

North Dakota Petroleum Foundation Outreach and Education Program

Submitted by:

North Dakota Petroleum Foundation

☐ Total Funding Request - \$1,012,500

Total Project Costs - \$2,025,000

Project Duration: October 2020-December 2022

PROJECT DESCRIPTION

- To administer and continue the North Dakota Petroleum Foundation's education and outreach programs, formerly branded Energy of North Dakota through public outreach, education, messaging and informational opportunities. There will be continued development of online materials and messages that are smartly scalable, relatable to the millennial audience and able to be deployed via multiple channels. The mission is to educate the public about the North Dakota oil and gas industry and provide outreach in communities around the state to build relationships and develop understanding between the industry and North Dakota citizens.

TECHNICAL REVIEWERS' RATING SUMMARY

		Technical Reviewer			
Statement	Weighting Factor	<u>G-52-03A</u>	<u>G-52-03B</u>	<u>G-52-03C</u>	<u>Average Weighted Score</u>
Objectives	9	5	4	4	36
Achievability	7	5	4	5	28
Methodology	8	4	4	2	24
Contribution	8	5	3	3	24
Awareness / Background	5	4	4	4	20
Project Management	3	4	4	4	12
Equipment / Facilities	2	5	4	4	8
Value / Industry-Budget	4	5	5	4	16
Financial Match – Budget	4	5	3	5	16
Average Weighted Score		234	192	187	204
Maximum Weighted Score				250 possible points	

TECHNICAL REVIEWER TOTALS

- G-52-03A

Average Weighted Score: **234 out of 250**

FUND

- G-52-03B

Average Weighted Score: **192 out of 250**

FUND

- G-52-03C

Average Weighted Score: **187 out of 250**

FUND

TECHNICAL REVIEWER COMMENTS

Reviewer G-52-03A

The oil and gas industry is a major contributor to the quality of life enjoyed in North Dakota. The citizens of ND need to understand the impacts of that industry for its continues success. In particular the environmental impacts must be accepted or groups that want to see no development can influence political decisions that will have a negative impact on ND. The industry must continue to help educate the citizens on ND to understand the true benefits and impacts of the industry for it to continue to thrive in the state.

Recommendation: Fund

Reviewer G-52-03B

A recommendation to "fund" the proposed scope of work is appropriate given the direct connection to the following OGRP statutory goal and purpose: "Promote Public Awareness of the benefits and opportunities provided by the North Dakota oil and gas industry." Further supporting the recommendation to fund, the application meets the following OGRP criteria for priority status: "Most effectively educate the general public about the benefits and opportunities provided by the North Dakota oil and gas industry." If funded, the applicant's scope of work will support the petroleum industries efforts to maintain its "social license to operate". This public trust and acceptance is built slowly and needs to be continually fostered to ensure North Dakota's petroleum industry can continue to thrive.

Recommendation: Fund

Reviewer G-52-03C

This reviewer's personal prejudice is evident in the comments. The oil and gas industry, and the fossil fuel industry in general, have been far too timid in their response to attacks from the environmental left. The proposal includes many of the industry feel-good events and programs that generate tremendous goodwill. But a public education proposal such as this should also recognize that the industry is in a war for its survival. Far too many citizens fail to appreciate just how essential oil and gas, and the infrastructure needed to deliver them, are to modern society. It would be gratifying to see the Foundation campaign consider "countermeasures" to overcome myths, misinformation and the anti-fossil fuel mentality that seem to be so in vogue today.

Recommendation: Fund

Recommendation:

Fund in the amount of \$1,012,500 noting that this would result in a reallocation of \$273,800 of the research priority to the education priority.