Grant Program

- Applications open August 2022

Train the Trainer, Builders (September 27, 28)

EPA Clean School Bus Program



Overview

- Awards \$500 million each year to replace diesel school buses with low-emissions alternatives, including **Propane**, CNG, LNG, electric, and hydrogen over next five years.
- Amounts vary by fuel type, bus size, and whether the applying school district meets priorities.
- Priorities include rural districts and those with 20% or more students living in poverty.
- 2022 online application period now open; closes in August.

School Bus Replacement Funding

The maximum rebate amount per bus is dependent on:

- Bus Fuel Type
- Bus Size
- Whether the school district served by the buses meets one or more prioritization criteria

The table displays maximum funding levels. EPA will not disburse rebate funds in excess of the actual cost of the replacement bus and any costs above the maximum funding level are the sole responsibility of the applicant/awardee.

Maximum Bus Funding Amount per Replacement School Bus

School District Prioritization Status	Replacement Bus Fuel Type and Size					
	ZE – Class 7+	ZE – Class 3-6	CNG – Class 7+	CNG – Class 3-6	Propane – Class 7+	Propane – Class 3-6
Buses serving school districts that meet one or more prioritization criteria	\$375,000	\$285,000	\$45,000	\$30,000	\$30,000	\$25,000
Buses serving other eligible school districts	\$250,000	\$190,000	\$30,000	\$20,000	\$20,000	\$15,000

Clean School Bus Rebate Timeline

Activity	Date
2022 Rebates open. EPA begins accepting applications submitted via online form	May 2022 – August 2022
EPA reviews applications and begins the selection process	September 2022
EPA notifies applicants of selection status. Selectees can proceed with purchasing new buses and eligible infrastructure.	October 2022
Selectees submit Payment Request Forms with purchase orders demonstrating that new buses and eligible infrastructure have been ordered	Date of selection to April 2023
Project period deadline for selectees to receive new buses, install eligible infrastructure, replace old buses, and submit Close Out Form	October 2024

Workforce Outreach 2022

2022 Workforce Outreach & Allied Partners

- Future Farmers of America, National Tradeshow
- 2022 Technical School Grant Program
- Allied Partnership Pilot Program
 - Industry Train the Trainer
 - Energy Service Companies (ESCOs)

Technical School Grant Program

- HVAC and Plumber Technical Training.
- Open to community colleges and technical education centers.
- 20 schools up to \$10,000 grants to upgrade and expand labs to include propane equipment.



Manufactured Housing Sales Center Program

- Incentivizes sales centers to install “live burn” model homes for customers to witness available propane options (furnace, fireplace, tankless water heater).
- Pilot program at Pat’s Manor Homes in Mt. Crawford, VA demonstrated successful partnership between a marketer and a retailer:

“A tremendous factor in the home buying process is for the prospective buyer to mentally “move in” to the home. That is difficult if all someone can think of is leaving a frigid model.”

- Allison Scholl, Pat’s Manor Homes, 12/10/21

Docket 23383

Manufactured Housing Sales Center Partnership

Amount	\$120,000
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- PERC will cost share up to \$6,000 per sales center to set up live burn floor models.
 - Includes any home upgrades and incremental cost increase to the housing retailer.
 - Includes the installation cost of the propane system.
- Marketer can participate in up to two locations.
- Marketer will be asked to track and report sales of propane homes from the sales centers for three years.

Stay Informed

Propane.com

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Leading a Clean Energy Revolution.

Propane is not only the cleaner energy choice for today, it's the right choice for tomorrow, too.



For Propane Providers



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For Propane Providers



June 2022 – National Safety Month

June 14 is National Forklift Safety Day. Keep your company and employees safe by learning about regulations and safety requirements that must be followed when working with propane-powered forklifts.

[FORKLIFT SAFETY HANDOUT](#)

[SAFETY SOCIAL SERIES- MATERIAL HANDLING VIDEO PACKAGE](#) →

[MY ACCOUNT DASHBOARD](#) →

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Thank you!

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