

Grant Round Application for G-034-08

DIRECTOR'S COMMENTS

G—034-08

“North Dakota Petroleum Council Oil Can! Program

Submitted by: ND Petroleum Council

Principal Investigator: Tessa Sandstrom

Request for \$736,290

Total Project Costs \$1,540,580

Duration: 24 months

Description of the Project: This grant proposal consists of three objectives: education, outreach, and marketing and promotion. Specific components of these three objectives include educational sessions, CookFest, Pick Up the Patch!, Teachers Education Seminar, Energy Career Awareness Partnership, OilCan! Power Kids' Futures Program, advertising, branding and promotion, media & policymaker education & outreach, and website & social media. Discretionary funding is also set aside for potential hot topics or issues that may arise in the next few years.

Technical Reviewers' Comments

Reviewer G-34-08A

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).

Recommendation: Fund

Reviewer G-34-08B

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.

Recommendation: Fund

Director's Recommendations:

To fund in the amount of \$736,290;