



# Docket 22933: 2021 Workforce Outreach Support

## Propane Education & Research Council

### APPLICANT INFORMATION

**Lead Vendor:** Bridget Kidd, Senior Vice President, Industry Relations  
**Organization:** Propane Education & Research Council

**Email:** bridget.kidd@propane.com  
**Phone:** 202-452-8975

**Amount Requested:** \$ 210,000  
**Total Project Cost:** \$ 210,000

**Other Funding Organizations/Amounts:** \$ 0 -

**Start Date:** 01/01/2021  
**End Date:** 12/31/2021

**PERC Team Leader:** Elena Scott

**Additional Vendors:** Swanson Russell

### EXECUTIVE SUMMARY

#### 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.*

This project is a continuation of the 2020 Workforce Outreach docket and related programs and will continue to 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 out of school) 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 Develop a School Educational Kit that states & marketers can use when volunteering/presenting to students in order to educate them about a future in the propane industry.
- 2 Develop a paid media campaign to promote propane industry opportunities to prospective job seekers.
- 3 Creation of a workforce outreach webinar series 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.

#### 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 and Three-Year History for Similar Dockets**

- *Provide the budget market & activity this project will be impacting.*

**Category:**

Cross-Market > Industry Supporting Activities

**Year Total:**

\$2,051,000.00

**YTD Remaining:**

\$1,876,000.00

**Remaining if Funded:**

\$1,716,000.00

Year	Docket	Budget \$	Actual \$	Results
2019	21740	\$500,000.00	\$455,000.00	10 pilot programs
2019	21547	\$250,000.00	\$250,000.00	videos, content, landing page, resources
2020	22494	\$250,000.00	\$188,737.00	Apprenticeship Guide, Media ads/awareness campaign

**Success Measures**

- *Describe the desired outcome of the project / measurement of success.*

Success will be measured by the number of states participating in the School Educational Kit program, including the use of kits and promotion of resources; the number of visits to the program pages on/through propane.com; the number of webinar registrants; and the successful delivery of employment reports.

## Detailed Business Case

### 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. This project continues to be monitored, discussed, debated, and analyzed by the Workforce Outreach Project team of the PERC Advisory Committee.

### 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. All resources and content created will be reviewed and approved by the Project Team before finalized.

### 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. School Educational Kits will be developed in printed and available in digital formats. The tool will be promoted through the normal PERC communications channels and be made available to state entities.

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 state/region specific PGA boards.
3. The Virtual Workforce Webinar Series 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.

### **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 webinar series, but that will be conducted internally. Our agency will deploy the awareness campaign with the opportunity for partnerships at the regional and local level. Progress will be monitored and programs modified based on project team feedback.

### **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.

### **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 investment.

## 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

## 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. Develop a paid media campaign to promote propane industry opportunities to prospective job seekers.- \$100,000
2. Develop and production for the School Educational Kits that states & marketers can use when volunteering/presenting to students in order to educate them about a future in the propane industry.- \$100,000
3. Webinar series support- \$10K

## Timeline

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

- Deploy media ads across chosen channels and collate monthly reports - Due 12/31/2021 ; led by Elena Scott
- Develop a Communications Plan for the deployment of the SE kits to State Associations.- Due 07/01/2020; led by Paula Wilson
- Develop a calendar of speakers for the workforce outreach virtual series.- Due 03/01/2021; led by Bridget Kidd
- Develop a communications plan to notify the industry of the availability of the virtual series.- Due 03/01/2021; led by Elena Scott
- Begin Virtual Series - Due 03/03/2020; led by Bridget Kidd

## MEASUREMENT & EVALUATION

### 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 (Date)
state association adoption of School Ed. kits	20	12/31/2021
awareness campaign	1,000 visits to landing pages for job boards	12/31/2021
participation in workforce outreach webinar series	150 registrations/webinar	12/31/2021

### 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?*

Swanson Russell is our lead communications agency on this project.