

North Dakota Industrial Commission



Doug Burgum
Governor

Drew H. Wrigley
Attorney General

Doug Goehring
Agriculture Commissioner

**Joint Meeting of the Lignite Research Council, Oil and Gas Research Council, and
Renewable Energy Council**

CO₂ Education and Marketing Special Grant Round

February 21, 2024 1:00 PM

Bismarck State College National Energy Center of Excellence, Room 335

1200 Schafer Street, Bismarck, ND

Or Microsoft Teams

[Click here to join the meeting](#)

Or call in (audio only)

[+1 701-328-0950,,696950521#](tel:+17013280950696950521)

(approximately 1:00 pm)

- I. Introduction
 - a. Remarks and Instructions from the Office of the Industrial Commission
 - b. Comments from Leadership
 - c. Calls to Order and Determination of Quora:
 - i. Lignite Research Council – *Chairman Jason Bohrer*
 - ii. Oil and Gas Research Council – *Chairman Ryan Kopseng*
 - iii. Renewable Energy Council – *Chairman Josh Teigen*

(approximately 1:30 pm)

- II. **Declaration/Consideration of Conflicts of Interest**

(approximately 1:45 pm)

- III. Presentations and Review of Special Grant Round Applications:
 - a. CO2-01-A – Public Affairs Proposal; Submitted by Public Affairs Company; Total Project Budget: \$300,000; Amount Requested: \$300,000 ([Attachment 1](#))
 - b. CO2-01-B – Carbon Capture and Utilization Education and Marketing; Submitted by AE2S Communications; Total Project Budget: \$420,000; Amount Requested: \$300,000 ([Attachment 2](#))

(approximately 3:00 pm)

- IV. Completion of Application Scoring Sheets

(approximately 3:15 pm)

- V. **Voting Process**

(approximately 4:00 pm)

- VI. Other Business

- VII. Adjournment

***Bold items require Council action**



MEMORANDUM

To: North Dakota Industrial Commission
Lignite Research Council
Oil and Gas Research Program
Renewable Energy Program

From: Steve Knuth, President and CEO
Luke Hellier, Senior Account Executive
Emily Novotny, Account Executive

Re: Public Affairs Proposal

Thank you for allowing us to present our capabilities. Public Affairs Company (PAC) is a Midwest-based public affairs firm specializing in grassroots advocacy and media relations.

In addition to our Minneapolis headquarters, PAC operates an office in Sioux Falls and has a strategic partnership in Bismarck. Our locations have served as the nerve center for successful state issue campaigns, ballot initiatives, and public relations.

We acknowledge that developing any meaningful public affairs plan must follow collaboration with partners.

Over the past decade, PAC has managed or administered regional and nationwide advocacy efforts ranging from energy infrastructure expansion to healthcare policy to economic development. However, our niche remains hands-on engagement and development of robust grassroots networks and strategic communications throughout the Midwest. In addition, **PAC has coordinated public affairs for the Lignite Energy Council and the Coalition for a Secure Energy Future, since 2013, including promoting carbon capture utilization and storage (CCUS).**

As the firm leading the Coalition for a Secure Energy Future campaign for the LEC, Public Affairs Company **has developed expertise in the promotion of CCUS projects to both policymakers and the public.** PAC frequently runs messaging campaigns on CCUS in both North Dakota and Minnesota based on frequent public opinion polling we have conducted on the issue.



Our team possesses industry-leading experience in public relations, alliance development, earned and paid media relations, social media, website development, crisis communications, government relations, and various other services.

This memo will outline a series of strategies as a starting point, and further conversation with your team will help finalize an overall campaign effort.

Should you require additional information or have any questions, please do not hesitate to contact Luke Hellier at 612-237-2551.

Outreach / Strategy

Utilizing our experience and ability to leverage partnerships, our team will recruit local business leaders and key influencers in geographic regions impacted directly by carbon capture projects. This Coalition of diverse voices will be the central point for communicating support. **Our firm's polling in North Dakota confirms the immense challenge** of changing the minds of constituents who already oppose specific capture projects. The recent town hall in Bismarck operated by Friends of Ag and Energy confirmed that assumption.

Our key focus should be reinforcing the message to soft supporters **identified through public opinion polling** and hardening people associated with various industries that benefit from capture projects. In addition, economic reports that have shown previously about the potential 'new carbon economy' must be considered.

Our team recommends establishing a third-party entity to operate the campaign. This volunteer-driven entity would consist of co-chair leaders and supportive businesses and individuals. Our campaign team will be designed to **help bring the various stakeholders from across the state together** to help streamline the overall strategy.

This effort will **help optimize the investment previously made by ongoing projects** and to act as a clearinghouse for overall message and data including PCOR Partnership, Project Tundra, Rainbow Energy, Midwest Ag/Energy, Red Trail, Dakota Gasification, and Denbury among others.

In addition to the entities currently involved in this project (Lignite Research Council, Renewable Energy Council, and Oil & Gas Research Council), other potential coalition partners: North Dakota Chamber of Commerce, North Dakota Association of Rural Electric Cooperatives, Western Dakota Energy Association, North Central States Regional Council of Carpenters, International Union of Operating Engineers, Local chambers of commerce, and local elected officials.

Even though **62% of North Dakotans support using pipelines to transport CO₂** this effort must have direct engagement with the agricultural community through the NDSU Extension Office and local farmer groups is crucial to **promoting those messages**.

Our messaging will inform the public and policymakers about CCS-related facts, including daily and constant social media updates to increase awareness. In addition, as outlined in the situational analysis and timeline, the **team will conduct broad public opinion research to develop message documents for industry partners**.

Educational Materials

For the last decade, Public Affairs Company has worked hand in hand with entities across North Dakota to **promote the lignite coal industry and carbon capture**. Our award-winning

project, [I Am Lignite](#), would be an effective storytelling model for putting a face on those who play a role in capture projects and how North Dakotans will benefit from the new capture economy. Our team will work with stakeholders to draft and produce print, digital, and other materials for sharing educational information.

Messaging

Public Affairs Company has worked with our polling partner (Public Opinion Strategies) **to survey public attitudes on energy for a decade in North Dakota**. POS has completed **109 research projects and more than 45,000 research interviews** in the state.

Current and former clients include:

- Governor Jack Dalrymple
- Governor John Hoeven
- Congressman Rick Berg
- NRSC Campaign on behalf of Kevin Cramer
- No Side of Measure Five in 2014
- Campaign for Tobacco-Free Kids
- BNSF Railway
- Lignite Energy Council / Coalition for a Secure Energy Future

We suggest developing a deep dive to understand the attitudes related to carbon capture entirely.

Based on previous polling, key messages include:

- **Safety of carbon storage and transport**
- **Economic benefits to coal, oil, and gas industries**
- **Benefits to state taxpayers**
- **Expansion of overall economic impact in diverse sectors**

Other messages with North Dakota voters:

- 70% of North Dakotans believe CCS technology is safe yet the overall knowledge of specific projects remains low
- 63% agree CO₂ is a pollutant
- 53% agree CO₂ is a commodity
- 75% say CO₂ is a food for crops and other plants

Since 2019, the overall support for CCS has stayed consistent especially when tied to coal, oil, and gas industries. In fact, **76% of North Dakotans believe CCS** would project coal jobs.

Our previous polling has also concluded that the Energy and Environmental Research Center (EERC) is the **most compelling messenger to the public** because of its reputation as an educational entity and not 'industry' or 'political.'

The EERC will be an essential voice and partner to leverage carbon transport and storage safety. Their research and historical information about the Great Plains Synfuels capture project will be the starting point for discussions on safety.

Furthermore, we know there is a rising skepticism of energy workers in western North Dakota. Our polling has shown that **employers directly engaging with their employees** are the most critical messengers to their employees. To solve this issue, the campaign will create a robust toolkit for **employers to use to share the positive impact carbon management** will have on industry and the state.

Value to North Dakota

North Dakota can position itself as a leader in carbon management by embracing the tactics outlined in this campaign which will lead to a significant impact to the state's overall economy. By fostering **collaboration between government, industry stakeholders, and the public**, this plan will contribute to a more sustainable future for North Dakota, positioning the state as the most forward-thinking player in the energy landscape.

Situation Analysis and Timeline

- **Environmental Landscape (March 2024):**
 - Provide an overview of the current challenges in North Dakota.
 - Highlight the potential impact of carbon capture on the expansion of economic opportunity for the state.
 - Conduct public opinion polling, focus groups, and message testing
- **Stakeholder Analysis (March 2024):**
 - Identify key stakeholders, including government entities, businesses, communities, and environmental organizations.
 - Assess their current level of awareness and attitudes toward carbon capture.
 - Develop toolkit for industry partners on campaign ready talking points and publicly supported messages related to carbon management

Goals and Objectives

- **Increase Awareness (March – June 2024):**

- Develop a robust campaign to raise awareness about the benefits of carbon capture, including through earned media, speaking engagements, and conference participation.
- Set specific targets for increased public knowledge and understanding.
- **Build Support (March – December 2024):**
 - Foster positive perceptions and attitudes toward carbon capture technologies.
 - Secure endorsements from influential community leaders and organizations.
- **Drive Engagement (April – December 2024):**
 - Create interactive campaigns to encourage public participation.
 - Implement social media strategies to facilitate conversations and address concerns.

Strategy

- **Messaging (March – June 2024):**
 - Craft clear and concise messages emphasizing the positive impact of carbon capture on the North Dakota environment and economy.
 - Tailor messages to resonate with different target audiences.
- **Media Outreach (Ongoing):**
 - Develop relationships with local media outlets to secure positive coverage.
 - Arrange interviews and press conferences to showcase the progress and benefits of carbon capture initiatives.
- **Community Engagement (June – December 2024):**
 - Organize town hall meetings, workshops, and webinars to engage directly with local communities.
 - Establish community partnerships to demonstrate a commitment to collaboration.

Tactics

- **Digital Marketing (Ongoing):**
 - Launch a targeted online campaign to reach a broad audience.
 - Utilize social media, blogs, and online forums to share success stories and address misconceptions.
- **Print and Broadcast Media (June – December 2024):**
 - Publish op-eds, articles, and press releases to highlight milestones and project updates.
 - Collaborate with broadcast media for feature stories on carbon capture initiatives.
- **Events and Sponsorships (Ongoing):**

- Sponsor relevant events and conferences to showcase commitment to environmental responsibility.
- Host events to facilitate direct interaction between stakeholders and experts.

Measurement and Evaluation

- **Key Performance Indicators (Ongoing):**
 - Track media mentions website traffic, and social media engagement.
 - Conduct surveys to measure changes in public perception and awareness.
- **Regular Reporting (Ongoing):**
 - Provide monthly reports detailing progress, challenges, and adjustments to the plan.
 - Use data-driven insights to refine strategies for optimal impact.

In conclusion, we are confident that our comprehensive Public Affairs and Marketing Plan will elevate awareness and foster a positive environment for the successful implementation of carbon capture initiatives in North Dakota. We look forward to discussing this proposal further and addressing any questions or concerns.

Our Team

The PAC leadership team on this project includes:



Steve Knuth, President & CEO

Steve Knuth brings twenty years of government relations background and expertise in issue advocacy to bear for the clients of PAC.

Steve currently provides alliance development services throughout the United States for PhRMA and has coordinated efforts with voluntary health associations to launch and cultivate more than a dozen statewide Healthcare Access Networks.

Throughout his career, Steve has successfully managed grassroots campaigns on Superfund reform, civil liability, aviation regulation, health care, and technology issues. Additionally, Steve has successfully managed numerous political campaigns ranging from County Attorney to U.S. Senate.

In addition to his political background, Steve earned public policy experience working for Congressman Jack Kemp and the Office of the Governor of South Dakota.



Luke Hellier, Senior Account Executive

Drawing on a combination of skills in communications, strategic planning, and grassroots engagement, Luke Hellier brings to bear a wide range of expertise and knowledge for PAC clients.

Luke has extensive experience working across the Upper Midwest, including Minnesota, North Dakota and Wisconsin to support the energy industry on issues related to carbon capture, gas, oil and coal. In his role at PAC, he also serves as Executive Director of the Coalition for a Secure Energy Future.

He has established relationships in local and state politics as an advisor to numerous legislative candidates and elected officials.

Luke worked in government and politics prior to joining PAC. He served as press secretary in the Minnesota Senate and local outreach in a Congressional Office. He covered a range of policy issues including taxes, trade, medical devices, energy, outdoor recreation and health care.

Luke is also active in his community. He was elected to the Lakeville City Council in 2016 and elected Mayor in 2022. He earned his degree in political science from St. John's University in Collegeville, Minnesota. Luke and his wife Josi have five kids.



Tony Gorder, Senior Creative Director

Tony Gorder uses his extensive multimedia design and communication expertise to create eye-catching visual content for clients across the country.

In his decade-plus at Public Affairs Company, he's made a name for himself developing countless thoughtful and original materials—brochures, websites, event signage, videos, print ads, slide decks, brand identities, event recaps, and grassroots activity briefings.

With a background in journalism, Tony values attention to detail and thrives on deadlines.

Tony is just as comfortable in the field as he is creating outstanding visuals. He uses his wide-ranging skills to aid in and execute press events, coalition meetings and other events for various clients.

Tony lives in Minneapolis with his wife. He has a master's degree in mass communication and a bachelor's degree in journalism and political science.



Jenna Rainwater, Senior Director of Media Relations

With more than 15 years of experience, Jenna Rainwater coordinates all aspects of Public Affairs Company's media outreach for clients. She does everything from spearheading letter writing campaigns for a single market, statewide social media awareness campaigns, and multi-state media tours.

Jenna works in media markets ranging from Phoenix to Philadelphia and has close ties with hundreds of reporters, editors and news directors throughout the Midwest. She is constantly growing her understanding of each specific DMA, and she thrives on the challenge of introducing fresh issues to untapped markets by fostering media participation in the special events, press conferences and editorial board meetings.

In addition to her comprehensive knowledge of markets and reporters, Jenna excels as drafting letters to the editor, opinion editorials, press releases and sponsored content. Her years of experience give her a strong understanding of the types of news and opinion content outlets are looking for, which means she can quickly identify and respond to stories.

Jenna has worked on a wide array of topics and is particularly well versed in health care, small business and energy issues.

Jenna lives in Minneapolis with her family. She is an avid reader and birdwatcher. She has been a volunteer at the Science Museum of Minnesota for over 15 years.



Andy Leer, Senior Account Executive

Andrew Leer brings years of experience to his work for Public Affairs Company's clients, including implementing effective grassroots strategies, coalition building and exceptional communication skills. He helps clients navigate the complex worlds of issue advocacy and political engagement, delivering measurable results and long-term sustainability.

As Senior Account Executive, Andrew has built meaningful relationships with advocacy organizations, businesses large and small, government agencies and trade associations in Minnesota, North Dakota, Montana, Idaho, Colorado, Utah and Arizona.

He manages projects effectively and efficiently on a wide variety of topics, including health care, transportation, energy, outdoor recreation and more.

Andrew joined PAC in 2014 after previously working in the political arena.

Andrew earned his Bachelor of Arts degree in communications from Gustavus Adolphus College in St. Peter, Minnesota. He lives in Edina with his wife, Katie, and their two kids.



Emily Novotny, Account Executive

Emily Novotny is a dynamic young professional passionate about communication, events, and coalition building. She brings her considerable skill set to diverse topics and clients such as healthcare, transportation, and environmental projects.

Emily joined Public Affairs Company after almost a decade in politics. She brings years of experience in grassroots advocacy, media relations, event management, and exceptional communication skills to PAC and its clients. She has developed and honed her skills during her career in politics at the local, state, and federal levels. She worked on several races for state legislators, Congress, gubernatorial seats, and the United States Presidency—building relationships across the country and the aisle.

Before joining PAC, Emily traveled the United States full-time, working for national political groups coordinating events ranging from speaking engagements, rallies, roundtables, conferences, and more. Emily is experienced in leveraging her communication and media relation skills to develop and drive messaging to achieve a client's intended results.

Emily holds a B.A. in both Political Science and Communications from Augustana University in Sioux Falls, South Dakota. She lives in Elk River, Minnesota, on her family farm.

Full list of Public Affairs Company staff that will work on this project is on [our website](#).

Case Studies



COALITION FOR A SECURE ENERGY FUTURE

Situation: Facing increasingly restrictive state and federal legislation, the Lignite Energy Council located in Bismarck, North Dakota (the trade association representing North Dakota and Minnesota’s utilities and energy companies) sought to highlight the role of affordable and reliable electricity as driving factors in maintaining a healthy economy for manufacturers, businesses, and consumers. The recent legislative sessions presented fertile ground to disseminate this message among candidates, media, and North Dakota’s most active and involved voters.

Outcome: The Lignite Energy Council had previously operated Partners for Affordable Energy, which ultimately was deemed unsuccessful.

Public Affairs Company helped design, rebrand, and implement the Coalition for a Secure Energy Future. The Coalition’s goals are to push for critical stakeholders to consider that an all-of-the-above energy strategy is the best and most effective way to maintain energy reliability and low-cost electricity while enhancing and protecting the Lignite industry. Furthermore, the Coalition has successfully directed core elements of the energy debate and focused on the importance of energy policy. The Coalition’s activities include paid media, social engagement, earned media, policy briefings, partner events, on-the-ground tours, and grassroots outreach. The effort also includes traveling around the Midwest and holding over 100 meetings with grassroots and grasstop leaders, including a group of surrogates, to elevate the debate. Over the past few years, the campaign has expanded to include promoting Carbon Capture Utilization and Storage as a pivotal solution to the future of a carbon-constrained world for lignite coal.

PAC leads an overwhelmingly successful earned media and paid media program in greater Minnesota and North Dakota to make this real to policy makers. An intricate grassroots/grasstops network comprised of business, labor, and energy leaders continues to push the debate in the upper Midwest in a favorable direction.

www.secureenergyfuture.org



U.S. CHAMBER OF COMMERCE – ENERGY INSTITUTE

Situation: Beginning in 2011, Public Affairs Company was retained by the Institute for 21st Century Energy (U.S. Chamber of Commerce) to manage coalition development and grassroots outreach in an eight-state region throughout the Midwest, including Minnesota and North Dakota. PAC recruited partners for and launched the Partnership to Fuel America to counter the growing chorus of environmental groups protesting the construction of the Keystone XL Pipeline. Our client realized they needed to mobilize advocates to counter environmentalist rhetoric, apply political pressure at the state and national level, and highlight the numerous economic and trade benefits of building the Keystone XL Pipeline.

Outcome: Public Affairs Company built partnerships comprised of the most influential energy, business, economic development, and labor stakeholders in North Dakota, South Dakota, Minnesota, Montana, and four other Midwestern states. PAC implemented an intensive outreach campaign to recruit partners in each state, focusing on specific towns and regions affected by pipeline construction. Partners ranged from local farmers, ranchers, and small business owners to statewide pro-business groups such as the North Dakota and Minnesota Chambers of Commerce, Hospitality Associations, and Retail Associations. More than 200 businesses and advocacy organizations were recruited to the campaign across eight Midwestern states, with more than 60 partners in Minnesota and North Dakota.

Once the partnerships were formally launched, PAC immediately transitioned to advocacy, submitting letters to the editor focusing on the pipeline's economic benefits to the region. Ultimately, the Partnership to Fuel America had letters in key papers along the pipeline route and neighboring states. Outlets such as the *Bismarck Tribune*, *Fargo Forum*, *Billings Gazette*, *Minneapolis Star Tribune*, *Willmar West Central Tribune*, *Sioux Falls Argus Leader*, and *Rapid City Gazette* printed pro-pipeline letters. In addition to letters, local and national spokespeople for the PFA were featured on regional television and radio programs, and personal testimonials were collected and shared via social media to support the pipeline.

In the program's final year, our messaging moved away from solely promoting the Keystone XL Pipeline to promoting all North American Energy sources. This "all of the above" energy strategy includes wind, coal, solar and nuclear energy. During the two years that PAC developed and maintained this partnership, we regularly attended events hosted by our partners, providing them with educational materials and speakers on energy issues, as well as facilitated PFA-branded events. PAC's strong relationships with these businesses and leading advocacy organizations remain intact and would provide an immediate grassroots infrastructure for other energy-related campaigns.

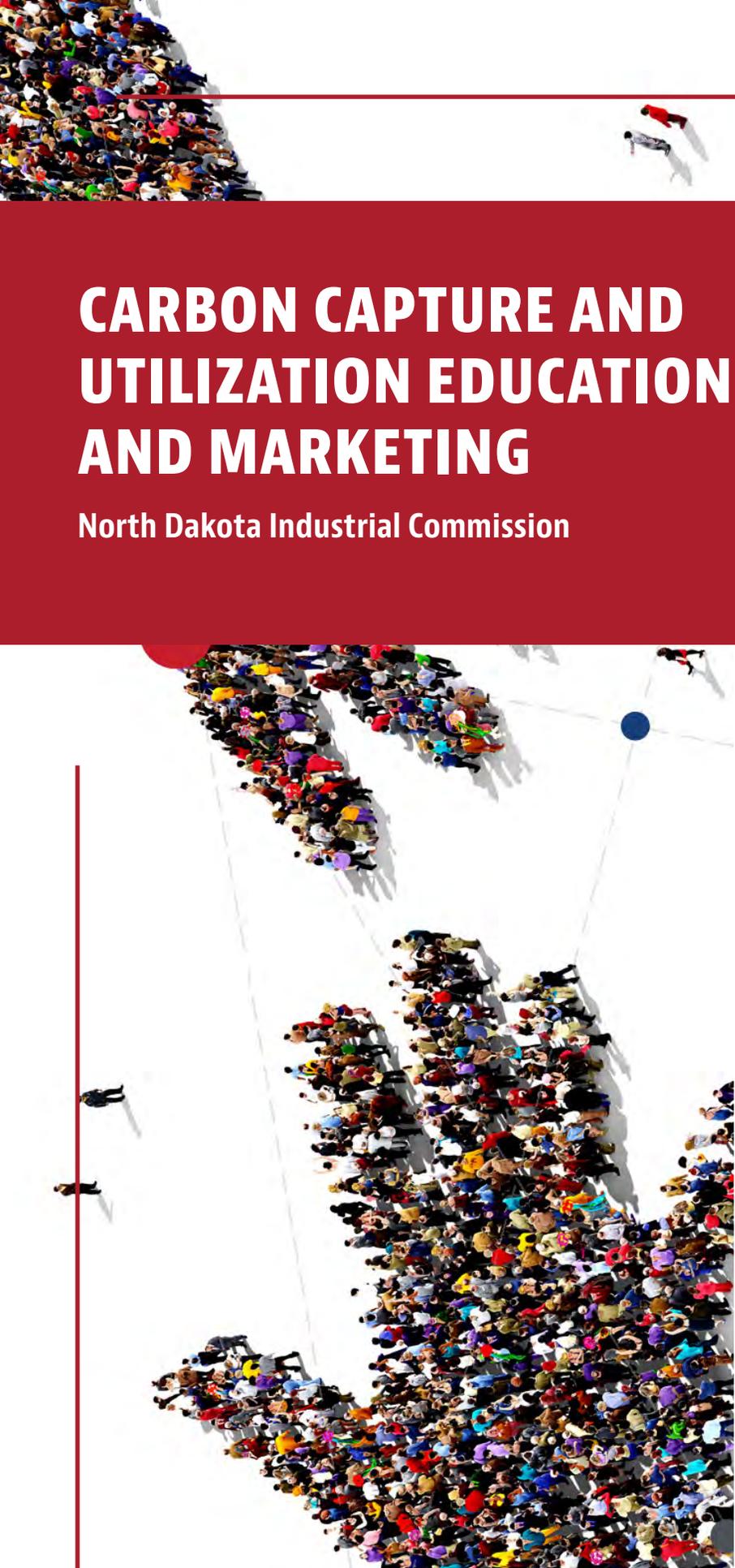


BUILD IT NOW SIOUX FALLS

Situation: For more than a decade, the citizens and politicians in Sioux Falls planned, analyzed, and debated the construction of a \$100 million, 15,000-seat event center to meet the demand for a multi-use venue that could accommodate entertainers, sporting events, and trade shows. After years of civic infighting and gridlock, several high-profile organizations and business leaders came together to develop a definitive plan that could be brought directly to voters. Public Affairs Company was brought on to manage a full-scale ballot campaign that would enable the construction of the much-needed facility.

Outcome: PAC acted swiftly to implement the Build It Now campaign, beginning with polling to gauge the most effective messages among likely voters. Well-choreographed paid media, earned media, social media, GOTV, and overall grassroots strategy set the tone for a comprehensive campaign well-suited to play offense and defense on a still-contentious local issue. Key to the effort was recruiting two hundred local businesses and membership organizations that amplified the scope of grassroots outreach and solidified the core of our earned media response team.

After a hard-fought campaign, the Build It Now initiative won by a 58-42 margin, with a record turnout for a non-mayoral election. The victory was deemed “an improbable win” on the front page of the Sioux Falls Argus Leader. PAC claimed seven Pollie awards and eight honorable mentions at the 2012 American Association of Political Consultants awards gala – the political equivalent of the Oscars. With seven Pollies for Build It Now, PAC won more awards for a single campaign than any other firm in the country.



CARBON CAPTURE AND UTILIZATION EDUCATION AND MARKETING

North Dakota Industrial Commission

PROJECT TITLE

Carbon Capture and Utilization Education
and Marketing

APPLICANT

AE2S Communications

PROJECT MANAGER

Marty Doll

DATE OF APPLICATION

January 31, 2024

AMOUNT OF REQUEST

\$300,000

TOTAL AMOUNT OF PROPOSED PROJECT

\$380,000-\$420,000 (estimated)

DURATION OF PROJECT

Through June 30, 2025

POINT OF CONTACT (POC)

Brent Bogar

701-221-0530

Brent.Bogar@ae2s.com

1815 Schafer Street, Suite 301

Bismarck, ND 58501



www.ae2scommunications.com

January 31, 2024
North Dakota Industrial Commission
State Capitol 14th Floor
600 E. Broadway Ave. Dept 405
Bismarck, ND 58505-0840

Re: Carbon Capture and Utilization Education and Marketing Grant Application

Dear Industrial Commissioners and Research Council Members,

As leaders in the energy industries, it is commendable that you have undertaken the role of ensuring that North Dakota is positioned to be the leader in the development of a carbon capture and utilization industry. Part of that leadership is found in the effort to seek a firm to assist with developing an education and marketing strategic plan for the CO2 industry. By aligning your leadership efforts with a team that has the expertise and experience to develop a comprehensive plan of the industry and the state will realize the following benefits:

Experienced Project Management: The AE2S Communications team brings more than 35 years of project management experience, along with the experience and knowledge of the project partners. The first priority for success is to maintain open communications with the project leadership and to maintain regular scheduled status reports. The experienced team will guide the project to ensure that it stays on task, on schedule, and on budget.

Leadership in Engagement: AE2S Communications and its partners have been leaders in outreach and engagement both in North Dakota and throughout the region. The team has worked closely with clients to develop strategies, host events, gather input, and facilitate meetings with various stakeholders to both share information and listen to concerns. With experience of working on issues that are multifaceted, and at times controversial, we are prepared to work with the project leadership to develop and execute outreach strategies.

Accomplished Design Team: The team at AE2S Communications is award-winning for designs, video production, and social media. The experienced team will work with the project leadership to develop materials that are effective at delivering the message developed as part of the project. The design team will work throughout the project to ensure that all of the designs and materials produced are accurate and maintain a consistent design standard.

Skilled Communicators: A project of this importance does not succeed without clear and effective communications. With experience in print and broadcast journalism, social media, and facilitating public outreach, and educational sessions. AE2S Communications, and its partners, have extensive experience of communicating complex information and distilling it into concise and understandable messages for various audiences.

AE2S Communications looks forward to working with you on this project. Our passion to provide accurate information through clear communications not only meets the expectations of the project but also will guide us in developing a comprehensive education and marketing plan for the carbon capture and utilization industry in North Dakota.

If you have any questions or require additional information, please do not hesitate to reach out to me directly at 701-450-9398.

In the spirit of service,

A handwritten signature in black ink that reads "Marty Doll".

Marty Doll
Project Manager

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1. ABSTRACT

OBJECTIVES

To develop a strategic marketing and communications plan, create educational materials and templates for the State of North Dakota, and conduct public outreach and stakeholder engagement for the purpose of educating various audiences on the topic of carbon capture and utilization and emerging opportunities for the industry.



EXPECTED RESULTS

Through research, data mining, and public/stakeholder engagement, AE2S Communications and its project partners will develop a strategic marketing and communications plan that will provide goals, tactics, and desired outcomes for use by the State of North Dakota to communicate and educate North Dakota audiences on carbon capture and utilization. In addition, several pieces of educational collateral, including print, web, video, and social media content, will be developed as part of this project.

The project team will work with the Industrial Commission and representatives from the Lignite, Renewable Energy, and Oil and Gas Research Councils to develop project goals and receive direction on the amount and type of outreach and material development.

Ultimately, this project will result in the State of North Dakota having a feasible and realistic plan, as well as a library of materials, to use to provide, education on carbon capture and utilization.

DURATION

Project kick-off through June 30, 2025 (approximately 16 months)

TOTAL PROJECT COST

\$380,000-\$420,000 (estimated, includes in-kind and potential matching dollars)

PARTICIPANTS

- AE2S Communications (Lead Consultant)
- Western Dakota Energy Association (Sub-Consultant)
- Fieldstone Group (Sub-Consultant)
- Support from Energy & Environmental Research Center and NDSU Extension



PROJECT TEAM



BRENT BOGAR
Project Lead



MARTY DOLL
Senior Communications
Strategist



HEATHER SYVERSON
Media & Marketing
Specialist



CODY SCHULER
Video & Digital Marketing
Specialist



NICOLE GAUSTAD
Graphic Designer



JACOB SCULLY
Graphic Designer



MIKE WITT
Web Specialist



ALIZJAH SWENSON
Social Media Marketing
Specialist

+ Pool of Additional Professionals including:



**Communications
Specialists**

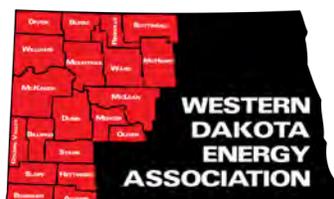


**Multi-Discipline
Engineers**



**Financial/Rate
Experts**

SUBCONSULTANTS





2. PROJECT DESCRIPTION

OBJECTIVES

To develop a strategic marketing and communications plan, create educational materials and templates for the State of North Dakota, and conduct public outreach and stakeholder engagement for the purpose of educating various audiences on the topic of carbon capture and utilization and emerging opportunities for the industry.



METHODOLOGY

The project team will help develop and work with an Executive Team (ET), made up of North Dakota Industrial Committee (NDIC) staff as well as up to three (3) members each from each of the Lignite, Renewable Energy, and Oil and Gas Research Councils. ET members do not need to be on the research council, but rather represent the respective industry. The ET will provide input, direction, and review for all deliverables. The ET will also be consulted to help develop the priorities of questions/myths that need to be addressed, the sourcing of information to ensure reliability, and in the development of appropriate outreach strategies. The project team will work with the Industrial Commission to ensure that the materials produced meet the objective of being factual and non-biased to specific projects or industries.

The plan and associated materials will be developed and geared toward a wide variety of audiences, including:

- Elected officials (Legislators, City/County Commissioners, etc.)
- Industry members
- Landowners
- Trade groups/associations
- Economic Development entities
- Include Media and Educational Organizations
- General public

The project DOES NOT include the cost for large quantity production of materials and/or the cost of media placement and advertising buys. These costs would be outside the project scope and budget.



METHODOLOGY MIGHT INCLUDE:

1. Market research
2. Data mining and analysis
3. Marketing goal and objective
4. Target market and demographic development
5. Communication tactics/owned, earned, shared, and paid media
6. Communication and outreach schedule and responsibility
7. Measuring success/ROI



ANTICIPATED RESULTS

Through research, data mining, and public/ stakeholder engagement; AE2S Communications and its project partners will develop a strategic marketing and communications plan that will provide goals, tactics, and desired outcomes for use by the State of North Dakota to communicate and educate North Dakota citizens on carbon capture and utilization. In addition, several pieces of educational collateral, including print, web, video, and social media content, will be developed as part of this project.

The project team will work with the Industrial Commission and representatives from the Lignite,

Renewable Energy, and Oil and Gas Research Councils to develop project goals and receive direction on the amount and type of outreach and material development.

Ultimately, this project will result in the State of North Dakota having a feasible and realistic plan, as well as a library of materials to use to provide education on carbon capture and utilization.



FACILITIES

The project team will work with partner organizations and/or community representatives to secure the use of facilities for on-location meetings (AE2S has offices in all regions of ND). Additionally, the project team will utilize online meeting platforms to facilitate project development and, as determined by the ET, outreach and engagement meetings.

RESOURCES

The project team has access to all the necessary staff, software, and equipment resources to conduct research, meetings, design, and develop educational materials. The following are technology resources we have available to you:

- ArcGIS
- ESRI Business Analyst
- Tapestry
- Qualtrics
- Meltwater

TECHNIQUES TO BE USED, THEIR AVAILABILITY, AND CAPABILITY

This project will be conducted primarily through the utilization of “people” resources and techniques. The project team will make this project a top priority and allocate the appropriate time and staff to reach successful outcomes.

Specific techniques and approaches for the project include:

- Monthly Executive Team Meetings
- Data Mining and Research from Current Relevant Reports, Studies, etc.
- Interviews with the Representatives from the Industrial Commission, Research Councils, and Industry Representatives

- Development, Deployment, and Analysis of a Digital Poll
- Development of a Strategic Marketing and Communications Plan (including goals, objectives, tactics, schedules, budgeting, programming, outreach and final presentations).
- Development of Educational Materials (including graphics, infographics, FAQs, video, presentations, web content, social media content, key messages, talking points, etc.)
- On-Location Community Engagement Meetings
- Training for Outreach Partners



AE2S Communications includes individuals with project management, marketing, media relations, strategic planning, graphic design, video production, web and social media development, community outreach, and presentation development experience.

Western Dakota Energy Association is a respected organization in their respective communities, which are energy producing (oil/gas, coal, wind and downstream processors).

Additionally, the relationships with other partners through the relationships developed by Western Dakota Energy Association will expand the team. Specific partners include Friends of Ag & Energy who have a large and connected network and experience conducting large-scale public input meetings and Faces of North Dakota Coal who have experience with community outreach and social media.

ENVIRONMENTAL AND ECONOMIC IMPACTS WHILE PROJECT IS UNDERWAY

As this will be a research, strategic planning, and educational material development project, there are no environmental or economic impacts anticipated while the project is underway.

ULTIMATE TECHNOLOGICAL AND ECONOMIC IMPACTS

Through the research and analysis the project will develop and provide information related to the economic impacts to North Dakota specific to carbon capture and utilization. Forecast models of tax revenue impacts for North Dakota will be developed as part of the materials developed for education and outreach.

WHY THE PROJECT IS NEEDED

As a strong energy-producer, North Dakota’s “voice” regarding important energy resources such as coal, oil, and gas is mostly united. As the carbon industry is relatively new to the state, there is much confusion, concern, and misunderstanding of what carbon capture and utilization is, how it works, and how it can impact the state and its economy.

A fact-based approach to education and outreach that is independent from any specific project related to industry is important to ensure public confidence in the carbon capture and utilization industry.

Additionally, North Dakota has an opportunity to be a leader in the conversation related to the economic and environmental impacts of carbon capture and utilization.

The outcome of this project should be to have a strong and unified public education campaign that can help educate, dispel myths, and answer questions about the carbon capture and utilization industry.





3. STANDARDS OF SUCCESS

The overall success of the project will be the development of materials that can be used to help share with various audiences the facts related to carbon capture and utilization in North Dakota. Through the implementation of the strategic marketing and communications plan, including specific targeted community engagements, the project will address concerns and misinformation related to carbon capture and utilization.

DELIVERABLES

A strategic marketing and communications plan with goals, objectives, and tactics will be provided to the executive team and North Dakota Industrial Commission. Additional deliverables created by the project team will be determined by the executive team. Expected deliverables include graphics, infographics, videos, web content, social media content, forecasts, and outreach plans.

EXPECTED VALUE

Through increasing the understanding of the carbon capture and utilization industry and opportunities in North Dakota it is expected to address misinformation. Specifically, by using a fact-based approach the project seeks to address concerns and incorrect information related to carbon capture and utilization. Additional value is provided by showing the benefits to existing industries in the state that are currently using carbon capture and utilization as well as those industries that are in the process of developing technologies related to carbon capture and utilization.

UTILIZATION

The project will produce materials that can be shared by the North Dakota Industrial Commission for use by other state agencies, research councils and industry members, and the public to provide educational materials related to carbon capture and utilization. It is expected that the materials will be provided in formats that can be used by third parties to support the various aspects of carbon capture and utilization in North Dakota.



4. BACKGROUND/QUALIFICATIONS



NORTH DAKOTA RURAL REGION 4

REAL. GOOD. NORTHEAST NORTH DAKOTA

The Challenge: Attracting talent is extremely competitive in today’s economic environment. In the North Dakota counties of Walsh, Pembina, and Nelson, more than 350 jobs are currently available. This region is made up of several small towns and agricultural communities - with the largest city being home to just over 4,000 people. Leaders in the region recognized that talent attraction is as much about selling the “community” as it is selling the “job,” and asked for AE2S Communications to help them develop a region-wide brand and talent attraction marketing campaign.

The Real. Good. Northeast North Dakota campaign officially launched in August 2023. The result was a culmination of engagement with community leaders, businesses and more than 700 area residents. Their feedback was encapsulated into REAL - the people and places are authentic and their experiences are real; and GOOD - life in northeast North Dakota is really good, especially for those looking for a quiet setting where they can live life at their own pace.

This campaign will be used over the next several years to promote the great quality of life amenities of the area for talent attraction and visitors, and as a source of pride and ownership among those who already call the region home.

KEY PROJECT ELEMENTS

- Branding and Identity
- Multiple Entity Stakeholder Involvement
- Website
- Video
- Social Media
- Marketing & Communications Strategic Plan
- Brand Rollout/ Implementation Plan

Stacie Sevigny
*Executive Director, Walsh County
Job Development Authority*
Stacie@RedRiverRC.com
701-352-3550



Western North Dakota

WESTERN NORTH DAKOTA REGIONAL ENERGY IMPACTS ANALYSIS

REGIONAL ENERGY IMPACTS ANALYSIS

The Challenge: With the growth of the western North Dakota energy industry, growing demands were placed on local governments for significant planning updates, operational increases, and capital improvements. This left a void in several communities that required funding decisions and resource allocations.

AE2S Nexus was contracted to evaluate and quantify the overall fiscal impacts from the increased service demands in six core communities. Working with Western Dakota Energy Association, the evaluation provided a broad outlook for capital infrastructure needs and increased levels of service to meet the rapidly changing population base in these communities. The project team performed an analysis to determine existing and planned operational service levels across multiple city departments in each community, and ultimately delivered a six-year capital, operational, and staffing impact analysis for each of the six communities.

KEY PROJECT ELEMENTS

- Summary of City Infrastructure, Facility, and Fleet Inventory
- Existing Staffing Levels
- Organizational Structure
- Service Area and Metrics
- Land Use and Infrastructure Service Areas

Geoff Simon

Executive Director

Western Dakota Energy Association

701-527-1832



WASHINGTON COUNTY COMMUNITY DEVELOPMENT AGENCY (CDA)

COMMUNICATIONS & ENGAGEMENT STRATEGIC PLAN

The Challenge: Washington County, MN is a relatively affluent region, with median household incomes, home values, and rents higher than the state average. However, there is still a large contingency of the population that is struggling financially. The Washington County CDA - which provides housing and economic development assistance to its constituents - recognized the need to evaluate and improve communications - not only to current clients, but to the community as a whole.

AE2S Communications was contracted to develop a Strategic Communications & Engagement Plan that would establish tactics to enhance the collaboration between the Washington County CDA and its audiences and stakeholders. The plan, which included a communications inventory and gap analysis, content governance development, several policies and templates, and a five-year strategic plan will help the CDA enhance awareness of its programs, services and initiatives.

KEY PROJECT ELEMENTS

- Communications and Engagement Strategic Plan
- Communications Inventory and Gap Analysis
- Content Governance Policy
- Key Message and Content Pillar Development
- Visual Identity Guide
- Social Media Policy
- Crisis Communications Policy
- Marketing Templates
- Press Kit

Alyssa Soderlund
Washington County CDA
Administration Director
651-379-9554

**2022 EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD WINNER**

The Greater Grand Forks: Way Cooler Than You Think!'s website took home the highest award for Special Purposes Websites.



 [CLICK TO VIEW WEBSITE](#)

GRAND FORKS REGION ECONOMIC DEVELOPMENT CORPORATION

WAY COOLER THAN YOU THINK

The Challenge: As the Grand Forks region was growing, the community realized the need to recruit and retain workforce, and knew that to do this, they had to highlight Grand Forks as a desirable region to live and work. However, one constant concern that arose was "it's too cold here."

AE2S Communications continued their work with community and economic development leaders to create a brand, website, and toolkit that highlighted the strengths of the community while continuing to attract workforce, especially for growing industries such as UAS, new residents, retail businesses, and entrepreneurs. This vision grew out of comprehensive planning and joint committee work. The branding campaign, "Way Cooler Than You Think," focused on using owned, earned, paid, and shared media to target specific parts of the U.S. for recruitment purposes. Since the launch, the team has helped grow the brand, and ultimately the community. This includes an online store, relocation guide, blog series, and more!

KEY PROJECT ELEMENTS

- Branding and Identity
- Multiple Entity Stakeholder Involvement
- Website
- Social Media
- Media Tracking
- Digital Advertising
- Brand Rollout Plan

Becca Cruger

Director of Workforce Development
 beccac@grandforks.org
 701-746-2720



CITY OF BURNSVILLE

YOU BELONG HERE

The Challenge: The City had already designed a new logo but hadn't thought much of a brand until the Economic Development Authority completed a Strategic Plan. The community had developed from a farming town in the 1950's to an urban suburb that was completely landlocked by the late 2000's. The demographics evolved to include a wide array of cultures and ethnicities. The City needed to acknowledge the change and also carve out who it wanted to be in a sea of suburbs. The City needed to shore up its internal brand standards as well.

Over 1,400 people were engaged in the discovery process through a digital community survey, both group and personal interviews, and community events. The new brand, "You Belong Here," was launched in September 2019. AE2S Communications also helped develop, and is currently helping implement, tactics for an Integrated Marketing and Communications Plan. The brand can be seen throughout the community and region on a variety of mediums.

KEY PROJECT ELEMENTS

- Integrated Marketing and Communications Plan
- Community Engagement and Survey
- Brand and Identity
- Brand Rollout/Implementation Plan
- News Releases and Other Earned Media
- Placemaking
- Theme Song
- Tourism and Quality of Life Campaigns

Regina Dean

*City of Savage Community Development Director
(Former City of Burnsville Asst. Community Development Director)
952-882-2660*





North Dakota NORTH DAKOTA REGIONAL ENERGY IMPACTS ANALYSIS

OIL & GAS TAX REVENUES

The Challenge: Each biennium, Western Dakota Energy Association and North Dakota Petroleum Council partner on a study that shows the impacts of the Extraction and Gross Production Tax collections by the State of North Dakota. The study is designed to illustrate the many ways the tax revenues benefit all of North Dakota and details where and how funding has been distributed by the State Legislature.

AE2S Communications is contracted to develop this study using data from the Department of Mineral Resources, Department of Water Resources, State Tax Department, State Treasurer, Office of Management and Budget, Legislative Council, State Investment Board, Department of Public Instruction, and Department of Transportation. The final study highlights the benefits received across the state from Extraction and Gross Production Tax in the areas of infrastructure, education, tax relief, budget stabilization, and research investments.

KEY PROJECT ELEMENTS

- Data Collection and Analysis
- Outreach Materials Design and Production
- Education on Extraction and Gross Production Tax Utilization and Benefits

Geoff Simon
Executive Director
Western Dakota Energy Association
701-527-1832



North Dakota

LEAD & COPPER RULE REVISIONS COMPLIANCE CAMPAIGNS

LEAD & COPPER RULE REVISIONS

The Challenge: All water systems in the United States must comply with the EPA's Lead and Copper Rule Revisions (LCRR) by Oct. 16, 2024. The State of North Dakota allocated federal funding to hire consultants to help communities and rural water systems complete mandated inventories of public and private drinking water infrastructure service lines. The LCRR is the first time the EPA has asked water systems to identify service line materials on the private side.

The State of North Dakota DEQ contracted with AE2S to help 40 cities and rural water systems create individual inventories of service lines. Public outreach is a major part of the LCRR assistance AE2S is providing to water systems through digital surveys, website content, infographics, social media posts, letters, news releases, billing announcements, and posters. The goal is to educate property owners about the need to complete each community's survey to gather the data needed to complete each system's inventory without alarming the public about the potential for lead being found in water systems. The data gathered through records review, research, and survey results is exported into the appropriate reporting format to be submitted to the State of North Dakota, and eventually the EPA. As part of LCRR compliance, AE2S will arm each water system with a water sampling plan and communications plan to be implemented if lead service lines are found in the water system or water supply.

KEY PROJECT ELEMENTS

- Records Review
- Data Analysis
- Survey Creation
- Graphic Design
- Community Outreach
- Media Relations
- Content Development
- Communications Plan
- Sample Plan

Tuna Hansen

Manager

Southeast Water Users District

701-242-7432



www.AgEnergyFriends.com

Welcome to a place for a neighborly conversation about the future of our Ag & Energy industries in North Dakota.



Calendar of Events

December 20, 2023 | Townhall Information Session at BSC

Participants included Gov Doug Burgum, Kathy Neset- Moderator, John Harju- EERC, Ron Ness - NDPC, Jason Bohrer- ND Lignite, Ryan Carter - ND Ethanol Council & Drew Courtney - Corn grower.

Event broadcast live on BEK TV

February 6, 2023

Northern Corn & Soybean Expo, West Fargo, N.D.
10am to 4pm. Trade Show Booth

February 7 & 8 2024

Mckenzie County Ag Expo Farm & Ranch show, Watford City, N.D.-
Scott Hennen radio show/event seminar 8:30 to 11am on Feb 7th.

February 13 & 14, 2024

KFYR Agri-International Show, Bismarck Event Center
Wed Feb 14 - 12 Noon Seminar

February 20, 2024

Evolution Ag Summit, North Dakota Farmers Union, Jamestown (sponsored by ND Petroleum Council) 9am to 3pm. Scott Hennen radio show live from this event 8:30-11am

Our Beliefs

Pipelines are Safe

We have over 30,000 miles of pipeline buried in North Dakota operating safely. We have two CO2 pipelines in North Dakota that have operated safely and without incident for years.

Carbon Provides Major Benefits

The management of a small percentage of man-made carbon provides enormous benefits to ND Ag Ethanol, Oil & Gas, and Coal. This technology has been proven during more than 40 years of field operations associated with oil production in ND & North America. EERC at UND is a world-leading pioneer in testing this technology.

Importance of Private Property Rights

80% of landowners have heard robust debate about a proposed CO2 pipeline and have opted to allow their land to be utilized for the construction of this project. We respect the 20% who have not yet agreed to participate. We look forward to an opportunity to hear their concerns and offer solutions for their objections.

Respectful Debate

Our country was founded on robust and respectful debate, and we support that notion when it comes to issues that benefit North Dakota and continue our Ag & Energy industries prominence.



5. MANAGEMENT

As a professional services firm, AE2S is no stranger to managing large, multi-million dollar projects from conceptual design to final deliverable. Specifically, AE2S Communications has managed hundreds of public education, outreach, marketing, and strategic planning processes for government entities over the past several decades.

This project will be assigned both a project manager (to oversee timelines, schedules, team coordination, deliverables, etc.) as well as a separate project lead (focus on outcomes, vision, team engagement, etc.).

While a detailed timeline will be developed as

part of initial project kick-off coordination, AE2S Communications intends to deliver all components of the project by June 30, 2025. The project and project deliverables will be managed and kept on track internally through bi-weekly project task check-in meetings (internal), monthly executive team meetings (external), and through the use of experienced and skilled project managers.

The executive team will also serve as the evaluation component of this project, with status updates, deliverables, and milestones to be delivered per the project schedule as part of a monthly meeting.

1. KICK-OFF MEETING

Up to two-hour, in-person meeting with executive team to develop project goals and outcomes; determine points of contact and communication preferences; discuss challenges and hot-button issues; and review plan and timelines.

Attended by Project Manager, Project Lead and key AE2S Communications and sub-consultant project staff. AE2S Communications staff will provide a meeting agenda and post-meeting summary

2. MONTHLY EXECUTIVE COMMITTEE MEETINGS

One-hour monthly check-in meetings (virtual) with the executive team throughout the duration of the project to discuss project status; review materials; discuss challenges or opportunities; etc.

3. ONGOING CLIENT COMMUNICATIONS

AE2S Communications Project Manager and Project Lead will be available via phone, email, text or Teams/Zoom to connect on any items, questions, or concerns that arise throughout the process.

4. FINAL REPORT AND FINDINGS

AE2S Communications will develop a final communications and marketing strategic plan, as well as all other project deliverables and present the final report to the executive team.



6. TIMETABLE

A detailed timeline will be developed as part of initial project kick-off coordination; however, AE2S Communications intends to deliver all components of the project by June 30, 2025. An estimated timetable follows:





7. BUDGET

Project Associated Expense	NDIC's Share	Applicant's Share (In-Kind)	Other Project Sponsor's Share
TASK 1: Client Communication and Project Management	\$16,000	\$4,000	ET Time
TASK 2: Research, Discovery, and Interviews	\$32,000	\$4,000	EERC Staff Time
TASK 3: Marketing Strategic Plan Development	\$44,000		
TASK 4: Marketing Services/ Content Creation	\$97,000		
TASK 5: On-Location Community Engagement and Training	\$91,000	\$12,000	\$60,000-\$100,000 Matching dollars will be sought
TASK 6: Expenses - Printing of Materials, Travel	\$20,000		
Subtotal	\$300,000	\$20,000	\$60,000-\$100,000
TOTAL	\$380,000-\$420,000 (estimated)		

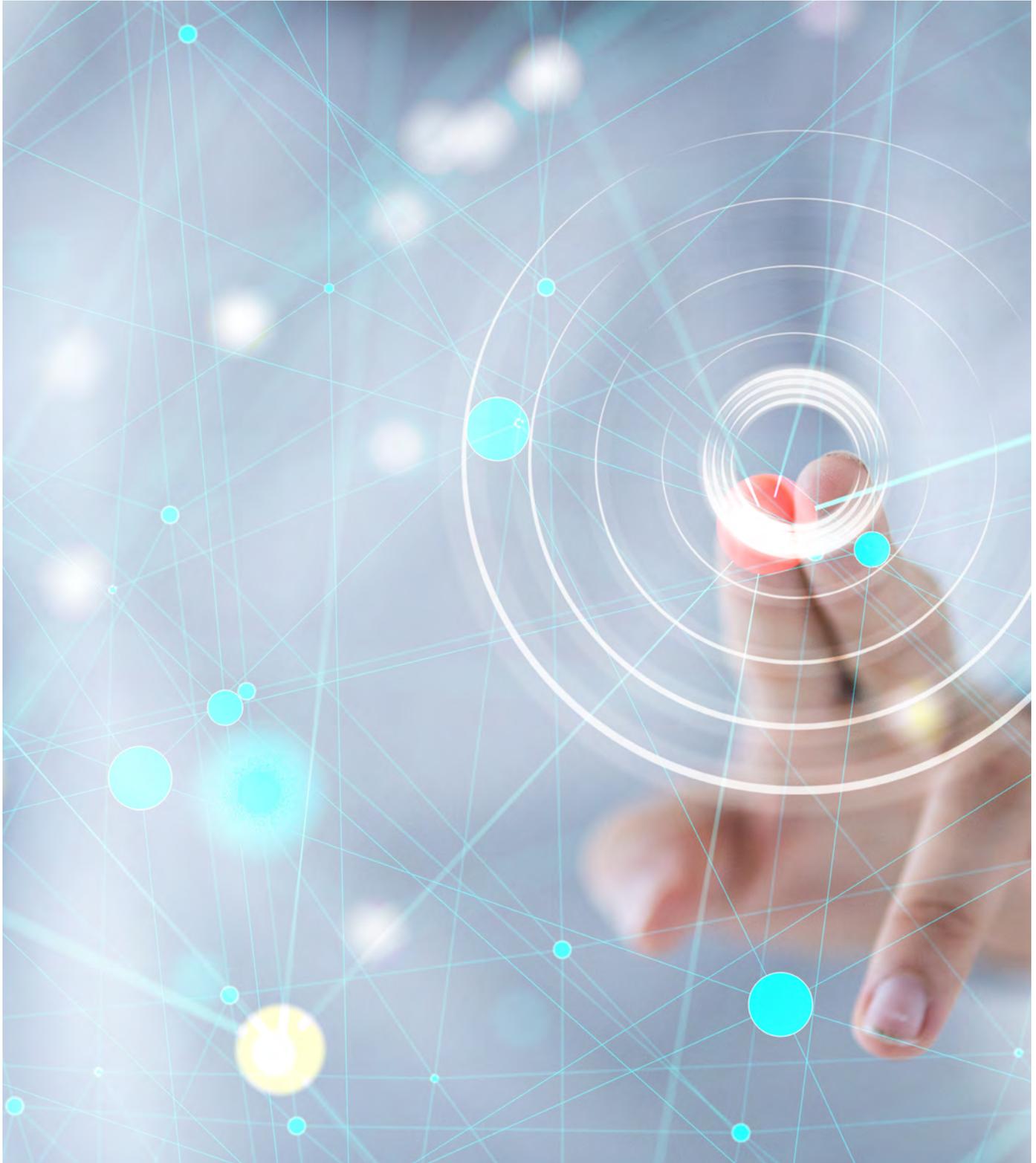
Fieldstone Group, through the 501c3 of Friends of Ag and Energy, will lead the effort to seek matching funds for community engagement and outreach. The additional dollars raised as matching funds will be used to increase the implementation and expansion of various outreach strategies.





8. CONFIDENTIAL INFORMATION

AE2S does not have any information deemed confidential in this application.





9. PATENTS/RIGHTS TO TECHNICAL DATA

AE2S does not have any patents or rights that we wish to reserve.

STATUS OF ONGOING PROJECTS

AE2S is not a recipient of any previous funding from the Commission nor do we have any ongoing projects with them.

TAX LIABILITY STATEMENT

AE2S is current with all tax filings and liabilities in the State of North Dakota.





APPENDIX A: RESUMES

A. APPENDIX: RESUMES

Brent Bogar

Project Lead

Why Brent? Brent's background and experience provides him with a depth of understanding in presenting complex issues in an understandable way to the various audiences necessary to gain support for a project. He will bring his unique perspective to the team to support your overall objectives.

- ✓ Extensive experience working with multiple stakeholders to find solutions on complex topics.
- ✓ Deep understanding of the economic value and impacts of industry for local and state governments.

SPECIFIC RELEVANT EXPERIENCE

- **Western Dakota Energy Association, Bismarck, ND - Public Policy Strategist.** Provides research, analysis, and insights to support the goals of the association and its members. Work with the client on communicating impacts of energy development, infrastructure funding needs, tax revenue formulas and forecasting, and maintaining community quality of life.
- **Western Dakota Energy Association, Bismarck, ND - Research and Communications Strategist.** Completed research and developed communication strategies to provide educational support for the client related to TENORM production and disposal from the oil and gas development in western North Dakota.
- **Regional Water Supply Project Finance and Governance Study, North Dakota State Water Commission, Bismarck, ND - Senior Strategist.** Led research and evaluation efforts of current and alternative governance and funding models for regional water systems. Worked with staff and stakeholders in developing recommendations to the State Water Commission of funding, financing, and delivery model alternatives for the four major regional water supply projects across North Dakota.
- **Strategic Communications Plan, Red River Valley Water Supply Project, Carrington, ND - Senior Strategist.** Supported the client in developing strategies in communicating the project with State agencies, community leaders, and State elected officials. Worked to ensure that the messaging of the project was consistent for the different types of audiences. Provided the client with assistance in developing presentations and coordinating meetings with stakeholders.
- **City of Williston, Williston, ND - City Commissioner.** Served as the elected City Commissioner for the fastest growing community in the nation during the peak of Bakken Oil development. The portfolio included airport, building, planning and zoning, and water and sewer. Provided leadership and support of over \$500 million in capital improvements.
- **Communications Plan and Campaign, Big Sky Water and Sewer District, Big Sky, MT - Communications Strategist.** Worked with the client to lead the collaboration with Big Sky Water and Sewer District and community organization partners to develop a strategic communications plan and public campaign for an increase in the resort tax vote.
- **Rate Communications, Snake River Water District, Keystone, CO - Senior Strategist.** Provided strategic direction for the development of a communication plan to help communicate a significant rate increase to cover capital improvements. Led public engagement through a series of in-person and virtual public meetings.



EDUCATION

Bachelor of Science, Mass Communication, North Dakota State University

Associate of Arts Degree and Associate of Science Degree, Computer Science and Marketing/Management, University of North Dakota - Williston

CONTACT

Brent.Bogar@ae2s.com

T: 701-221-0530

C: 701-202-7814





Marty Doll

Project Manager & Senior Communications Strategist

Why Marty? He has a rooted understanding of government and the opportunities and challenges government officials and employees face. Marty understands and is passionate about providing well-thought out, easy-to-understand plans and strategies. Marty supports clients by providing a thoughtful analysis of goals and outcomes on every project, developing and helping to implement proven tactics to achieve these goals, and providing a keen attention to detail to ensure successful campaigns and initiatives.

- ✓ Served as Project Manager for several communications, marketing strategy, and creative development projects in North Dakota and Minnesota.
- ✓ Highly skilled at developing and implementing strategies to communicate complicated issues to the public.

SPECIFIC RELEVANT EXPERIENCE

- **Talent Attraction Marketing Strategy & Branding, Walsh, Nelson, and Pembina Counties, ND - Project Manager.** Development of a region-wide brand and talent attraction marketing campaign to represent the region in areas of workforce recruitment, tourism, and economic development. The “Real. Good. Northeast North Dakota” campaign was the culmination of engagement with more than 700 area businesses and residents and included a new logo and tagline, website, marketing plan, social media development and management and ongoing marketing support.
- **Communications & Engagement Strategic Plan, Washington County Community Development Agency, MN - Project Manager.** Development of a multi-faceted plan to help the Washington County CDA promote its services, initiatives, and value as a community partner in affordable housing and economic development. The project included a communications inventory, gap analysis, development of key messages and content pillars, social media and crisis communications policies, templates, and a five-year strategic plan to improve the agency’s communications program.
- **Communications & Community Engagement Director - Burnsville, MN.** Managed communications, including print, video, online communications, media relations, and crisis communications; strategic implementation of campaigns, projects, and plans; messaging and writing for a variety of vehicles and channels; presentation to councils and governing bodies; and developing and implementing outreach/engagement initiatives. Managed the communications of several large City initiatives including a city-wide rebranding effort, facility and infrastructure projects, utility billing rates and service provider changes, controversial ordinance changes, and high-profile media events.
- **Community & Economic Development Director - Victoria, MN.** Management of development/redevelopment proposals and processes; economic development outreach, engagement, and initiatives; implementation of the City’s strategic and comprehensive plan; and liaison to the local business community. Assisted several local businesses in navigating the impacts of the COVID-19 pandemic, as well as helped shepherd in a number of large residential developments.



EDUCATION

Bachelor of Science, Mass Communication, Minnesota State University Moorhead; Associate of Arts, Dickinson State University

PROFESSIONAL MEMBERSHIPS

- Minnesota Association of Government Communicators
- North Dakota Professional Communicators
- Economic Development Association of Minnesota
- Economic Development Association of North Dakota

CONTACT

Marty.Doll@ae2s.com

T: 701-221-0530

C: 701-450-8398





Heather Syverson

Media & Marketing Specialist

Why Heather? With 20 years of experience in content creation and media relations, Heather knows how to garner earned media through strategic public relations materials and get the best bang for your buck with paid media via advertising campaigns. Heather is an award-winning writer with a knack for writing clearly and concisely. She supports her clients' initiatives through advertising placement and by creating content for newsletters, social media, blogs, websites, and informational materials for the public and media.

- ✓ Skilled writer with the ability to adopt each client's authentic voice.
- ✓ Previous newsroom management experience with lots of media contacts.
- ✓ Skilled at developing questions that produce useful data, results, and recommendations.

SPECIFIC RELEVANT EXPERIENCE

- **Bismarck Burleigh Public Health Tobacco Campaigns, Burleigh County, ND - Project Manager.** Coordination of a series of award-winning marketing/communications campaigns to promote the public health entity's tobacco/vape education and promote Bismarck's smoke free law. Services include branding, marketing campaign development, advertising placement, and social media planning.
- **Red River Valley Water Supply Project (RRVWSP), Central & Eastern ND - Communications Strategist.** Performed public information services, including communications plan development, news releases and a RRVWSP quarterly newsletter, media tracking to monitor public relations efforts, content marketing, social media management, event coordination, and video production.
- **Branding and Integrated Marketing and Communications Plan, Burnsville, MN - Communications Specialist.** Development and on-going assistance in the delivery of a branding and marketing campaign and materials. Conducted surveys, interviews, and focus groups at the beginning of the project. The data collected helped drive the brand development and creative aspects.
- **Downtown Branding, West Fargo, ND - Communications Specialist.** Public engagement and public meeting coordination to gain input and provide information to the public, business owners, and City leaders about branding the downtown neighborhood "The Yards on Sheyenne."
- **Fargo Cass Public Health Campaigns, Cass County, ND - Project Manager.** Coordination of a series of marketing/communications campaigns to promote the public health entity's tobacco/vape education, clinic services, breastfeeding initiative for employers/employees, and healthy concessions education. Services include branding, logo design, advertising campaigns, media placement and relations, and social media planning.
- **Fargo-Moorhead Flood Diversion Project Public Information Services, Fargo, ND - Communications Specialist.** Member of public outreach program team for the F-M Flood Diversion project spanning from development phase to construction. Services include communications plan development, website, videos, podcasts, support materials, media relations, and support of funding pursuits.



EDUCATION

Bachelor of Science, Mass Communications, North Dakota State University

PROFESSIONAL MEMBERSHIPS

- North Dakota Professional Communicators
- Minnesota Rural Water Association
- American Advertising Federation of North Dakota
- National Federation of Press Women

CONTACT

Heather.Syverson@ae2s.com
T: 701-364-9111





Cody Schuler

Video & Digital Marketing Specialist

Why Cody? Cody understands the power of visual storytelling and uses his expertise as a drone pilot and videographer to make stories come alive. Cody's experience includes video development and digital media for external clients, as well as internal projects for AE2S and its affiliated companies. Specific projects have included on-location filming, video editing, and social media graphics.

- ✓ Experienced with focus groups, engagement, and data analysis.
- ✓ Unique ability to explain complex ideas through visual storytelling.
- ✓ Experience working with government entities on multiple strategic and creative projects to drive measurable results.

SPECIFIC RELEVANT EXPERIENCE

- **Workforce Development Strategy and Branding Campaign, Grand Forks Region Economic Development Corporation, Grand Forks, ND - Video and Digital.** Creation of a marketing plan for Workforce Development initiatives in the Greater Grand Forks region. Responsibilities include website development coordination, graphic design, and presenting to stakeholders.
- **Grand Forks Downtown Action Plan, Grand Forks, ND - Video and Digital.** Planned, set-up, and filmed interviews and b-roll of the final downtown action plan. The video was used on social media and in a presentation to council. The video featured an animated version of the City logo, interviews with community leaders and stakeholders, b-roll of construction, and photos.
- **PFAS Water Treatment Plant Communications, Woodbury, MN - Strategic Communications.** Assisted City staff with developing communications tools for educating key stakeholders and the public on project, impacts, settlement details, and water quality challenges. In addition, served as an extension of the City's communications team to develop public outreach materials, including website content, social media, and handouts to proactively inform residents of project highlights, status, and construction impacts.
- **Branding and Marketing Support, Burnsville, MN - Project Manager.** Development and on-going assistance in the delivery of a branding and marketing campaign and materials. To gather input, the team met with focus groups, interviewed stakeholders, participated in booths at community events, and developed and distributed a digital survey. This input provides insight for the development of an Integrated Marketing and Communications Plan.
- **Integrated Marketing Communications Plan, Monticello, MN - Marketing Strategist.** Monticello is experiencing rapid growth, creating opportunities for business and industry and a need to attract a professional workforce. Developed an integrated marketing communications plan focused on community recognition, downtown redevelopment/vibrancy, and workforce development videos. Each video was used on multi-platforms to promote the company and services.



EDUCATION

Bachelor of Business and Administration, Marketing, Minor in Communications, University of North Dakota

QUALIFICATIONS

- FAA Certified Commercial Drone Pilot
- HubSpot Certification
- Google Ads and Analytics Certification

CONTACT

Cody.Schuler@ae2s.com
T: 701-746-8087





Nicole Gaustad

Graphic Designer

Why Nicole? Nicole has over 10 years experience with web and graphic design for external clients, as well as AE2S and its divisions. Specific projects have included public outreach, advertising, graphic design, newsletters, direct mail campaigns, social media, and research.

- ✓ Skilled at graphic design and developing content that is easy to understand.
- ✓ Experience engaging with local Dakota County residents.
- ✓ Works closely with local government and understands processes and policies.

SPECIFIC RELEVANT EXPERIENCE

- **Downtown West Engagement - Communications Specialist.** Worked with City staff to engage residents, businesses, and visitors on expanding the existing downtown. Project included gathering input through focus groups, digital surveying, and engagement at local events, including the local ice fishing event. The creative team at AE2S Communication drew audiences in with free speech walls and voting options that played on fishing, including "Fishing for ideas" and "Help us TACKLE the Downtown West Vision."
- **Local Library Engagement and Transition to Dakota County Library System, South Saint Paul, MN - Communications Specialist.** Developed a Communications Audit and served as an extension of staff on special projects, including engagement regarding the City-owned library. Worked with the City to tell the story, solicit feedback, and help City leaders make the best decisions for the community. Outreach efforts included digital and print surveys, bilingual posters, flyers, and engagement materials.
- **PFAS Water Treatment Plant Communications, Woodbury, MN - Strategic Communications.** Assisted City staff with developing communications tools for educating key stakeholders and the public on project, impacts, settlement details, and water quality challenges. In addition, served as an extension of the City's communications team to develop public outreach materials, including website content, social media, and handouts to proactively inform residents of project highlights, status, and construction impacts.
- **Integrated Marketing Communications Plan, Monticello, MN - Project Manager.** Monticello is experiencing rapid growth, creating opportunities for business and industry and a need to attract a professional workforce. Developed an integrated marketing communications plan focused on community recognition, downtown redevelopment/vibrancy, and workforce development.
- **Fargo-Moorhead Area Diversion Public Information Services, Fargo, ND - Graphic Designer.** Public outreach program for the Fargo-Moorhead Flood Diversion project. Development of logo, associated branding materials, and other graphic support material for the project.
- **MNAWWA "Let it Run" Campaign - Project Manager.** State-wide campaign to educate residents on ways to avoid pipe freezing during the cold temperatures of the winter. The campaign documents were assembled into a complete marketing toolbox and distributed for use by members across the state. Materials available in the toolbox included news releases, flyers, bill stuffers, videos, posters, branding and logo design, interior and exterior signage, and social media graphics.



EDUCATION

Bachelor of Science, Graphic Design Technology, University of North Dakota
Dakota

PROFESSIONAL MEMBERSHIPS

- Minnesota Association of Government Communicators
- Economic Development Association of Minnesota
- Society of Marketing Professional Services

CONTACT

Nicole.Gaustad@ae2s.com
T: 763-463-5056





Jacob Scully

Graphic Designer

Why Jacob? Jacob has an eye for design to produce high quality, award winning graphics that demand attention and clearly communicate a targeted message for communities and organizations. Specific projects have included logo design, brand standards development, advertising, newsletters, direct mail campaigns, social media, and research.

- ✓ Highly skilled at developing visuals that communicate complicated ideas to the public.
- ✓ Unrivaled enthusiasm for visual design that helps communities thrive!

**EDUCATION**

Bachelor of Arts, Art with Design Concentration, Gordon College

CONTACT

Jacob.Scully@ae2s.com

T: 701-746-8087

SPECIFIC RELEVANT EXPERIENCE

- **Branding and Marketing Support, Burnsville, MN - Graphic Designer.** Development and on-going assistance in the delivery of a branding and marketing campaign and materials. To gather input, the team met with focus groups, interviewed stakeholders, participated in booths at community events, and developed and distributed a digital survey. This input provides insight for the development of an Integrated Marketing and Communications Plan.
- **Red River Valley Water Supply Project (RRVWSP), Central & Eastern ND - Graphic Designer.** Public information services, including communications plan development, news releases and a RRVWSP quarterly newsletter, media tracking to monitor public relations efforts, content marketing, social media management, event coordination, and video production.
- **Fargo Cass Public Health Campaigns, Cass County, ND - Graphic Designer.** Coordination of a series of marketing/communications campaigns to promote the public health entity's tobacco/vape education, clinic services, breastfeeding initiative for employers/employees, and healthy concessions education. Services include branding, logo design, advertising campaigns, media placement and relations, and social media planning.
- **Branding and Integrated Marketing and Communications Plan, Burnsville, MN - Graphic Designer.** Development and on-going assistance in the delivery of a branding and marketing campaign and materials. Conducted surveys, interviews, and focus groups at the beginning of the project. The data collected helped drive the brand development and creative aspects.
- **Communications Strategy and Development, Williston, ND - Graphic Designer.** Development of an Integrated Marketing Communications Plan with a roadmap of prioritized recommendations. One recommendation was for a refreshed logo and visual identity system. Our team worked with the City to refresh their visual identity by updating their logo and providing a newly designed stationery package, brand guide, flyer, and presentation templates. We have also assisted the City with the creation of many other items to match their new identity.





Mike Witt

Web Specialist

Why Mike? Mike is an expert in website design and digital marketing. He will be a valuable resource in maximizing the City's brand on digital platforms.

- ✓ 15 years experience with user interface, user experience design, HTML/CSS/ Javascript coding, and SEO skills.
- ✓ Expertise with multiple Content Management Systems

SPECIFIC RELEVANT EXPERIENCE

- **Fargo-Moorhead Flood Diversion Project Public Information Services, Fargo, ND - Web Designer.** Mike is currently working on revamping the F-M Diversion website to be more functional with new information that was added. This includes building an interactive project timeline for the website.
- **Workforce Development Strategy and Branding Campaign, Grand Forks Regional Economic Development Corporation, Grand Forks, ND - Web Designer.** Development of creative materials and website for coordinated effort between County, City, Economic Development, and regional large employers. The project included the development of a mobile friendly website to provide personality and bolster awareness of the region and connect potential targeted workforce talent. The website includes advanced Search Engine Optimization, functionality, and ability to easily update content.
- **Grand Forks Regional Economic Development Corporation, Grand Forks, ND - Web Developer/Designer.** Built a customized WordPress website for the Grand Forks EDC. Mike also added security, helped transition and train the client with their new website, as well as audit and enhance Search Engine Optimization.
- **Communications Support and Public Education Big Sky County Water and Sewer District, Big Sky, MT - Web Designer/Developer.** Mike recently launched a new website for Big Sky County Water and Sewer District. The project redesign included a modern website with website security, Search Engine Optimization, and added functionality.
- **City of Livingston Water Reclamation Facility Project Website Design, Livingston, MT - Web Developer/Designer.** Development of a small but functional website used for updating citizens of Livingston, MT on the ongoing Water Reclamation Facility project in their City. We were able to respond to their request and launch the webpage in one day.
- **Brand Development for Software, OpWorks - Web Designer.** Mike created the OpWorks website with advanced Search Engine Optimization, functionality, and ability to easily update content. OpWorks is a customizable, web-based product for facility operators, superintendents, and managers.
- **New Market Township Website, New Market Township, MN - Web Developer/Designer.** The Township needed more functionality from its website and a friendlier user experience. In addition to giving the Township staff a WordPress platform to manage their content, took advantage of plugins to help them archive and categorize their meeting agendas and minutes, adding events, as well as incorporating a subscription option to receive email alerts for the latest news/posts.



EDUCATION

Associate of Applied Science, Multimedia/Computer Graphics, Minnesota School of Business/ Minnesota School of Computer Imaging

CONTACT

Mike.Witt@ae2s.com
T: 763-463-5036





Alizjah Swenson

Social Media Marketing Specialist

Why Alizjah? Alizjah has a wide understanding of social media content creation and how it correlates to the engagement within social media platforms. Alizjah's experience includes creating social media content, campaigns, and plans for external clients, and internal projects for AE2S and its affiliated companies. She has 10 years of graphic design under her belt and uses her skills to develop relatable content. She has worked on a variety of projects that include social media graphics, animation, social media campaigns, paid ad campaigns, and content calendars.

- ✓ Highly skilled at creating engaging content for the public.
- ✓ Provides a breadth of knowledge for social media, including analyzing social media performance, developing engaging visualizations, curating posting schedules, and building social media plans based on goals.

SPECIFIC RELEVANT EXPERIENCE

- **Roseau County Social Media Plan, Roseau County, MN - Marketing Coordinator.** Currently in development, the AE2S Communications team is working diligently to provide a social media plan aimed at providing important communications for a region. Alizjah is developing post ideas, a social media calendar, and providing Roseau County with social media posting strategies for future communications.
- **External Social Media, AE2S, Grand Forks, ND - Marketing Coordinator.** Being the social media guru on the team, Alizjah manages social media platforms, develops content for a social media calendar, analyzes data, develops paid ad campaigns, social media campaigns, and creates eye-popping graphics that educates, entices, and sticks within the brands voice.
- **Social Media Management, PS Industries, Grand Forks, ND - Marketing Coordinator.** Developed and maintained a social media plan and calendar based on analytics from social media platforms. Worked with internal staff to edit technical information into content for the public.
- **Social Media Plan and Execution, Brandon, SD - Graphic Design.** The AE2S Communications team is currently working with the City of Brandon to develop social media posts that will inform local citizenens of an ongoing water treatment plant project. Alizjah has developed graphics for the City's use based on the information that needs to be communicated and created branding guidelines.
- **Tobacco Cessation Campaign, Fargo-Cass Public Health, ND - Graphic Design.** Created graphics for an ongoing campaign utilizing branding guidelines and turned the static designs into animated graphics for better visualization to viewers in a younger demographic.



EDUCATION

Bachelor of Business and Administration, Marketing, University of North Dakota

QUALIFICATIONS

- Fundamentals of Digital Marketing
- Google Ads Search Certification
- Hubspot Social Media Marketing

CONTACT

Alizjah.Swenson@ae2s.com
T: 701-746-8087



Geoff M. Simon

Executive Director at Western Dakota Energy Association

Geoff is an experienced government affairs professional with a passion for doing things right. He currently leads the Western Dakota Energy Association, the members of which are the cities, counties and school districts impacted by energy development in western North Dakota.

Geoff has strong ties with dozens of local government employees and local elected officials throughout North Dakota, as well as state legislators and statewide elected officials. His public service as a city commissioner and his employment experience in state government and the energy/utility sector have provided him with a solid working knowledge of state and local government. Geoff also maintains positive collaborative relationships with public and private sector trade associations and their lobbyists and public relations professionals.

Geoff is an accomplished writer and has extensive public speaking experience. He is able to take a complex, technical issue, and translate it into simpler terms. He makes issues easy to understand, which helps policymakers appreciate his position and support his point of view. Geoff is skilled at developing the speaking points and counterpoints to help others who are willing to advocate for a given position.

Geoff takes pride in being well-versed on the important issues of the day. He is honest and direct, and is a strong advocate of free market principles. Geoff believes American businesses need sensible regulations and reasonable tax policies to thrive in the global marketplace.

Geoff is accustomed to hard work, long hours and days on the road to accomplish a goal. When a job needs to be done, he possesses the skills and motivation to make it happen.



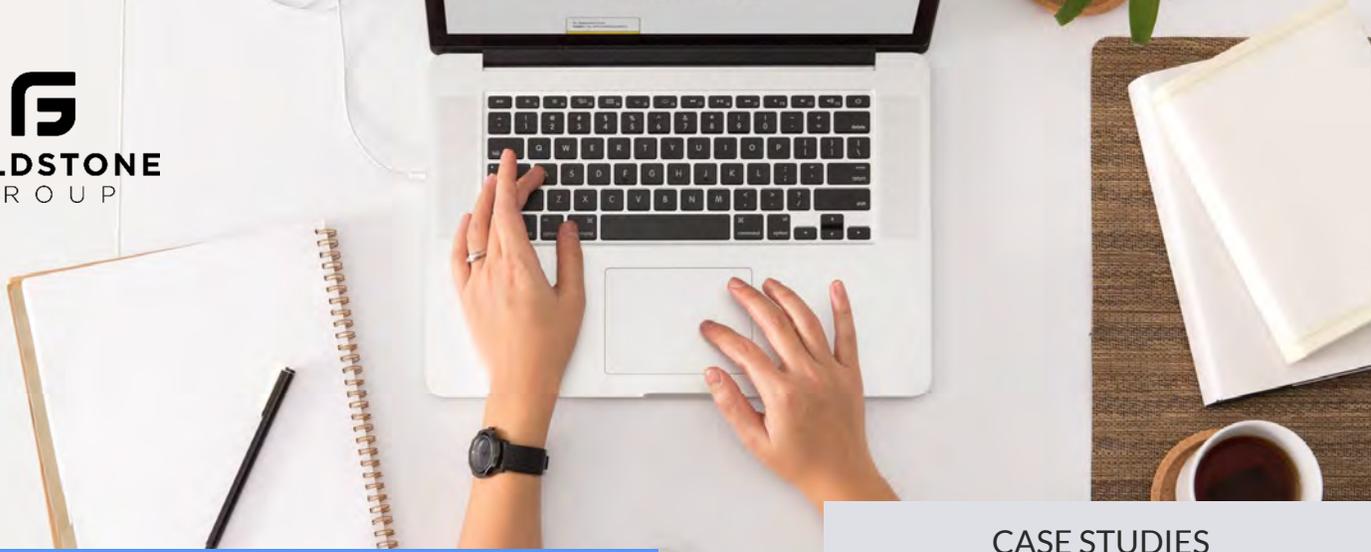
WESTERN DAKOTA ENERGY ASSOCIATION

WDEA supports energy development and revenue sharing for its members, and promotes the greater good of North Dakota.

OVERVIEW

The Western Dakota Energy Association provides leadership on state, federal and local energy issues to ensure an effective exchange of ideas. North Dakota's oil and coal taxes are 'in lieu of' property taxes and the taxes are shared with the state as well as the local political subdivisions of counties, cities and school districts. The oil counties consist of 17 oil and gas producing counties in western North Dakota. The coal counties are located in central North Dakota where coal is converted to electricity in Oliver, Mercer and McLean counties. Communication with membership, education of legislators and fair representation on a federal and state level are goals of the association.

Website <http://ndenergy.org>



#FieldstoneGroup

**YOU HAVE A REMARKABLE STORY TO TELL.
BUT IT HAS TO BE HEARD BY THE RIGHT PEOPLE.**

Your organization is your passion. It dominates your time, your thinking, your energy. You keep your head down and build. But now it's time to *share* that story. Because if you don't tell your story, no one will hear it.

We'd love to help!

Fieldstone Group is a creative and strategic partner, serving some of the largest organizations and biggest brands in our region. We earn attention, build awareness, and enhance credibility. We are connected, creative, and credible.

Today's consumer is bombarded with messages. Yours needs to stand out. We have the tools and experience to creatively and impactfully deliver your message. Our clients include legislative and political groups, large regional corporations, higher education institutions, healthcare systems, and Fortune 500 companies. A dynamic campaign requires many tools, and we can bring your message to life through digital marketing, broadcast, online tools, special events and more. Please allow us to show you the many ways we can help you achieve your goals for 2024!

- * Brand Management & Public Relations
- * Radio
- * Video
- * Social Media
- * SEO/SEM
- * Website Development
- * Connected TV
- * Programmatic Digital Ads
- * Print/Newspaper
- * Event Planning



"We are your champion, your cheerleader, your unrivaled advocate to connect you with the audiences that matter most."

Scott Hennen * Partner—Fieldstone Group

CASE STUDIES



The State of North Dakota wanted to promote its business-friendly environment and abundance of natural resources. We created a brand and campaign that led to millions of website hits and the eventual investment of multiple companies including "Shark Tank's" Kevin O'Leary and BitZero.



Countered a campaign of fear and false narratives about the pipelines needed to safely and quickly move oil across large areas of land. We cleared up confusion, dispelled myths, and portrayed company leaders as empathetic and responsible stewards of North Dakota's environment.



We were retained to promote the school and create/execute a program to honor regional business leaders for their dedication to corporate responsibility and ethics. We continue to work on various initiatives for the University.



APPENDIX B: LETTERS OF SUPPORT

January 26, 2024

Dear Proposal Reviewers,

I write this letter to express strong support for the Carbon Capture and Utilization Education and Marketing proposal submitted by AE2S in partnership with the Western Dakota Energy Association (WDEA). AES2 and WDEA have the expertise and experience to deliver on this critically important project to the state.

NDSU Extension looks forward to working with the project team to identify ways that project materials can be extended across the state in alignment with our mission to empower North Dakotans to improve their lives and communities through science-based education.

Sincerely,



David Ripplinger, PhD

Associate Professor, Department of Agribusiness and Applied Economics
Bioproducts and Bioenergy Economics Specialist, NDSU Extension
Director, BioEnergy and Products Innovation Center (BioEPIC)

DEPARTMENT OF AGRIBUSINESS AND APPLIED ECONOMICS

701.231.7442 | Fax 701.231.7400 | NDSU.Agribusiness@ndsu.edu | www.ndsu.edu/agecon

Richard H Barry Hall | 811 2nd Ave N | NDSU Dept 7610 | PO Box 6050 | Fargo ND 58108-6050

NDSU is an EO/AA university.



January 26, 2024

North Dakota Industrial Commission
North Dakota State Capitol
600 East Boulevard Ave Dep. 405
Bismarck, ND 58505-0840

Dear Industrial Commission,

The North Dakota Ethanol Council applauds AE2S and WDEA's collaborative efforts in assembling a diverse and capable team for this crucial project. AE2S's proposed approach to developing a strategic communications plan and supporting materials for the state of North Dakota aligns with our commitment to advancing the ethanol industry in our state. We appreciate the emphasis on educating various audiences on the CO2 economy and industries.

The North Dakota Ethanol Council is particularly pleased to see the strategic focus on addressing questions/myths, sourcing reliable information and developing outreach strategies. We acknowledge the importance of working with the North Dakota Industrial Commission to produce factual and non-biased materials.

The proposed media library will be a resourceful toolbox for effective communication. While we understand that the current project does not include implementation, we appreciate the foresight of considering additional partnerships with the Energy & Environmental Research Center (EERC) for accuracy assurance and NDSU Extension for outreach and communications support.

In conclusion, the North Dakota Ethanol Council stands ready to support this vital initiative. The proposed CO2 Carbon Capture and Utilization Education and Marketing Grant program holds immense potential to raise awareness, foster understanding and contribute to our state's sustainability. We look forward to the positive impact of this collaborative effort.

Sincerely,

Jeff Zueger
Chairman

Dana Hager
Executive Director



January 29, 2024

North Dakota Industrial Commission
North Dakota State Capitol
600 East Boulevard Ave Dep. 405
Bismarck, ND 58505-0840

Dear Industrial Commission,

On behalf of the Economic Development Association of North Dakota (EDND), I am writing to express our support for the proposal regarding CO2 Carbon Capture and Utilization and Marketing, specifically the grant application submitted by AE2S in collaboration with the Western Dakota Energy Association (WDEA).

EDND applauds the collaborative efforts and proposed approach of AE2S and WDEA to developing a strategic communications plan and supporting materials for the state of North Dakota. The inclusion of key audiences such as elected officials, industry members, the public, landowners, trade groups/associations, and economic development entities is commendable.

The focus on sourcing reliable information and developing outreach strategies is crucial for communication and engagement in North Dakota communities. EDND believes that informed leaders are better positioned to contribute to North Dakota's economy's overall growth and sustainability.

EDND is happy to support this initiative. We believe that the proposed CO2 Carbon Capture and Utilization Education and Marketing Grant program has the potential to contribute to our state's economic growth, diversification, and sustainability.

Sincerely,

A handwritten signature in black ink that reads "Laura Lacher". The signature is written in a cursive, flowing style.

Laura Lacher
Executive Director



January 31, 2024

Dear Council Members,

I am writing in support of AE2S Communications' proposal in response to the grant round related to the development of an education and marketing plan for Carbon Capture and Utilization. As the President and CEO of the Lignite Energy Council, I am confident AE2S Communications, and their partners have the experience and skills to meet the objectives that our industry views as important related to education around the industry and economic impacts of CO₂ in North Dakota.

The objectives required by the North Dakota Industrial Commission are: Public Outreach and Stakeholder Engagement, Development of Educational Materials, [a focus on the] Safety of Carbon Dioxide Transportation and Utilization, and Regular Updates to the Industrial Commission. The proposal from AE2S Communications meets all the objectives and has a focus of industry inclusion for the development of the plan.

The team of professionals from AE2S Communications and teaming partners such as Western Dakota Energy Association have the experience, skills, and ability to develop the educational materials for complex topics, including the need to focus on the safety of CO₂ transport, that can be delivered to multiple audiences.

Should AE2S be awarded this proposal, we believe that their combined efforts will result in a comprehensive and effective communications plan and initial outreach implementation that will benefit North Dakota for years to come.

In conclusion, I would like to affirm that this proposal from AE2S and its partners is consistent with the needs and objectives identified by the Lignite Energy Council.

Sincerely,

A handwritten signature in black ink that reads "Jason Bohrer".

Jason Bohrer
President & CEO
Lignite Energy Council



NORTH DAKOTA
PETROLEUM
COUNCIL

100 West Broadway, Ste. 200 | P.O. Box 1395 | Bismarck, ND 58501-1395
701.223.6380 | ndpc@ndoil.org | www.NDOil.org

January 31, 2024

Dear Council Members,

I am writing this letter in support of AE2S's proposal for the development of a strategic communications plan focused on public education related to Carbon Capture and Utilization. As a representative of North Dakota Petroleum Council, I am confident AE2S is positioned with the experience and skills to meet the objectives that our industry views as important related to education around the industry and economic impacts of CO₂ in North Dakota.

AE2S has a proven track record of success in developing strategic communications plans and education and outreach programs. Their team of professionals has the skills and experience necessary to execute this project with precision and efficiency.

We are also supportive of the proposal's inclusion of collaboration with Western Dakota Energy Association and its partners on this project. We believe that their combined efforts will result in a comprehensive and effective communications plan and initial outreach implementation that will benefit North Dakota for years to come.

In conclusion, I would like to express my support for this proposal from AE2S and its partners.

Sincerely,

Ron Ness, President
North Dakota Petroleum Council



January 31, 2024

Mr. Brent Bogar
Senior Consultant
Advanced Engineering and Environmental Services, LLC (AE2S)
1815 Schafer Street Suite 301
Bismarck, ND 58501

Subject: Support for AE2S Carbon Capture and Utilization Marketing Grant Application

Dear Mr. Bogar:

I am writing to express my support of AE2S's proposal for the development of a strategic communications plan and public education materials for carbon capture and utilization. The Energy & Environmental Research Center (EERC) is a leading research institution involved in developing solutions to the world's energy and environmental challenges, particularly in the field of carbon capture, storage, and utilization (CCUS) technologies. Our work in CCUS over several decades has been essential to understanding the challenges that face commercial-scale CCUS and identifying technological solutions to contribute to safe and successful operation of large-scale projects.

The state of North Dakota has been a critical partner in advancing CCUS. The funds provided by the legislature for this education and marketing program will continue advancing efforts to enhance awareness of this important technology and the value it provides to North Dakotans and the world. This proposal will achieve the objectives specified by the legislature and the North Dakota Industrial Commission.

AE2S and its partners' proposal for a strategic plan will include public engagement and stakeholder outreach and educational materials to communicate the safety of CCUS infrastructure and benefits of successful CCUS deployment. The EERC is willing to review public engagement materials and other assistance to ensure that all communication efforts are factual and consistent with current research efforts.

I hope that this application receives strong consideration, and the EERC looks forward to partnering on this collaborative effort.

Sincerely,

A handwritten signature in black ink that reads "John Harju".

Dr. John A. Harju
Vice President for Strategic Partnerships

JAH/rss