

## Bakken Boom High Big/How Long

- Many Challenges/Opportunities
  - Workers
  - Housing
  - Water
  - Pipeline Space
  - Road Impacts
  - Infrastructure Funding
  - Road Safety – Impatient Drivers

## Opportunities for North Dakota

- Manage a significant source of revenue for state
- Ensure western communities are winners
- Develop skilled professionals & labor force
- Develop tax structure that is simple, competitive, and predictable

## How Long Will the Boom Last


- Threats
  - Punitive laws and regulations
  - Lack of qualified employees for industry
  - High crude prices are required
  - Fluctuations in commodity prices



### Oil Can! Guiding Principles

- Listen First
- Broaden Outreach
- Respect others

**OIL CAN!**  
based goodwill in North Dakota  
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### Tidbits

**Oil & Gas Tidbits**

Education Week Tidbits about the Energy Industry

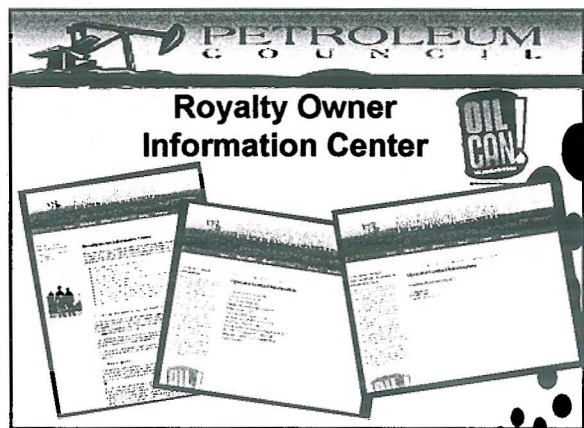
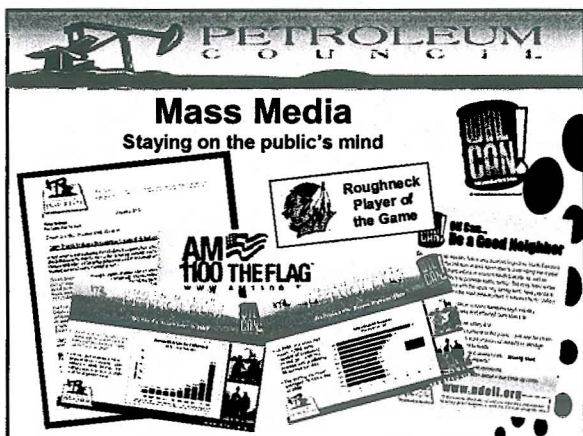
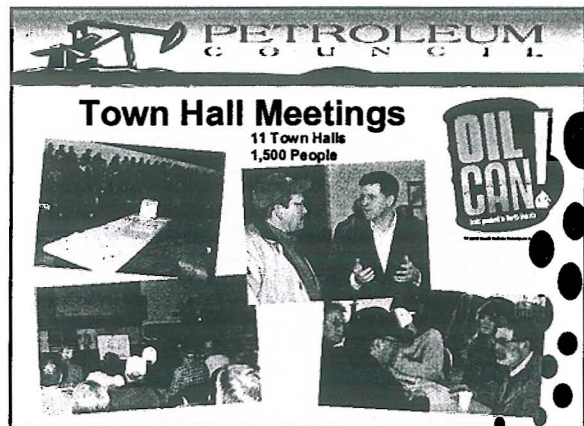
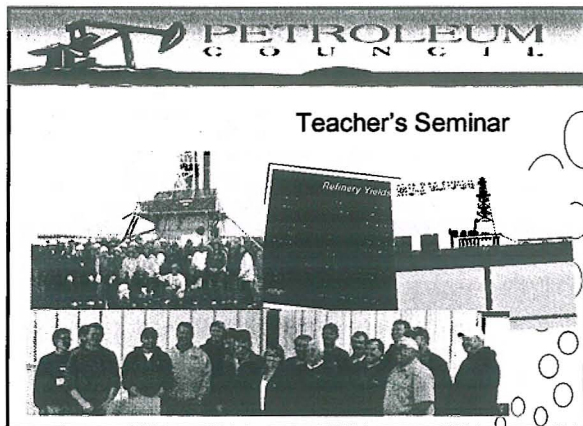
Top 100 Companies Among Top Industries in ND

Did You Know?



### Energy Career Awareness Partnership (ECAP)

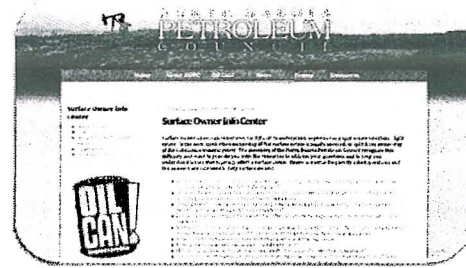
Directly presented to more than 55,000 students, teachers, and parents over the last 8 years.





## Surface Owner Information Center

- Just Launched @ Ndoil.org
- FAQs
- Promotional Efforts



Some questions answered in the Surface Owner Information Center...

1. What are the operator's notification requirements?
2. What is the law regarding measurement and payment of surface damages?
3. How long do drilling operations, completion operations, etc. take?

## Road Infrastructure/Safety

- Bakke Planning is Critical
  - Road System is not designed for Bakken type of traffic
    - Need Coordinated Long-Term Planning
    - The Bakken is Real Let's Plan for it Fund it
      - Let's do it Right!
  - Counties, Cities, Townships Need Support
    - Might Need to Establish Bigger Role for Oil Impact Fund
      - New State Land Commissioner
      - Petroleum Council is Engaging in Effort to Support Counties & Western Communities



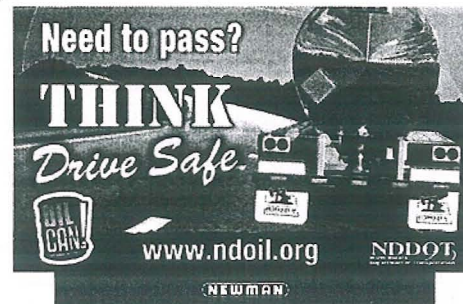
## Road Safety Campaign


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



## Drive Safe Campaign

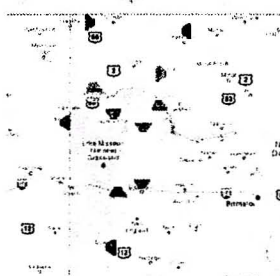
- Outreach Efforts
  - Billboards
  - Bumper Stickers (10,000+)
  - Road Safety Video for Industry
- Partners
  - ND Department of Transportation
  - ND Motor Carriers Association






## Billboards


- 5 Locations  
Hwys 22, 23, 1804,  
8 & 85
- Consistent message
- 3 Year Commitment

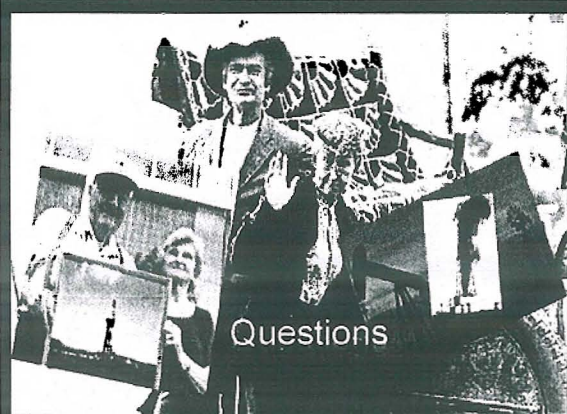





## What's Next for Oil Can!

- Engage Industry and Make Oil Can! Part of the Culture – Like Safety
- Watch and React
- Measure Success





## Questions



## 2,000 Already Registered

May 2 – 4 Bismarck Civic Center

1:30 Monday Room 105  
ND Resource Management Discussion  
Refinery Study  
Bakken VOC  
Water  
Housing  
Roads

## Bakken Rocks CookFest

July 27 – Tioga  
July 29 – New Town  
Aug 26 Legislative Tour Stanley




For more information, please visit [www.ndoil.org](http://www.ndoil.org)