

## Protecting and Positioning Propane NPGA Strategic Plan 2021-2023

### ***NPGA Mission Statement***

To advance safety and to increase the use of propane through sound public policy.

### ***Current Policy Environment***

The “electrification of everything” movement is reaching its tentacles into federal, state, and local laws, regulations, codes and standards, and policy positions across the country, largely casting propane negatively despite its environmental and economic benefits, while classifying electricity as “clean.”

### ***Top Level Strategic Lens***

Advocacy initiatives should be viewed through the lens of protecting energy choice inclusive of propane by positioning it as part of America’s clean energy solution in contrast to electricity alone, and advancing the reputation of safety and reliance in emergency response.

### ***Strategic Plan***

NPGA’s 2021-2023 Strategic Plan is categorized into four priority segments:

Federal Advocacy	State and Local Advocacy	Industry Cohesion	Forward-Thinking Initiatives
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### **Federal Advocacy**

- Engage Capitol Hill, the executive branch, and federal regulatory agencies to educate on propane’s positive attributes compared to electricity.
- Contest proposed federal legislation and federal regulatory action that seeks to ban or curtail the use of propane.
- Proactively promote inclusion of propane in federal legislation and federal regulatory action as warranted.
- Engage with codes and standards setting bodies to contest codes and standards that seek to ban or curtail propane use and proactively promote inclusion of propane in codes and standards as warranted.
- Consider legal challenges and opportunities to ensure propane is not banned or curtailed by prescriptive measures.

- Bolster the Propane PAC, Congressional Propane Caucus, and like-minded trade association coalitions to amplify propane’s positive environmental and economic attributes.

### State and Local Advocacy

- Aggressively launch both offensive campaigns and defensive operations in states and localities to counteract electrification initiatives.
- Offensive campaigns: include support of state/regional propane gas associations on enactment of state-level “ban the bans” laws and on targeted social media campaigns to policymakers.
- Defensive operations: work to counteract state and local bills, regulatory action, and codes and standards activity that would—if enacted—eliminate or curtail propane usage by engaging codes/standard experts, lobbyists, lawyers or the like as needed.
- Consider legal challenges and opportunities to ensure propane is not banned or curtailed by prescriptive measures.
- “Flood critical geographic zones” with PERC and coordinate messaging campaigns. NPGA will target policymakers, while PERC targets consumers and arms thought leaders and local marketers with materials and information.
- Work with alliances including like-minded trade associations and pro-energy choice coalitions on amplifying our ability to reach as many policymakers as possible.
- Ensure messaging resonates with applicable audience in terms of ease of understanding and emotive hook, and conveys scientific backing from objective and respected third parties.

### Industry Cohesion

- Continue to optimize the NPGA-PERC relationship.
- Continue to strengthen bonds with state and regional propane gas associations and facilitate introductions to state and regional chapters/affiliates of like-minded associations.
- Collaborate with the World LPG Association to ensure relevant lessons learned are top-of-mind.
- Engage in aggressive member recruitment and retention campaigns and underlying communications to relay to current, lapsed, and potential members the value NPGA’s work brings the industry.

- Ensure that conventions and meetings are as interactive and well-run as possible to maximize intra-industry networking opportunities.
- Continue promotion of supply reliability through regular consultation with industry at all points of the supply chain, leaders on Congressional committees of jurisdiction, federal agencies, state government officials, associations representing energy officials, PERC, and state and regional propane gas associations.

#### Forward Thinking Action

- This strategic segment is designed to be open-ended and demonstrate NPGA's commitment to look forward. For example, initiatives to consider *could* include:
  - Development of industry-wide aspirational statement (or similar type of document) on propane's role in the green climate future.
  - Actions to support development and widespread usage of renewable propane.
  - Actions to support development and widespread usage of combining or blending propane with other energy sources.
  - Actions to support new workforce initiatives and growth in workforce diversity.
  - Actions to support policymaker acceptance of forward-thinking technology such as prime power generation.
  - Development and launch by NPGA of new revenue-generating programs that support the industry to supplement traditional NPGA revenue streams.