



WPGA Strategic Plan: 2020 - 2021

Based on Planning Retreat, August 27, 2019

Subject to review via member comments & the WPGA, WPAC, WPERC Boards

Introduction

The Western Propane Gas Association was established to promote the propane industry and to coordinate Association activities to serve its members and the public. The Association serves as a steward to the industry, upholding a high level of professionalism, best practices as well as providing representation before governmental bureaus and agencies. The Association also promotes the clean energy attributes of propane. WPGA seeks to advance the knowledge, safety, technological innovation and adoption of propane.

In 2015, the WPGA Strategic Planning Committee (SPC) developed WPGA's strategic plan for 2016–2017. The strategic plan—titled “Engage. Excite. Enact.” or “E3”, set WPGA's two-year course via four strategic goals. In late 2017, the SPC updated the original plan and extended the timeline through 2019.

In August 2019, the SPC reviewed the accomplishments achieved in the past four years and assessed the current energy environment to develop an entirely new course for the organization. This strategic plan outlines how the industry positions itself in an era of decarbonization, in a State with a fragile electric grid infrastructure, a growing need for more sustainable fuels and a public with a growing awareness of energy matters.

The strategic goals outlined work cooperatively to increase the availability of sustainable propane across all-markets, build public advocacy along with regulatory/legislative support for the inclusion of propane within the State's GHG emission reduction targets, and grow propane markets. The following details each strategic goal, budget and metrics.

STRATEGIC GOAL #1: Commercialize Renewable Propane.

Key Metric: Two producers providing 30,000 gallons annually of renewable propane (may include DME or other renewable blends) for California.

Budget: \$100k (\$100k from WPERC)

As of November 2018, renewable propane is available in California, however the quantity available is relatively small. Under this initiative, WPGA will continue efforts to grow the availability of renewable propane through regulatory/legislative incentive programs, producer stakeholder meetings, and aiding marketers in driving consumer demand.

Renewable propane provides a clear strategy for California to achieve lower GHG emission targets. It also is a fuel that can meet consumers' price sensitivity and performance needs across markets, all with a relatively low investment compared to other ultra-low carbon fuels. Renewable propane will be a key fuel for zero net energy buildings, and near zero emission vehicles. WPGA will continue to provide input for the California Air Resources Board's Low Carbon Fuel Standard (LCFS) regulation and seek to pass a legislative bill that incentivizes renewable propane.

STRATEGIC GOAL #2: Continue to build and leverage government and agency relations; counter electrification mandates.

Key Metric: Meet with 250 legislative/regulatory contacts annually. Eliminate propane from residential bans/disincentives in 30 out of 50 cities with decarbonization benchmarks.

Budget: \$40k (\$25k from WPAC & \$15k from WPGA)

To further our industry impact, WPGA will continue to meet with legislators and regulatory agencies. The Association will host Propane Day at the State Capitol, deploy an event for Clean Energy Week, attend clean energy conferences, and host a legislative staff briefing annually. Members of the industry will be empowered with a toolkit that will provide talking points to provide to consumers or their locally elected officials on propane as a post 2030 fuel. WPGA will increase our engagement in the development of building energy code regulation for a more favorable propane position.

As the Association increases its outreach to decision makers, we will also engage those cities that have set building decarbonization targets to ensure they implement informed policies that exclude propane from building disincentives. Key data metrics include tracking the number of legislative/agency meetings held, legislators voting records, legislative 'converts' to favorable propane legislation and favorable agency regulation have been and will continue to be compiled.

STRATEGIC GOAL #3: Promote & protect propane's California brand by engaging consumer advocacy for residential, commercial and agricultural markets.

Key Metric: Exhaust safe appliance rebate dollars and mobilize 10,000 consumers for advocacy.

Budget: \$200k (\$130k from WPERC, \$70k from NPGA)

It is imperative that the propane industry raises the awareness and understanding of propane as a clean energy solution for decades to come. This initiative involves refining our brand as a resilient, sustainable, affordable and reliable fuel. WPGA will utilize tools including social media campaigns and custom branded websites to promote this message and leverage consumers for advocacy campaigns.

The Association will also continue to review sponsorship opportunities along with participating in speaking engagements to raise the profile for propane at key conferences and events.