

Technical Reviewers' Rating Summary

Proposal Number Application Title Submitted By
 Request For Total Project Costs

Section A. Scoring

Statement	Weighting Factor	G-48-01A	G-48-01B	G-48-01C	Average Weighted Score
1. Objectives	9	4	3	4	27
2. Achievability	7	4	3	5	28
3. Methodology	8	4	3	4	24
4. Contribution	8	3	2	4	24
5. Awareness / Background	5	5	2	4	15
6. Project Management	3	4	3	3	9
7. Equipment / Facilities	2	3	3	4	6
8. Value / Industry - Budget	4	4	4	4	16
9. Financial Match - Budget	4	4	4	4	16
Average Weighted Score		195	145	204	181

Total: 50

250 possible points

OVERALL RECOMMENDATION

FUND	X	X
FUNDING TO BE CONSIDERED		X
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:

With the focus on education to the general public, the project seems to meet those objectives with the variety of approaches toward public education.

- Reviewer: G-48-01A
- Rating: 4

Objectives and goals are in line with those of the Industrial Commission and Oil and Gas Research Council. Noted here that no specific targets of success are outlined nor are any improvements offered to programs and activities that have been in place.

- Reviewer: G-48-01B
- Rating: 3

The project is clearly focused on outreach and education, working to build public awareness and acceptance of the energy industry's importance to North Dakota's economy and future workforce.

- Reviewer: G-48-01C
- Rating: 4

Our outreach programs and public education sessions reach new people every year. We hold these events in different places around the state to reach as wide an audience as possible. We also continue to invest in growing our social media following to expand our message there. We conduct a public opinion survey every other year to gauge public perception of the industry. Our survey this past summer also tested our advertising messages to see what was impacting public opinion.

- Applicant

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

I would have liked to have seen a more detailed expense budget, the current one assigns costs to activities but does not outline costs associated with those activities, just a general list of what the funding would be used for.

- Reviewer: G-48-01A

- Rating: 4

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 mentions 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.

- Reviewer: G-48-01B

- Rating: 3

Continued monitoring of issues and outreach efforts is critical to the program. The applicant recognizes this important element and is measuring appropriately to be able to quickly identify and act when potential shifts in messaging/tools may be needed.

- Reviewer: G-48-01C

- Rating: 5

Following our larger events, we conduct surveys to find out what people would like to see done differently. One of our general objectives is to reach as many people as possible with our messages. This is why we make an effort to hold the outreach events in different locations every year. We also continue to change and adapt our delivery style and messages to match the top issues of the day and the audience we are speaking to. For example, our Bakken 2.0 session in Fargo this fall was tailored to focus on new and emerging technology. Whereas, when we hold this education session in Watford City next year we plan to adjust the focus to address the interests and concerns of the public there, possibly focusing on workforce and infrastructure. We have provided detailed expense budgets in our previous grant reports and would be happy to go into detail on costs. Regarding the question about tweaking the programs to better meet stakeholder needs, or are these programs delivered in the best way, I would point out that we take our cues from the stakeholders in North Dakota. We consult with the industry and the communities where we operate to learn what their needs are and where we need to be messaging and better educating the public.

- Applicant

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

The group has experience deploying these activities and utilizes feedback for continuous improvement.

- Reviewer: G-48-01A

- Rating: 4

There is a nice mix of existing activities. Uncertain if this is the right mix as no clear stakeholders are identified and activities are not necessarily aligned with key stakeholder groups. The reviewer has to assume this is in place. There are references to groups like millennials, and the design of an existing campaign (We Want) to target millennials, however, there is no identification of what we want millennials to do based on exposure to the campaign.

- Reviewer: G-48-01B

- Rating: 3

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.

- Reviewer: G-48-01C

- Rating: 4

We continue to reassess our mix of activities and continually receive input from industry groups and different levels of government. The goal of the marketing campaign is to expand awareness of the oil and gas industry in North Dakota and increase perception favorability. This is measured through our public perception survey.

- Applicant

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

While not specifically a technical/scientific project, I don't want to downplay the effect of educating the next generation that will be knowledgeable about the industry and encouraged to pursue a career that impacts scientific/technical aspects.

- Reviewer: G-48-01A

- Rating: 3

This isn't a necessarily scientific or technical application. The response to this question shouldn't impact the overall rating for this proposal. The potential contribution of this proposal to the increased outreach, education and information sharing on behalf of the oil and gas industry is very significant.

- Reviewer: G-48-01B

- Rating: 2

The Energy of North Dakota campaign is clearly one of the broadest efforts, reaching both the general public and K-12 students, in its education on the importance of energy. The growth of the oil and gas industry requires public acceptance, and more importantly, a growth in interested workforce. Efforts outlined in the program seem very much in line with the successful growth of the industry long term. It is also a helpful mechanism for partnerships and strong key messages when issues or concerns arise.

- Reviewer: G-48-01C

- Rating: 4

5. The background of the principal investigator and the awareness of current research activity and published literature as evidenced by literature referenced and its interpretation and by the reference to unpublished research related to the proposal is:

NDPC is well-qualified.

- Reviewer: G-48-01A

- Rating: 5

This reviewer found no reference to the background of the principal investigator beyond a reference that she is the communications director for the North Dakota Petroleum Council. There is background provided about the NDPC and its newly formed foundation, which is listed as the applicant, not the principal investigator. References to research are limited to surveys conducted for the existing program, and references to the results of this survey work are (no doubt) available but not provided in any detail in the application.

- Reviewer: G-48-01B

- Rating: 2

The investigator seems to have clear knowledge of key partners to engage in this effort. The driving organizations in research and outreach are included as partners in this effort. Insights into concerns of the public and directions that issues move as the industry ramps up and down are also clearly evidenced.

- Reviewer: G-48-01C

- Rating: 4

6. 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:

There are a number of activities, and the timetable seems achievable.

- Reviewer: G-48-01A

- Rating: 4

It appears the assumption was made the reviewer of this proposal would have working knowledge of the current program and therefore, detail wasn't necessary. Greater detail likely exists and needs to be provided to ensure funding.

- Reviewer: G-48-01B

- Rating: 3

I clearly understand the expected milestones and events that efforts are striving towards. The individual roles of each partner and the coordination of that total efforts is less evident. As this is an ongoing program, clearly those are likely well-established and less outlined in this proposal. The timeline presented was very high-level but had the appropriate makings of a good marketing timelines without the more activity based details.

- Reviewer: G-48-01C

- Rating: 3

We can provide a timeline of events and programs as well as the media calendar.

- Applicant

7. The proposed purchase of equipment and the facilities available is:

There was a general narrative of items being purchased, I would have preferred a more detailed budget. Equipment/facilities are minimal or n/a according to the activities.

- Reviewer: G-48-01A

- Rating: 3

Existing NDPC offices will be used.

- Reviewer: G-48-01B

- Rating: 3

Expenses as outlined seemed to be in support of already established efforts that were very appropriate based on the descriptions provided here.

- Reviewer: G-48-01C

- Rating: 4

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

The narrative indicates a wide reach of citizens through a variety of projects, including geo-based advertising. The public outreach through proposed activities is high-value.

- Reviewer: G-48-01A

- Rating: 4

It concerns this reviewer that the area with no reference to measures of success, media buying and placement, is the largest budget item. This needs to be addressed or if known, needs to be added to the proposal.

- Reviewer: G-48-01B

- Rating: 4

This is clearly a broad-based effort involving multiple partners and events. The costs of the specified tactics is appropriate based on a two-year time-frame and the outlined efforts.

Established outcomes and goals are appropriate based on the activities.

- Reviewer: G-48-01C

- Rating: 4

Our media consultant, Brothers and Company, performed market research and conducted on the ground background work to design our marketing campaign. We also conducted a public opinion survey this past summer to gauge the effectiveness of our message. Going forward, we will incorporate the feedback from the survey to highlight the messages that move the needle to increase our favorability.

- Applicant

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

The project has the financial support needed to meet match funding. It's indicated in the narrative that there are additional industry partners, which is favorable.

- Reviewer: G-48-01A

- Rating: 4

It appears there are a handful of partners who will provide matching and in-kind funds for the continuation of this project.

- Reviewer: G-48-01B

- Rating: 4

With in-kind support, the applicant has a greater than 50% share of the overall cost. Actual costs are split 50/50.

- Reviewer: G-48-01C

- Rating: 4

Regarding the general comments below, I can provide more details about our survey to the commission and will address that in my presentation. The second reviewer stated they did not receive parts of our application, i.e. the transmittal letter, the affidavit of tax liability, and the media calendar. These were included in the application we submitted and I would be happy to provide more copies if necessary. The second reviewer was also unable to locate the Energy of North Dakota twitter feed, here is a link to the feed: <https://twitter.com/EnergyofND> For each of the programs outlined in our application we are always looking for ways to update and improve the programs. While they have the same name, we adjust things each year to respond to feedback we've received or to better address a timely issue. We also measure success on the number of people we can reach. By holding our events in different locations around the state we can reach new audiences, and as we evolve our public education sessions we can increase

interest.
- Applicant

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

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.

- Reviewer: G-48-01A

This reviewer believes the Energy of North Dakota program is an important component for education, outreach and information about the oil and gas industry. The existing proposal, as submitted, does not present a strong enough case to continue funding for the program. Areas for improvement, followed by a resubmission of the proposal, should ensure a more favorable rating and funding approval. In the table of contents, a Transmittal and Commitment Letter, as well as an Affidavit of Tax Liability are referenced. Neither of these were provided as a part of the reviewer's materials. This reviewer expected to see a focus on existing results from the program to demonstrate the need for program continuation. These results are perhaps alluded to but not consistently provided. It cannot be assumed the reviewer knows how strong (or weak) the program is. There is reference to "many award-winning outreach programs." The only two noted awards are from five and nine years ago, respectively. Are there others and are they more recent? There are frequent statements about programs "being a success" or meetings "being well attended." How does the applicant know this? What trends are occurring and what program changes are being made to support the trends or re-direct them for greater success? This reviewer wasn't able to locate a twitter feed for Energy of North Dakota. There is reference to a media calendar being attached. It was not included in the reviewer's materials. Anticipated results for the current request need to be improved. There are no measures of success outlined and no effective way to gauge the success, or lack thereof, for this program in another two years. The reviewer was surprised no new ideas or innovations to existing programs are offered. Some of the activities that comprise the existing program are several years old. Modifications and improvements must be occurring to keep the program fresh, although none of this is mentioned in the application.

- Reviewer: G-48-01B

The proposal is a broad outreach program that has many elements that support the overall mission of the council. Plans and timelines for delivery are well-thoughtout and appropriately measured. As this is an award that has previously been sought, the outcomes of the first effort can be weighed in the decision. Overall, they are moving public perceptions and integrating many tools to entice our young workforce to consider jobs in in the field. The effort feels like one in which funding would be well spent in support.

- Reviewer: G-48-01C