

SODA

SOUTHERN OKLAHOMA
DEVELOPMENT ASSOCIATION



FY 2023 IMPACT REPORT

Report Contents

WHAT WE DID—

- 1 Executive Summary
- 2 About SODA
- 3 Economic Impact

HOW WE DID IT—

- 5 Area Agency on Aging
- 6 Community Planning and Development
- 7 Rural Economic Action Plan (REAP)
- 8 Rural Fire Defense
- 9 South Central Oklahoma Regional Transportation Planning Organization

WHO WE ARE—

- 10 SODA Board of Directors
- 11 SODA Members
- 12 SODA Staff



Executive Summary

Thank you for reading SODA's FY 2023 impact report!

FY 2023 was another outstanding year for SODA in generating economic activity for our region at a low administrative cost! Highlighting this activity was the 100% increase in the REAP grant allocation provided by our Oklahoma legislators.

SODA continuously strives to engage with the individuals and the communities of southern Oklahoma that we serve. Our key programs—Area Agency on Aging, Community and Economic Development/REAP, Rural Fire Defense and Transportation Planning—have proven to be effective during FY 2023 with notable increases in activities and funding. While SODA continues to look for new avenues of service to our region, these anchor programs continue to demonstrate their relevance and value to the SODA service area.

At SODA we believe that everything we do has an economic impact. In creating this report, we have quantified and monetized the accomplishments of our programs and services to illustrate the socio-economic benefits SODA provides to southern Oklahoma—and at a very low administrative cost. The first part of this impact report explains what we did in FY23; the middle part of this report illustrates how we did it; and the final part of this report identifies who the people of SODA are, both volunteers and employees, that accomplished this great work.

With expansions of the SODA facilities and service area in the works, we move forward into FY 2024 with confidence that we will continue to find and offer solutions that will enhance the quality of life for the rural communities of southern Oklahoma and help them thrive.

We would like to thank the SODA Board of Directors and the SODA staff for their steadfast loyalty and support for our Association and the cause of rural equity to which all of us associated with SODA are earnestly devoted.

*Joe David McReynolds, President
SODA Board of Directors
Carter County Commissioner District 1*

*Steven C. Mills, Executive Director
SODA*

About SODA

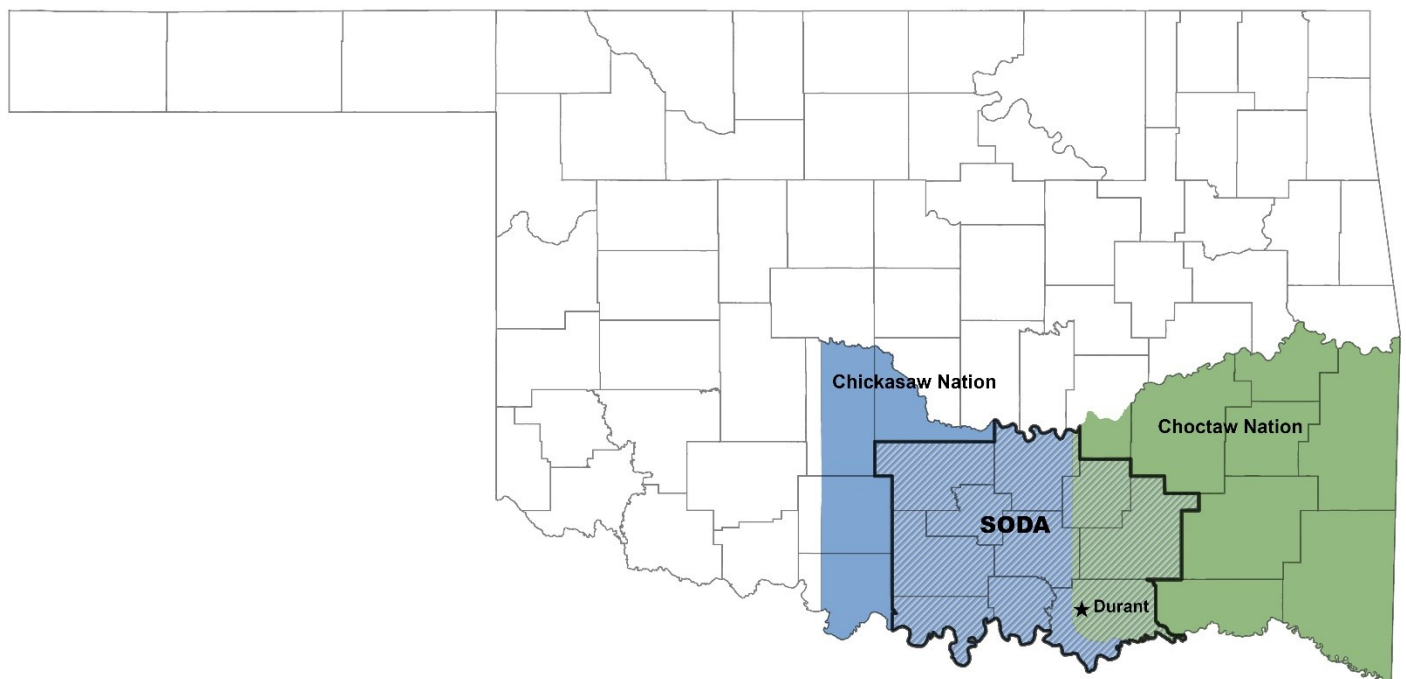
The Southern Oklahoma Development Association (SODA) is a voluntary, association of eighty county, municipal and tribal governments and conservation districts within the ten-county region of Atoka, Bryan, Carter, Coal, Garvin, Johnston, Love, Marshall, Murray and Pontotoc counties in southern Oklahoma. The SODA service area resides within the tribal boundaries of the Chickasaw Nation and the Choctaw Nation of Oklahoma.

SODA is headquartered in Durant, Oklahoma. SODA provides planning and coordination services in community and economic development, rural fire defense, transportation, and health and nutrition services for older adults.

SODA was incorporated as a non-profit organization in 1957. In 1967, SODA received designation from the State of Oklahoma as an Economic Development District pursuant to the Inter-local Cooperation Act of 1965 (74 O.S. (1965) 1001) and the United States Department of Commerce pursuant to Title IV of the Public Works and Economic Development Act of 1965 (79 Stat. 569).

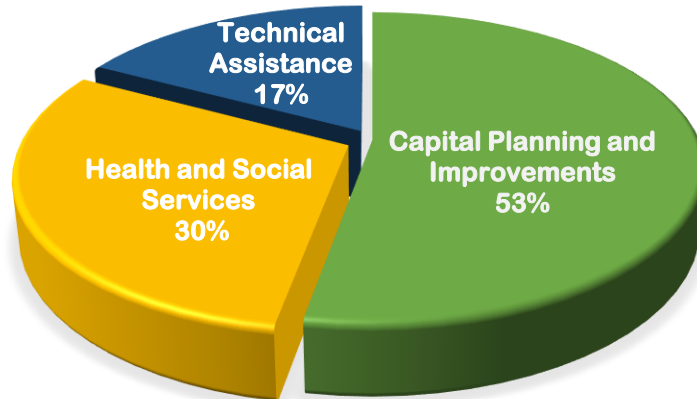
In 1971, SODA was appointed by Executive Order from the Governor of the State of Oklahoma as a Sub-State Planning District to enable governmental entities in south-central Oklahoma to better provide services, assistance, and information to their citizens. SODA is one of eleven statewide Councils of Government (COG) or Sub-State Planning Districts in the State of Oklahoma.

SODA is governed by a Board of Directors comprised of representatives of the cities and towns, counties, conservation districts, and tribal governments in the SODA ten county service area.



In FY23 SODA generated over \$12 million in economic benefits for southern Oklahoma.

PROJECT/SERVICE CATEGORY	EXPECTED BENEFITS	% EXPECTED BENEFITS
Capital Planning and Improvements <i>EDA Grants (Federal), CDBG Grants (State), REAP Grants (State)</i>	\$6,484,798	53%
Health and Social Services <i>Area Agency on Aging (Title III), NHPF (Ombudsman), OID (Medicare Asst.), CENA (Senior Centers), Masonic Grant</i>	\$3,682,963	30%
Technical Assistance <i>Rural Fire Defense, Regional Transportation Planning</i>	\$2,113,593	17%
TOTALS	\$12,281,354	100%



SODA generated \$11.53 in economic benefits for each \$1.00 spent on administrative costs.

ECONOMIC BENEFITS TO SODA SERVICE AREA OVER LAST THREE YEARS:

PROJECT/SERVICE CATEGORY	2020-21	2021-22	2022-23
	Value of Benefits	Value of Benefits	Value of Benefits
Capital Planning and Improvements	\$3,952,891	\$7,177,342	\$6,484,798
Health & Social Services	\$2,703,378	\$2,951,109	\$3,682,963
Technical Assistance	\$307,318	\$1,364,260	\$2,113,593
TOTAL	\$6,963,587	\$11,492,711	\$12,281,354
<i>Benefit-Cost Ratio</i>	<i>\$5.52</i>	<i>\$9.53</i>	<i>\$11.53</i>

Economic benefits are delivered at minimal costs.

PROJECT/SERVICE GRANT OR CONTRACT	EXPECTED BENEFITS	EXPECTED COSTS
AREA AGENCY ON AGING		
<u>Oklahoma Dept. of Human Services - Aging Services</u>		
Title III and Nutrition Services Incentive Program (NSIP)	\$2,404,776	\$235,319
American Rescue Plan (ARPA)	\$433,109	\$77,325
Nursing Home Provider Fee – Ombudsman Program	\$160,504.00	\$160,504.00
HB 4466 - Senior Nutrition	\$338,500.00	\$0.00
<u>Oklahoma Insurance Dept.</u>		
Medicare Improvement Patients/Providers (MIPPA)	\$13,752	\$13,752
State Health Insurance Assistance (SHIP)	\$25,000	\$25,000
Senior Medicare Patrol (SMP)	\$7,500	\$7,500
<u>Masonic Charity Foundation Grant</u>	\$70,201	\$3,510
<u>Other Aging Services Grants</u>		
Carolyn Watson Rural Communities Foundation	\$12,500	\$0
Texoma Health Foundation	\$10,000	\$0
Walmart Foundation	\$3,000	\$0
COMMUNITY AND ECONOMIC DEVELOPMENT		
<u>Oklahoma Dept. of Commerce</u>		
CDBG-CR Grants	\$899,184.27	\$66,606.44
CDBG-CIP Grants	\$40,000	\$40,000
CDBG-REAP Grants	\$136,363	\$10,100
SubState Planning Grant	\$13,636	\$13,636
Rural Economic Action Plan (REAP) 2023	\$2,727,273	\$136,364
Community Expansion Nutrition Assistance (CENA)	\$250,373	\$12,519
<u>USDOC Economic Development Administration</u>		
EDA Planning Grant	\$70,000	\$70,000
EDA EAA Construction Grants	\$2,681,978	\$45,000
RURAL FIRE DEFENSE		
<u>Oklahoma Dept. of Agriculture/Food/Forestry</u>		
Rural Fire Defense Coordinator	\$72,727	\$72,727
Operational, Matching, Revolving Fund Grants	\$1,456,066	\$0
Federal Excess Inventory Acquisitions	\$359,912	\$0
Red River Valley RFD Grants	\$20,000	\$0
TRANSPORTATION PLANNING		
<u>Oklahoma Dept. of Transportation</u>		
South Central RTPO - SCORTPO	\$75,000	\$75,000
TOTALS	\$12,281,354	\$1,064,862
Benefit-Cost Ratio (Benefits/Costs) --->	\$11.53	

SODA's Agency on Aging is southern Oklahoma's advocate for older adults.

AAA **SNAPSHOT**

210,924 Home and Congregate Meals Provided

6,219 Persons Received AAA Services

3,066 In-Home Caregiver Services Vouchers

2,420 Nutrition Counseling & Education Contacts

1,001 Information Assistance Contacts

433 Persons received Medicare counseling

256 Persons Provided Medical Transportation

45 Persons Participated in Wellness Activities

28 Persons Received Legal Assistance



Senior Information Line:
800-211-2116

SODA's Area Agency on Aging (AAA) is the regional provider of a comprehensive and coordinated continuum of services and opportunities to assist persons aged 60 and over in living dignified, productive, and independent lives. The SODA AAA is funded by Title III of the Older Americans Act.

TITLE III SERVICES During FY 23 AAA programs served over 6,200 persons 60 years of age or older. The Title III Services provided to older adults included nutrition programs, caregiver support, information and assistance, medical transportation, health and wellness programs, legal assistance and long-term care ombudsman support (see AAA Snapshot sidebar).

LONG-TERM CARE OMBUDSMAN program serves residents in Long-Term residential health care facilities and assisted living. The Ombudsman advocates on behalf of the individual residents and assists in protecting residents' rights by providing information, exploring problems, and recommending corrective action. The SODA AAA Long-Term Care Ombudsman Supervisors serve 50 long-term care facilities with 3,180 beds in the SODA region.

CENA (Community Expansion of Nutrition Assistance) is a state grant program that is designed to increase the number of meals served by independent senior/community centers. **27 of the 77 independent centers in the SODA region received CENA grant awards totaling \$237,854. Over 70,000 meals were served to individuals at CENA centers during FY23.**

MASONIC GRANTS are funded by the Masonic Charities Foundation of Oklahoma and awarded to older adults who are low income and need help with eyeglasses, dental work, hearing aids, wheelchair ramps, minor home repairs, and other disability-related services. The SODA AAA provided **\$80,727 in individual financial assistance to 69 persons for FY 23.**

MEDICARE ASSISTANCE provides accurate and objective counseling, assistance, and advocacy relating to Medicare, Medicaid, and Medicare supplements, Medicare Advantage, long-term care, and other related health coverage plans for Medicare beneficiaries, their representatives, or persons soon to be eligible for Medicare. The SODA AAA provided Medicare counseling to over 400 individuals for FY 23.

Creating thriving communities through economic planning and development

The Community and Economic Development (CED) Division of SODA provides technical assistance to local governments for grant writing and project administration to improve infrastructure, create jobs and improve local economies in the SODA region. CED provides advice, consultation, planning assistance and grant preparation to member communities primarily through three granting programs: CDBG, EDA and REAP.



CED SNAPSHOT

48 REAP grants awarded for Rural Community Projects

6 CDBG grants awarded for Water, Wastewater, Roads and Public Facilities, Fire Trucks

1 Capital Improvement Plan grant awarded for rural communities

1 EDA grant awarded for Job Training Facility



COMMUNITY DEVELOPMENT BLOCK GRANTS

(CDBG) provide public infrastructure financing to help communities grow jobs and enable new business startups and expansions for existing businesses. During FY 23 CED generated \$1,035,548 in CDBG grants to improve infrastructure and public facilities in SODA communities.

CAPITAL IMPROVEMENT PLANNING

(CIP) helps communities inventory assets and prioritize needs for planning future capital improvements. CED staff uses GIS technology to capture, digitize and map existing assets. During FY 23 one community was awarded a \$40,000 CIP grant.

EDA grants generate jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas. EDA assistance is available to rural and urban areas of the United States experiencing high unemployment, low income, or other severe economic distress. During FY 23 one EDA grant totaling \$2,75,978 million was awarded in the SODA region for a job training facility.

REAP During FY 23 SODA CED awarded \$2,709,952 in REAP grants to communities under 7,000 in population (see REAP report on following page).



Southwest Region Economic Development Association's
2023 Star of the Southwest Award

SOUTHERN OKLAHOMA DEVELOPMENT ASSOCIATION
for the Southern Tech Aviation Technology Center

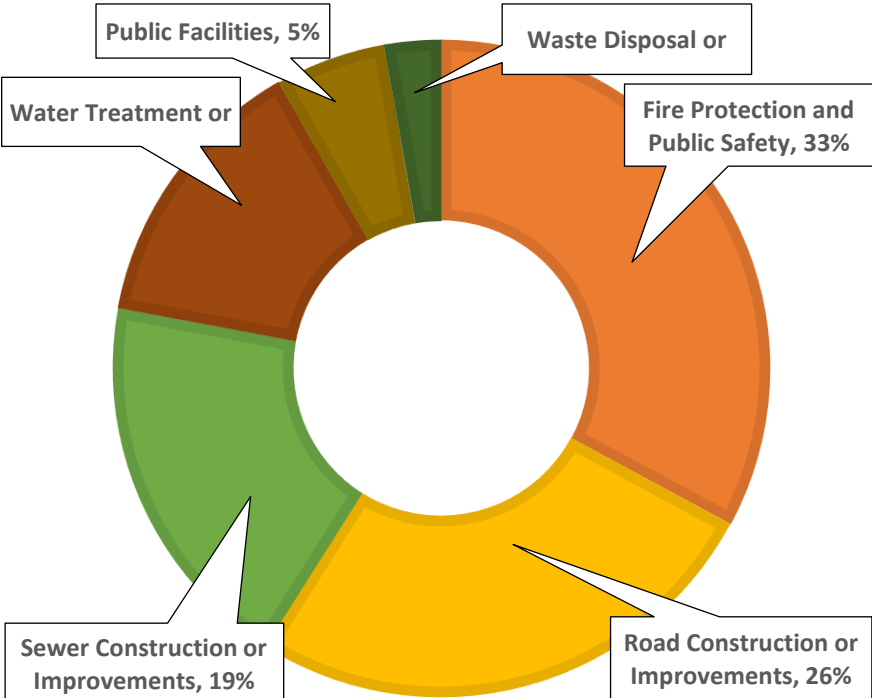
Improving quality of life in rural communities with the Rural Economic Action Plan (REAP)

SOCIO-ECONOMIC OUTCOMES/IMPACTS OF REAP

- ✓ \$707,300 to increase accessibility, safety and travel to/from residence, work, school and other services
- ✓ \$653,854 to increase capacity, reliability, responsiveness in fighting fires
- ✓ \$600,000 to increase water system pressure/capacity for new/existing customers
- ✓ \$363,636 to reduce the incidence of violations in water disposal/sewer systems
- ✓ \$147,872 to increase accessibility, availability and/or capacity of services provided in public facilities
- ✓ \$123,600 to increase capacity, reliability and/or responsiveness in handling emergencies or disasters
- ✓ \$113,690 to increase safety of volunteers in fighting fires

REAP PROJECT CATEGORIES AND AMOUNTS

PROJECT TYPE	APPLICATIONS APPROVED		
	Count	Amount	Proportion
Rural fire protection and public safety services	19	\$891,144	33%
Rural road or street construction or improvements	17	\$707,300	26%
Rural sanitary sewer construction or improvements	3	\$513,636	19%
Rural water acquisition, treatment, distribution	5	\$375,000	14%
Public facilities construction or improvements	3	\$147,872	5%
Rural solid waste disposal, treatment or other	1	\$75,000	3%
TOTALS →	48	\$2,709,952	100%



REAP Grant Awards BY THE NUMBERS

92% of applications funded
95% of funds requested was awarded
\$5,687 – Smallest grant awarded
\$75,000 – Largest grant awarded
\$58,366 – Average grant awarded
\$75,000 – Most frequent award amount
139,812 – Persons served by REAP grants


Protecting southern Oklahoma resources with Rural Fire Defense

SODA's Rural Fire Defense provides leadership for rural fire departments to improve fire protection services, acquire needed equipment and maintain skilled volunteers to respond to fires and other emergencies in a timely manner.


The SODA RFD program provides technical assistance and equipment acquisitions to 121 rural fire departments in Oklahoma Fire Region 4 in the SODA service area (see RFD Snapshot sidebar).

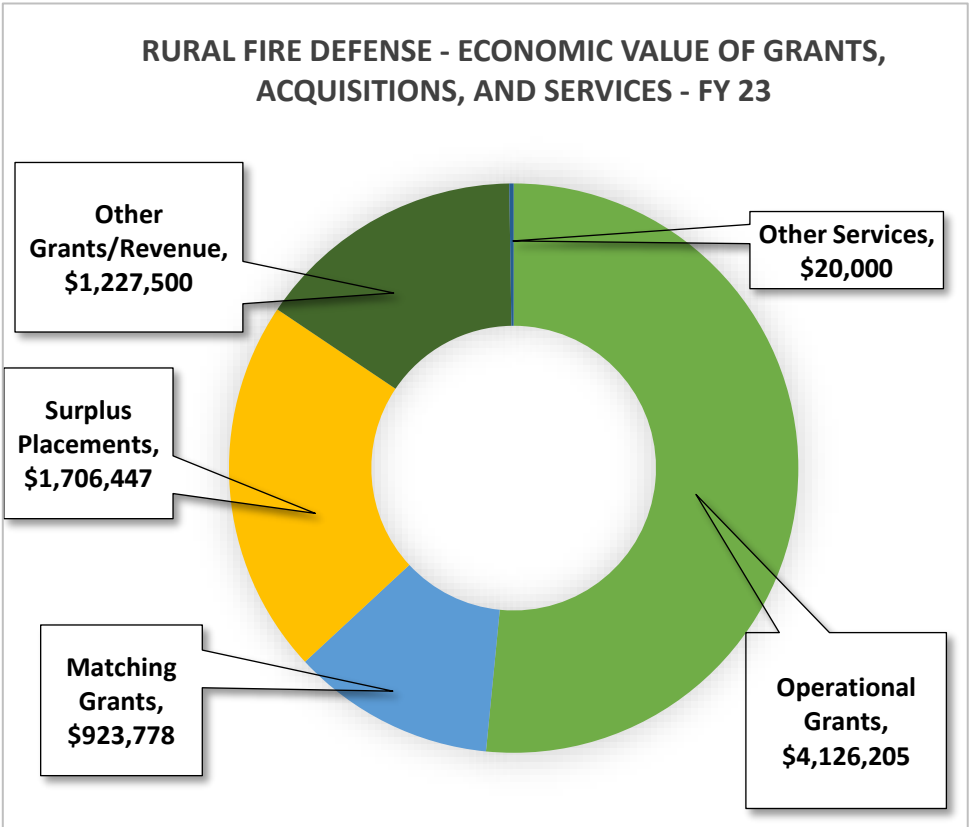
Additionally, the RFD program consults with rural fire departments for ISO gradings, places federal excess equipment with rural fire departments, certifies operational grants awarded rural fire departments and awards 80/20 grants to fire departments. or FY SODA rural fire departments received \$1,176,162 in operational grants and. \$279,904 was awarded to 15 rural fire departments in matching grants. SODA RFD placed \$619,985 of federal excess equipment to 8 rural fire departments (see following chart).

RFD
SNAPSHOT



- 117** rural fire departments received operational grants in the amount of \$10,000 to each department
- 63** pump tests were conducted
- 15** matching grants were awarded
- 8** departments received federal excess property placements
- 5** ISO rating gradings were prepared





Infrastructure investments to create a safe and efficient transportation network



The Oklahoma Department of Transportation (ODOT) has designated SODA's South Central Regional Transportation Planning Organization (SCORTPO) to engage officials and key stakeholders in the SODA region to identify local transportation needs and conduct transportation planning in southern Oklahoma to support the statewide transportation planning process. **During FY 23 over \$116 million in transportation construction and planning projects were executed by ODOT in the SCORTPO region.**

COUNTY/CITY	PROJECT DESCRIPTION/LOCATION	COST
Atoka County	RIGHT OF WAY & UTILITIES US-69 FROM 12 MI NORTH OF BRYAN C/L, EXT N. 2.5 MI	\$1,590,000
Bryan County	GRADE, DRAIN, BRIDGE & SURFACE SH-78 4.17 MI N. OF ACHILLE N. 5.0 MI TO DURANT	\$8,548,355
	BRIDGE & APPROACHES SH-78 OVER BROWN CREEK 3 MILES NORTH OF STATE LINE	\$2,997,300
	RIGHT OF WAY US-70: RAMPS AT HILLCREST DRIVE IN DURANT, APPROX 3.0 MI EAST	\$51,500
	PAVEMENT REHABILITATION DISTRICT 2: PAVEMENT REHABILITATION - LOCATION TBD	\$3,000,000
	UTILITIES US-70: RAMPS AT HILLCREST DRIVE IN DURANT, APPROX 3.0 MI EAST	\$51,500
Carter County	GRADE, DRAIN, BRIDGE & SURFACE US-70 UPGRADE S. LNS, OVERLAY WB LNS 6.74 MI	\$15,414,272
	RESURFACE SH-199 FROM 0.07 MIS. E. OF SH-142, EXTEND E. 7.35 MIS. TO 0.38	\$5,808,466
Coal County	BRIDGE & APPROACHES SH-48 OVER ELM CREEK AND TWO UNNAMED CREEKS	\$1,509,650
	RIGHT OF WAY & UTILITIES SH-48 BEGIN 8.81 MIS N. OF THE JOHNSTON C/L, EXT. N.	\$817,500
	RIGHT OF WAY & UTILITIES US-75 OVER BLACK CREEK, BEGIN 6.25 MILES N. OF SH-3	\$209,000
Garvin County	WIDEN, RESURFACE & BRIDGE SH-19 1.0 MI E. OF US-177 IN STRATFORD, E. 4.6 MI.	\$12,322,500
	RIGHT OF WAY & UTILITIERS SH-29 OVER WILDCAT, SALT AND UNNAMED CREEKS EAST	\$272,500
	RIGHT OF WAY& UTILITIES SH-29 FROM S. HOWELL AVE IN WYNNEWOOD, EAST 4.3 MI.	\$545,000
Johnston County	WIDEN & RESURFACE SH-48 BEGIN 1.0 MI SOUTH OF JOHNSTON C/L, EXTEND N. 6.0 MI	\$10,918,000
	RIGHT OF WAY & UTILITIES SH-22 OVER UNNAMED CREEK, 4.6 MI EAST AND SOUTH	\$61,585
	RESURFACE SH-01 BEGIN AT THE JCT OF SH-199 EXTEND NORTH 7.95 MI.	\$3,507,000
Love County	MONEY ONLY I-35 FROM THE TEXAS S/L N. 1.0 MIS. TO THE MM 1 INTERCHANGE	\$39,500,000
Marshall County	UTILITIES US-70: MADILL REALIGNMENT FROM SH-199, EAST 2.0 MI	\$1,978,607
	UTILITIES US-70: MADILL REALIGNMENT FROM 2.0 MI EAST & SOUTH OF SH-199	\$1,464,764
Pontotoc County	BRIDGE WATERPROOF SEAL DIVISION 3: BRIDGE WATER PROOFING SEAL (SILANE)	\$150,000
	BRIDGE PAINTING DIVISION 3 BRIDGE PAINT PROJECTS	\$400,001
	JOINT SEAL/REPAIR DIVISION 3 BRIDGE JOINT SEAL/REPAIR PROJECTS	\$600,000
	RIGHT OF WAY MISSISSIPPI (SH-99) AT ARLINGTON (SH-1) INTERSECTION	\$669,500
	PAVEMENT REHABILITATION SH-01 BEGIN AT THE JCT OF SH-3 EXTEND EAST 3.77 MI.	\$1,510,000
Bryan/Marshall Counties	FHA PLANNING GRANT FOR IMPROVEMENT/REPLACEMENT OF ROOSEVELT BRIDGE	\$957,300
City of Atoka	MUNICIPAL ROAD DRILLING FUND – COURT STREET 1.6 MI OF REPLACEMENT	\$300,000
City of Durant	TAP – TRAIL FROM SOSU VISUAL ARTS CENTER TO SOFTBALL FIELDS 1.5 MI.	\$674,000
City of Sulphur	TAP – REPLACE/RESURFACE W. 12 th ST. TO ENTRY OF CROSSWAY CHURCH	\$800,000
City of Healdton	TAP – REPLACE/RESURFACE 4 th ST> FROM N. OF CARTER ST. TO HWY. 76	\$270,000
	TOTAL ALL PROJECTS	\$116,898,301

FY 2023 Board of Directors

DIRECTOR NAME	AFFILIATION
Sammie Adams	Bryan County Conservation District
Gary Ayers	Garvin County
Brandon Carr	Bryan County
Scott Chaney	City of Marietta
Cacy Cribbs (Secretary-Treasurer)	Johnston County
Johnnie Crutchfield	Arbuckle Conservation District
Danny Delay	City of Atoka
Kit Dinwiddie	Love County Conservation District
James Eldridge	City of Ada
Rick Ellis	Coal County Conservation District
Jon Fortner	Coal County
Mike Foster	Garvin County Conservation District
James Fullingim	City of Madill
Ricky Harness	City of Davis
Darrell Hudson	Murray County
Linda Hyman (Past President)	Love County
Sally Jantz	City of Healdton
Lee Litterell	City of Pauls Valley
Kristi McElroy (Vice President)	City of Ardmore
Joe David McReynolds (President)	Carter County
Don "Salty" Melton	Marshall County
Diane Niblett	Johnston County Conservation District
Ian O'Neal	City of Lone Grove
John Redman	Choctaw Nation
Ethan Settlemire	Bryan County
Gary Starns	Pontotoc County
Bob Stick	Chickasaw Nation
Lisa Taylor	City of Durant

SODA Members

COUNTIES	CONSERVATION DISTRICTS
Atoka County	Arbuckle Conservation District
Bryan County	Atoka County Conservation District
Carter County	Bryan County Conservation District
Coal County	Coal County Conservation District
Garvin County	Garvin County Conservation District
Johnston County	Johnston County Conservation District
Love County	Marshall County Conservation District
Marshall County	Love County Conservation District
Murray County	Murray County Conservation District
Pontotoc County	Pontotoc County Conservation District

CITIES AND TOWNS		
Town of Achille	City of Ada	Town of Allen
City of Ardmore	City of Atoka	Town of Bennington
Town of Bokchito	Town of Bromide	Town of Byng
Town of Caddo	Town of Calera	Town of Caney
Town of Coalgate	Town of Colbert	City of Davis
Town of Dickson	Town of Dougherty	City of Durant
Town of Elmore City	Town of Fitzhugh	Town of Foster
Town of Francis	Town of Gene Autry	Town of Healdton
Town of Hendrix	Town of Hickory	Town of Kemp
Town of Kenefic	Town of Kingston	City of Lehigh
Town of Lindsay	Town of Lone Grove	City of Madill
Town of Mannsville	City of Marietta	Town of Maysville
Town of Mead	Town of Milburn	Town of Mill Creek
Town of Oakland	City of Paoli	City of Pauls Valley
Town of Phillips	City of Ratliff City	Town of Ravia
Town of Roff	Town of Silo	Town of Springer
Town of Stonewall	Town of Stratford	Town of Stringtown
City of Sulphur	Town of Tatum	Town of Thackerville
City of Tishomingo	Town of Tupelo	Town of Tushka
Town of Wapanucka	City of Wilson	Town of Wynnewood

TRIBAL GOVERNMENTS
Chickasaw Nation
Choctaw Nation of Oklahoma

SODA Staff

ADMINISTRATION

Dr. Steve Mills	Executive Director
Brenda McCarty	Finance & Administration Director
Christina Roan	Administrative Assistant - Finance

AREA AGENCY ON AGING (AAA)

Joye Angel	AAA Director
Teri Kaleiohi	Information & Assistance Coordinator
Wilnet Martinez	Aging Specialist
Tiffany Wingfield	Ombudsman Supervisor
Rebekah Williams	Ombudsman Supervisor/Legislative Liaison
Gina Jones	Ombudsman Supervisor

COMMUNITY AND ECONOMIC DEVELOPMENT (CED)

Pat Jones	CED Director
Michelle Powell	Grants Specialist
Hope Smith	Grants/REAP Coordinator

RURAL FIRE DEFENSE (RFD)

Phil Powell	RFD Director
-------------	--------------

SOUTH CENTRAL OKLAHOMA REGIONAL TRANSPORTATION PLANNING ORGANIZATION (SCORTPO)

Kyle Henry	Regional Transportation Planner
------------	---------------------------------

OUR MISSION:

Provide regional leadership to preserve and enhance the quality of life in rural communities across southern Oklahoma.

SODA At-a-Glance



Multijurisdictional Regional Council -

- 60 Towns and Cities
- 10 Counties
- 10 Conservation Districts
- 2 Tribal Nations



Board of Directors -

- 1 representative from each County
- 1 representative from each Conservation District
- 1 representative from each Municipality >2,000
- 1 representative from each Tribal Nation



Population and Income -

- Population: 227,122
- Median Household Income: \$53,137
- Per Capita Income: \$26,936
- People Below Poverty Level - 16.32%



Housing and Workforce -

- Median Home Value: \$124,833
- Median Home Rent: \$765
- Total Employed: 96,422
- Total Unemployed: 4,711

SODA

**SOUTHERN OKLAHOMA
DEVELOPMENT ASSOCIATION**

P.O. BOX 709, DURANT, OK 74702-0709
PHONE: 580-920-1388 | FAX: 580-920-1391
WWW.SODA-OK.ORG

