

Oil and Gas Research Program

North Dakota

Industrial Commission

Application

Project Title: North Dakota Petroleum

Foundation Outreach and Education Program

Applicant: North Dakota Petroleum Foundation

Principal Investigator: Tessa Sandstrom

Date of Application: November 1, 2022

Amount of Request: \$788,125.00

Total Amount of Proposed Project:

\$1,574,250.00

Duration of Project: Jan. 1, 2023 to Dec. 31,
2024

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ABSTRACT

Objective:

The North Dakota Petroleum Foundation (Foundation) is applying for the OGRC grant to administer and continue their education and outreach programs. The mission of the Foundation is to provide and support education and outreach opportunities related to the petroleum industry, develop and advance quality-of-life initiatives, and promote and enhance the conservation heritage of North Dakota. The Foundation is currently operating this program with OGRC grant funding, which will end on December 31, 2022, and it plans to continue building on its success.

Expected Results:

The mission of the Oil and Gas Research Council (OGRC) is to promote the growth of the oil and gas industry through research and education. The Foundation programs outlined in this grant request are an effective way for the OGRC to accomplish this mission. We have been building on education, outreach, conservation, and awareness initiatives for several years and the feedback received is always positive. Our public opinion surveys also help guide our messages and show us that our efforts are working. These programs become more critical each year as the oil and gas industry strives to provide the information that North Dakotans want and need.

Duration:

The funding request for this program is for January 1, 2023 – December 31, 2024.

Total Project Cost:

The total budget for the North Dakota Petroleum Foundation program during this timeframe is \$1,574,250.00, of which \$788,125.00 is requested from the OGRC, which has been a critical partner in our past efforts, and through continued support, we look forward to taking this program to the next level.

Participants:

To enhance the ability of the Foundation to deliver these projects to the public in a meaningful way, we have several partners, all of whom bring unique professional experience to the table. Partners include the North Dakota Petroleum Council (NDPC), NDPC member companies, Western Dakota Energy Association (WDEA), Department of Mineral Resources (DMR), North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol (NDHP), UND's Energy and Environmental Research Center (EERC), the North Dakota Pipeline Authority (NDPA), North Dakota State Land Department (NDSL), North Dakota Safety Council (NDSC), and civic and community groups, among others. Thanks to their help and insight, our programs have been a tremendous success and were nationally recognized by the Interstate Oil and Gas Compact Commission in October 2009 with its Energy Education Stewardship Award, in 2013 with the Environmental Partnership Award for the Pick Up the Patch program, and in 2021 with the Environmental Partnership Award for its Planting for the Future program.

PROJECT DESCRIPTION

Objectives:

The Foundation will continue to pursue its mission through public outreach, education, messaging, and informational opportunities. We will also continue developing online materials and messages that are smartly scalable, relatable to targeted audiences, and able to be deployed via multiple channels. The Foundation operates each of its initiatives with the support and oversight of North Dakota Petroleum Council staff. Each of these initiatives is further explained in this section. We conduct a Public Perception Survey biennially to measure the success of our efforts and stay abreast of issues and sentiments. Our latest survey, completed in February/March 2022, shows that a majority (74%) of North Dakotans have a positive opinion of oil and natural gas, and 85% favor oil and gas development in North Dakota.

1) Outreach

Although individual outreach events typically reach a smaller number of people, the impact is significant, especially as events and projects gain recognition and popularity. We will continue our outreach efforts to maintain relationships and build new ones. Creating opportunities where North Dakotans can interact with the industry or see development first-hand is an important way to share information and create levels of trust among stakeholders. The North Dakota Petroleum Foundation programs are working to create these opportunities through several initiatives:

Bakken Rocks CookFest – The Bakken Rocks CookFest has long been one of our most popular and successful events. Since 2009 (and with the exception of 2020), the Foundation has hosted two CookFests each year in communities amid oil and gas development. These events include a competitive BBQ event and entertainment for the community. Each event is free and open to the public and features a public information session that includes both general information about oil and gas development, as well as an opportunity to discuss issues or concerns that may be specific to each community. Agencies and several companies also have information booths set up to provide information on regulations, rights of way and easements, royalties, environmental issues and more. The Mule Deer Foundation and Gateway to Science also set up booths providing activities for children and families. About 1,200 to 1,500 people attend each of these events each year.

Since 2009, this event has been held at least once in 26 communities large enough and with enough amenities to host it. In addition, with many mergers, acquisitions and consolidations of companies, there are fewer companies that are able to participate in two events, and therefore, the Foundation will plan to host just one CookFest per year going forward. The 2023 CookFest is already scheduled for Killdeer (one of the first communities to ever host) and the 2024 event will likely be held in New Town or Tioga (which hosted the 2010 events). These events are important tools for providing education opportunities in the western portion of the state where oil and gas is a significant part of the community. They also provide an enjoyable atmosphere where industry, residents, and other stakeholders can interact and learn more from one another.

Public Education Sessions – Educating the public about development activity and infrastructure needs, along with regulations and processes involved with the oil and natural gas industry, is a tremendous part of building goodwill within the state. Public Information Sessions, also known as town halls, provide an excellent and intimate opportunity for industry to provide information about operations and efforts to address impacts while giving

individuals opportunities to ask questions of industry and regulatory authorities. These meetings are often well attended and appreciated, per surveys conducted following the event.

Over the course of the two years outlined in this grant, the North Dakota Petroleum Foundation will plan to host or participate in at least three public education sessions, including one at each CookFest, and one public education session to be held during Energy Day at the capitol during the 2023 legislative session. Professionals presenting at these events will include employees from the NDPC, DMR, NDPA, EERC, and industry representatives including geologists, operators, and/or other industry professionals. More sessions can be added if there is an additional audience or need to be identified.

Tours – As it is able, the Foundation will also conduct oilfield tours and seminars for parties as requested and as time and resources of both the Foundation and NDPC member company volunteers are available. In the past, the NDPC and Foundation have hosted tours for elected officials and candidates (both from North Dakota or for national groups), Council for a Secure America, agriculture organization members and leaders, and others. These tours give participants a more in-depth and up-close look at the oil and gas industry. Participants often remark that these tours have been eye-opening and have given them a greater appreciation for the industry and its role in our nation’s economy, energy security, and quality of life. Except for the tour for North Dakota elected leaders and candidates which is scheduled every even year, most tours are ad hoc and requests for them are more frequent in years like 2022 where domestic energy production is on the rise and in the media.

Safety and Environment – Safety and protection of the environment continue to be top concerns for North Dakotans. The North Dakota Petroleum Foundation will continue to work toward resolving those issues through action and education. Our safety and environment programs include Pick Up the Patch, a partnership with Vision Zero, and partnerships with the Mule Deer Foundation and Teddy Roosevelt Medora Foundation, though funds may be available for other issues as they arise, such as education regarding safety around production sites or messaging on environmental efforts.

Pick Up the Patch – In November of 2013, the Pick Up the Patch Program was awarded the Environmental Partnership Award by the Interstate Oil and Gas Compact Commission (IOGCC). The award recognized the program’s success in bringing industry and non-industry stakeholders together to improve the environment, and it continues to be a popular volunteer effort among NDPC member companies and communities alike.

Since it began, in April 2012, industry volunteers have given thousands of hours to help collect thousands of bags of trash along hundreds of miles of streets, highways, and roadways. NDPC members continue to promote a no-litter culture by encouraging companies to include trash disposal in employee training, providing trash bags in company vehicles, and organizing regular clean-up efforts.

Since its inception, Pick Up the Patch events have become largely self-supporting with companies and communities teaming up to schedule and conduct their own clean-up event. However, where needed and as requested, Foundation and grant dollars go toward helping support these community clean-ups by providing materials, such as gloves, trash bags, and safety vests to help identify crews for safety purposes. They also help with advertising and promotion of these events to help not only with clean-ups but to instill a no-litter culture. Programs such as this are an important part of companies’ social responsibility platforms, but they are also important to residents. E

Vision Zero – For many years, traffic congestion and safety were top concerns among North Dakotans statewide. While that concern was somewhat abated with many highway expansions and improvements, we have still seen an increase in commercial vehicles on the roads with steady industry growth. To help promote safe driving tips for driving in and around traffic, the Foundation partners with the North Dakota Department of Transportation (NDDOT), North Dakota Highway Patrol (NDHP), and North Dakota Motor Carriers Association (NDMCA). This partnership will continue efforts to inform motorists of the Vision Zero strategy, which aims to establish a culture of personal responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. The mission is to eliminate fatalities and serious injuries caused by motor vehicle crashes. We will provide support to NDDOT in promoting these safety messages.

Conservation Partnerships – Over the past few years, the Foundation has been developing a strong relationship with both the Mule Deer Foundation (MDF) and the Teddy Roosevelt Medora Foundation (TRMF) with a focus on conservation. Each fall, the Foundation has participated in an industry work day with the Mule Deer Foundation that has been well-received among industry and MDF leadership and volunteers. Past project shave varied in location, size and purpose, but the Foundation has consistently turned out more than a dozen volunteers and contributions of in-kind use of equipment for the past three years. We anticipate these projects will continue in the future.

Likewise, the Foundation has worked closely with the TRMF and recently entered into an agreement to sponsor the remediation and conservation of sensitive areas near the Bully Pulpit Golf Course. In return for the donation, the TRMF will be posting placards onsite and sharing information via social media and newsletters about the oil and gas industry and its contributions. The Foundation also sponsors the Teddy Roosevelt Show performed by Joe Weigand. Weigand incorporates Roosevelt’s conservation efforts and appreciation for North Dakota’s natural resources in his performances and will recognize both the Foundation and OGRC for their contribution. His performances annually reach an average of more than 7,000 people each summer and also includes performances at annual meetings or conventions, such as the US Forest Service Annual Meeting and NDPC events, among others.

2) Education

Among the major challenges faced by the energy industry during the early years of Bakken shale development was the availability of a skilled workforce. Although the Bakken has become a mature play, the challenge of maintaining a skilled workforce remains relevant today and into the future.

According to the National Academy of Sciences, one of the recommendations to help meet the workforce demand is to improve K-12 STEM education and increase the number of people pursuing STEM education. To help the industry achieve these goals, the North Dakota Petroleum Foundation plans to continue programs aimed at providing teachers the information and tools they need to better inform students about the industry, as well as piquing interest in STEM and careers in the petroleum industry among students.

Teacher Seminar – Although oil and gas development has grown to be a major part of the fabric of North Dakota, many educators—even those in western North Dakota—largely lack information about the industry. The objective of the Teacher Education Seminar is to provide both teachers and guidance counselors with basic information about oil and gas development and offer them a first-hand tour of drilling and production sites, a refinery, reclaimed locations and more as time or availability of sites permit. The Seminar is a four-day program open to primary and secondary educators. Participants receive complimentary course materials, lodging at BSC, and most

meals in conjunction with the seminar. They are also able to earn two course credits from MSU, NDSU, or UND. During this proposed grant period, Teacher Seminar will occur in June 2023 and June 2024.

Educational sessions focus on a broad spectrum of topics, including history, geology, physics and engineering, as well as the industry's regulatory and social impacts, including employment needs, policy decisions and impacts of oil taxes on state tax revenues and the state's budget surplus. Topics are sometimes tweaked to address hot topics such as global energy supply and demand in times of conflict or high energy prices. Participants also try hands-on activities and receive various lesson plans and resources they can take back into the classroom. This program has been a success and many teachers leave with a better understanding of the industry and feel better equipped to provide students with the information they need about the industry and careers in oil and gas. Attendees complete surveys after each seminar so we can ensure we are meeting their needs and delivering our information in the best way possible.

ND Energy Education/T4 – The Foundation will continue initiatives to reach out directly to students through its ND Energy Education program and T4 Summits. Started in 2002, ND Energy Education program has been popular among educators and students across the state. Partnering with Bismarck Public Schools, the Lignite Energy Council, and Career and Technical Education, these programs have reached more than 80,000 North Dakota students, teachers, and parents through workshops in individual classrooms, job fairs and more. In fact, many teachers who attend the Teacher Education Seminar will request visits from instructors of the ND Energy Education program.

While some ND Energy Education visits are still conducted, more focus in the last two years has been placed on the T4 (Tools Trades Torque Tech) Summits. T4 introduces students to workforce skills, needs, training, and networking opportunities with industry leaders and technicians. Opportunities for industry career exploration give young people broader exposure to the working world they will one day enter and helps them “connect the dots” between school and career in ways that keep them motivated to learn the skills they will need for the future.

There have historically been about four T4 Summits held each year. Summits are two days and will typically host 400-500 students per day. Watford City, Dickinson, and Bowman are scheduled for 2023 and likely 2024. Other communities that have held summits either this year or last year and may be scheduled again for next year include Bismarck, Hillsboro, Wahpeton, Parshall, and Grafton. Other summits may be scheduled if other communities would like to host and as time and resources permit.

The T4 Summits have been extremely popular among teachers, students, and industry participants. Students can learn about a trade or profession by participating in hands-on activities and instructors also give an overview of the job availability and salary and education expectations. There are usually more than 20 sessions at each summit to show students the diversity of jobs and careers available in industry-related fields.

3) Awareness and Public Perception

Another challenge in attracting students to the workforce is the stigma that has often been unfairly attached to the oil and gas industry. Risks associated with oil and gas, such as spills or safety, are greatly publicized, while the technologies, science, and processes used to address those challenges are not. Furthermore, the benefits and necessity of oil and gas and its value-added products are largely underplayed or ignored. For this reason, it continues to be necessary to invest time and resources into promoting the many positive aspects of our industry through mass media.

Even though our positive public perception remains high, we must be continue to tell our story and advances in technology and innovations to prevent apathy from the public. Oil and gas taxes continue to fund a large portion of state government projects and programs, but we are concerned that residents, particularly in the eastern part of the state, don't fully understand and appreciate how the oil and gas industry directly benefits them and their communities. There is more education to be accomplished, which is why this grant application includes a strong marketing and promotion budget.

Advertising, Branding, and Promotion – Early promotional efforts focused largely on providing information about the economic and job benefits of the oil and gas industry. We have developed and continue to share messages that illustrate the benefits of our state's oil and natural gas industry. This includes economic and career opportunities supported by oil and natural gas, technologies and products made available by petroleum that help improve our quality of life, and resources and revenues generated by the industry that support schools, infrastructure and other priorities.

During the next two years covering this proposed grant period, we plan to continue these and other messages in both statewide campaigns and campaigns targeted to geographic areas and demographics with projects and benefits more important to them. We also plan to develop new material as necessary to respond to current public opinion and timely issues. Our messaging will be guided by research to ensure we are reaching our audience and delivering our best message. The most effective way to influence public opinion is through paid advertising, so we plan to use this tool in focused areas in the state to strengthen places we are weak and ensure our message is being delivered where it is most needed. Past examples of this have been targeted messages about oil and gas tax revenues funding flood diversion for Fargo or UND's schools of law and medicine in Grand Forks.

We will continue to deploy messages via a multi-channel approach using television, digital, radio, and social media. Materials, information, and TV ads will be available at www.NDPetroleumFoundation.org and on our Facebook, YouTube, and Instagram channels. The plan for 2023 will include focus on heavy targeting on social and digital advertising, modest radio and billboard advertising, and several print ads in each of North Dakota's daily newspapers. The Foundation has also entered into partnerships with North Dakota State University and University of North Dakota athletics to share similar messages on both television and radio broadcasts of games.

Website & Social Media – The Foundation has an extensive and informative website regarding programs and initiatives, opportunities to get involved, and some information about the oil and gas industry. One goal is to develop more educational resources about oil and gas development that can serve as a resource for any visitors.

Social media continues to be a powerful and cost-effective tool in engaging and building relationships with key target audiences. The Foundation will continue the use of these platforms to educate and convey the industry's positive economic, fiscal, and educational impacts on the state, nation, and daily lives by creating factual and emotional connections. Focusing on Facebook and Instagram, content will be generated to be shared across both platforms. Depending on the best use of the content, adjustments may be made to accommodate platform strengths. We have found that our best-performing and most well-received posts are ones featuring our outreach and education events, our industry partners and employees, and our most organic content. This is valuable information and will allow us to curate messages that appeal to our audience as well as deliver the intended message or information.

Studies – The Foundation uses information from three studies to help craft both its educational content as well as its awareness campaigns. These studies include the Public Perception Study which is completed every even year

and the Economic Impact Study and Tax Study which are completed and published every odd year during the North Dakota legislative session. The next Economic Impact Study is currently underway and will examine the economic, job, and tax contributions by the oil and gas industry for 2021. The Tax Study, which is also sponsored by the Western Dakota Energy Association, will explore how oil and gas tax revenues are collected and distributed to different state funds and counties. Both will be released during the 2023 Legislative Session.

Methodology:

The Foundation will continue existing outreach and education programs and look for ways to expand the audience and reach of the messages and events. Using studies and survey results from previous events and campaigns, the Foundation will work to identify and implement suggested improvements.

While many of our education and outreach campaign initiatives have been dependable and effective, awareness requires some flexibility for changing attitudes and environments. As a result, the Foundation will monitor messages and content and reassess media buys as needed to ensure we are reaching target audiences with relevant and effective information and messages.

Anticipated Results:

Measuring the impact of some of our initiatives can be difficult. Past CookFests have been consistent with approximately 100-200 people attending the Information Session and an average of 1,500 attending the BBQ portion (depending on weather). Killdeer, however, is in the heart of the Bakken and has been requesting to host the CookFest for several years, so we expect attendance and reach to be higher.

In addition, we are confident in past participation for each of our education events. We have consistently had 40-50 teachers at each Teacher Education Seminar, and the T4 Summits continue to grow with even the small, rural community of Parshall hosting more than 1,000 students and teachers over a two-day period.

Analytics software continues to provide more and better data and insights for digital and social advertising. Based on past ad performance, we can expect to reach more than 250,000 people with impressions¹ and engage² more than 20,000 per six-week ad cycle on social media. Digital ads have traditionally performed well with an average click-through-rate of .15% (more than 50% higher than the benchmark). Video ads have averaged an 80% completion rate during past campaigns. This data can help us adjust messages and targeting as needed to meet a larger audience.

In addition to analytics, the Public Perception Study helps track attitudes and whether or not messages are reaching our intended audiences.

Facilities:

NDPC office in Bismarck and NDPC Satellite Office in Minot

Resources:

¹ Impressions are the Number of times content has appeared or been viewed during the selected period. This includes paid, organic, and viral impressions.

² Engagements are the number of fan interactions (reactions, comments, shares, clicks and private messages) with an ad or post for the selected period.

The Foundation does not have paid staff and instead is operated by NDPC staff as an in-kind contribution. In addition, the NDPC has more than 550 members, many of whom provide staff and expertise and contribute additional grant funds and sponsorship dollars for events.

Techniques to Be Used, Their Availability and Capability:

Communications and event planning: NDPC staff, as an in-kind contribution to the Foundation, plan and execute the various outreach events.

Environmental and Economic Impacts while Project is Underway:

The Pick Up the Patch program and Industry Work Days with the MDF and TRMF all have a direct environmental impact where communities and industry employees come together to pick up trash or help remediate or rehabilitate habitat. Also, an educated and informed public that has access to industry professionals can help address key issues and concerns and address new challenges immediately. The environmental and economic impacts of our program are only positive, we do not anticipate any negative impacts.

Ultimate Technological and Economic Impacts:

No technological impacts are expected. Potential positive economic impacts could be felt with stronger public support and understanding of the oil and gas industry. A more educated public could also benefit from the knowledge of the jobs and opportunities available in the industry.

Why the Project is Needed:

The ND Century Code states that the purpose of the oil and gas research council is to “coordinate a program designed to demonstrate to the general public the importance of the state oil and gas exploration and production industry... and to support research and educational activities concerning the oil and natural gas exploration and production industry.” The North Dakota Petroleum Foundation programs help fulfill this purpose by educating and engaging the public to help them gain an understanding of the oil and gas industry in North Dakota and how it directly impacts the state and their communities. We will continue to pursue this goal through public outreach, education, promotion, and informational opportunities. This includes the continuation of many of our 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 programs have been focused on sharing information about the oil and gas industry in North Dakota, including its place as one of the largest contributors to the statewide economy. As well as the innovations and technologies that are being developed and deployed here in the state, and the continued focus on ensuring operations are always striving to be cleaner and safer for North Dakotans and their environment. An educated and supportive public will allow the oil and gas industry to continue operating in North Dakota in a positive manner. The industry is a strong economic driver for the state, as well as a good steward of the land, and it is our duty to help the public understand this.

STANDARDS OF SUCCESS

Measuring the impact of our programs is important to ensure we are reaching our audience and our messages are being absorbed. The Foundation will conduct public opinion surveys every other year to gauge the impact of our messaging and outreach efforts, as well as perceptions of the petroleum industry in North Dakota. Eight surveys have been conducted since 2010 to measure the overall opinion of oil and gas development in the state, the positives and negatives of development as viewed by respondents, the areas of greatest concern, and other issues. These surveys have established that North Dakotans continue to overwhelmingly favor oil development in the state. These surveys will help inform us of new issues or hot topics, as well as serve as a tool to measure any changes in attitudes toward the petroleum industry and the success of our education and outreach programs. They are useful for identifying new or emerging issues or concerns such as crime, pipeline safety, or even litter in the community.

Monitoring the success and/or reach of media campaigns – particularly online – has become increasingly more efficient with the development of apps and analytics software. Based on the overarching goals of the campaign and its message and creative assets, a digital campaign strategy is currently being used. This strategy defines the digital goals, key performance indicators, metrics and direction of the digital media tactics. Website analytics, digital campaign metrics and multivariate testing results are used to measure each Key Performance Indicator and digital campaign effectiveness. Using a Google-Certified partner, digital analytics are primarily measured through Google tools such as Google Analytics, GoogleAdwords, Video Ads, Google Analytics IQ and E-Commerce Analytics.

Measuring the success of our larger outreach events can be accomplished through feedback surveys and crossover engagement on our social media sites. Surveys, for example, are an effective way of measuring the success of the Teacher Education Seminar, while posts, tags, likes, and shared photos, among others, help provide insight on the popularity of events such as the Bakken Rocks CookFest.

BACKGROUND/QUALIFICATIONS

The North Dakota Petroleum Foundation is a 501(c)(3) that was created to house the North Dakota Petroleum Council's (NDPC) extensive list of educational and outreach programs. The Foundation was formally incorporated on May 9, 2018 and is now set up to administer the education and outreach programs that were formerly operated by the NDPC. The Foundation plans to build on the success of the Energy of North Dakota Program and finding support from the OGRC is valuable and critical to their success and continuation.

The North Dakota Petroleum Council is a nonprofit trade association that has represented the industry in North Dakota since 1952. The NDPC has been working to educate the public about the oil and gas industry for decades. The council has continually worked to enhance our education programs and communication with the public on issues that impact the communities where daily oil and gas operations are occurring. The NDPC will be providing the Foundation with staff resources and other financial support for this project.

MANAGEMENT

The North Dakota Petroleum Foundation, under direction of Ron Ness, will oversee the projects and events that make up the education and outreach program described in this application. Tessa Sandstrom, Executive Director for the North Dakota Petroleum Foundation, will oversee and execute the program functions, and the Board of Directors will approve the budget and monitor implementation.

The Foundation, as well as other stakeholders and partners, including NDPC, DMR, NDDOT, NDPA, EERC, and NDHP will continue to play a vital role in providing direction and expertise on the Foundation's outreach efforts. The guidance and expertise of committee members are very valuable and ensure that issues are viewed from a variety of approaches. We will evaluate our events based on attendance and feedback and continue to use surveys to improve the reach and quality of our outreach programs.

TIMETABLE

The tentative timetable for 2023 is below. While the timetable for 2024 is not listed below, the timing of events and initiatives will be very similar since many events are scheduled the same week or day of the week each year. Exclusions include the T4 Summits, which must take school and consultant schedules into consideration, and tours, which are scheduled as requested. Advertising campaigns typically run the same time, but may be divided into three campaigns depending on the environment at that time.

January 2023	Commencement of Grant
January-May 2023	Collegiate Sponsorship Messaging
February 2023-March 2024	First Ad Flight (digital, social, newspaper, radio, billboards)
March 2024	Energy Day at the Capital and release of Economic Impact and Tax Studies
April 19-20, 2023	T4 Summit, Watford City, ND
May-September 2023	Teddy Roosevelt Show Sponsorship
May 9-10, 2023	T4 Summit, Dickinson, ND
June 19-22, 2023	Teacher Education Seminar, Bismarck
July 18, 2023	Bakken Rocks CookFest, Killdeer
August 2023 to May 2024	Collegiate Sponsorship Messaging
September 20-21, 2023	T4 Summit, Bowman, ND
October 2023	Second Ad Flight (digital, social, newspaper, radio, billboards)
February 2024	Public Perception Survey

The Foundation will meet several times a year to plan these events and discuss additional means of education and outreach on behalf of the industry based on topics of importance.

We propose submitting interim reports in August and December 2023 and 2024.

BUDGET

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Outreach	\$27,500.00	\$7,500.00	\$10,000.00	
Education	\$82,500.00	\$42,500.00	\$30,000.00	
ND Energy Education	\$40,000.00	\$25,000.00	\$15,000.00	
Teacher Seminar	\$37,500.00	\$7,500.00	\$15,000.00	
Promotion, Marketing & Measurement	\$678,125.00	\$553,625.00	\$50,000.00	\$92,500.00
Advertising	\$425,000.00	\$425,000.00		
Studies	\$45,625.00	\$45,625.00		\$12,500.00
Partnerships	\$159,000.00	79,000.00		\$80,000.00
Publication, Printing & Web	\$4,000.00	\$4,000.00		
Administration and Consulting	\$45,000.00	\$0.00	\$50,000.00	
TOTAL	\$788,125.00	\$603,625.00	\$90,000.00	\$92,500.00

In the Outreach category, the proposed budget covers the cost for the Bakken Rocks CookFest (2 events each July), and the associated Public Education Sessions. This includes the costs of tents, facilities, advertising, waste disposal, amenities, and other operating expenditures. Outreach also includes our Safety and Environment initiatives such as Pick up the Patch and Vision Zero. Most of our industry partners cover the planning and expenses for this program, but we reserve some room in the budget to cover materials for cleanups such as gloves and trash bags, as well as promoting the events, as needed.

In the Education category, the proposed budget for ND Energy Education includes contractor fees, mileage, materials, and other expenses to continue the program. The proposed budget for Teacher Seminar includes the cost of facility rental, buses, food and lodging for teachers, materials for hands-on activities, and lesson plans.

In-kind includes the time of NDPC staff and other organizing partners (i.e. industry employees, speakers, etc.) that give time and resources to administer, organize, and support these events.

In the Promotion, Marketing & Measurement category, the proposed budget includes message development and placement, economic, tax and public perception studies, and online and print publications of fact sheets and other materials.

We have also included an Administration and Consulting line item. The Foundation is no longer employing the services of an advertising agency, we have brought the media planning and purchasing responsibilities in-house, which will require more staff time from the North Dakota Petroleum Council. We have also contracted for the services of a media consultant. All these expenses will save money on the administrative side, compared to an advertising agency, and allow us to put more resources towards developing and deploying our messages.

CONFIDENTIAL INFORMATION

*Any information in the application that is entitled to confidentiality and which the applicant wants to be kept confidential should, if possible, be placed in an appendix to allow for administrative ease in protecting the information from public disclosure while allowing public access to the rest of the application. Such information must be clearly labeled as confidential and the applicant must explain why the information is entitled to confidentiality as described in North Dakota Century Code 54-17.6. Oil and gas well data that is a result of financial support of the Council shall be governed by North Dakota Century Code 38-08-04(6). **If there is no confidential information please note that below.***

The Foundation does not request any of the information related to this application be confidential.

PATENTS/RIGHTS TO TECHNICAL DATA

*Any patents or rights that the applicant wishes to reserve must be identified in the application. **If this does not apply to your proposal, please note that below.***

The Foundation does not request to reserve any patent rights to technical data.

STATUS OF ONGOING PROJECTS (IF ANY)

The North Dakota Petroleum Foundation was awarded funding for their “History of the North Dakota Oil and Natural Gas Industry” project.

The North Dakota Petroleum Foundation has received funding from the Commission for the Energy of North Dakota (EOND) Program, the current grant will end September 30, 2020.

APPLICATION CHECKLIST

Use this checklist as a tool to ensure that you have all of the components of the application package. Please note, this checklist is for your use only and does not need to be included in the package.

<input type="checkbox"/>	Application
<input type="checkbox"/>	Transmittal Letter
<input type="checkbox"/>	\$100 Application Contribution
<input type="checkbox"/>	Tax Liability Statement
<input type="checkbox"/>	Letters of Support (If Applicable)
<input type="checkbox"/>	Other Appendices (If Applicable)

When the package is completed, send an electronic version to Ms. Karlene Fine at kfine@nd.gov, and 2 hard copies by mail to:

Karlene Fine, Executive Director
North Dakota Industrial Commission
State Capitol – 14th Floor
600 East Boulevard Ave Dept 405
Bismarck, ND 58505-0840

For more information on the application process please visit:
<http://www.nd.gov/ndic/ogrp/info/ogrcsubgrant-app.pdf>

Questions can be addressed to Ms. Fine at 701-328-3722 or Brent Brannan at 701-425-1237.



November 18, 2022

Mr. Reice Haase
North Dakota Industrial Commission
600 East Boulevard Avenue
Bismarck, ND 58505

Re: Grant Application Addendum for the North Dakota Petroleum Foundation's Outreach and Education Program

Dear Mr. Haase:

Enclosed is a requested addendum to the North Dakota Petroleum Council's grant application submitted November 1, 2022. This program consists of education, outreach and promotion and marketing efforts consisting of specific components including Teachers' Education Seminar, Bakken Rocks CookFests, T4 Summits, among others. These programs and events have been very successful and have grown to become powerful tools for industry outreach.

The Petroleum Foundation, in partnership with NA Coal, Basin Electric and other energy interests, is seeking to develop a comprehensive all-of-the-above energy curriculum that will further augment existing curriculum and lesson plans provided to teachers through the Foundation's Teacher Education Seminar and ND Energy Education outreach. Total project expenses are estimated to be \$250,000 per year. We are requesting that an additional \$200,000 be added to our current grant request to help with the creation and implementation of the initiative.

Please contact me if you have any questions or need additional information for the enclosed grant application.

Sincerely,

A handwritten signature in black ink that reads "Tessa". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

Tessa Sandstrom

Enclosure

Applicant: North Dakota Petroleum Foundation
PO Box 7233, Bismarck, ND 58507
701-557-3972

Principal investigator: Tessa Sandstrom, communications manager

Date of amendment: November 18, 2023

**North Dakota Petroleum Foundation
Outreach and Education Program**

Grant addendum requested from the

North Dakota Oil and Gas Research Council

Objective:

The North Dakota Petroleum Foundation (Foundation) is requesting an amendment to its grant application dated November 1, 2022, to include funding for an all-of-the-above energy curriculum and lesson plan development. This curriculum would provide teachers and students with the facts, opportunities, and value of responsible development of our state's energy resources. The Foundation's primary role will be to create and develop a curriculum related to oil and natural gas and petroleum sector. The vision is to provide an energy curriculum that emphasizes that our state, nation and the world need to develop all the energy resources possible to meet the needs of the world while ensuring reliable, affordable and sustainable energy. This curriculum will need to be continually updated to stay current with our state's ever-changing energy landscape and the technology being developed to increase production while reducing emissions and the environmental footprint.

Expected Results:

The North Dakota Petroleum Foundation has offered lesson plans and curriculum to teachers at its Teacher Education Seminar and Energy Education initiatives. Many teachers that have attended the Seminar have requested more information, lessons and activities that they could incorporate into their classrooms. This funding would help augment those efforts to provide more lessons and activities that fit North Dakota education standards in all grades (as opposed to earlier curriculum development that targeted 4th and 8th graders only). Lessons, activities, videos, suggested reading and other information would be shared online at no cost to educators.

Duration:

The funding request for this initiative is for January 1, 2023 – December 31, 2024.

Total Project Cost:

The North Dakota Petroleum Foundation originally requested \$787,125.00 from the OGRC. With the addition of the curriculum addition, the total budget for this grant period is \$2,069,250.00. The Foundation's revised request to aid in the development of this initiative is \$982,125.00.

Participants:

The Foundation and other key energy companies, organizations and interests will be partnering with Life:Powered, which is an initiative of the Texas Public Policy Foundation to inform the national discussion about energy resources and advocate for energy policies that promote economic freedom and advance the human condition. The Foundation will work with Life:Powered and other organizations to develop and deploy curriculum and lesson plans specific to North Dakota's energy industries.

Timetable

Preliminary work has already begun between Life:Powered and other energy interests, and the Foundation has pledged its support through funding and recruitment of additional partners including, but not limited to, North Dakota Petroleum Council members, education experts, and other nonprofit organizations who have similar programs and initiatives. The goal is to have online modules and lesson plans available for teachers for the 2024-2025 school year.

Project Budget

The Energy Curriculum Project budget for the grant period is \$500,000. The budget allows for planning, development and implementation of the project; teacher stipends; and program support.

<u>Annual Proposed Budget</u>	
Curriculum Development	\$120,000
Curriculum Materials	\$33,000
Teacher Stipends	\$72,000
Program Support	\$25,000
TOTAL	\$250,000

Revised Budget

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share
Outreach	\$27,500.00	\$7,500.00	\$10,000.00	
Education	\$277,500.00	\$142,500.00	\$30,000.00	\$200,000.00
ND Energy Education	\$40,000.00	\$25,000.00	\$15,000.00	
Teacher Seminar	\$37,500.00	\$7,500.00	\$15,000.00	
Energy Curriculum	\$200,000.00	\$100,000.00		\$200,000.00
Promotion, Marketing & Measurement	\$677,125.00	\$554,625.00	\$50,000.00	\$92,500.00
Advertising	\$425,000.00	\$425,000.00		
Studies	\$45,625.00	\$45,625.00		\$12,500.00
Partnerships	\$159,000.00	79,000.00		\$80,000.00
Publication, Printing & Web	\$4,000.00	\$4,000.00		
Administration and Consulting	\$45,000.00	\$0.00	\$50,000.00	
TOTAL	\$982,125.00	\$704,625.00	\$90,000.00	\$292,500.00