

Safety and Market Development – Gate 3: Executive Summary

Applicant Information		Docket Number: 22395
Project Title: 2020 CETP Program Support		
Organization: Propane Education & Research Council		
Amount Requested: \$304,850	Total Project Cost: \$304,850	
Start Date: 1/1/2020	End Date: 12/31/2020	
PERC Team Leader: Eric Kuster		
Lead Vendor: Industrial Training Services (ITS)		

Executive Summary (completed by PERC staff)				
Project Summary				
This project supports the strategic goal of developing professional, informed, and skilled workforce and trade allies through world-class safety and technical training by supporting the new safety and training program's delivery platform (PERC's Learning Center) for 2020. This project will provide help desk support for the Learning Center along with support needs for the newly acquired CETP Certification program, including processing of paper testing, processing of skills assessments, processing of paper certificates, and the processing of uniform patches and wallet cards. Throughout the year, PERC staff will be evaluating the needs of the Learning Center's users while testing and leveraging technology to help reduce the need for this level of support beginning 2021.				
Strategic Importance				
This project supports the CETP Certification program and provides help desk support for the Learning Center, which serves as the central repository and tracking program for all PERC's online training programs (safety and training, sales, autogas, agricultural, CETP Certification, Propane Emergencies, etc.) Strategically, this funding request provides customer service and industry support for the operational center of all PERC's online educational programs. The Learning Center's direct operational costs are under Docket 22396 - 2020 Learning Center Support.				
Budget Impact				
Category: Industry Safety and Training			Year Total: \$2,410,000	
YTD Remaining: \$2,410,000			Remaining if Funded: \$2,105,150	
Three Year Funding History for Similar Dockets				
Year	Docket	Budget \$	Actual \$	Results
2018	21302	\$150,000	\$149,445	Online task based training supported by vendor
Success Measures				
<input type="checkbox"/> Describe the desired outcome of the project / measurement of success.				

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Safety and Market Development – Gate 3: Project Details

Project Title: 2020 CETP Program Support

Docket #: 22395

Product Details (Completed by applicant)

1. Market / Audience Rationale

- ☐ Who is the target audience?
- ☐ Why is the target audience important?
- ☐ What is the geographical reach (national, regional)?
- ☐ What input have you received on the project concept from the market/audience?
- ☐ What market research has been done in support of this project?
- ☐ What is the urgency of the project?

The target audience for this program is varied, including industry employees, secondary educational programs, industrial and commercial propane users, first responders, propane autogas users and technicians. All have a national reach and impact. In addition to fundamental programmatic changes to CETP, there is an acute need for customer and help desk services for users of the Learning Center. The ability to have positive user experiences and a high level of customer service will directly impact the success of the Learning Center.

2. Development

- ☐ What content will be created?
- ☐ Who will create the content?
- ☐ How will the content be created?
- ☐ What existing content will be leveraged?
- ☐ What is the level of difficulty to create the content?
- ☐ What are the possible challenges in creating the content?

No content will be created under this docket; this is a support docket for the delivery and tracking of educational programs and testing.

3. Delivery

- ☐ How will the content be delivered to the market?
- ☐ What existing delivery channels will be used?
- ☐ What training is necessary, and who needs training to deliver this program?
- ☐ What are the possible challenges in delivering the program?
- ☐ What is needed to generate enthusiasm for the program within the propane industry and with partners?

The delivery of content is done through the Learning Center and is available on any type of personal electronic device (desktop, laptop, iPad or smartphone). The current challenges are adapting existing users from the older technology to the new technology and system. Currently there is a great deal of enthusiasm for the project; the challenge will be to maintain the enthusiasm through outreach, operational excellence, and positive user experience.

4. Customer Service and Support Needs

- ☐ What are the customer service and support requirements?
- ☐ What service and support resources are required?
- ☐ Are service and support developed through this project?

The follow services will be provided under this docket:

- Appropriate help desk phone coverage from 9 a.m. to 5:30 p.m. Eastern time, Monday through Friday
- Handle incoming phone inquiries from propane industry workers
- Handle Tier 1 LMS system support, including but not limited to the following types of inquiries:
 - LMS login issues
 - LMS account information
 - Course catalog
 - Basic system navigation
 - Certification exam questions
 - Skills evaluation questions

CETP paper-based exam

- Fulfillment of paper-based exam orders received by PERC
- Process and score paper-based exam orders
- Send paper-based exam results data to PERC (via email address provided)
- Mail certificates, wallet cards and patches, as needed, via FedEx
- Certificates, wallet cards and patches to be supplied by PERC
- Postage and shipping costs to be covered by PERC

Skills Evaluation

- Receive completed evaluations
- Process completed skill evaluations received
- Upload record and PDF of affidavit of skill evaluations to PERC LMS

System functionality, system integrations, and content-related inquiries shall be escalated to PERC for addressing.

5. Leverage and Synergies

- ☐ What are the internal strengths leveraged to develop and deliver this program?
- ☐ How much dependence is on partners to develop and/or deliver the content?
- ☐ How could the content be used by other markets or industry organizations?
- ☐ How could the content be used with other audiences beyond the target audience?
- ☐ What results have been achieved with previous, similar projects?

This program relies heavily on Industrial Training Service as the CETP help desk and CETP Certification support contractor for the Learning Center. This training can be utilized by a wide number of audiences outside the industry. This is a new training tool to the industry and PERC but learning management systems have been used very successful for similar applications in colleges and universities, large businesses and post secondary educational programs.

6. Cost/Benefit Analysis

- ☐ What is the expected impact on market?
- ☐ What are measurable success targets, e.g., units sold?
- ☐ What is the estimated quantifiable impact on gallons sold, if applicable?
- ☐ What is the relative cost per gallon and other measurable targets?

There are many advantages in moving educational materials into an electronic learning management system. Robust customer service and help desk support will help to make the transition to a new system successful, thus protecting PERC's investment in the Learning Center through the following cost savings and efficiencies:

Reduced cost in updating printed materials
 Reduced cost warehousing and printing materials.
 Reduced employee time spent in required classroom training
 Standardization of access to educational materials and testing
 Much more accurate data collection
 Improved ability to analyze educational materials and testing for effective delivery and comprehension
 Increased usage by making access to materials easier

As this is a new help desk and program support project, a one-year agreement was made so that the need and type of services could be evaluated and adjustment made beginning in 2021.

7. Risk Assessment

- ☐ Identify 3-5 potential risks to the successful completion of the project or inability to meet outcome targets, how likely those are to happen, impact on the project, and how to resolve those risks.
- ☐ Indicate low, medium, or high for "Likelihood" and "Impact."

Risk	Likelihood	Impact	Risk Resolution and/or Contingency Plan(s)
ITS staff learning the new system	Medium	Medium	Set up robust communications and training for help desk staff

User confusion moving to the new system	Medium	Medium	Establish outreach materials to be used by ITS staff to address this issue
Technology incompatibility between ITS and Learning Center	Low	Low	Establish common programs for joint usage and data transfer

8. Budget

- ☐ Outline cost per task, including estimated cost share (cash and in-kind).
- ☐ If applicable, indicate hourly rates, including overhead
- ☐ Highlight contractor vs. pass-through costs.

CETP Certification Operations Total Budget: \$304,850

- 13,000 monthly help desk = \$156,000 annually
- Shopify \$800 monthly = \$9,600
- Processing of Certificates \$10 each , 12,000 annually = \$120,000
- Purchasing of certificates and patches = \$20,000
- Paper based payment processing - \$8,000
- SME support – 50 hours @ \$125 per hour = \$6,250

All the above - with the exception of SME support - will be provided by Industrial Training Service under a contract agreement.

9. Timeline

- ☐ Provide a detailed timeline of all activities, tasks, and milestones.
- ☐ Include commencement and completion dates.
- ☐ List most responsible person for each task.

This project will encompass the year 2020 only and provide services noted above. This project started on Jan. 1, 2020 and runs through Dec. 31, 2020.

Measurement and Evaluation (Completed by PERC staff and applicant)
10. Project metrics

- ☐ Detail how success will be measured for this project overall and by tactic, what the metric is, and when it will be achieved.

Project Deliverable Metrics	Metrics	By When
Provide exceptional customer service	Customer complaints and feedback	Ongoing
Reduce helpdesk calls and issues	Number of calls and helpdesk tickets	Ongoing
Market Outcomes	Metrics	By When

11. Partner Selection

- ☐ What was the basis for selecting the recommended contractor?
- ☐ If the basis for selection is not via a competition, describe the unique qualifications this vendor possesses.
- ☐ For time and material work arrangements, list or attach the Principal Hourly Rates and the basis used to determine that the rates are competitive.
- ☐ How will matching funds be verified?

The contractor for this project is Industrial Training Service (ITS), which has been supporting the CETP certification program for the past 33 years. ITS has done extensive work for both NPGA and PERC and is uniquely qualified to perform these services for PERC. ITS supports both the propane and natural gas industry through consulting, and operator qualification training and testing. ITS has been approved as an accredited provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, ITS has demonstrated that it complies with the ANSI/IACET standards, which are widely recognized as standards of good practice internationally. As a result of their accredited provider membership status, ITS is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET standards.

There were two quotes received for this work, as very few companies deal with paper-based testing any longer. Due to the specific needs of the industry and the labor-intensive certification program, there were very few vendor options available. Using a company that has been performing this work and is known to the industry was deemed the best path to move forward through 2020.