

# North Dakota Petroleum Foundation Outreach and Education Program

## **Submitted by:**

North Dakota Petroleum Foundation

Principal Investigator: Tessa Sandstrom

**☐ Total Funding Request - \$982,125**

**Total Project Costs - \$2,069,250**

**Project Duration: 2 years**

# PROJECT DESCRIPTION

The Foundation will continue to pursue its mission through public outreach, education, messaging, and informational opportunities. NDPF will also continue developing online materials and messages that are smartly scalable, relatable to targeted audiences, and able to be deployed via multiple channels. The Foundation operates each of its initiatives with the support and oversight of North Dakota Petroleum Council staff. NDPF conduct's a Public Perception Survey biennially to measure the success of it's efforts and stay abreast of issues and sentiments. The latest survey, completed in February/March 2022, shows that a majority (74%) of North Dakotans have a positive opinion of oil and natural gas, and 85% favor oil and gas development in North Dakota. . The public opinion surveys help guide the messages and show that these efforts are working. These programs become more critical each year as the oil and gas industry strives to provide the information that North Dakotans want and need.

- 1. Outreach** – Bakken Rocks CookFest, Public Education Sessions, Tours, Safety and Environment, Pick Up the Patch, Vison Zero, Conservation Partnerships.
- 2. Education** – Teacher Seminar, ND Energy Education/T4.
- 3. Awareness and Public Perception:** – Advertising, Branding, and Promotion, Website & Social Media, Studies.

## TECHNICAL REVIEWERS' RATING SUMMARY

Statement	Weighting Factor	<u>TR G-57-01A</u>	<u>TR G-57-01B</u>	<u>TR G-57-01C</u>	<u>Average Weighted Score</u>
Objectives	<b>9</b>	4	4	4	36
Achievability	<b>4</b>	4	4	5	16
Performance Measurement	<b>5</b>	4	4	3	15
Methodology	<b>8</b>	5	4	4	32
Contribution	<b>8</b>	5	2	4	24
Awareness/ Background	<b>5</b>	5	5	4	20
Project Management	<b>3</b>	4	4	3	9
Equipment / Facilities	<b>2</b>	4	4	3	6
Value/Industry- Budget	<b>3</b>	4	4	4	12
Financial Match – Budget	<b>3</b>	3	3	4	9
<b><i>Average Weighted Score</i></b>		<b>218</b>	<b>186</b>	<b>194</b>	<b>199</b>
<b><i>Maximum Weighted Score</i></b>				250 possible points	

# TECHNICAL REVIEWER TOTALS

- G-57-01A

Average Weighted Score: **218 out of 250**

**FUND**

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- G-57-01B

Average Weighted Score: **186 out of 250**

**FUND**

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- G-57-01C

Average Weighted Score: **194 out of 250**

**FUND**

# TECHNICAL REVIEWER COMMENTS

## **Reviewer G-57-01A**

While difficult to define, a “social license to operate” is absolutely necessary for North Dakota’s petroleum industry to remain healthy and vibrant. The general public has little tolerance for industry incidents (or the perceived threat thereof) and the state was wise to prioritize education through programs like the OGRP. A well planned and multifaceted outreach program is necessary in today’s world where misinformation spreads very quickly. I recommend proceeding with funding the grant application as an important step to keeping North Dakota a national and global leader in the petroleum development sector. A continuation of the program is highly likely to continue yielding very positive results towards meeting several of the objectives of the OGRP.

**Recommendation: FUND**

## **Reviewer G-57-01B**

The is a very worthwhile program proposal and should be funded to continue the progress that has been made to inform the public in North Dakota and educate our youth on the positive aspects of the energy industry

**Recommendation: FUND**

## **Reviewer G-57-01C**

The North Dakota Petroleum Foundation Outreach and Education Program has strong support from entities from inside and outside the Oil and Gas industry and the continuation of this program is aligned with the key objectives of the North Dakota Industrial Commission/Oil and Gas Research Council education program objectives.

**Recommendation: FUND**

# **Director's Recommendation:**

**Fund in the amount of \$982,125.**