



## Docket 25361: 2026 Propane Construction Research & Data Collection Program

Propane Education & Research Council

### APPLICANT INFORMATION

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**Amount Requested:** \$ 2,250,000

**Organization:** Propane Education & Research Council

**Phone:** 202-452-8975

**Total Project Cost:** \$ 2,250,000

**Start Date:** 03/01/2026

**End Date:** 03/31/2027

### 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 2026 Propane Construction Research and Data Collection Program will gather data from builders on homes built or remodeled in 2026. This data will include a comparison of the carbon dioxide (CO<sub>2</sub>) emissions of propane-powered homes and their all-electric counterparts and operational savings with propane appliances. The comparison will determine whether high-efficiency propane appliances continue to have lower CO<sub>2</sub> 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. This year's program will include a minimum of two (2) propane appliances in each project. There will be a remodeling bonus of \$500 for replacing oil fired or electric powered equipment with new propane powered appliances. Builders can 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 goal of growing propane users and growing and maintaining the residential market through increased engagement with specifiers.

## 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, \$300 for hydronic air handlers used for gas back up heat, \$300 for water heating, and \$100 for each additional gas appliance or opening installed in the exterior of the home. There must be at least two (2) propane appliances in the home. We will maintain the \$500 bonus for remodel projects that replace oil or electric appliances with propane appliances.

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 2026. A follow-up survey of builders will measure their willingness to specify these new products.

The results of the 2026 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, editorial content, and 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 2026. 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 collected data will be reviewed by PERC staff to determine areas of high growth potential and determine if areas with fewer or no applications offer an opportunity for more direct engagement to promote the program and propane's benefits to area construction professionals.

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.”*

<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Risk Resolution and/or Contingency Plan</b>
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 program's success. Additional promotion to areas 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 2,250 homes across the United States. 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 2026 and will continue as funds allow and data has been collected. March 1, 2027, 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 tradeshows 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 2025	2027-03-01	No	
Data collection from over 2,250 homes	To provide for a varied and accurate data set from across regions, climate zones, and states.	Infographic of results	2027-03-31	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.

### Budget Impact

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

Market & Activity	Amount Requested	Year Total	YTD Remaining	Remaining if Funded
2026 > Residential > Incentive Programs	\$2,250,000.00	\$2,250,000.00	\$2,250,000.00	\$0.00

### 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.

<b>Year</b>	<b>Docket #</b>	<b>Project Budget</b>	<b>Project Spend</b>
2025	24832	\$2,500,000.00	\$1,098,200.00

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

<b>Year</b>	<b>Docket #</b>	<b>Project Budget</b>	<b>Project Spend</b>
2024	24226	\$2,500,000.00	\$2,500,000.00

Results: In 2024, the Propane Construction Research Program saw a reduction of carbon emissions by 35% per project, while generating updated research and usage data directly from homebuilders. Plus, thousands of homeowners enjoyed lower utility bills and more comfort — confirming that propane is truly the energy for everyone.

1976 projects, across 23 states reduced carbon emissions comparable to 3,524,210 miles driven by average gasoline powered passenger vehicles.

In addition to the emissions data collected, a survey of participants revealed that 24% participants said the propane house sold faster than the all-electric option. Additionally, greater than 68% said it costs the same or less to build a house with propane compared to all electric.

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

Results: Over 1,600 homes participated from 25 states and demonstrated a reduction of over 19,000,000 pounds of CO2 equivalent emissions.

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

Results: Over 1,000 builder projects submitted data and showed a reduction of over 18,000,000 pounds of CO2 equivalent.