

Energy of North Dakota Program

Submitted by:

North Dakota Petroleum Foundation

☐ Total Funding Request - \$490,000

Total Project Costs - \$1,094,000

Project Duration: January 2019-September 2020

PROJECT DESCRIPTION

- The Energy of North Dakota program will continue to pursue its mission through public outreach, education and informational opportunities. This includes the continuation of many of its award-winning outreach programs. We will also continue developing online materials and messages that are smartly scalable, relatable to a millennial audience, and able to be deployed via multiple channels. The North Dakota Petroleum Foundation operates the Energy of North Dakota program and each of its initiatives with the support and oversight of North Dakota Petroleum Council staff. Each of these initiatives include: Bakken Rocks CookFest, Public Education Sessions, Safety and Environment – including Pick Up the Patch and Vision Zero, Teacher Seminar, Energy Career Awareness Partnership, Promotion and Public Perception, and Emerging Issues.

TECHNICAL REVIEWERS' RATING SUMMARY

| | | Technical Reviewer | | | |
|-------------------------------|------------------|--------------------|-----------------|----------------------------|-------------------------------|
| Statement | Weighting Factor | <u>G-48-01A</u> | <u>G-48-01B</u> | <u>G-48-01C</u> | <u>Average Weighted Score</u> |
| Objectives | 9 | 4 | 3 | 4 | 27 |
| Achievability | 7 | 4 | 3 | 5 | 28 |
| Methodology | 8 | 4 | 3 | 4 | 24 |
| Contribution | 8 | 3 | 2 | 4 | 24 |
| Awareness / Background | 5 | 5 | 2 | 4 | 15 |
| Project Management | 3 | 4 | 3 | 3 | 9 |
| Equipment / Facilities | 2 | 3 | 3 | 4 | 6 |
| Value / Industry-Budget | 4 | 4 | 4 | 4 | 16 |
| Financial Match – Budget | 4 | 4 | 4 | 4 | 16 |
| Average Weighted Score | | 195 | 145 | 204 | 181 |
| Maximum Weighted Score | | | | 250 possible points | |
| | | | | | |

TECHNICAL REVIEWER TOTALS

- G-48-01A

Average Weighted Score: **195 out of 250**

FUND

- G-48-01B

Average Weighted Score: **145 out of 250**

FUNDING TO BE CONSIDERED

- G-48-01C

Average Weighted Score: **204 out of 250**

FUND

TECHNICAL REVIEWER COMMENTS

Reviewer G-48-01A

Overall, it appears to be a strong project that meets its goals through a variety of outreach points. I would have liked a more detailed budget and also more details on the survey questions, how survey is being delivered, and changes over time.

Recommendation: Fund

Reviewer G-48-01B

In this reviewer's mind, objectives need to be measurable. No specific measures of success are offered in the proposal, and there is only brief mention that they even exist. Will the applicant continue to provide the existing programs and activities in a similar manner - yes, it appears so. Is this delivery and are these activities the best choices? This is unclear. Should any of these programs be tweaked to better meet stakeholder needs? Probably but this isn't mentioned.

Recommendation: Funding to be Considered

Reviewer G-48-01-C

The program outlined is clearly a robust outreach effort. Since this is a continuation of effort, the applicant displayed improvements and enhancements that are a result of learned lessons from prior methodology. Measurement efforts, both on a broad scale with public opinion surveys, and in individual measurement tools play an important role in helping the methodology morph as needed to continue progress of the effort.

Recommendation: Fund

Recommendation:

Fund.

The applicant has responded to concerns identified by the Technical Reviewers and indicated that more budget detail is available if requested and that the reporting will include results of the surveys conducted by the applicant.