

North Dakota Petroleum Foundation

Contract number: G-047-091

Final Report: December 2020

Applicant: North Dakota Petroleum Foundation

Principal investigator: Tessa Sandstrom, Executive Director,
North Dakota Petroleum Foundation

Program overview

The mission of the North Dakota Petroleum Foundation is to provide and support education and outreach opportunities related to the petroleum industry, develop and advance quality of life initiatives, and promote and enhance the conservation heritage of North Dakota. The North Dakota Petroleum Foundation (NDPF) works to accomplish this through a series of events and communications channels aimed at building partnerships with key stakeholders and developing, delivering, and engaging in public education about oil and gas. The following information includes a brief explanation of program component activities from May 6, 2020 – December 31, 2020, and it also serves as the FINAL report for the grant, which was for activities taking place between January 2019 and December 2020.

Education

ND Energy Education

ND Energy Education is a program that was started in 2008 with the goal of educating and informing students, teachers, counselors, school administrators and teachers about the jobs and careers available in the energy industry. Contractors achieve this by attending and organizing career fairs or other events and making individual classroom visits with information and hands-on activities related to the energy sector.

PHASE 1: January 1, 2019 – May 8, 2019

ND Energy Education activities during Phase 1 of this grant occurred during the winter months of the academic year. The ND Energy Education program has continued its historic mission of engaging with students across ND on energy careers, career fairs and hands-on energy projects. Schools visited, (some multiple times) include Williston, Watford City, Dickinson, Minot, Bismarck, Cavalier, Wahpeton, Glen Ullin, Hebron, Devils Lake, Bottineau and Jamestown.

ND Energy Education also worked with organizers in Watford City to host the Tools Trades Torque Tech, or “T4” program. This brought together dozens of companies and

academic institutions and organizations in one large event to promote skills, education and careers in STEM and the trades. The program was a success and one that was to be replicated again in additional years, as well as in other communities.

PHASE 2: May 10, 2019 – October 11, 2019

ND Energy Education wrapped up its school-year activities with two hands-on energy classes in each of the Marketplace days in Jamestown and Cavalier. During an annual event held in Fargo, ND Energy Education also hosted five classes daily for every 8th grade student in the Fargo Public Schools, resulting in contact with 900 students or about 4,500 contact hours.

During the summer months, ND Energy Education remained active by participating in STEM Days with the Bismarck Larks and assisting the North Dakota Geographic Alliance with their annual seminar for teachers, which included many activities, as well as a tour of a rig and natural gas plant. ND Energy Education also assisted the Gateway to Science and Minot Discovery Center with activities for students at the Bakken Rocks CookFests held in Bowman and Van Hook in July 2019.

PHASE 3: October 12, 2019 – May 5, 2020

From October 1, 2019 through March 31, 2020, our direct student contact activities for energy education, career exploration and workforce development were in the following communities: Bismarck, Bowman, Center, Minot, Mayville, Fargo, Bottineau and Dickinson. With the onset of the COVID-19 pandemic, all events taking place after March were cancelled, including the Watford City T4 project, and program activities were suspended as students finished out the school year with remote education at home.

FINAL REPORT: May 6, 2020 – December 31, 2020

ND Energy Education activities during Phase 4 of this grant continued to be limited due to the ongoing COVID-19 pandemic. Program organizers and contractors instead used this time to build out, organize, and promote the T4 program, which is to be the primary focus of the ND Energy Education program going forward. Planning continues to host T4 in Watford City in April of 2021 and Grand Forks in May of 2021.

NextGen

Energy Education is involved in the NextGen ND project, a partnership with the ND Petroleum Foundation, Lignite Energy Council and ND Farm Bureau. The 15-student statewide advisory council sought input from the next generation of industry leaders and peers about their vision of ND's future. The student panel presented at the Lignite Energy Council's annual meeting in March. Students are currently being recruited for the 2020-2021 school year, with plans to host virtual tours and seminars and meetings via zoom.

Teacher Education Seminar

The Teacher Education Seminar is typically held in June of each year and hosts up to 50 teachers each year for four days of classroom learning and oilfield tours. The seminar was held as planned in 2019 with 50 teachers attending. With the uncertainty surrounding the pandemic during the spring of 2020, there was not enough time to plan for a virtual seminar, and it was thus cancelled. Plans will continue to host the seminar in 2021, with preliminary planning taking place to host the seminar virtually, if required.

Community Outreach

Bakken Rocks CookFest

The 2019 Bakken Rocks CookFests were held in Bowman and Van Hook in July. Much of the planning for the events was done toward the latter part of Phase I, with continued planning and implementation of the events in Phase II. The events were a huge success, attracting more than 25 teams between the two events and more than 3,000 people.

Plans were to host the CookFest in Mohall and Arnegard in 2020, and some early plans were being made through Phase II and Phase III. Given the uncertainty of the COVID-19 pandemic, the decision was made to cancel the events for the year with plans to host them in those same communities in 2021.

Townhalls/Public Education Sessions

Townhall/Public Education Sessions were held in conjunction with the Bowman and Van Hook CookFests. Each attracted approximately 100 people. The Bakken 2.0 education session was also hosted in Watford City on September 17, 2019 in coordination with the North Dakota Petroleum Council's Annual Meeting. More than 180 people attended this session. The Education Sessions that were planned for the 2020 CookFests in July and 2020 NDPC Annual Meeting in September in Fargo were cancelled due to COVID-19.

Charitable Drives

The Energy of North Dakota program had a very successful "Fueling Fun Toy Drive" during the 2019 holiday season (Phase I of the grant period). This drive ran from mid-November through early December, so toys could be donated and distributed to families in need for Christmas. The NDPF partnered with the United Way Giving Tree program and were able to fill 75 gift tags.

During the month of February 2019, the NDPF also hosted the "Battle of the Bakken Blood Drive." This is a friendly competition among oil companies to get the most donors out to help Vitalant collect crucial resources. There were over 40 blood drive locations where people could donate, across western North Dakota, from the last week in January through the first week in March.

In 2020, a physical toy drive was not held, but rather, individuals were encouraged to help participate by purchasing gifts online using the Salvation Army's Registry for Good or contacting their local organizers to receive a gift tag and arrange gift drops that limited too much social interaction. The NDPF worked to share information about toy drives and other needs in oil and gas producing counties via social media, emails and newsletters. Individuals were also encouraged to consider donations to local charitable organizations, including food pantries, the United Way, local Community Foundations, and the Salvation Army, since fundraising was more difficult this year due to canceled events and social distancing or low-contact recommendations.

Pick Up the Patch

Pick-Up-the-Patch events were held in several communities in 2019, but events in 2020 were either limited or less publicized so as not to promote too much social gathering. Industry still helped communities as needed, and the NDPC helped share information on events being held by communities and how to safely participate.

Despite COVID-19 restrictions, the Foundation still urged NDPC members to work to promote a no litter culture by encouraging companies to include trash disposal in employee training, providing trash bags in company vehicles, and help with clean-up efforts when and where they could.

Promotion & Marketing

Advertising

The Foundation ran television and digital ads from February through the end of May 2019 but given the uncertainty of COVID-19 and its impacts on budgets, most advertising was suspended through Phase 3 and Phase 4. The Foundation did continue its contractual obligations for sponsorships, which included UND and UMary athletic broadcasts, sponsorship of the Theodore Roosevelt Medora Foundation, as well as other radio programming.

In October of 2020 (Phase 4), the Foundation launched a new Community Impact campaign in Grand Forks, which highlighted ways in which oil and gas tax dollars are helping fund projects and priorities in communities throughout North Dakota. The Grand Forks campaign highlighted \$75 million for the Grand Forks Water Treatment Plant, \$11.4 million for the UND School of Law and \$60.4 million for the UND School of Medicine and Health Sciences (Appendix A). The campaign included two print ads in the Grand Forks Herald, as well as digital and social ads that targeted Grand Forks area residents. The ads performed well, seeing an average engagement rate and an above average click-through rate. The Foundation intends to continue running similar, targeted ad campaigns in 2021.

Rebranding and Website

In Phase 4, the decision was made to abandon the Energy of North Dakota moniker and instead consolidate all its messaging and branding under the North Dakota Petroleum Foundation name and new logo. The new logo (Appendix B) was chosen and work went ahead to redesign the website (www.ndpetroleumfoundation.org) and rebrand existing social media pages.

Social and Online Media

The Foundation continued to post content on Facebook and Instagram, highlighting relevant news stories or sharing educational graphics or messages. This activity slowed some during Phase 4 as rebranding efforts were underway. The Foundation made the decision to abandon the Energy of North Dakota moniker and instead consolidate all its messaging and branding under the North Dakota Petroleum Foundation name and new logo. The Foundation, however, continues to enjoy a strong followership of more than 8,000 people.

Measure

The Foundation commissioned three studies that will help its mission to provide information about the oil and gas industry and how it benefits the state and local communities. The first includes the Economic Impact Study, which measures the economic impact of the oil and gas industry for 2019. The study is currently being completed by the North Dakota State University Department of Agribusiness and Applied Economics and Center for Social Research. The results, which will be released in early 2021, are invaluable in helping communicate the importance the oil and gas industry is in North Dakota's economy and job market.

The second study is the analysis of how and where oil and gas tax dollars were spent. The study, which is a partnership between the NDPF and the Western Dakota Energy Association, will include how oil and gas tax dollars were distributed to various counties and cities. Those results should also be available in early 2021.

The final study is the biennial Public Perception Study. This study was completed early in May 2020 and helps the Foundation measure the success of its programs and messaging, as well as identifies any issues or challenges that the public may be concerned about. The study showed that North Dakotans continue to have a positive perception of the oil and gas industry with 76 percent of North Dakotans statewide having a positive opinion about the industry, compared to 74 percent in 2018 and 71 percent in 2016. In addition, most (85%) residents favor oil and natural gas development in North Dakota, with 71% strongly favoring and another 14% not so strongly favoring it. While one-third (34%) of residents felt North Dakota should be increasing oil and natural gas production, over half (57%) felt it should be kept about the same.

These results show a continued strong support for the industry, as well as the efficacy of the NDPF's efforts to communicate to and with the public and reach out to key stakeholders. The NDPF continues to be an important voice for sharing information about the oil and gas industry and building stronger relationships with key stakeholders. Financial support from the Oil and Gas Research Council, as well as the in-kind support from other partners is instrumental in the continued success of this program.

Program Budget

Phase I: January 1, 2019 – May 9, 2019

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share	Budgeted Amount (Cash)
Outreach					\$ 54,000
CookFest	\$	\$	\$		\$ 42,000
Safety & Environment	\$	\$	\$		\$ 6,000
Education Sessions	\$	\$	\$		\$ 6,000
Education					\$ 130,000
ND Energy Education	\$ 20,000.00	\$ 20,000.00	\$		\$ 80,000
Teacher Seminar	\$ 733.80	\$ 733.80	\$		\$ 50,000
Promotion & Marketing					\$ 790,000
Advertising	\$ 147,877.02	\$ 147,877.03	\$		\$ 770,000
Publications & Documents	\$ 2,480.62	\$ 2,480.63	\$		\$ 20,000
Emerging Issues					\$ 6,000
TOTAL	\$ 171,091.44	\$ 171,091.46	\$		\$ 980,000

Program Budget

PHASE 2: May 10, 2019 – October 11, 2019

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share	Budgeted Amount (Cash)
Outreach					\$ 54,000
CookFest	\$ 12,802.81	\$ 12,802.81	\$ 4,900.00		\$ 42,000
Safety & Environment	\$	\$	\$ 210.00		\$ 6,000
Education Sessions	\$	\$	\$ 1,295.00		\$ 6,000
Education					\$ 130,000
ND Energy Education	\$	\$	\$ 385.00		\$ 80,000
Teacher Seminar	\$ 9,325.09	\$ 9,325.10	\$ 6,300.00		\$ 50,000
Promotion & Marketing					\$ 790,000
Advertising	\$ 39,502.22	\$ 39,502.23	\$ 525.00		\$ 770,000
Publications & Documents	\$	\$	\$ 210.00		\$ 20,000
Emerging Issues					\$ 6,000
TOTAL	\$ 61,630.12	\$ 61,630.14	\$ 13,825.00		\$ 980,000

Program Budget

PHASE 3: October 12, 2019 – May 5, 2020

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind)	Other Project Sponsor's Share	Budgeted Amount (Cash)
Outreach					\$ 54,000
CookFest	\$	\$	\$ 280.00		\$ 42,000
Safety & Environment	\$ 9.63	\$ 9.64	\$ 525.00		\$ 6,000
Education Sessions	\$	\$	\$		\$ 6,000
Education					\$ 130,000
ND Energy Education	\$	\$	\$ 262.50		\$ 80,000
Teacher Seminar	\$ 146.50	\$ 146.50	\$ 1120.00		\$ 50,000
Promotion & Marketing					\$ 790,000
Advertising & Measure	\$ 146,097.32	\$ 146,097.32	\$ 1995.00		\$ 770,000
Publications & Documents	\$ 17.50	\$ 17.50	\$		\$ 20,000
Emerging Issues					\$ 6,000
TOTAL	\$ 146,270.95	\$ 146,270.96	\$ 4,182.50		\$ 980,000

Program Budget¹

PHASE 4: May 6, 2020 – December 31, 2020

Project Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind) ²	Other Project Sponsor's Share	Budgeted Amount (Cash)
Outreach					\$ 54,000
CookFest	\$	\$	\$ 122.47		\$ 42,000
Safety & Environment	\$	\$	\$ 35.00		\$ 6,000
Education Sessions	\$	\$	\$		\$ 6,000
Charitable Drives	\$	\$	\$ 104.98		\$ 6,000
Education					\$ 130,000
ND Energy Education	\$ 20,000	\$ 20,000	\$ 194.79		\$ 80,000
Teacher Seminar	\$	\$	\$ 237.10		\$ 50,000
Promotion & Marketing					\$ 790,000
Advertising & Measure	\$ 87,299.31	\$ 87,299.32	\$ 1,359.82		\$ 770,000
Publications & Documents ³	\$ 298.98	\$ 298.98	\$ 4,633.01		\$ 20,000
Emerging Issues					\$ 6,000
TOTAL	\$ 107,598.29	\$ 107,598.30	\$ 6,687.17		\$ 980,000

¹ See Appendix C for list of expenditures.

² See Appendix D for record of in-kind labor (attached spreadsheet).

³ Expenses are for the new website development.

Budget Year-to-Date and Cost Share

	<u>NDIC Share</u>	<u>NDPF Share (including in-kind)</u>
<u>Contract</u>	\$ 490,000.00	\$ 604,000.00
Phase I	\$ 171,091.44	\$ 174,153.96
Phase II	\$ 61,630.12	\$ 75,455.14
Phase III	\$ 146,270.95	\$ 150,190.96
Phase IV	\$ 107,598.29	\$ 114,285.47
TOTAL	\$ 486,590.80	\$ 514,085.53