

## Grant Round Application for G-024-A1

### DIRECTOR'S COMMENTS G—024-A1

#### **“Progress Zone”**

Submitted by: North Dakota Petroleum Council  
Request for \$20,000; Total Project Costs 55,000  
Duration: 18 Months

**Description of the Project:** This proposal is an addendum to the Oil Can! program intending to finance the development and implementation of a driver's safety campaign aimed to improve road safety. This campaign includes billboards, informational materials (brochures, posters, banners in communities and schools), websites and social media, promotional materials (pens, air fresheners and static clings for windows), radio advertising, and quarterly safety committee sessions. The NDPC and the Department of Transportation will manage and oversee the projects and events that are part of the “ProgressZone” campaign

#### **Technical Reviewers' Comments**

##### **Reviewer 24A1-01**

The budget includes a detailed breakdown of expenditures. This grant requires industry match which is included. Also, shows a strong partnership with NDDOT.

**Recommendation: Fund**

##### **Reviewer 24A1-02**

With the mission of the OGRP being to use education for the development of oil and gas in North Dakota, this project is very fitting given the need to reinforce the safety of the roadways in our state due to increased traffic from development.

**Recommendation: Fund**

##### **Reviewer 24A1-03**

Overall, this grant is a well written, well thought out method to encourage increased levels of responsibility within the motoring public. This project is a step in the right direction and should prove to improve traffic safety in the target area.

**Recommendation: Funding May Be Considered**

#### **Director's Recommendations:**

**Recommendation: Fund**