

## Safety and Market Development – Gate 3: Executive Summary

Applicant Information		Docket Number: 22397	
Project Title: 2020 CETP Modularization Project			
Organization: Propane Education & Research Council			
Amount Requested: \$485,370		Total Project Cost: \$485,370	
Start Date: 1/15/2020		End Date: 8/30/2020	
PERC Team Leader: Emily Wood			
Lead Vendor: Propane Education & Research Council			

Executive Summary (completed by PERC staff)				
Project Summary				
<p>This project supports the strategic objective to develop professional, informed, and skilled workforce and trade allies through world-class safety and technical training. The goal is to update and modularize the CETP training program into a new, more user-friendly format with new programs and updates to existing CETP offerings.</p> <p>The project would update/create the following programs:</p> <ul style="list-style-type: none"><li>Intro to the Propane Industry</li><li>Fundamentals of Propane</li><li>Bobtail Operations</li><li>Cylinder Delivery</li><li>Compliance Handbook</li><li>OJT/Skills Handbook</li></ul> <p>These represent the most-used CETP training and certification programs. The project will create an On the Job Training/ Skills program to assist marketers and trainers with hands-on training as well as a new, comprehensive compliance handbook utilizing NPGA assets.</p>				
Strategic Importance				
<p>This project supports the strategic objective to develop professional, informed, and skilled workforce and trade allies through world-class safety and technical training. The project will update and modularize the CETP curriculum to make workforce safety training more accessible and effective for users. This strategy was first approved in 2018 at an industry safety and training strategic planning session.</p>				
Budget Impact				
Category: Industry Safety and Training			Year Total: \$2,410,000	
YTD Remaining: \$2,410,000			Remaining if Funded: \$1,924,630	
Three Year Funding History for Similar Dockets				
Year	Docket	Budget \$	Actual \$	Results
2018	21384	\$81,465	\$80,603	Updates to the CETP materials
Success Measures				
<input type="checkbox"/> Describe the desired outcome of the project / measurement of success.				
<p>The measure of success will be increased use of the programs, decreased time spent for training related to specific job functions, cost savings to employers, and increased accessibility to training.</p>				

[Return to List of Funding Requests \(on Councilor Portal\)](#)

[Return to Table of Contents](#)

## Safety and Market Development – Gate 3: Project Details

Project Title: 2020 CETP Modularization Project

Docket #: 22397

### 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 employees of the propane industry, post-secondary educational institutions, and secondary users of propane. This core has a direct effect on the installation, use, and distribution of propane throughout the United States. This concept has been presented and supported at numerous NPGA and state association events. Funding is critical to maintain support of strategic safety and training initiatives through the first half of 2020.

#### 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?

This project would update/create the following programs:

- Intro to the Propane Industry
- Fundamentals of Propane
- Bobtail Operations
- Cylinder Delivery
- Compliance Handbook
- On the Job Training/Skills Handbook

Most of the content will be created from existing CETP training materials. PERC staff and outside subject matter experts will be used for some content creation, as will existing PERC voice over and photo/video assets. PERC's instructional design professional will handle the lion's share of the curriculum and graphics design work. Once completed these materials can be leveraged throughout safety and other training programs on a national and state level. Historically these are some of the most popular educational programs offered by PERC. PERC has successfully created content for many years, and newly added internal resources will greatly enhance the ability to complete this work as planned. Several important safety and training programs already are in production. Any changes to priorities or unforeseen program needs could affect the timeline for completing this project.

#### 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 content will be delivered via the Learning Center and the resource catalog (in the form of on-demand print materials) by field trainers and industry workforce employers. Ongoing training will be provided through train-the-training programs, dedicated trainers conventions, outreach at state association meetings, webinars and specialized training programs leveraged through social media and mobile devices.

#### 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?

Customer service and support for these programs are detailed and funded under Docket #22395 – CETP Program Support.

#### **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?

Most of the content will be created from existing CETP training materials. PERC staff and outside subject matter experts will be used for some content creation, as will existing PERC voice over and photo/video assets. PERC's instructional design professional will handle the lion's share of the curriculum and graphics design work. Swanson Russell will assist with branding and some graphic content. The materials used in this program are typically leveraged in numerous programs throughout the propane markets and can be re-purposed for a variety of market support programs. Well over 13,000 CETP training programs are used throughout the industry annually.

#### **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?

These programs are by their nature safety and educationally related and in most cases are required by a governing authority (NFPA, OSHA, DOT, etc.) so typically cost benefit calculations are not applicable to this project. The anticipated cost benefits to this program are:

- Reduced time spent in required classroom training
- Reduced cost of digital vs. print materials
- Reduced number of expensive classroom training sessions
- Standardized field training
- Improved safety and reduced incidents
- Improved employee on-boarding and retention

Once the programs are completed there can be substantial evaluation comparing metrics on the new system vs. the previous method. Using actual usage data, an in-depth savings calculation can then be performed.

#### **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."

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Risk Resolution and/or Contingency Plan(s)</b>
Conflicting priorities for internal resources	Medium	Delayed delivery time frame	Priority of project maintained, additional vendor support if necessary
Code/Regulatory changes	Low	Additional revisions	Research possible code changes, utilize NPGA code resources
Integrating new programs into existing materials	Medium	Industry confusion	Significant industry outreach on project, communication of overall plan

#### **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.

Media	Unit Measure	Approximate Cost
Voice Over	hour	\$190
Illustrations	each	\$125
Photography	each	\$300
Video	shooting hours	\$4,600
SME hours	hour	\$125
Outside developers	hour	\$300
Travel	person/trip	\$1,500

Intro to the Propane Industry	\$67,370.00
Fundamentals of Propane	\$34,760.00
Bobtail Operations	\$179,040.00
Cylinder Delivery	\$105,440.00
Compliance Handbook	\$33,880.00
OJT/Skills Handbook	\$39,880.00
Additional dollars for location shooting	\$25,000.00
<b>2020 Budget Total</b>	<b>\$485,370.00</b>

See attached budget for time estimates and hourly rates.

#### 9. Timeline

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

Activity	Start date	End date	Staff responsible
Formal project plan for each module	Jan 25th	Feb 15th	Emily Wood / Lyndon Rickards
Storyboards / outlines for each module	Feb 1st	March 15th	Emily Wood / Lyndon Rickards
Curriculum approved for each module	Feb 1st	April 15th	Emily Wood
Outreach communications plan finalized	March 1st	April 1st	Pat Hyland
Graphics and media Elements approved	March 15th	May 1st	Emily Wood / Lyndon Rickards
Curriculum completed	April 15th	June 1st	Emily Wood
Graphics and media Elements completed	May 1st	July 1st	Emily Wood/ Lyndon Rickards
Outreach communications to industry	May 1st	August 1st	Pat Hyland
Final deliverable for each program	Jan 25th	August 1st	Emily Wood/Lyndon Rickards

#### 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
Number of programs taken	Learning Center uses	12/31/2020
Time spent training for job tasks	Hours of training	12/31/2020
Increase industry use of training materials	Number of active users of programs	12/31/2020
Market Outcomes	Metrics	By When
Increased usage of S&T programs	Number of programs used vs. historical	12/31/2020
Decreased training time	Actual hours of training per course	12/31/2020

### 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?

Vendors will be used on an as-needed basis, mainly support for graphics, photography, illustrations, and related items. The majority of the curriculum and storyboard development will be done with staff resources. Swanson Russell likely will be used for video and photography, but other vendors can be used depending on the specific needs, location, and cost. Swanson Russell is a proven vendor that is knowledgeable of PERC's needs and requirements. The budget was established for this proposal by determining the anticipated needs of each individual program and not by specific vendor proposals due to the likelihood of using multiple vendors.

Budget Proposal for 2020

Media	Unit Measure	Approximate Cost	Intro to the Propane Industry	Fundamentals of Propane	Bobtail Operations	Cylinder Delivery	Compliance Handbook	OJT/Skills Handbook
Voice Over	hour	\$ 190.00	3	4	6	6	2	2
Illustrations	each	\$ 125.00						48
Photography	each	\$ 300.00	60	80	120	120	40	40
Video	shooting hours	\$ 4,600.00	8		24	8		
SME hours	hour	\$ 125.00	60	80	120	120	40	100
Outside developers	hour	\$ 300.00			40	40	40	
Travel	person/trip	\$ 1,500.00	3		3	3	3	6
	Total Hours		134	164	313	297	125	196
	Total Costs		\$ 67,370.00	\$ 34,760.00	\$ 179,040.00	\$ 105,440.00	\$ 33,880.00	\$ 39,880.00
Notes			Additional dollars for location shooting		\$25,000		Big	12 pages + 100s 1/job
2020 Budget			\$485,370					

	2020	2021	2022
	14	17	18
1	Intro to the Propane Industry	R&SC Layout/Design Tasks	DOT Cylinder Tasks
2	DOT	Container Installation	ASME Tank Tasks
3	OSHA	R&SC Vapor Systems Install	All Things Evac
4	Fundamentals of Propane	Interior VDS Design	CSR
5	Bobtail Operations	Interior VDS Installation	Injury Prevention
6	Cylinder Delivery	R&SC Startup Tasks	Safety Meeting Series
7	Compliance Handbook	All Things Testing	Cylinder Requalification
8	OJT/Skills Handbook	Crane Training	IVS- Large Equipment
9	NEW: Fundamentals of Liquid Transfer	Tank Trailer Tasks	Basic Appliance Service
10	NEW: B&I Plant Operations	Transport	Advanced Appliance Service
11	NEW: B&I Plant Maintenance	Rail and Intermodal	Basic Electricity
12	Dispensing Propane Safely	Dispenser Operations	ILS-Large Equipment
13	DONE: Plumber / HVAC	FSA Handbook	Consumer Safety Education
14	DONE: Commercial CSE	O&M Handbook	G.A.S. Check
15		Cathodic Theory	Industry Feedback
16		Static Electricity	
17		Propane Emergencies	
18		Refresher Training	