

Technical Reviewers' Rating Summary

Proposal Number	G-034-08	Application Title	North Dakota Petroleum Cou	Submitted By	
North Dakota Petroleum Cou	Request For	\$736,290.00	Total Project Costs		
		\$1,540,580.00			

Section A. Scoring

Statement	Weighting Factor	G-34-08A	G-034-05B	Average Weighted Score
1. Objectives	9	4	4	36
2. Achievability	4	5	5	20
3. Performance Measurement	5	3	4	15
4. Methodology	8	4	4	32
5. Contribution	8	3	5	32
6. Awareness / Background	5	3	5	20
7. Project Management	3	2	4	9
8. Equipment / Facilities	2	4	4	8
9. Value / Industry - Budget	3	3	4	9
10. Financial Match - Budget	3	3	5	12
Average Weighted Score		174	220	197
	Total: 50			250 possible points

OVERALL RECOMMENDATION

FUND	X	X
FUNDING TO BE CONSIDERED		
DO NOT FUND		

Section B. Ratings and Comments

- The objectives or goals of the proposed project with respect to clarity and consistency with North Dakota Industrial Commission/Oil and Gas Research Council goals are:

Objective is to open the lines of communication and improve understanding between the petroleum industry of ND and key stakeholders through the use of public education. It was well stated in the Abstract.

- Reviewer: G-34-08A
- Rating: 4

The objectives and goals of the various activities of NDPC are clearly described and consistent with the education goals of the ND OGRC.

- Reviewer: G-034-05B
- Rating: 4

2. With the approach suggested and time and budget available, the objectives are:

This is a well established program(s). The objectives it seeks to achieve with its time and budget will be obtainable.

- Reviewer: G-34-08A

- Rating: 5

The NDPC has a proven record of successfully delivering their various educational activities in North Dakota.

- Reviewer: G-034-05B

- Rating: 5

3. A method for a measurement of success has been clearly defined:

Hard to quantify educating the public, but the intent is to use surveys, as in the past, and compare results. Will use social media methods as well as monitoring time spent on on-line ads & videos. Evaluations are used when they can be.

- Reviewer: G-34-08A

- Rating: 3

The use of public opinion polls, as well as comparative popularity of the public outreach programs, provides feedback on their success. The comparative complexity of questions fielded from the public at these events from year to year provides a qualitative measure of how well the education projects have worked.

- Reviewer: G-034-05B

- Rating: 4

4. The quality of the methodology displayed in the proposal is:

The various numbers of methods of outreach is impressive. Using several forms including speaking, physical labor, signs and printed material, as well as video and audio. Also adaptable to tackling new subjects as they arise (NORM, for example).

- Reviewer: G-34-08A

- Rating: 4

The documented success of the programs is indicated by national recognition of the Oil Can and Pick Up the Patch programs.

- Reviewer: G-034-05B

- Rating: 4

5. The educational scientific and/or technical and/or economic contribution of the proposed work to specifically address North Dakota Industrial Commission/Oil and Gas Research Council goals will likely be:

The education of others to ND's oil and gas sector is a strong suit. NDPC has been doing this for years and is good at it.

- Reviewer: G-34-08A

- Rating: 3

The ability to keep our state's citizens educated on the technologies and processes used in the extraction of oil and gas helps them to better understand discussions about the industry, especially in regard to identifying inaccurate information sources.

- Reviewer: G-034-05B
- Rating: 5

6. The background of the principal investigator, and the awareness of current educational activity, and involvement of industry partners of the published literature as evidenced by referenced literature related to the proposal is:

Would have like to have seen a little more info on the background of the Principal Investigator, but the background of the NDPC and its manager are top notch. The awareness and involvement are very good.

- Reviewer: G-34-08A
- Rating: 3

The NDPC has been active in the education of North Dakotans for many years and those individuals within the organization are very familiar with the challenges facing the oil and gas industry within the North Dakota.

- Reviewer: G-034-05B
- Rating: 5

The principal investigator, Tessa Sandstrom, serves as the Communications Director for the North Dakota Petroleum Council. Sandstrom started with the NDPC in May 2012 and has helped manage both public and media relations over the course of the last two and a half years. This entails handling media requests and interviews; organizing the Bakken Rocks CookFest; assisting with other Oil Can programs; managing the Oil Can! website and social media accounts; speaking to groups as requested; writing and designing infographics; writing columns and news releases; and assisting as necessary with hot topics (i.e. flaring, NORM, crude by rail). Sandstrom joined the NDPC after working for Sen. John Hoeven in various roles for four years.

- Applicant

7. The project management plan, including a well-defined milestone chart, schedule, financial plan, and plan for communications among the investigators and subcontractors, if any, is:

This was the weakest part of this proposal. Could have used a time-line chart of some kind to go along with the funding. It is a little hard to do as many things are continually ongoing, but would have been nice to see more than a small paragraph (Timetable).

- Reviewer: G-34-08A
- Rating: 2

The management team from the NDPC has significant experience with this program and a proven track record of producing results on time, and documenting these results through release of publications to its members, residents of North Dakota, and the press.

- Reviewer: G-034-05B
- Rating: 4

While a timetable can be very difficult to plan depending on new topics and a fluid schedule, several objectives can be outlined: JANUARY Jan. 1: Bakken Magazine Column Due Jan. 16: Bakken Breakout Column Due By end of month: Oil Can! Monthly Newsletter As needed/able: share news, information on social media; update

website Promote Bakken Blood Drive (new initiative by Oil Can! Committee)
 FEBRUARY Feb. 1: Bakken Magazine column due Feb. 27: Bakken Breakout
 Column due By end of month: Oil Can! Monthly Newsletter As needed/able: share
 news, information on social media; update website Promote Bakken Blood
 Drive/publicize results MARCH March 1: Bakken Magazine Column Due March 30:
 Bakken Breakout Column Due By end of month: Oil Can! Monthly Newsletter As
 needed/able: share news, information on social media; update website APRIL April 1:
 Bakken Magazine Column due By end of month: Oil Can! Monthly Newsletter As
 needed/able: share news, information on social media; update website Promotion for
 Teacher Seminar dependent upon space Begin promotion and organization for Bakken
 Rocks CookFest Depending upon weather, help promote and organize Pick Up the
 Patch events MAY May 1: Bakken Magazine Column due May 22: Bakken Breakout
 Column due By end of month: Oil Can! Monthly Newsletter As needed/able: share
 news, information on social media; update website Promotion of Teacher
 Seminar/CookFest JUNE June 1: Bakken Magazine column due By end of month: Oil
 Can! Monthly Newsletter As needed/able: share news, information on social media;
 update website Teacher Seminar - news release, media availability, etc. Promote
 Bakken Rocks CookFest, Pick Up the patch JULY July 1: Bakken Magazine Column
 due July 17: Bakken Breakout Column due July 14: Alexander CookFest July 15: Oil
 Can! Fishing Derby July 16: South Heart CookFest By end of month: Oil Can!
 Monthly Newsletter As needed/able: share news, information on social media; update
 website AUGUST Aug. 1: Bakken Magazine Column Due Aug. 28: Bakken Breakout
 Column due Circa Aug. 3: Conservation Camp Oil Can! sponsored day - hosted each
 year by Oil Can! Power Kids' Futures at Camp of the Cross near Garrison, ND
 Promote fall coat drive (new initiative by Oil Can! Committee) By end of month: Oil
 Can! Monthly Newsletter As needed/able: share news, information on social media;
 update website Promote Pick up the Patch events leading up to fall SEPTEMBER
 Sept. 1: Bakken Magazine column due Sept. 21: Bakken Basics Education Session,
 Fargo Promote fall coat campaign By end of month: Oil Can! Monthly Newsletter As
 needed/able: share news, information on social media; update website OCTOBER
 Oct. 1: Bakken Magazine Column due Oct. 23: Bakken Breakout Column due By end
 of month: Oil Can! Monthly Newsletter As needed/able: share news, information on
 social media; update website Push for final Pick Up the Patch events before snowfall
 NOVEMBER Nov. 1: Bakken Magazine column due By end of month: Oil Can!
 Monthly Newsletter As needed/able: share news, information on social media; update
 website Promote Fuel Food and Fun Drive (toy and food collection by Oil Can!
 Committee) DECEMBER Dec. 1: Bakken Magazine column due Dec. 4: Bakken
 Breakout column due By end of month: Oil Can! Monthly Newsletter As needed/able:
 share news, information on social media; update website Promote Fuel Food and Fun
 toy and food drive Efforts will be made to also pitch stories to outlets based on their
 editorial calendars throughout the year.

- Applicant

8. The proposed materials and media to be developed or used are:

The media materials developed are very good and as well as the amount that has been
 previously generated. Uses all forms of communication.

- Reviewer: G-34-08A

- Rating: 4

The various documents produced throughout the year have a proven track record of

garnering the attention of the press and educating the public of the achievements of the energy industry in North Dakota.

- Reviewer: G-034-05B

- Rating: 4

9. The proposed budget “value”¹ relative to the outlined work and the financial commitment from other sources is of:

No comment

- Reviewer: G-34-08A

- Rating: 3

The value of an education program is difficult to quantify, but the year to year success and popularity of the included educational programs indicate they have significant value to the public, the education of which is a primary goal of the program. Industry has made a significant commitment to this program through funding, donation of employee time or equipment, and participation in the various programs.

- Reviewer: G-034-05B

- Rating: 4

10. The “financial commitment”² from other sources in terms of “match funding” have been identified:

No comment

- Reviewer: G-34-08A

- Rating: 3

The financial commitment from the industry meets the minimum 50% required and is an indication of the industry's support and belief in this program.

- Reviewer: G-034-05B

- Rating: 5

1 “value” – The value of the projected work and technical outcome for the budgeted amount of the project, based on your estimate of what the work might cost in research settings with which you are familiar. A commitment of support from industry partners equates to a higher value.

2 “financial commitment” from other sources – A minimum of 50% of the total project must come from other sources to meet the program guidelines. Support less than 50% from Industrial Commission sources should be evaluated as favorable to the application; industry partnerships equates to increased favorability.

General Comments

NDPC does a very good job of promoting the oil and gas industry by educating and contacting a large number of people. From my standpoint they lead the way in promotion and education in North Dakota.

- Reviewer: G-34-08A

The NDPC's educational activities have been a very successful outreach program to the public in North Dakota, and an example for similar organizations around the nation to follow. Funding should be approved.

- Reviewer: G-034-05B