

Technical Reviewers' Rating Summary

Proposal Number **G-024-056**
 Application Title **Progress Zone**
 Submitted By **North Dakota Petroleum Council**
 Request For **\$20,000.00**
 Total Project Costs **\$55,000.00**

Section A. Scoring

Statement	Weight	G-024-001	G-024-002	G-024-003	Avg. Score
1. Objectives	9	4	5	4	39
2. Achievability	4	4	5	3	16
3. Performance Measurement	5	3	4	3	16
4. Methodology	8	4	4	4	32
5. Contribution	8	3	3	2	21
6. Awareness / Background	5	4	5	3	20
7. Project Management	3	4	5	3	12
8. Equipment / Facilities	2	4	4	5	8
9. Value / Industry - Budget	3	4	5	3	12
10. Financial Match - Budget	3	3	5	4	12
Avg. Weighted Score		184	219	166	189
OVERALL					
FUND		X	X		
TO BE CONSIDERED				X	
DO NOT FUND					

Section B. Ratings and Comments

1. 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:
“Application meets the goals of the ND Oil and Gas Research Council through public awareness of the safety benefits regarding driving.”
- Reviewer: G-024-001
- Rating: 4 (Very Clear)
“”
- Applicant
“With the mission of OGRC being to use education for the development of oil and gas in North Dakota this project is very fitting give the need to reenforce the safety of the roadways in our state due to increased traffic from development.”
- Reviewer: G-024-002
- Rating: 5 (Exceptionally Clear)
“”
- Applicant
“”
- Reviewer: G-024-003
- Rating: 4 (Very Clear)
“”
- Applicant
2. With the approach suggested and time and budget available, the objectives are:
“The objectives are attainable with the budget request and there is sufficient time allowed. The project will be successful with the added exposure of the Oil Can! program.”
- Reviewer: G-024-001
- Rating: 4 (Very Clear)
“”
- Applicant
“The project is very straight forward and the availability of billboard space and radio advertising as well as the other materials are readily available.”
- Reviewer: G-024-002
- Rating: 5 (Exceptionally Clear)
“”
- Applicant
“”
- Reviewer: G-024-003
- Rating: 3 (Clear)
“”
- Applicant
3. A method for a measurement of success has been clearly defined:
“Public awareness campaigns are difficult to measure. The impact of the campaign could take longer to gauge. Partnering with NHTSA will provide surveys and tools to benefit campaign.”
- Reviewer: G-024-001
- Rating: 3 (Clear)
“”
- Applicant

“The measurement tools being utilized are consistent with marketing campaigns such as this.”

- Reviewer: G-024-002

- Rating: 4 (Very Clear)

“”

- Applicant

“”

- Reviewer: G-024-003

- Rating: 3 (Clear)

“”

- Applicant

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

“The methodology displayed in the proposal is well thought out. ”

- Reviewer: G-024-001

- Rating: 4 (Very Clear)

“”

- Applicant

“Public perception and education campaigns such as this always have difficulty in changing behaviors, but given the targeting of this proposal the methodology I believe will yield better results.”

- Reviewer: G-024-002

- Rating: 4 (Very Clear)

“”

- Applicant

“”

- Reviewer: G-024-003

- Rating: 4 (Very Clear)

“”

- Applicant

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

“As stated in questions #1, meets the goals of the ND Oil and Gas Research Council with an educational contribution.”

- Reviewer: G-024-001

- Rating: 3 (Clear)

“”

- Applicant

“This proposal will not yield thesetypical types of contributions but will reenforce the safety needs to keep the industry's growth moving forward.”

- Reviewer: G-024-002

- Rating: 3 (Clear)

“”

- Applicant

“”

- Reviewer: G-024-003

- Rating: 2 (Unclear)

“”

- Applicant

6. The background of the principal investigator, and the awareness of current educational activity, and involvement of industry partners of the published literature as evidenced by referenced literature related to the proposal is:
- “The ND Petroleum Council has a strong membership to support the program. Industry partners will assist and help to raise the safety driving awareness campaign. Principal investigator also defines the role of partnering agencies - NDDOT and NHTSA.”**
- *Reviewer: G-024-001*
- *Rating: 4 (Very Clear)*
“”
- *Applicant*
“If this question is asking what I think it is than I believe that the NDPC reputation for delivering on this type work to be impeccable.”
- *Reviewer: G-024-002*
- *Rating: 5 (Exceptionally Clear)*
“”
- *Applicant*
“”
- *Reviewer: G-024-003*
- *Rating: 3 (Clear)*
“”
- *Applicant*
7. 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:
- “The project management plan is achievable.”**
- *Reviewer: G-024-001*
- *Rating: 4 (Very Clear)*
“”
- *Applicant*
“”
- *Reviewer: G-024-002*
- *Rating: 5 (Exceptionally Clear)*
“”
- *Applicant*
“”
- *Reviewer: G-024-003*
- *Rating: 3 (Clear)*
“”
- *Applicant*
8. The proposed materials and media to be developed or used are:
- “The various outreach and marketing campaign are well planned out and specifically addressed in the application.”**
- *Reviewer: G-024-001*
- *Rating: 4 (Very Clear)*
“”
- *Applicant*

“Although there is always the reach question when it comes to these type promotional campaigns I believe these are well justified due to the targeting.”

- Reviewer: G-024-002

- Rating: 4 (Very Clear)

“”

- Applicant

“The funding is being dispersed in a manner that will achieve a high rate of message delivery.”

- Reviewer: G-024-003

- Rating: 5 (Exceptionally Clear)

“”

- Applicant

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

“The budget includes a detailed breakdown of expenditures. This grant requires industry match which is included. Also, shows a strong partnership with NDDOT.”

- Reviewer: G-024-001

- Rating: 4 (Very Clear)

“”

- Applicant

“The need for traffic safety materials targeted in this area of the state is needed given the latest traffic statistics of fatal crashes.”

- Reviewer: G-024-002

- Rating: 5 (Exceptionally Clear)

“”

- Applicant

“”

- Reviewer: G-024-003

- Rating: 3 (Clear)

“”

- Applicant

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

“The matching funds from the industry are not well defined in the application. A large portion of the match is from a NHTSA grant not industry partners. In funding any grant it is vital to leverage all funding sources when possible, both state and federal. ”

- Reviewer: G-024-001

- Rating: 3 (Clear)

“”

- Applicant

“Utilizing DOT sources and NDPC resources is a great mix of funding for the project.”

- Reviewer: G-024-002

- Rating: 5 (Exceptionally Clear)

“”

- Applicant

“”

- Reviewer: G-024-003

- Rating: 4 (Very Clear)

“”

- Applicant

General Comments

“This is a well developed safety driving awareness campaign and should be funded.”

- *Reviewer: G-024-001*

“”

- *Reviewer: G-024-002*

“Overall, this is grant is a well written, well thought out method to encourage increased levels of responsibility within the motoring public. This project is a step in the right direction and should prove to improve traffic safety in the target area.”

- *Reviewer: G-024-003*

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.