

2026-2028 Strategic Plan

INSPIRE ACTION TO INCREASE THE USERS AND USES OF PROPANE



STRATEGIC PILLAR SAFETY, TRAINING, AND EDUCATION

Develop professional industry and allied partner employees through the adoption of world-class safety, training, and education.

A safe, thriving propane industry depends on a pipeline of trained professionals within the industry, in allied partner industries, and among first responders. PERC will leverage the PERC Education Program (PEP), autogas and HVAC curricula and educational programs, and other avenues to increase each group's engagement with world-class propane safety, training, and education.

METRICS:

- ▶ Expand the use of PEP by propane industry company employees by 20% by 2028.
- ▶ Increase the use of PEP for refresher training to see 15% of users returning.
- ▶ Increase the number of schools and educational institutions adopting technician training curriculum by 50% by 2028 for both Autogas Inspection & HVAC Technical Training.
- ▶ Leverage partnerships to expand training of first responders to have an annual increase of 25%, from the previous period, of personnel directly or indirectly trained by 2028.



STRATEGIC PILLAR GROWTH AND COMMERCIALIZATION

Expand propane market share by leveraging innovative technologies, commercialization, and education to deepen penetration in core markets* and displacing diesel equipment.

Innovation and commercialization efforts have delivered new propane engines and equipment to all markets. The opportunity is ripe to make significant gains in displacing diesel, particularly in power generation, material handling, and on-road applications. PERC will accomplish this by deepening engagement with specifiers and end users, leading to increased market share in growth opportunity markets, while maintaining market share in core propane markets.

METRICS:

- ▶ Maintain market share in core propane markets by convincing decision makers and end users to specify propane, measured by the likelihood to specify survey.
- ▶ Displace diesel, and other energies, through the placement of propane power generation, material handling, on-road, and other equipment, achieving a 12% increase in propane market share by January 1, 2029.

*core markets include agriculture, commercial, and residential



STRATEGIC PILLAR CONSUMER AWARENESS

Continue to increase awareness of propane as an energy choice and its perception as reliable, affordable, and abundant by key decision makers in targeted geographic areas.

Changing market dynamics have leveled the energy playing field, positioning propane as a reliable, affordable solution today and in the future. Where previous campaigns successfully leveraged propane's clean energy benefits, this campaign will focus on propane's practical attributes to convince decision makers that propane provides solutions for surging energy demands, mounting grid failures, and relief from escalating energy and maintenance costs.

METRIC:

- ▶ Increase reported perception of propane among key audiences by 6% from 2026 to 2028.