

# “Progress Zone”

Submitted by:

**North Dakota Petroleum Council**

- Request for \$20,000**
- Total Project Costs \$50,000**

# PROJECT DESCRIPTION

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- 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' RATING SUMMARY

		Technical Reviewer			<b><u>Average</u></b>
Rating	Weighting	<b><u>24A1-01</u></b>	<b><u>24A1-02</u></b>	<b><u>24A1-03</u></b>	<b><u>Weighted</u></b>
<b><u>Category</u></b>	<b><u>Factor</u></b>				<b><u>Score</u></b>
Objectives	9	4	5	4	39
Achievability	4	4	5	3	16
Performance Measurement	5	3	4	3	16
Methodology	8	4	4	4	32
Contribution	8	3	3	2	21
Awareness / Background	5	4	5	3	20
Project Management	3	4	5	3	12
Equipment / Facilities	2	4	4	5	8
Value / Industry-Budget	3	4	5	3	12
Financial Match – Budget	3	3	5	4	12
<i>Average Weighted Score</i>		<b>184</b>	<b>219</b>	<b>166</b>	<b>189</b>
<i>Maximum Weighted Score</i>					<b>250</b>

# TECHNICAL REVIEWER TOTALS

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- 24A1-01

Average Weighted Score: **184 out of 250**

**FUND**

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- 24A1-02

Average Weighted Score: **219 out of 250**

**FUND**

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- 24A1-03

Average Weighted Score: **166 out of 250**

**FUNDING MAY BE CONSIDERED**

# DIRECTOR'S RECOMMENDATIONS

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## Recommendation:

To fund in the amount  
\$20,000