



**For More Information:**  
 Gregg Walker  
 Propane Education & Research Council  
 202-452-8975  
 gregg.walker@propane.com

## Propane Council Approves 2017 Budget

*Council to sustain consumer education campaign after strong results in 2016*

WASHINGTON (November 18, 2016) — The Propane Education & Research Council (PERC), meeting this month in Naples, Fla., approved a \$40.7 million budget for 2017 that will include the consumer education campaign, safety and training programs, the Partnership with States program, and ongoing development of propane-fueled products.

The current assessment rate of \$0.0045 per gallon of odorized propane, which took effect Nov. 1, is expected to generate revenues of \$38.9 million. The budget includes \$29.5 million for program activities.

### 2017 Budget Summary

#### SOURCES OF FUNDS

Revenue	\$38,948,400
Investment Income	\$ 164,000
Deobligations	\$ 500,000
Beginning Treasury	\$ 1,130,737
<b>Total Sources of Funds</b>	<b><u>\$40,743,137</u></b>

#### DISTRIBUTION OF FUNDS

Administrative Expenses	\$ 2,653,500
Other Expenses	\$ 539,000
State Rebates	\$ 7,789,680
Programs	\$29,508,200
<b>Total Distribution of Funds</b>	<b><u>\$40,490,380</u></b>

**UNCOMMITTED FUNDS** **\$ 252,757**

The consumer education campaign, which features a dog named Blue and the tagline *PROUDLY PROPANE Clean American Energy™*, ran on television, on radio, in print, and online for 90 days in 2016 and produced a 13-point jump in favorability among Americans who indicated that they had seen one or both TV commercials. Nielsen research on the campaign showed that it had a positive impact on the way both propane users and prospective users perceived propane.

"The 2017 budget is designed to help maintain the momentum of the consumer campaign with advertising that will run from March through May next year," PERC President and CEO Roy Willis



*The Propane Education & Research Council was authorized by the U.S. Congress with the passage of Public Law 104-284, the Propane Education and Research Act (PERA), signed into law on October 11, 1996. The mission of the Propane Education & Research Council is to promote the safe, efficient use of odorized propane gas as a preferred energy source.*



said. "The budget also provides continued support for our safety, training, and research programs as well as key industry engagement efforts."

In other Council business:

- The Council approved the appointment of Brandon Wade, Wade Sales & Service (Breese, Ill.), as chairman of the Market Outreach and Training Working Group, one of three working groups that make up the PERC Advisory Committee.
- The Council approved the 2017 partnership agreement with the National Propane Gas Association and the Gas Processors Association Midstream. The agreement helps the Council fulfill its statutory obligation to coordinate its activities with industry organizations.
- Willis announced that he would retire on July 31, 2017, and PERC Chairman Tom Van Buren announced that the Council had created a succession plan to ensure a smooth transition.

The Council approved the following funding requests:

- Docket 20987** — 2017 Propane Farm Incentive Program — \$300,000
- Docket 20972** — 2017 Propane Autogas Technician Training — \$101,296
- Docket 20971** — 2017 Material Handling Outreach & Marketing — \$470,000
- Docket 20877** — Residential Gas Heat Pump (R-GHP) Market Assessment — \$51,609
- Docket 20982** — Development of Consumer Safety Videos — \$63,820
- Docket 20976** — Safety & Training Blended Learning — \$143,000
- Docket 20975** — 2017 CETP Maintenance — \$96,846
- Docket 20978** — 2017 Industry Outreach — \$340,000
- Docket 20876** — Establishing Service Life for ACME Transfer Hose Couplings — \$54,300
- Docket 20983** — 2017 Agriculture Market Outreach Program — \$896,000
- Docket 20969** — 2017 Propane Autogas Marketing & Outreach Program — \$1,303,000
- Docket 20970** — 2017 Outdoor Power Equipment Outreach & Marketing — \$1,302,500
- Docket 20988** — 2017 Residential & Commercial Market Outreach — \$1,809,800
- Docket 20973** — 2017 Marketer Technology & Sales Training — \$700,000
- Docket 20977** — 2017 Partnership with States Program — \$1,500,000
- Docket 20997** — 2017 Corporate Communications — \$1,085,000
- Docket 21039** — 2017 Partnership Agreement between PERC, GPA, and NPGA — \$1,394,500
- Docket 20995** — 2017 Consumer Education Campaign — \$8,240,000
- Docket 21038** — 2017 Market Research--\$344,580
- Docket 21037** — 2016 API Survey and Report — \$186,080
- Docket 21036** — 2017 Advisory Committee and Program Support — \$490,000

Since July, PERC approved 66 state rebate requests totaling \$1,684,899.22, with 14 programs including requests for a total of \$571,025.40 from the PERC Partnership with States program.

The Council will next meet February 9, 2017, in Dallas.



*The Propane Education & Research Council was authorized by the U.S. Congress with the passage of Public Law 104-284, the Propane Education and Research Act (PERA), signed into law on October 11, 1996. The mission of the Propane Education & Research Council is to promote the safe, efficient use of odorized propane gas as a preferred energy source.*