



Docket 25003: First Responder Training, Partnership with States

Propane Education & Research Council

APPLICANT INFORMATION

Primary Contact: Elena Bennett, Manager,
Industry Training Programs

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Amount Requested: \$ 1,500,000

Other Funding Organizations/Amounts: \$750,000.00 - **State Entities/State Rebate Funds**

Start Date: 04/01/2025

Additional Vendors: Elevation

Organization: Propane Education & Research
Council

Phone: 202-452-8975

Total Project Cost: \$ 1,500,000

State Entities/State Rebate Funds

End Date: 10/30/2026

EXECUTIVE SUMMARY

Funding Request Priority Area

Training and Education

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.*

First Responders are a vital group that need to understand what to do when called to a possible propane emergency to prevent any harm to property and people. The 2025 Partnership with States Program will provide three tiers of education and training opportunities for state entities to implement in their respective states: Tier One: Marketer and First Responder relationship facilitation, Tier Two: Host training events using the Propane Emergencies Training for Awareness Mission Specific Responders, and Tier Three: Host training events using the Propane Emergencies Training for Operations Mission Specific Responders.

Using the three tiers available, state associations can provide propane marketers with better propane safety education packages and provide continued training opportunities to firefighters, fire police, and emergency personnel who would be the first to a scene in the event of a possible propane related event. This education will teach First Responders how to manage the fire, what to guide people in the area to do, and build better working relationships between the two industries.

Participating state entities will be eligible to receive one PERC dollar for every one dollar of state rebate funding provided. The maximum amount of matching funds available for each state will be determined based on the percentage of total gallons sold as determined by the sales report. PERC and State Rebate funds will be deposited to state rebate accounts for state entities to deploy towards the tiered programs as they determine necessary.

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.*

PERC prides itself on providing world class safety and training education to the industry. Providing accurate information in the most digestible ways to various audiences helps to increase the overall safe use of handling propane. To help the propane industry achieve the goal of keeping safety a priority, this program will offer financial assistance for state entities to assist marketers in their states to build relationships with First Responders and deliver access to potentially lifesaving education should a propane related incident occur.

DETAILED BUSINESS CASE

Scope–

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

The first tier in this program allows state entities to facilitate and foster marketer and First Responder relationships. Eligible expenses in this tier include travel to the First Responders, printed materials, promotion, purchase of props to bring to the first responders, and meals for lunch and learns.

The second tier allows for state entities to host training events using the Propane Emergencies Training for Awareness Mission Specific Responders curriculum. Funding can be matched for purchasing a hydrometer (about \$1,200 plus \$1,000 for the travel case), a forklift cylinder cutaway, a 20lb cutaway cylinder, other props as determined necessary for training as determined by the state entity or their designated trainer, funds for promotion, printed materials, meals, travel, and/or trainers' fees.

The third tier allows for state entities to host training events using the Propane Emergencies Training for Operations Missions Specific Responders curriculum. Funding can be matched for reimbursement of fuel provided for live burns, hiring trainers' fees, purchasing a hydrometer, promotion, leak mitigation props, and/or gas detectors and a calibration canister. Gas detectors and calibration canisters may be left with fire departments after training to encourage safe and continuous use.

Vendor Capabilities

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

Yes

- *Describe any external vendor's capabilities (if engaged) to produce work that is paid for by this docket. This section should not describe PERC staff nor the project lead's role. Who is responsible for creating deliverables – content/research/data/etc.? What's the review process and who is involved? List any external agencies or outside organizations that will be utilized and identify the purpose for which they will be needed*

Potential partners include Cinecraft, Vetter Solutions, or other trusted PERC contractors, along with the partnership with the IAFC. These are all trusted and vetted partners that will help create safety specific resources for all three tiers described in this program. PERC's creative agency, Elevation, will help in creating marketing materials for the state entities and marketers to use These materials might include:

- oA resource to explain the fundamental safety elements for first responders to know, such as a 101-level presentation.
- oAn email template for marketers to use/customize for promoting training classes that will be offered through their state entity or online.
- oA brochure for states/marketers on the two in-person class options.
- oA landing page on propane.com or The Learning Center to provide a central location for the training elements available for them to use.
- oIn-person Propane Emergencies PowerPoints for both the Awareness and Operations for Mission Specific Responders curricula.
- oIn-person Propane Emergencies "student" documents for both the Awareness and Operations for Mission Specific Responders curricula.

- oUpdated Propane Emergencies marketer outreach toolkit.
- oPropane Emergencies program instructor toolkit.
- oFirst responders culminating classroom training instructor toolkit.
- oA list of props needed for training: CGI, gas meter, hydrometer, flare kit, cutaways.
- oExplainer piece on Pro-Board Prep: First Responders must pass the two Propane Emergencies courses on IAFC's website, then they sign up for an 8-hour hands-on Pro Board prep session, then take the exam. Provide information on how to sign up for the pro-board class/exam.

The PERC safety team will work with Elena to review content for accuracy.

Industry Engagement –

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

Yes

- *How will you engage industry stakeholders?*

This program is specifically for state entities and the marketers in their state. They will receive ample communication via email, webinars, and previously established monthly state zoom calls on the options available to them as part of this program, relevant resources for the tiers chosen, and any other follow-up needed to make their training events and outreach a success.

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:*
 - o *Provide five-year estimated sales projections for the product (if applicable) and a list of factors that may influence the estimates.*
 - o *How many gallons of propane does the product use per unit per year?*
 - o *Provide best, worst, and intermediate projection scenarios and describe what variables contribute to each scenario*

These funds will be used to amplify existing and new PERC safety messages and training to engage the industry with crucial community allied partners. A broad national effort supported by local state engagement increases our reach and frequency of messaging.

While direct gallon sales are not attributed to this project, this campaign will make the industry, consumers, and communities safer. The perception of propane as a safe fuel ultimately makes customers more receptive to messages and efforts to purchase and adopt propane.

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
Low State Participation	Low	Low	If there is low participation by the states, fewer First Responders will receive propane-specific training from the industry on how to handle propane in emergency situations, leading to a higher risk of mishandling during a propane related incident or accident.
Emergency happening and taking away training event attendees	Medium	Medium	Low Event Participation Due to the Nature of the Attendees' Job: Emergency situations are unpredictable. Given that First Responders, the event attendees, are typically on call 24/7, there is always a chance that state held events may have low attendance due to attendees being taken away for unforeseen circumstances. This will cause a loss of funds available to that state entity and fewer trained First Responders.

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.

PERC match: \$750,000

State Funds: \$750,000

Resources updated and developed will be created out of separate industry docket funds.

Unused state campaign matching funds from PERC will be reevaluated in twelve months, and any unused funds will be distributed based on predetermined allocations.

Funds that have already been dispersed for First Responder Training under separate docket numbers can be used to meet state rebate contributions in order to receive the full PERC match.

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 April 1, 2025 through October 30, 2026. An eighteen-month program will allow for variability in training seasons throughout the country.

Resources will be developed or updated prior to the launch of the program on April 1, 2025.

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?*

First Responders are the target audience. First Responders are a vital audience, for both propane companies and customers, as they are the first to the scene when called to a possible propane emergency.

Market – Market Research

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

Yes

Describe – The PERC safety team has gathered data on the number and type of propane related incidents over the years. This data has indicated that the lack of education could be a factor in the negative outcomes of previous incidents.

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?*

All of the content is or will be made available for any marketer to utilize in their community in addition to the First Responder audience.

Development Delivery

Delivery – Delivery Channels –

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

The curriculum and resources outlined in this program are already, or will be made available, in PERC's Learning Center, the State Exec Portal, and emailed directly to state entities for use. State entities will then deploy the marketing materials and training to marketers and First Responders in their respective states.

Delivery – Allied Partner Participation

- *Are there allied or strategic partners who will be engaged in this delivery?*

Elevation will be a key partner in delivering a successful set of marketing materials for the states to use. The chosen developer of safety specific materials will update current content we have for first responders, and create new resources listed in the attached document.

Customer service and Support Needs —

- *What are the customer service and support requirements?*
- *What service and support resources are required?*

PERC will host an introductory webinar for state entities, providing an overview of the program's details and available resources to encourage greater participation and engagement.

The Industry Relations Team, in partnership with the Safety Team, will be readily available to all state entities and marketers who have questions on the best ways to set up their chosen events and use the resources provided for implementation.

What training material is being developed and how will it be deployed?: –

Updates to some of our current safety material will be made, along with new resources, and will need to be reviewed by marketers before they meet with their local First Responders. This content will be deployed via email and The Learning Center.

Are service and support developed through this project? –

No

Is there a PERC website/learning center component that will need to be updated/created? –

Yes

Describe:

Yes. We will create a central location in The Learning Center with the related program content, as well as a page linked from the State Executives portal on propane.com

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
Resource packages for each tier are completed	Elevation and Safety Contractor to deliver new and updated resources	11 collective resources created or updated	2025-04-01	Yes	
30 state associations/entities to join the partnership		30 States	2025-06-02	No	

Intellectual Property

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

PERC

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 > Cross Market > Safety & Technical Training	\$1,500,000.00	\$4,931,849.00	\$4,931,849.00	\$3,431,849.00

Does this project have a past funding history? No

First Responder Training, Partnership with States Docket #25003

April 1, 2025- October 30, 2026

First responders are a vital audience, for both propane companies and customers, that need to understand what to do when called to a possible propane emergency. Using this package of resources, state associations can provide their propane marketers with better propane safety education packages to bring to the firefighters, fire police, etc. who would be the first to a scene in the event of a possible propane related event. This education will teach first responders how to manage the fire, what to guide people in the area to do, etc.

State entities will have three levels of training to offer to their marketers.

The first option is **Marketer and First Responder Relationship Facilitation. \$\$\$**

- Marketers should want to build a relationship with the first responders in their communities naturally. This is the most important aspect to this whole program, and what needs to be the focus for all three tiers. PERC will be developing new materials to help guide marketers to build relationships with their local first responders.
- This is the least expensive education option for states to provide their marketers to use when going to educate first responders about propane safety.
- Marketers should take first responders on a walkthrough of their plant, so they are familiar with each specific location.
- Marketers can promote the two Propane Emergencies courses on IAFCs website for First Responders.
- A secondary audience marketers can take this education could be Community Colleges who have fire schools
- State Associations and marketers can work together to host a booth at Fire Association Shows, but must offer Propane Awareness Training at the event, to get in front of other fire association representatives.
- State Entities can help create a propane emergency response committee for the states of companies around the country that build and service bulk plants and bobtails. They typically have specialty equipment such as flares, portable pumps and compressors to assist with training if the local marketers did not have the equipment. These companies have relationships with their state associations and local marketers and could work together.
- Funding can be matched for
 - Travel to the first responders
 - Printing materials for meetings

- Purchase of props to bring to the first responders
- Meals for lunch and learn scenarios
- Resources
 - Something that explains the fundamental safety elements for first responders to know. 101 level presentation
 - Marketer outreach toolkit for propane emergencies
 - A list of props needed for training
 - An email template for marketers to use/customize for promoting classes
 - A brochure for states/marketers on the two in person class options
 - A landing page, or central location for the training elements available for them to use
 - Explainer piece on Pro-Board Prep: First Responders must pass the two Propane Emergencies courses on IAFC's website, then they sign up for an 8-hour hands-on Pro Board prep session, then take the exam. Provide information on how to sign up for the pro-board class/exam

The second option is for state entities to **Host Training Events on Propane Emergencies Training for Awareness Mission Specific Responders: \$\$\$**

- Promote and host in-person classes utilizing the resources below, along with any elements from any established first responder training programs states may be holding, for the local first responders in your area.
- Suggested to be a half day event
- Propane Emergencies Training for Awareness Mission Specific Responders can be completed online via IAFC's website if first responders are unable to attend the in-person training. It is free to create a login.
 - 3h 10m
 - Content is suitable for most of the first responders that will be the first to the scene in our case- volunteer fire departments.
 - This online course provides foundational knowledge to recognize fundamental propane characteristics, risks, regulations, safety, and indications of potential propane-related emergencies. The course prepares individuals who are likely to witness or discover a propane release to initiate the appropriate emergency response sequence based on their training and notify the proper authorities of the release.

Commented [EB1]: Link to:
<https://training.propane.com/#/catalog/d51824fb-ad15-455f-aa3b-298b76a7998f>

- This program contains five modules and a final assessment. You will only have two opportunities to take the assessment and need a score of 80% or higher to pass. If you do not pass the second time, you must re-enroll in the course and review the course content before you can try again. You may use the Study Guide (available on the Resources tab) when you take the final assessment.
- Funding can be matched for
 - A hydrometer- about \$1,200 plus \$1,000 for the travel case.
 - Forklift cylinder cutaway
 - 20lb cutaway cylinder
 - Other props
 - Funds for promotion
 - Printing materials
 - Meals
 - Travel
 - Hiring trainers
- Resources
 - In-person Propane Emergencies PowerPoint
 - In-person Propane Emergencies “student” documents
 - Propane emergencies marketer outreach toolkit
 - Propane emergencies program instructor toolkit
 - First responders culminating classroom training instructor toolkit
 - Something that explains the fundamental safety elements for first responders to know. 101 level presentation
 - A list of props needed for training: CGI, gas meter, hydrometer, flare kit, cutaways
 - An email template for marketers to use/customize for promoting classes
 - A brochure for states/marketers on the two in person class options
 - A landing page, or central location for the training elements available for them to use
 - Explainer piece on Pro-Board Prep: First Responders must pass the two Propane Emergencies courses on IAFC’s website, then they sign up for an 8-hour hands-on Pro Board prep session, then take the exam. Provide information on how to sign up for the pro-board class/exam

The third option is for state entities to **Host Training Events on Propane Emergencies Training for Operations Missions Specific Responders**. \$\$\$

- Promote and host in-person classes utilizing the resources below, along with any elements from any established first responder training programs states may be holding, for the local first responders in your area.
- Suggested to be a full day event
- Includes education on a live burn
- NFPA 1403: Standard on Live Fire Training Evolutions provides minimum requirements for conducting live fire training to ensure they are conducted in safe facilities and a safe manner for participants.
- Training needs to take place at an NFPA approved location: Either the Fire Department, Fire Academy, or Propane Facility.
- Propane Emergencies Training for Operations Missions Specific Responders can be completed online via IAFC's website if first responders are unable to attend the in-person training. It is free to create a login.
 - This online course provides specific knowledge about handling propane and propane related emergencies for hazardous materials technicians who respond to releases or potential releases of hazardous substances as part of the initial response to the site to protect nearby persons, property, and the environment from the effects of the release.
 - This course has 3 lessons, each with a quiz. You will need to score an 80% on the quiz to continue to the next lesson. You may use your study guide during the quiz.
 - The final assessment has 40 questions. You will need a score of 80% or higher to pass.
 - If you don't pass the first time, you will have one opportunity to retake it. If you do not pass the second time, you will need to re-enroll in the course and review the course content before you can try again. You may use your study guide during the assessment.
- Funding can be matched for
 - Reimbursement of fuel provided for live burn at the delivered cost
 - Hiring trainers
 - Hydrometer
 - Funds for promotion
 - Funds for leak mitigation props
 - Gas Detectors- let fire departments keep

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<https://training.propane.com/#/catalog/d51824fb-ad15-455f-aa3b-298b76a7998f>

- Calibration canister- let fire departments keep- train them how to use it
- Resources
 - In-person Propane Emergencies PowerPoint
 - In-person Propane Emergencies “student” documents
 - Propane emergencies marketer outreach toolkit
 - Propane emergencies program instructor toolkit
 - First responders culminating classroom training instructor toolkit
 - Something that explains the fundamental safety elements for first responders to know. 101 level presentation
 - A list of props needed for training: CGI, gas meter, hydrometer, flare kit, cutaways
 - An email template for marketers to use/customize for promoting classes
 - A brochure for states/marketers on the two in person class options
 - A landing page, or central location for the training elements available for them to use
 - Explainer piece on Pro-Board Prep: First Responders must pass the two Propane Emergencies courses on IAFC’s website, then they sign up for an 8-hour hands-on Pro Board prep session, then take the exam. Provide information on how to sign up for the pro-board class/exam