

Safety and Market Development – Gate 3: Executive Summary

Applicant Information	Docket Number: 22494
Project Title: 2020 Workforce Outreach Support	
Lead Vendor: Bridget Kidd	Title: SVP, Industry Relations
Organization: Propane Education & Research Council	
Email: bridget.kidd@propane.com	Telephone: 202-452-8975
Amount Requested: \$250,000	Total Project Cost: \$250,000
Other Funding Organizations/Amounts: n/a	
Start Date: 05/01/2020	End Date: 12/31/2021
PERC Team Leader: Bridget Kidd	
Additional Vendors: Swanson Russell, NPGA	Contact information: Sarah Bisbee, Mike Caldarera

Executive Summary (completed by PERC staff)

Project Summary

- ☐ Describe the proposed product or idea, its importance, its benefits, and the market and/or audience it serves. Briefly outline the scope of work. If applicable, describe the key messages and deliverables, including who, what, where, and how they are delivered. Please limit response to 500 words.

The 2020 Workforce Outreach Support docket will include activities to support increased awareness and education on the benefits of the propane industry as a viable career choice for students, veterans, and individuals transitioning careers.

This project will focus on creating awareness of the propane industry as a viable career choice for several segments of the potential workforce (students, veterans, and those transitioning) through partnerships with states and marketers and creating the tools and resources to best implement the program at a local level. The three key elements of the program will be:

1. Development and deployment of a manual on how to use programs and resources that are available from PERC and NPGA.
2. Creation of an awareness campaign to drive prospective students to propane.com and the related resources and job boards.
3. Conduct research on the totality of employment opportunity in the propane industry for technicians, drivers, CSRs, etc.
4. Creation of a virtual workforce outreach summit to identify key issues facing the industry, identify subject matter experts, and establish a monthly webinar series. Should there be enough interest, this could be transitioned to an in-person meeting.

The preliminary messages of this program are to encourage prospective employees to consider the propane industry for employment and education. Secondly, this program will strive to encourage and enable state entities and marketers to engage in outreach activities to promote the propane industry and build relationships to increase recruitment and retention opportunities.

Strategic Importance

- ☐ Describe how this initiative supports PERC's strategic plan.
- ☐ Describe how this initiative is important to the propane industry.

The PERC 2020-2022 Strategic Plan identifies workforce outreach as a key priority. Specifically, the plan calls for PERC to develop professional, informed, and skilled workforce and trade allies through world-class safety and technical training. This is to be completed through three key areas: Propane Industry Workforce Safety & Sales Training, Workforce Outreach, and External Market (trade allies) Training.

Budget Impact

Category: Workforce Outreach				Year Total: \$800,000
YTD Remaining: \$800,000				Remaining if Funded: \$0
Three Year Funding History for Similar Dockets				
Year	Docket	Budget \$	Actual \$	Results
2019	21740	\$500,000	\$455,000	10 pilot programs
2019	21547	\$250,000	\$250,000	Videos, content, landing page, resources.
Success Measures				
<input type="checkbox"/> Describe the desired outcome of the project / measurement of success.				
Success of this program will be determined by the results of the survey of program users, the number of participants in the virtual summit(s), the distribution of manuals, and the delivery of a report on employment in industry.				

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Safety and Market Development – Gate 3: Project Details

Project Title: Technical School Grant Program

Docket #: 22494

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 need for assistance in recruiting, retaining, and creating momentum around the opportunity for employment in the propane industry continues to be a challenge voiced at the state and regional level. However, the areas where the most traction and success are realized has been in those locations with the programs that drive local engagement.

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 program will be moderately difficult to execute. The creation of materials and content will not be difficult as we will leverage the lessons learned from the pilot program with states and the efforts we've made in other areas. Marketer and state adoption and execution at the local level will continue to be the biggest challenge as the commitment of resources (time and financial) can often be more than anticipated.

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?

PERC will primarily use digital platforms for each of the components of this program. Utilizing printed resources and facilitating individual programs at in-person meetings (state/regional) and with various partners (schools, workforce boards, NPGA) will still be critical to success.

These requirements will differ based on program component:

1. Workforce outreach manual: will be developed in printed and digital formats. The tool will be promoted through the normal PERC communications channels and be made available at state and regional meetings. This will be promoted in partnership with NPGA, state entities and individual marketers.
2. Use previously created resources like videos and narratives to develop creative resources to deploy a digital awareness campaign to be leveraged at the state and local level. This campaign would drive potential employees to <https://propane.com/about/careers/> which also links to propane industry job boards like LPGasJobs, Vets2tech and the RM PGA board.
3. Identify a vendor to assist in quantitatively defining the opportunity for employment in the propane industry for each job category: service technician, delivery driver, transport driver, CSR, etc. This

information is helpful for work at the state level with workforce boards and at the national level with entities like DOL.

4. The Virtual Workforce Summit will allow important information and best practices to be shared with the industry on an ongoing basis. These webinars and related materials would be stored to be shared and viewed by individuals beyond the original meeting time.

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?

PERC staff will continue to support the efforts of those marketers and states that are interested in leveraging these resources. Staff time will be required to coordinate the Virtual Summit, but that will be conducted internally. Our agency will deploy the awareness campaign with the opportunity for partnerships at the regional and local level.

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?

Internal strengths through working with state associations, Swanson Russell, the Market Development and Outreach and Safety and Technical Training Working Groups, and NPGA will be essential to the effective development and deployment of this program.

The strength of this program lies in the lessons learned and the content previously created through other programs like the states' pilot program and the workforce outreach program. This program will continue to leverage the Propane Can Do That Campaign, propane.com, and relationships developed at the state level.

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?

The benefits of this program exceed the cost, as the upfront costs will allow for many other programs and partnerships to be leveraged far outside of the purview of PERC. Better enabling marketers and state entities to learn best practices, engage in activities at a local level, and build lasting relationships will provide an ROI that will exceed the \$250,000 investment.

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)
Lack of engagement and use of resources.	High	High	Partnering with state entities to incorporate board and leadership priorities.
Uncertainty of PERC's role beyond creating resources and tools.	High	Low	This would have low impact on the program, but high impact on reputation and relationships.

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.

1. Development and deployment of a manual on how to use programs and resources that are available at PERC and NPGA--\$70,000.
 - a. Overview:

- i. This manual will provide a unique location for a comprehensive overview of best practices, and “how to’s”. This would be available online and in hard copy.
 - ii. Estimate includes development, production and deployment of the tool.
2. Creation and deployment of an awareness campaign to drive prospective students to propane.com and the related resources and job boards--\$130,000.
 - A. Overview
 - i. PERC will be developing its own outreach program to create awareness of the opportunities for employment within the propane industry. The campaign will drive traffic to CareersInPropane.com to learn more about the different job opportunities and to find available jobs.
 - ii. Targeted outreach will be mainly digital and will target job seekers that are looking for technical/skilled jobs or are looking for on the job training opportunities.
 - iii. As part of this campaign, PERC will develop resources for marketer and state execs to use to promote available jobs on their own. This guide should outline the resources available and encourage them to use them to enhance their own workforce outreach efforts.
 - iv. Resources could include digital ads, social ads/posts, and a print ad (all customizable)
3. Conduct research on the totality of employment opportunity in the propane industry for technicians, drivers, CSRs, etc.-- \$40,000.
4. Creation of a virtual workforce outreach summit to identify key issues facing the industry, identify subject matter experts, and establish a monthly webinar series. Should there be enough interest, this could be transitioned to an in-person meeting--\$10,000.

9. Timeline

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

- Develop a plan for the creation of resource manual. (Dependent upon NPGA creation of apprenticeship program tools/resource for implementation.)
 - Due 06/15/2020; led by Bridget Kid
- Develop a Communications Plan for the deployment of the resource manual.
 - Due 07/01/2020; led by Paula Wilson
- Work with SR to develop a media strategy for outreach and awareness campaign.
 - Due 05/01/2020; led by Elena Scott
- Develop a calendar of speakers for the workforce outreach virtual summit.
 - Due 05/01/2020; led by Bridget Kidd
- Develop a communications plan to notify the industry of the availability of the virtual summit.
 - Due 06/01/2020; led by Pat Hyland
- Begin Virtual Summit
 - Due 07/01/2020; led by Elena Scott

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
Survey program users to measure effectiveness and usage of resources.		12/31/2021
Participants in virtual summit	# of individual	12/31/2021

Market Outcomes	Metrics	By When
Distribution of manuals	500	12/31/2021
Participation on Virtual Workforce Outreach Sessions	500	12/31/2021
Final Report on employment in industry	1 national, 5 regional reports	12/31/2021
Awareness campaign	1,000 visits to landing pages for job boards	12/31/2021
11. Partner Selection <ul style="list-style-type: none"> <input type="checkbox"/> What was the basis for selecting the recommended contractor? <input type="checkbox"/> If the basis for selection is not via a competition, describe the unique qualifications this vendor possesses. <input type="checkbox"/> For time and material work arrangements, list or attach the Principal Hourly Rates and the basis used to determine that the rates are competitive. <input type="checkbox"/> How will matching funds be verified? 		
Swanson Russell is our lead communications agency.		