



Docket 24832: 2025 Propane Construction Research and Data Collection Program

Propane Education & Research Council

APPLICANT INFORMATION

Primary Contact: Bryan Cordill, Director of Residential and Commercial Business Development
Email: bryan.cordill@propane.com

Amount Requested: \$ 2,250,000

Start Date: 03/01/2025

Organization: Propane Education & Research Council

Phone: 202-452-8975

Total Project Cost: \$ 2,250,000

End Date: 03/31/2026

EXECUTIVE SUMMARY

Funding Request Priority Area

Research and Technical Investigation

Project Summary

- *Briefly describe the proposed product or idea, its importance, its benefits, and the market and/or audience it serves. Briefly outline the scope of work.*

The 2025 Propane Construction Research and Data Collection Program will gather data from builders on homes built or remodeled in 2025. This data will include a comparison of the carbon dioxide (CO₂) emissions of propane-powered homes and their all-electric counterparts. The comparison will determine whether high-efficiency propane appliances continue to have lower CO₂ emissions than electric alternatives. The program allows PERC to compile data from across the nation and demonstrate the carbon reductions and other environmental benefits of these homes. This data is not available from any other source. This year's program will continue to use the Applicant Processing Portal developed in 2021, which is proprietary to PERC. The portal provides a secure environment for builders to submit data and for PERC to manage and analyze the data. Changes to this year program include a minimum of two (2) propane appliances in each project, eliminating regional bonuses. There will still be a remodeling bonus of \$500 for replacing oil fired or electric powered equipment with new propane powered appliances. Builders can still receive up to \$1000 for each new project they complete.

Strategic Importance

- *Describe how this initiative supports PERC's strategic plan including the strategic pillars.*
- *Describe how this initiative is important to the propane industry.*
- *Describe how this initiative helps achieve PERC's aspiration to increase uses and users.*
- *Explain why this docket is critical to achieving your goal.*

This project is aligned with PERC's strategic pillar of increasing propane's voice in the national energy conversation, educating consumers about propane's environmental benefits, and ensuring its role as an

alternative energy source in the nation's path to zero emissions. Further the program also meets the goal of growing propane users.

DETAILED BUSINESS CASE

Scope–

- *List the activities paid for by this docket only (research, consultants, sponsorships, etc.)*

The project provides a stipend to builders to provide data on the appliances installed in the homes they build. Builders can earn up to \$1,000 per home, with \$500 for central heating, including hybrid heat pumps in dual fuel mode, \$300 for water heating, and \$100 for each additional gas appliance or opening installed in the home. A change from prior years is that there must be at least two (2) propane appliances in the home and there will not be regional research bonuses. We will maintain the \$500 bonus for remodel projects that replace oil or electric appliances with propane appliances. Additionally, at the request of the project team, we are shortening the reporting timeline for projects. In the past, builders have had 90 days to complete the data entry on their projects and submit for review. In 2025 we will reduce that to 30 days which still provides adequate time for builders to correct any incomplete or additional information needed for a project.

The Applicant Processing Portal collects data on the location, appliances installed, and other details about projects submitted by builders. Builders can upload payment documents and the portal will capture data from EPAT through direct integration with the tool. The portal calculates and reports real-time data on emissions improvements or increases, appliances installed, operational savings, first cost differential, and other data points that can be segmented by state or region, as well as by builder and marketer participants. Other data points that will be available include home square footage, number of occupants, as well as additional details on multifamily or attached housing.

When builders first log into the Portal, they will be shown a video that will educate them about new products and solutions in the residential construction space. We will work with our OEM partners to continue this effort and highlight new products in 2025. A follow-up survey of builders will measure their willingness to specify these new products.

The results of the 2025 Propane Construction Research and Data Collection Program will be shared through the Business Development activities in meetings with builders, at tradeshow and through market PR and editorial content. Additionally through Residential and Homeowner Marketing and Communications campaigns. These promotions will happen throughout the year. An initial press release will announce the opening of the program to participants. A press release of the previous year's results will also highlight the availability of this program for 2025. The results of this program will be leveraged for earned media opportunities, which could include byline articles, interviews for broader articles, participation in podcasts, and infographics for online and industry use.

The Residential Business Development docket funds all management costs and creative, including maintenance of the portal and API connection to the EPAT. This docket only funds data collection from building professionals.

Vendor Capabilities

- *Does this docket engage external vendors such as research partners, OEMs, Consultants, Subject Matter Experts, PR/Media or Creative Agency Assistance?*

No

Industry Engagement –

- *Does this project require propane industry stakeholders' involvement to be successful?*

Yes

- *How will you engage industry stakeholders?*

The propane industry is vital to the success of the research program. To ensure a geographically broad data set, industry members need to promote the program and encourage their construction customers to participate. Bringing new builders and remodelers into the program will also allow us to collect additional opinions and responses to strengthen the survey results.

Cost/Benefit Analysis –

- *What is the potential impact? (i.e., NPV, new gallons, units sold, persons trained, propane industry resource savings, safety, consumer education, etc.)*
- *What are the potential risks to achieving the impact? (i.e. fuel price; regulatory, environmental, or legislative considerations; propane marketer support)*
- *Are other parties or organizations involved?*
- *For products:*
 - *Provide five-year estimated sales projections for the product (if applicable) and a list of factors that may influence the estimates.*
 - *How many gallons of propane does the product use per unit per year?*
 - *Provide best, worst, and intermediate projection scenarios and describe what variables contribute to each scenario*

This program has many benefits, the primary benefit is an expanded data set. Collecting emissions data, as well as first cost, operating cost, occupancy, size, and other features of the homes, increases the accuracy of the data set. This data can then be leveraged to educate builders on the carbon footprint of their homes and is very valuable for consumer education on emissions from home appliances. Through this education and increased awareness builders are more likely to specify propane appliances and grow the market.

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
New home construction in propane country slows.	Low	High	A dramatic reduction in new home construction would reduce the target audience for this program and limit the ability to collect a full data set. Current economic conditions indicate that this will not be the case, but these are outside our control.
New restrictions on the installation of propane appliances in new construction.	Medium	High	A building code or other legal restriction on the installation of new propane piping or appliances in new construction homes would limit the programs success. Additional promotion to area's not impacted by such a plan would be required.

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.*

We expect to collect data from over 2250 homes across the United States. In 2024 we have seen data submitted from five states that didn't participate in 2023. We expect this program to increase that number by at least four responding states in 2025. Sampling participants' willingness to incorporate emerging products into their homes provides market size data that manufacturers need to determine the release date of those new products. Funds from this docket are only paid for data collection. All other support costs are managed through the Residential Business Development Docket.

Timeline

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

The program will open for applications in March 2025 and will continue as funds allow and data has been collected. March 1, 2026, is the deadline for submitting completed projects. Data collection will then conclude, and data dissemination will begin.

Market

Market – Geographical Reach

- *What is the geographical reach (national/regional?)*

National

Market – Target Audience

- *Who is the target audience?*
- *Why is the target audience important?*

The target audience for this project is residential builders and remodelers. This audience is important because they are key stakeholders in specifying energy choices for new homes.

Market – Market Research

- *Have you conducted market research in support of this project?*

No

Leverage and Synergies

Other audiences–

- *How could the content be used by other markets or industry organizations?*
- *How could the contents be used with other audiences beyond the target audience?*

The data generated by this project is primarily beneficial for the residential market, as it provides valuable insights into energy usage and energy efficiency. However, other industry organizations may find it useful as well. The data is presented in a variety of formats, including tables, charts, and graphs, and can be easily exported for further analysis.

Development Delivery

Delivery – Delivery Channels –

- Describe the distribution channels
- What existing delivery channels will be used?
- Who is responsible for deploying/delivering product?

The Propane Education & Research Council (PERC) delivers the Propane Construction Research and Data Collection Program directly to builders. Builders contribute to the data set through the Application Processing Portal. PERC promotes the program to builders and remodelers through the Business Development Docket at tradeshow and through in-person meetings. Results are delivered through PERC's communication team and shared directly with the industry.

MEASUREMENT & EVALUATION

Project Deliverables and Market Outcomes

- Detail how success will be measured for this project overall and by tactic, what the metric is, and when it will be achieved.

Goal/Milestone	Project Deliverable or Market Outcomes	Metric	By Date	Tied to Payment Y/N	Payment Due upon completion
Increase participation of new builders and new states	Promotion of the research program to expand reach	Participation from builders from 4 states that did not participate in 2024	2026-03-01	No	
Data collection from over 2250 projects	To provide for a varied and accurate data set from across regions, climate zones, and states.	Infographic of results	2026-03-31	No	

Intellectual Property

Who owns the data and or intellectual property generated from this project? Describe:

PERC owns and maintains the data set produced by this project. The data set is a valuable asset that can be used to support future research and development projects.

Is this a new contractor? No

Budget Impact

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

Market & Activity	Amount Requested	Year Total	YTD Remaining	Remaining if Funded
2025 > Residential > Incentivized Research	\$2,250,000.00	\$2,287,500.00	\$2,287,500.00	\$37,500.00

Does this project have a past funding history? Yes

Describe: Yes, the program has demonstrated effective growth and increased participation year over year.

Funding History for Similar Dockets

- Provide a funding history for similar projects, including the project budget, final or current spend, and project results.

Year	Docket #	Project Budget	Project Spend
2024	24226	\$2,500,000.00	\$1,463,147.00

Results: Program is ongoing and will likely distribute all funds.

Year	Docket #	Project Budget	Project Spend
2023	23667	\$2,250,000.00	\$2,088,620.00

Results: Over 1600 homes participated from 25 states and demonstrated a reduction of over 19,000,000 pounds of CO2equivalent emissions.

Year	Docket #	Project Budget	Project Spend
2022	23156	\$1,000,000.00	\$985,739.00

Results: Over 1000 builder projects submitted data and showed a reduction of over 18,000,000 pounds of CO2 equivalent.