

Safety and Market Development – Gate 3: Executive Summary

Applicant Information		Docket Number: 22495	
Project Title: Technical School Grant Program			
Lead Vendor: Bridget Kidd		Title: SVP, Industry Relations	
Organization: Propane Education & Research Council			
Email: bridget.kidd@propane.com		Telephone: 202-452-8975	
Amount Requested: \$400,000		Total Project Cost: \$400,000	
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		Contact information: Sarah Bisbee	

Executive Summary (completed by PERC staff)				
Project Summary				
<input type="checkbox"/> 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.				
This program would provide up to \$10,000 grants to upgrade and expand the labs of technical schools and career centers interested in teaching propane curriculum to current and future students. Additionally, this program will provide the marketing and communications support necessary to promote the program.				
Strategic Importance				
<input type="checkbox"/> Describe how this initiative supports PERC's strategic plan.				
<input type="checkbox"/> 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 lies solely in the installation of propane equipment and tools in classrooms across the country where propane curriculum is being incorporated and certifications are being sought.				

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Safety and Market Development – Gate 3: Project Details

Project Title: Technical School Grant Program

Docket #: 22495

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 audience for this program includes educational institutions and career centers (vo-tech schools, community colleges, etc.) that are willing and able to expand curriculum to include propane specific material and hands on resources. This audience has a national reach, as the need to introduce students to propane curriculum and appliances is applicable.

This concept is based on the success of the Pilot Program (Docket 21740) and the working being done with NC TECH and other technical schools in NC, AL, and GA. Limited budgets of institutions creates an opportunity for industry partnership. For propane to get back into schools, financial resources are required.

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?

The only content required will be a final lab list, promotional materials, and contracts. That content will be finalized with the help of the Joint Workforce Outreach task force. There's a very low level of difficulty in creating and finalizing this content.

Once the program is launched. Post communication and promotional content will be developed to showcase the opportunity and experience of the recipients.

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?

Content will be delivered to the propane industry through state entities (PERCs/PERFS) and normal PERC & NPGA Communications channels. PERC will provide a guide for this program in the overall user manual for the industry. Potential recipients will become aware of this program through partnership with states, local marketers, and digital communications.

Possible challenges will be the time it will take to make partnerships and install equipment. Local relationships will be critical for this program. However, the success of previous programs should help minimize any potential apathy.

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?

A PERC Staff person will be assigned as the liaison between applicants and states to provide general customer service. PERC will also leverage relationships with OEMs to provide support in connecting recipients with products for installation.

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 project will directly leverage the results, lessons learned, and project scope of previous programs. This should allow minimal upfront challenges. By partnering with schools, state entities, marketers and PERC, this program will allow for great PR opportunities, continue to fill the gap between trained employees and placement with propane companies.

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?

This program will provide direct benefit to the local industry by providing trained students who could become future employees. Additionally, even if the students do not become employees, the program will continue to generate awareness and advocates of propane across the country who may become employed by allied trades (plumbing, HVAC, general contractors) or future users of propane.

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 interest	Low	High	Working with state entities to encourage personal relationships and outreach should minimize any lack of interest.
Too much interest	High	High	Funding is limited, so ensuring the propane industry and potential applicants are aware of the limitation and creating a sense of urgency for application is critical.

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.

\$350,000—direct funding for grants of up to \$10,000. Grant totals will be based on how much equipment is placed.

\$50,000---communications and marketing content. Will include contracts, promotional content, and post-grant videos and materials to highlight success.

9. Timeline

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

Finalize Lab list (Bridget/Elena)	6/1/2020
Finalize Contract (John K)	6/15/2020
Develop Communications Plan (Bridget)	6/15/2020
Begin accepting applications (Elena)	7/1/2020
Close applications (Elena)	12/1/2021

Measurement and Evaluation (Completed by PERC staff and applicant)		
10. Project metrics		
<input type="checkbox"/> 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
Lab List	Completion	6/1/2020
Promotional Materials & Contracts	Completion	6/15/2020
Grants Distributed	# of programs	12/31/2021
Number of students trained on curriculum	# of students	12/31/2021
Number of individuals seeking certification	# of certifications	12/31/2021
Market Outcomes	Metrics	By When
Grants disbursed	30	12/31/2021
PERC Curriculum adopted at schools	35	12/31/2021
Propane Industry reps identified for schools	35	12/31/2021
11. Partner Selection		
<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?		
<p>PERC will primarily work with Swanson Russell for content creation and handle the contracting and financial disbursement internally.</p> <p>OEM partnerships will be based on PERC relationships and local recommendations based on availability of training, service, and ease of use.</p>		