

North Dakota Infrastructure & Key Issues

- Workforce Need Many and Growing
 - Conducting New Workforce Survey
- Housing Extremely Difficult & Expensive
- Roads Planning & Safety is Needed

Frac Sand is now short



™ 2008 North Dakota Petroleum Council

Oil Can! Road Safety Campaign



Campaign

Partners

- ND Department of Transportation
- ND Motor Carriers Association

Elements

- Billboards
- Bumper stickers (10,000+)
 - Shared with Industry / Member organizations
 - Distributed at the Williston Basin Petroleum Conference
- Road safety video produced with assistance of NDDOT



Target Audience

- Similar drivers involved in recent accidents
 - Male
 - 25 35 years of age
 - Pick up truck
- Industry employees
- General public



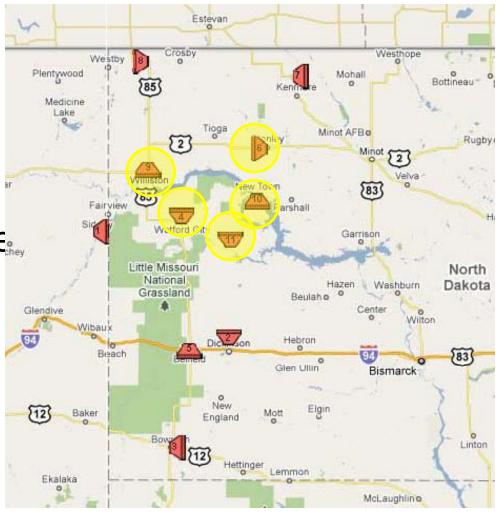
Billboards

• 5 Locations

• 4, 6, 9, 10, 11

• 3 Years

Consistent message





Billboard Mockup



Frac Water Use for the Bakken

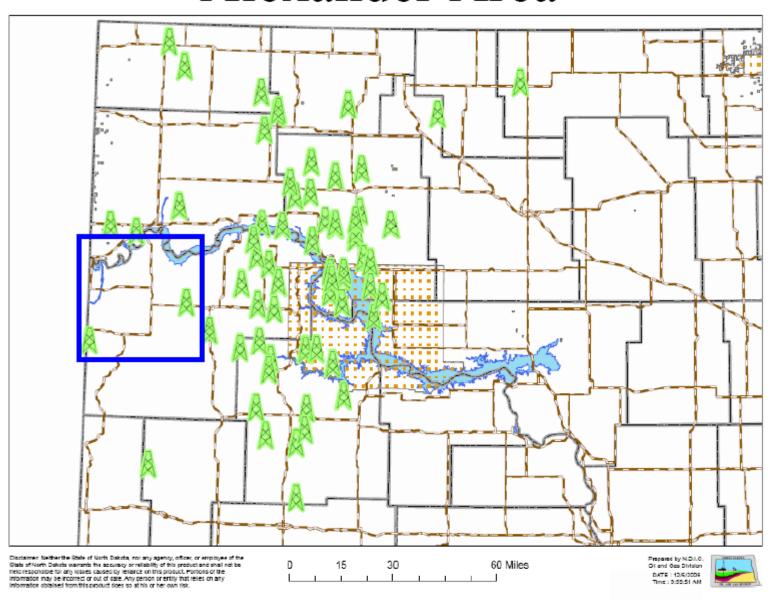
Up to 1.500 million gallons water per frac.

- For comparison:
 - In ND, the approximate volume of water used to irrigate ¼ section of land using center pivot is 1,380,000 gallons per day.
 - Typical daily water use for a 50,000-person
 Midwestern city is 10,000,000 gallons.

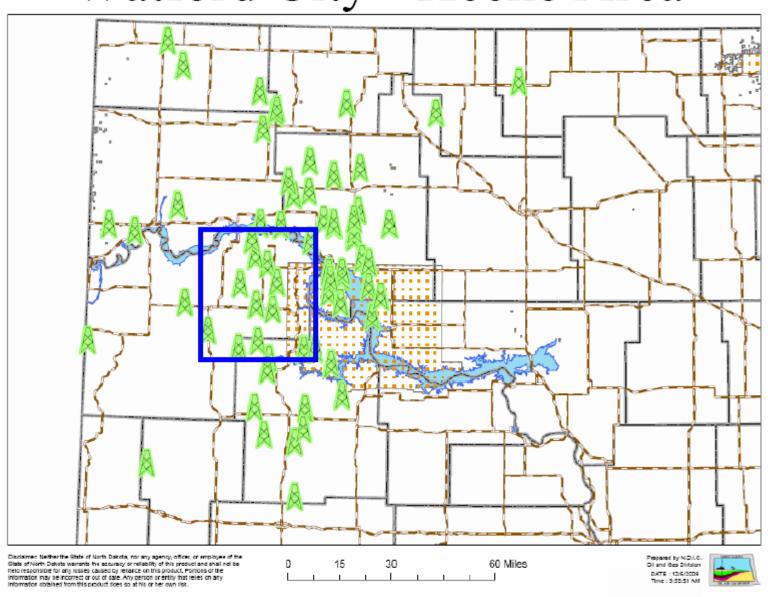
Frac Water Use for the Bakken

- Up to 1.500 million gallons water per frac.
- For comparison:
 - In ND, the approximate volume of water used to irrigate ¼ section of land using center pivot is 1,380,000 gallons per day.
 - Typical daily water use for a 50,000-person
 Midwestern city is 10,000,000 gallons.
- Relatively small amount of water for a very high value use.
- Utilize Lake Sakakawea Resource

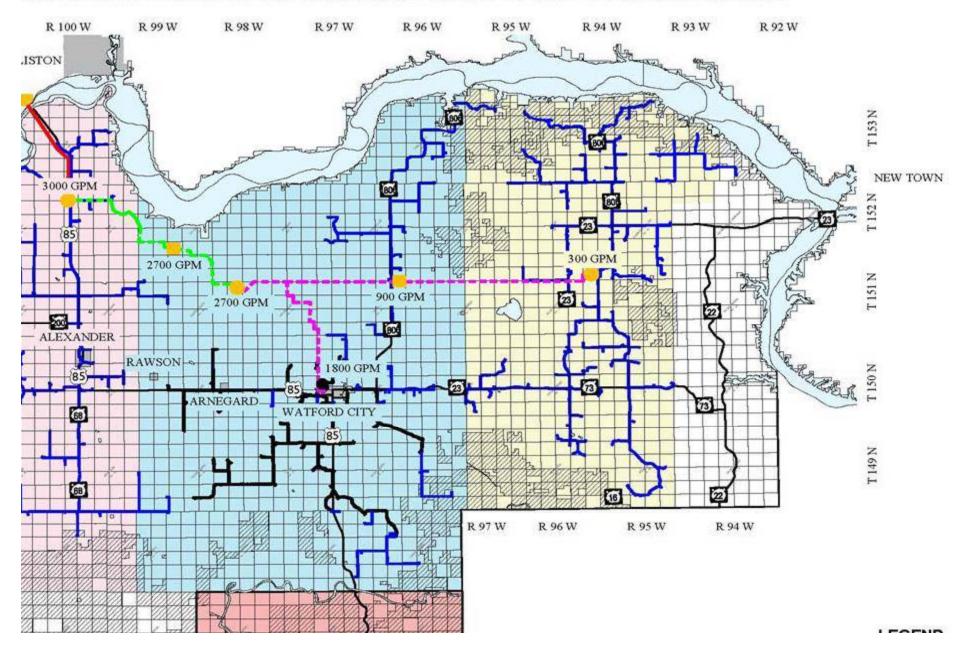
Alexander Area



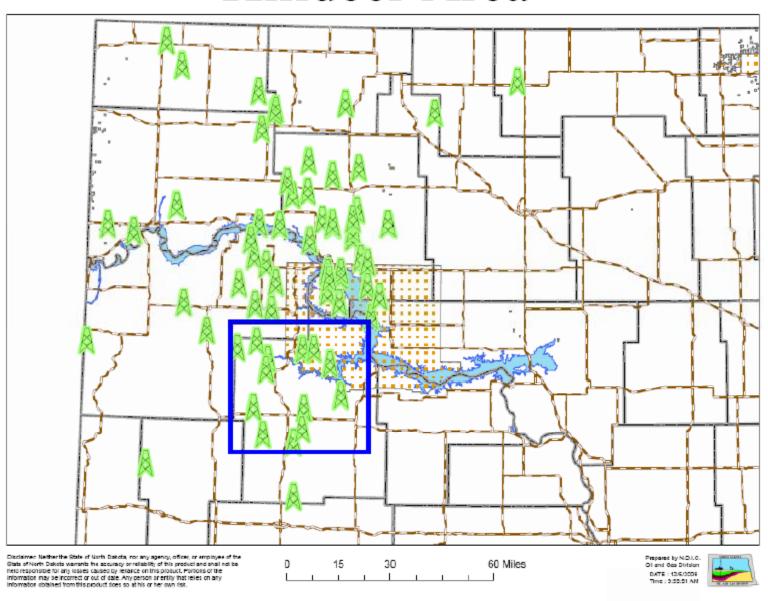
Watford City - Keene Area

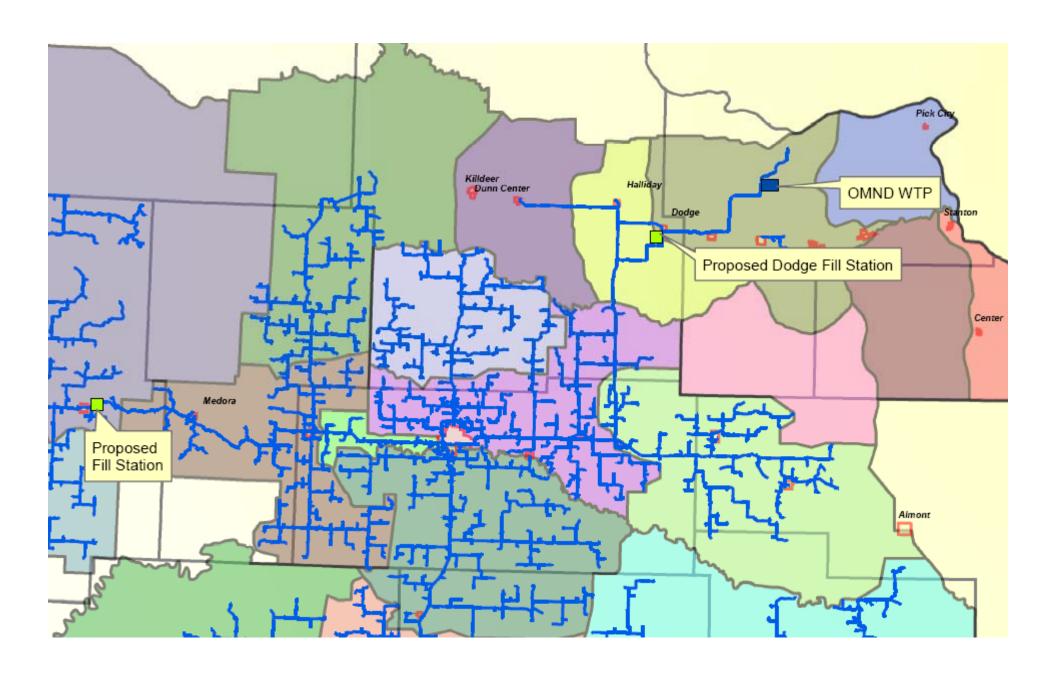


McKENZIE COUNTY WATER RESOURCE DISTRICT WATER DEVELOPMENT & MANAGEMENT PLAN - DECEMBER 2009

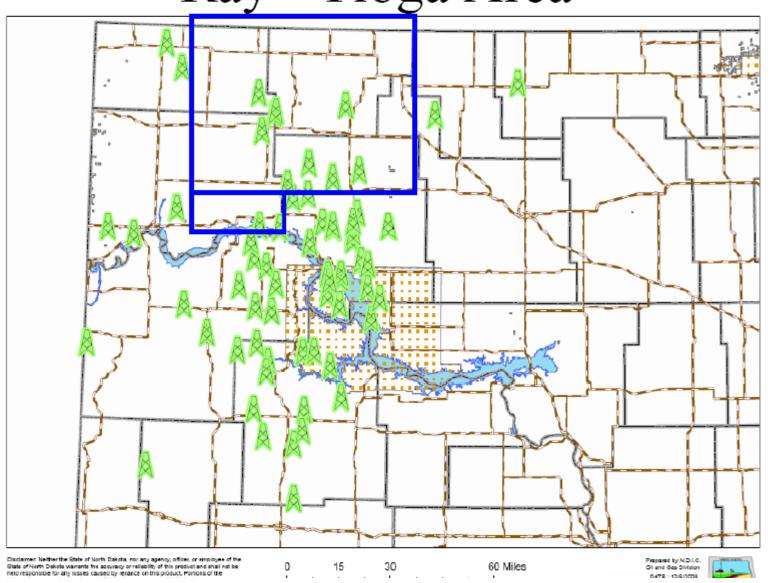


Killdeer Area





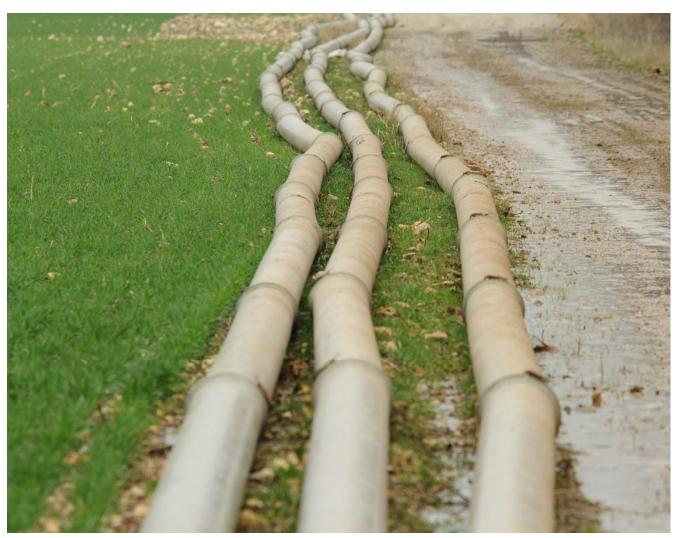
Ray - Tioga Area







distribute water from Lake Sakakawea



Temporary lines take water to well site

Thank you – I would be happy to answer any questions



Bakken Rocks CookFest

July 27 – Tioga

July 29 – New Town

Aug 26 Legislative Tour Stanley

