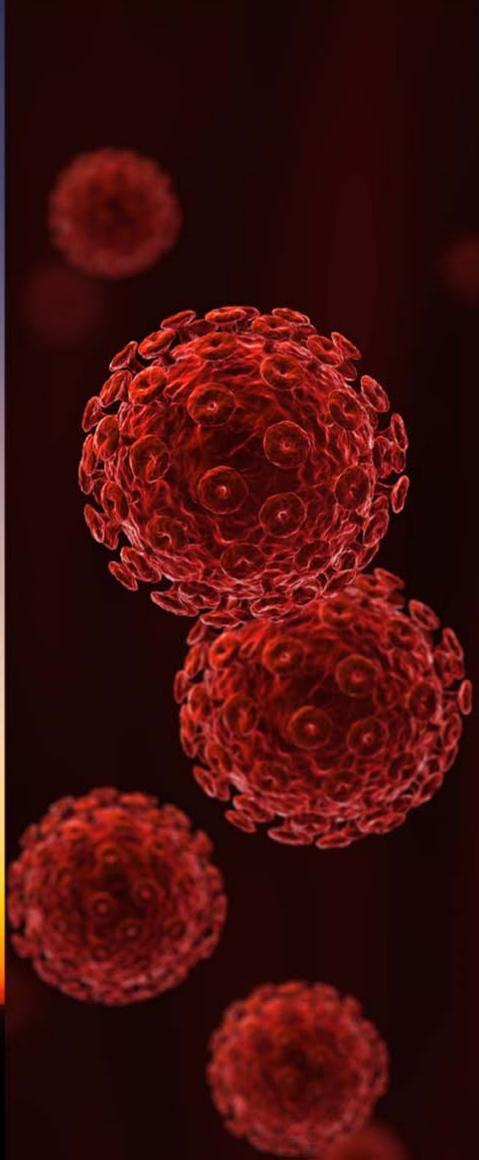


OKLAHOMA

DEPARTMENT OF COMMERCE
OKcommerce.gov

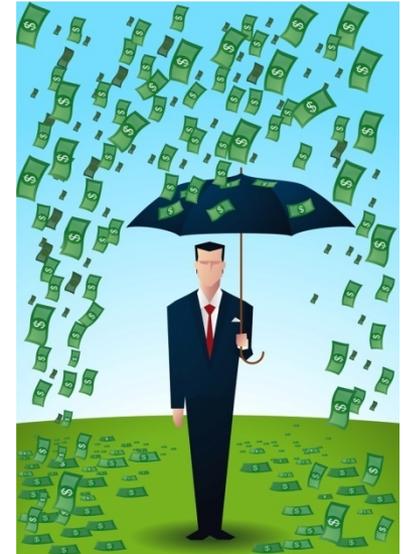


Background Information

- Oklahoma Department of Commerce
 - Our mission is to improve the quality of life of Oklahomans by supporting communities, growing existing businesses, attracting new businesses, and facilitating the development of a prepared workforce
- State Energy Office
 - Strives to increase energy efficiency and the use of renewable resources across the state by providing information, training, and technical assistance to energy users and developers. Most of the projects/programs administered by the State Energy Office are federally funded through the U.S. Department of Energy's State Energy Program (SEP).

ARRA Programs in Oklahoma

- **State Energy Program (SEP)**
 - \$46.7M state allocation
 - 28 total projects funded
 - \$12.9M in projects in revolving loan program
- **Energy Efficiency and Conservation Block Grant (EECBG)**
 - \$9.5M state allocation
 - \$250,000 ceiling for projects
 - 2 cities selected to be Energy Smart Communities
 - Received \$500,000 allocation
 - 38 total projects funded
 - 5 Main Street programs also funded



Outreach Activities

- **Implementation Workshops**

- Hosted 2 in state – tried to reach different project areas

- **Program specific implementation manuals**

- Manuals in hard copy and on CD
- Contained all forms for grant/project management
- LOTS of reference materials – Buy American, Davis Bacon, Historic Preservation, Energy Conservation Strategies, etc.



- **Individual implementation meetings**

- Similar to larger implementation meetings, but more one-on-one
 - Done either in office or at grantee's location

- **Individual meetings for EECS development**

- Give specific guidance and resources
- One-on-one attention to address specific project needs



Outreach Activities



- **Additional materials and guidance as needed**
 - Additional funding announcements, rebates, tax incentives, etc.
 - Distributed through email lists
- **Refer to specialists**
 - DOE TAP program
 - Clean Cities partners, renewables specialists
- **Project managers for specific projects**
 - Split projects to allow for individual attention and knowledge



Questions?

Kylah McNabb

Program Manager, State Energy Office

- 405-815-5249
- kylah_mcnabb@okcommerce.gov
- www.okcommerce.gov





Julia Diana · EECBG Peer-to-Peer Conference · March 16, 2011

Affecting Behavioral Change *through*



- Branding
- Social Networking
- Marketing

Our Challenges:



- Large geographic area over 1600 miles of roads
- Mode share? ... not so much
- Bike infrastructure? ... not so much
- It's just not safe out there! ...yikes!

Oh, and it's HOT here during the summer!

Our Opportunities:

- Political will
- Vibrant downtown
- Convention / tourist business
- Office of Environmental Policy
- Obese population



Make it fun!

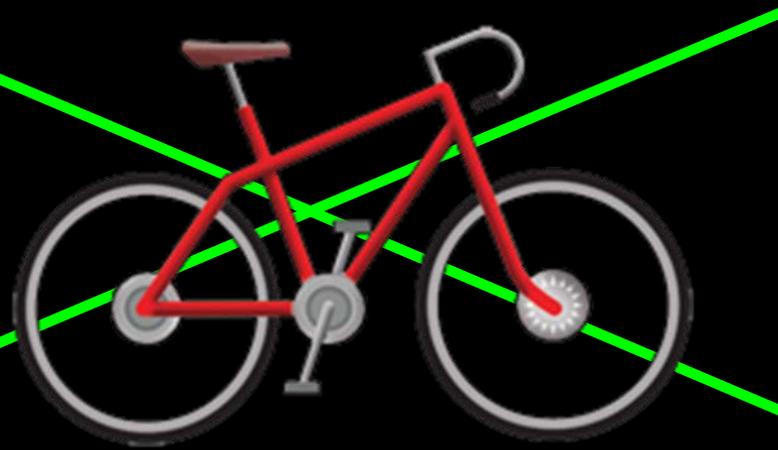
Opportunity:

American Recovery and Reinvestment Act

Stimulus Money for bike share

Department of Energy –
Energy Efficiency
Community Block Grant

Centers for Disease Control-
Communities Putting
Prevention to Work



\$141,875

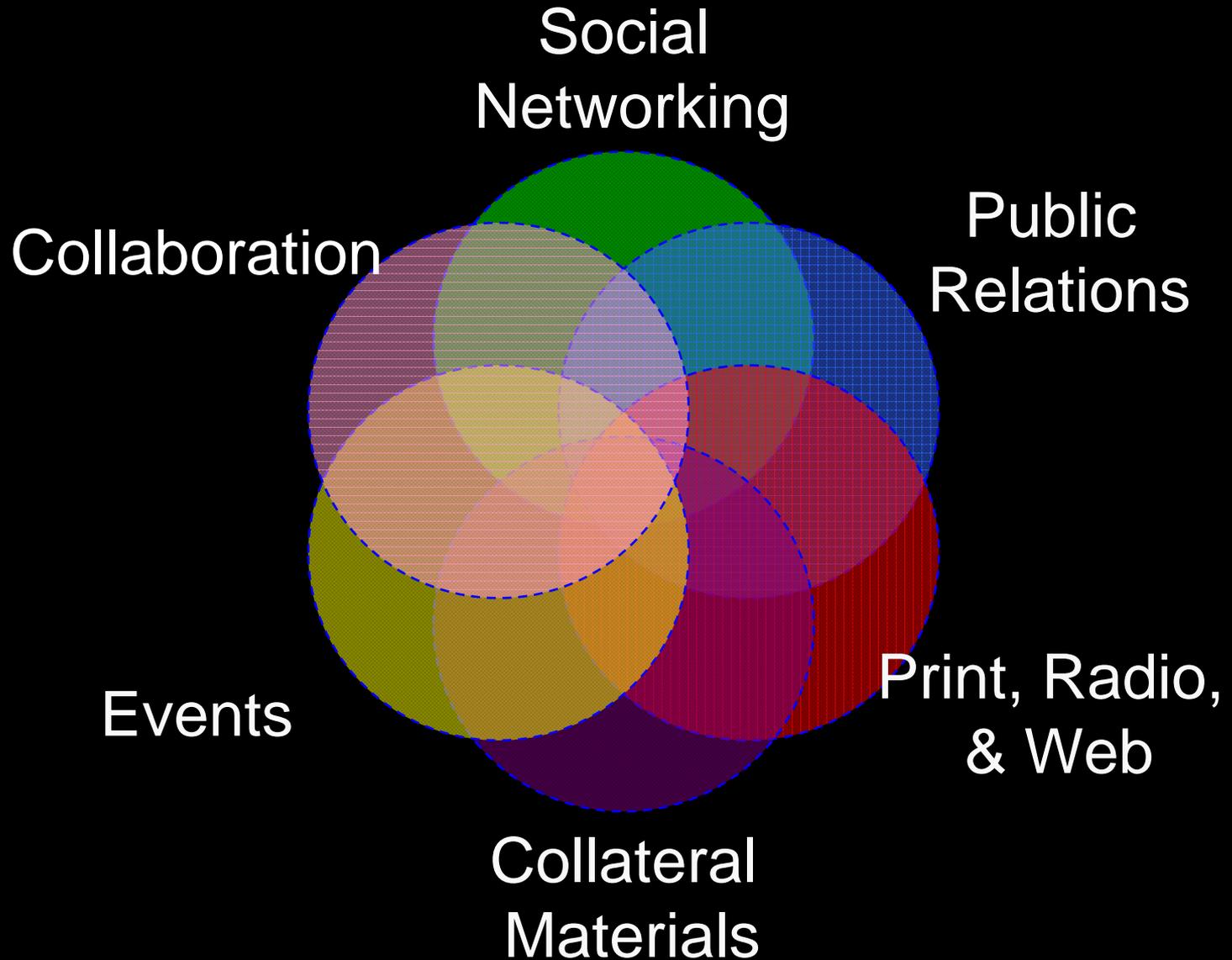
\$699,884

Step 1: Branding

- Easily identifiable logo
- Reproducible on letterhead, maps, t-shirts, etc.
- Timeless, because change is hard



Marketing and Outreach Tools



Social Networking

- “Bonds” your constituency
- Allows real-time updates
- Provides demographic and usage profiles

Facebook (1) | San Antonio Bikes - Microsoft Internet Explorer provided by City of San Antonio

http://www.facebook.com/home.php?#1/pages/San-Antonio-TX/San-Antonio-Bikes/114934630825

San Antonio Bikes

What's on your mind? Everyone

San Antonio Bikes + Others Just San Antonio Bikes Just Others Spam Settings

San Antonio Bikes

B-Cycle Demo and Bicycle Friendly Community Award Ceremony
12 new photos
November 2 at 1:31pm · Comment · Like · Share
Alejandra Diaz Mariscal and 8 others like this.

Jay Rodriguez gonna have to post my pics soon..
November 2 at 2:08pm · Like · Flag

City of San Antonio
OFFICE OF ENVIRONMENTAL POLICY
Our goals are to increase bike ridership for daily travel and improve cycling safety by making our bike network accessible, direct, and continuous.

Information

Chat (0)

Facebook (1) | Insights: San Antonio Bikes#1/business/insights/?pageset=114934630825#1/business - Microsoft Internet Explorer p

http://www.facebook.com/#1/business/insights/?pageset=114934630825

All Likes Over Time Learn more

769 Total Likes on Nov 06

Male Female

	Male	Female
13-17	1%	0%
18-24	4%	8%
25-34	15%	30%
35-44	21%	31%
45-54	14%	21%
55+	5%	8%

Top Countries

United States	San Antonio	English (US)
20	16	19

Top Cities

United States	San Antonio	English (US)
744	528	745

Top Languages

Please allow 48 hours for data to be available for a daily report.

Facebook © 2010 · English (US)

About · Advertising · Developers · Careers · Privacy · Terms · Help

Chat (0)



Social Networking

- Events, meetings, and news links
- Photos are the best advertisements
- Offers the ability for comment and feedback



San Antonio Express-News

The voice of South Texas since 1865

Sunday, May 23, 2010 | mySA.com

Holdsclaw scores 19 in debut with Silver Stars
SPORTS

Tips galore for great summer grilling
TASTE, PARADE

A fond farewell to 'Lost'
S.A. LIFE

\$172 IN TODAY'S COUPONS!
Saves the year \$5,073

SUNDAY FOCUS
CITY OFFICIALS MOVE TO EXPAND CYCLING

BIKE LANES NOW IN FAST LANE FOR S.A.

HEMMED IN ON HILDEBRAND
San Antonio bike coordinator calls on city officials to take steps to make the city more bike friendly.

Oversight was word unheard in Windcrest

Criminal probe shows a city short on checks and balances.

More than two years after the city of Windcrest's surprising achievement of landing a major league baseball team, the publicist-turned-farmer has stepped in to help the city's financial health. An impromptu watchdog, he has been instrumental in getting the city's financial records audited and its budget balanced. The city's financial health is a key factor in the city's bid to attract major league baseball teams. The city's financial health is a key factor in the city's bid to attract major league baseball teams.



Growth potential

Restriping or adjusting lane widths could mean more than triple bike lane mileage.

125 MILES OF EXISTING BIKE LANES
348 MILES OF PROPOSED ROUTES

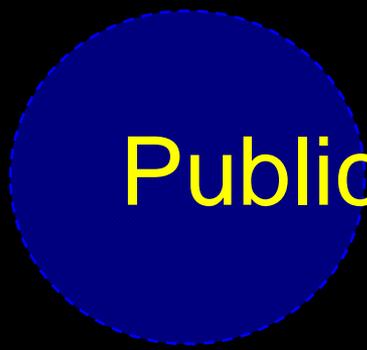
BY COLLEEN HANCOCK

FOR YEARS, SAN ANTONIO HAS BUILT STREETS AND APPROVED DEVELOPMENTS WITH LITTLE TO NO ACCOMMODATION FOR ANYTHING BUT MOTOR VEHICLES. NOW WITH URBIST STANDARDS AND A NEW MAYOR WHO SEES BICYCLES AS PART OF BEING A COMPETITIVE AND ATTRACTIVE CITY, BIKE LANES ARE GAINING GROUND.

It's a new Portland, Ore.-style strategy and New York made decisions on bike lanes. According to a study by the Metropolitan Planning Organization, San Antonio and other cities could add 300 miles of bike lanes just by restriping pavement, without impacting the city's existing road "road diet" plan. It would mean more than triple the miles of bike lanes.

Big effort to make the colonias count
The word is out: Take part in the census.

ALAMO — When the census taker's knock finally comes, don't be surprised and a resident should expect their doors aren't answered. The census taker's knock is a sign that the census taker is here.



Public Relations

Make friends with the media

Public Relations



Print, radio, & web



AUTOS+BICICLETAS=AMIGOS

S.A. LISTO PARA ANDAR EN BICI.

SAN ANTONIO BIKES
Office of Environmental Policy



DRIVE & BIKE FRIENDLY.

S.A. IS READY TO RIDE.

SAN ANTONIO BIKES
Office of Environmental Policy

Print, radio, & web

City of San Antonio | Official Web Site - San Antonio Bikes - Microsoft Internet Explorer provided by City of San Antonio

http://sanantonio.gov/oe/sabikes/

File Edit View Favorites Tools Help

Google Search Share Check Translate Sign In Convert Select

City of San Antonio | Official Web Site - San Antonio B...

sa.Gov Home Business City Services Departments Government Recreation Residents Visitors

Site Map | Text Only
Friday, January 14, 2011
Home E-Mail Print

San Antonio Bikes

CITY OF SAN ANTONIO
OFFICIAL WEBSITE

San Antonio
DEEP. IN THE HEART.

Google™ Custom Search Search

Office of Environmental Policy San Antonio Bikes

- SA Bikes Home
- About SA Bikes
- Bicycle Master Plan
- Events & Meetings
- In the News
- Maps and Trails
- Resources
- Safety & Education

Find us on Facebook

Links

- San Antonio B-Cycle
- Interactive Bike Map
- Linear Creekways

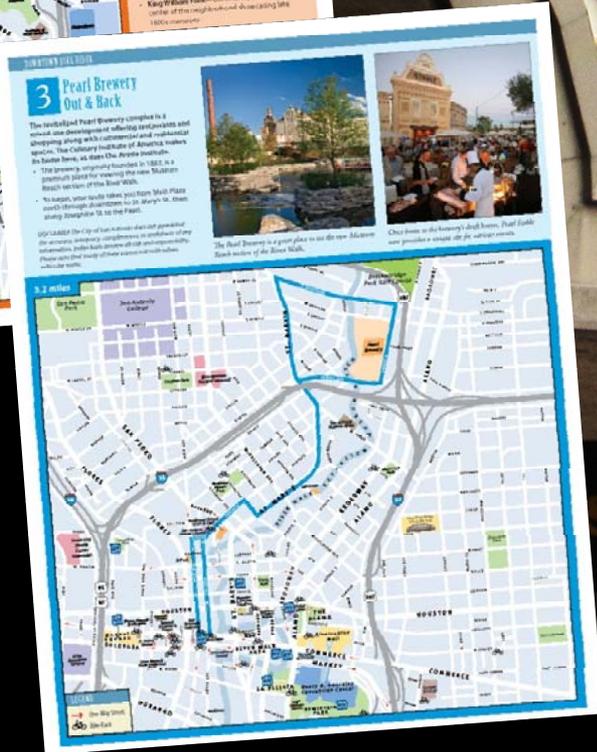
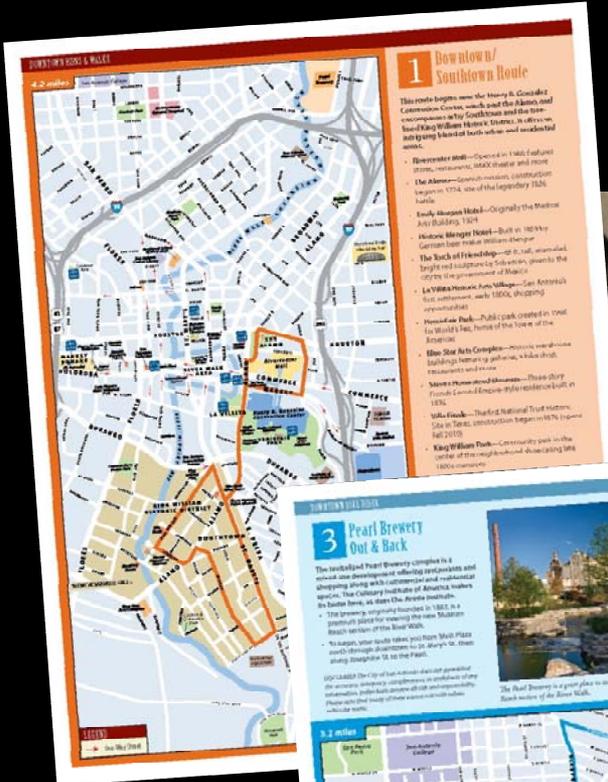


http://www.sanantonio.gov/oe/sabikes

Internet 100%

start Microsoft Office... San Antonio Bikes ... Windows Explorer Transportation For ... City of San Antonio... 3:16 PM

Collateral materials



Events

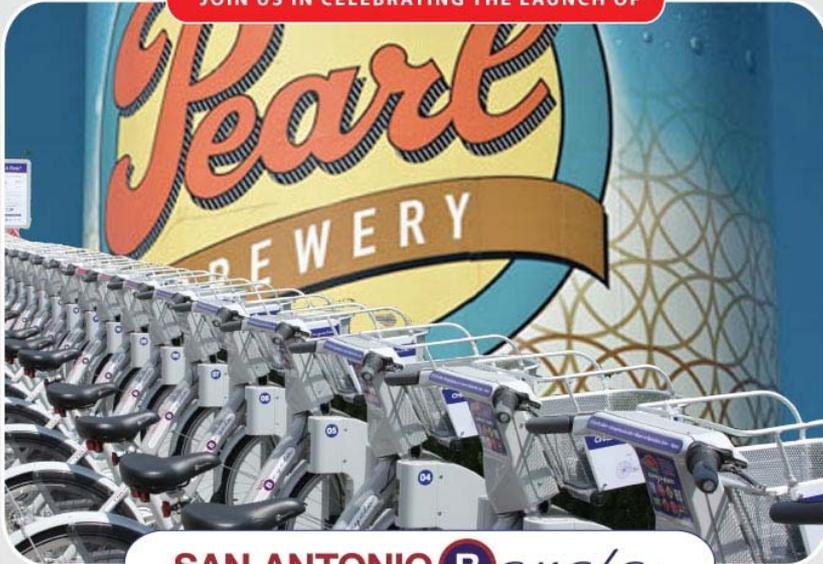
Group events to get maximum exposure and best VIP and public turnout:

Media campaign was launched during the ribbon-cutting ceremony for a new hike and bike facility

Bike share membership campaign and demo was held in conjunction with our Bicycle Friendly Community award ceremony.



JOIN US IN CELEBRATING THE LAUNCH OF



SAN ANTONIO B *cycle*

ON
FRIDAY, THE 29TH OF OCTOBER, 2010 (5PM - 7PM)

AT
PEARL BREWERY (breeze way)

Bike Share Demo & Refreshments Provided

HOSTED BY BIKE WORLD
RSVP TO : kat.gainey@bikeworld.com

San Antonio Bike Share is a next-generation bike-lending program that provides members with access to a fleet of B-Cycle bikes from 14 (and counting) stations placed in key locations in the downtown area.

It's affordable, clean, great for your health, the environment and gets you where you're going!



SAN ANTONIO BIKE SHARE

Events



**START THE NEW YEAR OFF RIGHT
WITH A TWO-WHEEL RESOLUTION**
FOR LIMITED TIME ANNUAL MEMBERSHIPS
\$25.00 WHILE SUPPLIES LAST!



Customer Service: 210-281-0101
Visit: sanantonio.bicycle.com
Email: info@sanantonio.bikeshare.org

**City of San Antonio
Bicycle Master Plan Update
Public Meetings
YOUR INPUT IS IMPORTANT!**



October 11, 2010
Northeast Service Center
10303 Tool Yard
San Antonio, Texas 78284
6:30 p.m. - 8:30 p.m.

October 12, 2010
Harlendale Community Center
"Bike Bright SA" Bike Light Event
7227 Briar Pl.
San Antonio, Texas 78221
6:30 p.m. - 8:30 p.m.

October 13, 2010
VIA Metropolitan Transit Center
Bike Night
1021 San Pedro Avenue
San Antonio, TX 78212
6:30 p.m. - 8:30 pm

October 19, 2010
Holiday Inn Northwest
10135 State Hwy 151
San Antonio, TX 78251
6:30 p.m. - 8:30 p.m.

www.sanantonio.gov/sabikes



Collaboration



Office of the Mayor
and City Council

City Manager's Office

Metro Health

Planning and
Development Services

Legal

Public Works

Purchasing

Convention Center

Convention and Visitors
Bureau

Downtown Operations

Central Library

Parks & Recreation

Historic Preservation Office

Finance

SAPD

Historic Design and Review
Commission, Metropolitan
Planning Organization, TxDOT,
VIA Metropolitan Transit, Bexar
County, Downtown Alliance, San
Antonio Conservation Society,
Main Plaza Conservancy, St.
Paul Square Association, San
Antonio Museum of Art, the
Pearl, Blue Star, El Tropicano
Hotel, Hemisfair Park
Redevelopment Corporation, ...



Julia Diana

City of San Antonio,
Office of Environmental Policy

julia.diana@sanantonio.gov

**SAN ANTONIO
BIKES**



Office of Environmental Policy

Images used with permission from The Office of Environmental Policy, San Antonio Bike Share, B-Cycle, and The Mighty Group.