

2023-2025 Strategic Plan

ASPIRATION STATEMENT:

INCREASE USES AND USERS.

2023–2025 PERC STRATEGIC PRIORITY

▶ DEVELOP PROFESSIONAL INDUSTRY AND ALLIED PARTNER EMPLOYEES THROUGH WORLD-CLASS SAFETY TRAINING AND EDUCATION.

The propane industry needs a pipeline of trained employees to fill the void of drivers and service technicians.

1. *Quantify the total number of employees in the propane industry and establish a projection for needs in the next two to five years.*
2. *Boost awareness of propane career opportunities and deliver 500 viable candidates for job openings in 12 months and 1,200 through year three.*
3. *Establish a pipeline of educated job candidates who could become industry employees - or advocates for propane in their careers - by placing propane-based curriculum in 25 schools with trained instructors within 12 months (may include Autogas training in year two).*
4. *Continue adding relevant content to The Learning Center and evaluate user satisfaction and outcomes.*
5. *Conduct research to identify/quantify industry workforce needs.*
6. *Implement strategy to incorporate curriculum into established industry and related programs.*
7. *Continue awareness campaigns to drive potential employees to employers.*

METRICS:

- Increase the number of unique industry users of The Learning Center to 55% by the end of 2022, and to 75% by the end of 2023, based on a total population of 65,000 potential users.
- Starting in 2022, non-industry users of The Learning Center should increase annually by 3,000 unique users.
- Achieve quarterly user survey results with an average overall satisfaction rating of satisfied or higher of 85% (rating: very unsatisfied, unsatisfied, satisfied, very satisfied).

▶ IMPLEMENT A MARKET STRATEGY THAT PARTNERS PROPANE WITH COUNTER-SEASONAL DEMAND FOR BTUs AND GROW TOTAL PROPANE MARKET SHARE.

U.S. propane demand is flat relative to natural gas and electricity. The fragmented nature of the propane industry and the seasonality of the business further compound the ability of the propane industry to capture market share of energy usage.

1. *Assess current projects to calculate demand projections to identify gaps and priorities.*
2. *Align commercialization pipeline strategy to achieve counter-seasonal demand goals.*

METRICS:

- Increase demand by 25% to 250MB/day of demand from 200MB/day; compete for BTUs and grow total propane market share in the winter by 6% from 850MB/day to 900MB/day.
- This will increase the overall US demand to a yearly average of 575MB/day or 9.5%.

▶ INCREASE PROPANE'S VOICE IN THE NATIONAL ENERGY CONVERSATION, EDUCATE CONSUMERS ABOUT PROPANE'S ENVIRONMENTAL BENEFITS, AND ENSURE ITS ROLE AS AN ALTERNATIVE ENERGY IN THE NATION'S WIDE PATH TO ZERO EMISSIONS.

Most consumers don't understand the complexity of the current energy transformation, nor the time and cost required to replace our electric infrastructure. They are unaware that propane is one of the clean energy options that partners with other energies on a wide path to zero emissions. Consumers don't know that propane offers the opportunity to immediately reduce emissions rather than waiting for the electric grid to be made clean and reliable, moreover, that those benefits will be enhanced by expanded availability of renewable propane.

1. *Operate an integrated messaging approach across all market segments as part of a broader consumer education program promoting propane's role in a wide path to zero emissions.*
2. *Educate propane industry members about propane's environmental benefits.*
 - *Environmental Impacts: Propane vs. Other Energies*
 - *Builders, Propane, and the Environment*
 - *Renewable Propane and the Environment*
3. *Assertively challenge incorrect data about propane and propane-powered equipment through the use of data-focused, rapid response communication efforts.*
4. *Educate thought leaders about propane and engage those who are propane advocates to share the benefits of propane with their followers and colleagues as part of the Environmental Thought Leadership program.*

5. Leverage resources and partnerships to positively impact the perception of propane as a low-carbon energy.

METRICS:

Increase consumer awareness, positive perception, and likelihood of consumers to use and professionals to specify propane.

2023–2025 PERC STRATEGIC PRIORITY

▶ EDUCATE THE PROPANE INDUSTRY ABOUT AVAILABLE PROPANE AUTOGAS EQUIPMENT, GROW THE SERVICE NETWORK, AND FACILITATE THE SALE OF UNITS.

The industry lacks knowledge and confidence in the availability of equipment and service networks to adopt autogas in its own fleets, which impacts growth beyond our industry.

- 1. Identify a qualified service company to service each engine platform in each of the eight PERC regions.**
- 2. Commercialize the Cummins 6.7L engine.**
- 3. Form partnerships with truck body builders.**
- 4. Develop a network for service and outreach.**
- 5. Establish criteria for identifying qualified dealers around the country and determine strategies to help dealers increase propane sales.**
- 6. Identify existing propane providers using Autogas vehicles in their fleet and leverage their support to increase confidence among other industry members.**
- 7. Drive awareness through external market (trade allies) training.**

OVERALL METRICS:

See 500 propane vehicles purchased by propane companies in the next 12 months.

▶ SHARE OF US ENERGY DEMAND 2020-2021

Sector	Energy Source	2020		2021		
		Gallons Propane Equivalent	% of Market	Gallons Propane Equivalent	% of Market	Difference from year prior
Agriculture	Propane	978,232,887.33	11.70%	942,172,279	11.68%	-0.03%
	Natural Gas	763,381,339.47	9.13%	760,710,998	9.43%	0.30%
	Diesel/Heating Oil	3,725,246,709.86	44.57%	3,522,489,599	43.66%	-0.91%
	Electricity	1,395,748,518.24	16.70%	1,385,883,187	17.18%	0.48%
	Gasoline	1,304,300,131.55	15.61%	1,282,515,989	15.90%	0.29%
	Wood/Biomass	190,846,535.23	2.28%	174,077,536	2.16%	-0.13%
Commercial	Propane	2,198,358,673.01	2.27%	2,372,505,584	2.28%	0.01%
	Natural Gas	39,212,153,896.34	40.50%	41,870,167,481	40.19%	-0.31%
	Diesel/Heating Oil	3,271,525,188.65	3.38%	3,307,180,342	3.17%	-0.20%
	Electricity	52,139,382,249.03	53.85%	56,629,519,370	54.36%	0.51%
Cylinder and Exchange Gallons	Propane	325,543,333.21	100.00%	369,855,382	100.00%	0.00%
Industrial	Propane	262,644,296.00	0.09%	257,552,146	0.09%	0.00%
	Natural Gas	122,568,129,775.30	41.97%	125,371,845,494	42.69%	0.72%
	Diesel/Heating Oil	8,846,504,865.07	3.03%	8,613,395,633	2.93%	-0.10%
	Electricity	38,000,086,947.73	13.01%	39,183,234,934	13.34%	0.33%
	Gasoline	1,908,779,211.68	0.65%	1,958,146,919	0.67%	0.01%
	Other	102,260,912,500.48	35.02%	100,375,695,667	34.18%	-0.84%
	Wood/Biomass	18,179,230,443.04	6.23%	17,940,915,444	6.11%	-0.12%
Internal Combustion	Propane	589,138,318.61	0.23%	680,187,888	0.25%	0.02%
	Natural Gas	13,006,005,799.94	5.08%	14,270,376,413	5.25%	0.17%
	Diesel/Heating Oil	73,387,073,423.51	28.66%	76,027,222,743	27.98%	-0.68%
	Gasoline	169,055,096,171.04	66.03%	180,706,432,066	66.51%	0.49%
Residential	Propane	5,086,467,571.42	7.74%	4,923,945,321	7.73%	-0.01%
	Natural Gas	42,425,379,186.95	64.52%	40,929,127,653	64.23%	-0.29%
	Coal/Coke	37,009,942.64	0.06%	36,978,880	0.06%	0.00%
	Diesel/Heating Oil	4,834,848,614.59	7.35%	4,523,895,554	7.10%	-0.25%
	Electricity	7,051,532,473.10	10.72%	7,070,059,465	11.09%	0.37%
	Solar	232,205,464.54	0.35%	233,576,054	0.37%	0.01%
	Wood/Biomass	6,085,717,753.81	9.26%	6,006,325,704	9.43%	0.17%
Total Energy Use	Propane	9,440,385,080	1.31%	9,546,218,600	1.29%	-0.03%
	Natural Gas	217,975,049,998	30.30%	223,202,228,038	30.09%	-0.21%
	Diesel/Heating Oil	94,065,198,802	13.08%	95,994,183,871	12.94%	-0.13%
	Electricity	98,586,750,188	13.71%	104,268,696,956	14.06%	0.35%
	Gasoline	172,268,175,514	23.95%	183,947,094,974	24.80%	0.85%
	Other	102,260,912,500	14.22%	100,375,695,667	13.53%	-0.68%
	Solar	232,205,465	0.03%	233,576,054	0.03%	0.00%
	Wood/Biomass	24,455,794,732	3.40%	24,121,318,685	3.25%	-0.15%