

# SODA

SOUTHERN OKLAHOMA  
DEVELOPMENT ASSOCIATION

*"We Can Help!"*

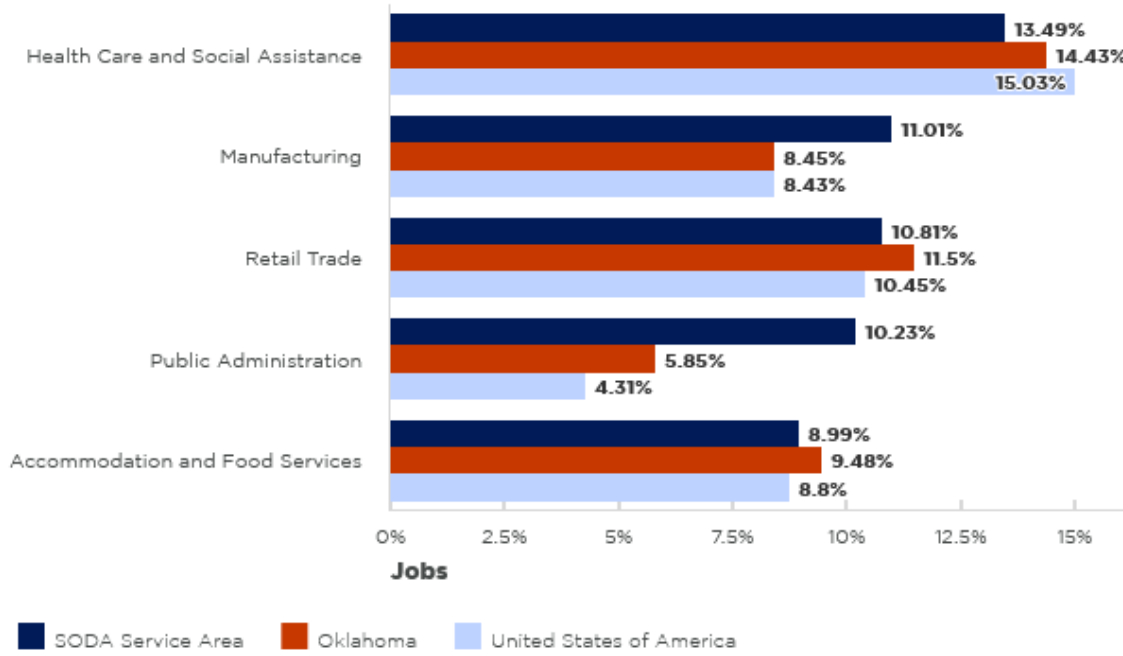
## ***FY 2024 IMPACT REPORT***



*Turner Falls, Davis, Oklahoma*

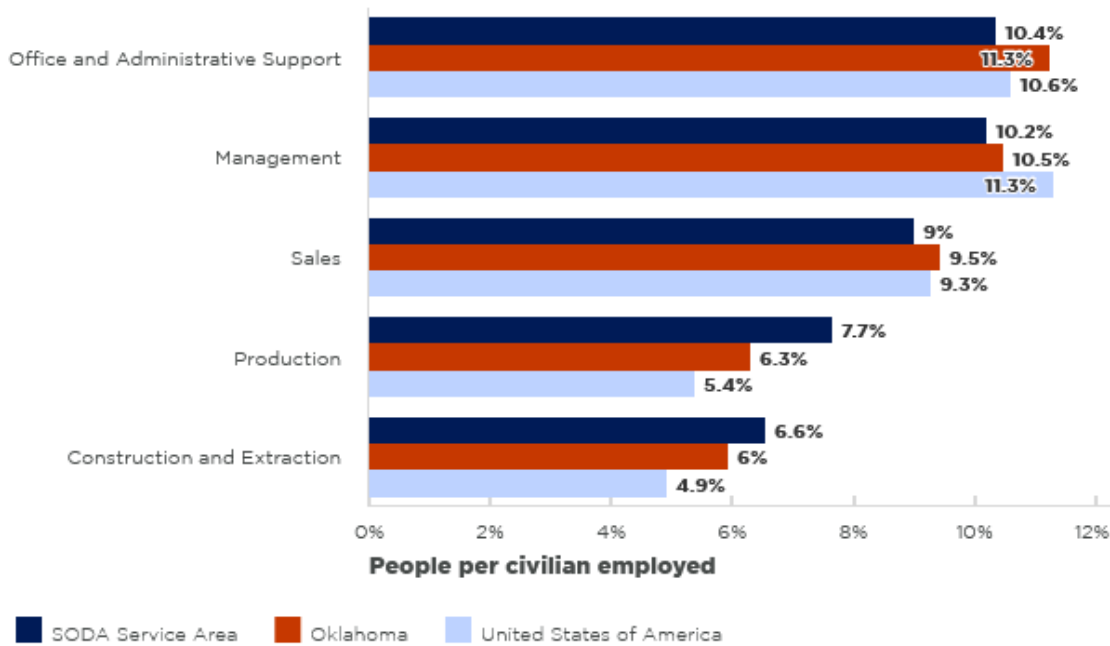
# Top Five Industries and Occupations in the SODA Service Area

## Top 5 Industries by Employment Counts within SODA



Sources: LODES Version 8.0 2022

## Top Five Civilian Occupations



Sources: US Census Bureau ACS 5-year 2019-2023

# Report Contents

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# *Executive Summary*

## **Thank you for reading SODA's FY 2024 impact report!**

This report spotlights SODA's anchor programs and priorities — the Area Agency on Aging, Regional Planning and Development, Rural Fire Defense and Transportation Planning—and the economic impact of each of these programs on the 10-county SODA service area. At SODA we believe that everything we do has an economic impact—from providing nutritional meals to our senior citizens to awarding grants for capital improvements. In creating this report, we monetize these efforts to illustrate the economic benefits SODA provides to southern Oklahoma—and, moreover, at a very low administrative cost.

Notably, during FY 2024 SODA:

- Invested over \$120,000 of its local funding to implement these anchor programs from the dues paid by its eighty jurisdictional members. Membership funding sustains the SODA cooperative mission to help southern Oklahoma small towns and rural communities thrive.
- Expansion of the SODA facilities was completed. The expansion added about 2,500 square feet to the SODA facilities at a cost of a little over \$1 million. The expansion added a large meeting room and three more offices to the SODA facilities. We now have a big enough meeting room to hold a SODA Board of Directors meeting at the SODA offices in Durant!
- The Kiamichi Economic Development District of Oklahoma (KEDDO) joined our Regional Transportation Organization, which expanded its outreach to a 17-county region encompassing all of the southeastern quadrant of Oklahoma. As a result, we changed the name from SCORTPO (South Central RTPO) to SERTPO (Southeastern RTPO).
- SODA continues to reach beyond its borders in other partnerships through participation in the Texoma Semiconductor Tech Hub out of Southern Methodist University, Dallas Texas, and the Texoma Logistics Innovation Engine out of the University of North Texas Denton, Texas.

You may have noticed that we have added a slogan to our SODA logo — *"We Can Help!"* We're often asked what SODA does and we thought this three-word slogan precisely captured the SODA mission and would be effective in raising awareness of the SODA brand.

We would like to thank the SODA Board of Directors and the SODA staff for their continued hard work on behalf of our Association and the cause of rural equity and prosperity to which all of us connected with SODA are earnestly devoted.

*Kristi McElroy, President*  
*SODA Board of Directors*

*Steven C. Mills, Executive Director*  
*SODA*

# At-A-Glance

## Multi-jurisdictional Council

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

## Board of Directors

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

## Population and Income

- Population: 227,955
- Median Household Income: \$57,502
- Per Capita Incomes: \$29,734
- People Below Poverty Level: 16%

## Housing and Workforce

- Median Home Value: \$142,367
- Median Home Rent: \$841
- Total Employed: 97,046
- Total Unemployed: 4,424

# ***About SODA***

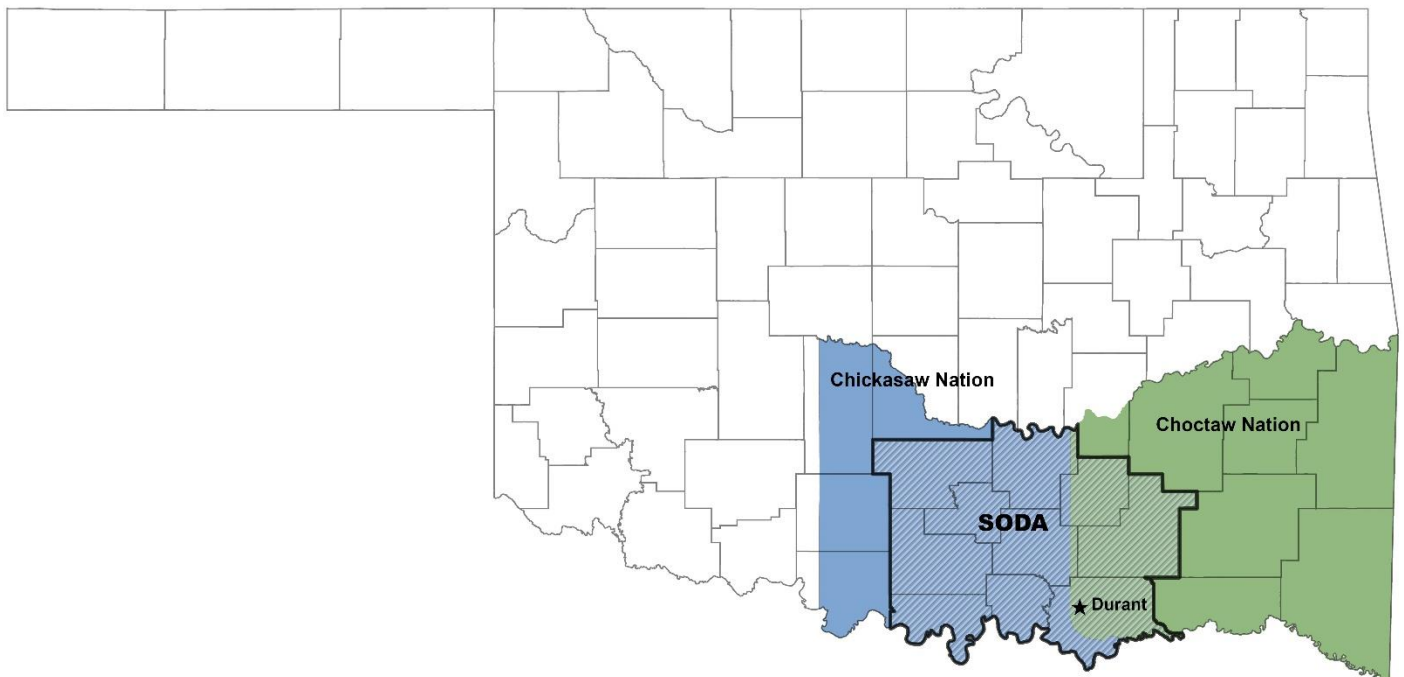
***The Southern Oklahoma Development Association (SODA) is a voluntary, association of eighty county, municipal and tribal governments and conservation districts within the ten-county region of Atoka, Bryan, Carter, Coal, Garvin, Johnston, Love, Marshall, Murray and Pontotoc counties in southern Oklahoma.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

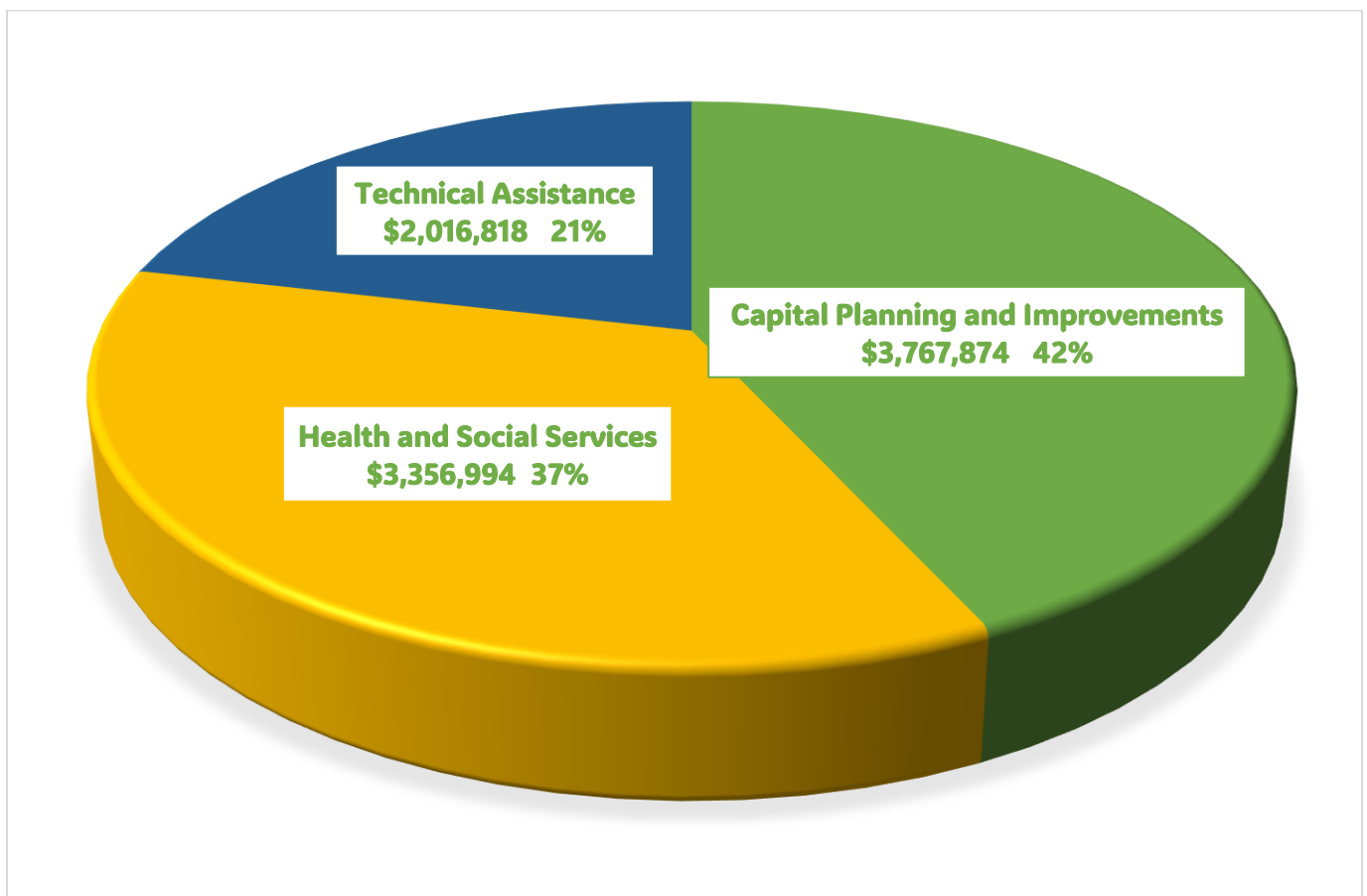
***In 1971, SODA was appointed by Executive Order from the Governor of the State of Oklahoma as a Sub-State Planning District to enable governmental entities in south-central Oklahoma to better provide services, assistance, and information to their citizens. SODA is one of eleven statewide Councils of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



# ***SODA generated over \$9.1 million in economic benefits for southern Oklahoma.***

<b>PROJECT/SERVICE CATEGORY</b>	<b>EXPECTED BENEFITS</b>	<b>% EXPECTED BENEFITS</b>
<b>Capital Planning and Improvements</b> <i>EDA Grants (Federal), CDBG Grants (State), REAP Grants (State)</i>	<b>\$3,767,874</b>	<b>42%</b>
<b>Health and Social Services</b> <i>Area Agency on Aging (Title III), NHPF (Ombudsman), OID (Medicare Asst.), CENA (Senior Centers), Masonic Grant</i>	<b>\$3,356,994</b>	<b>37%</b>
<b>Technical Assistance</b> <i>Rural Fire Defense, Regional Transportation Planning</i>	<b>\$2,016,818</b>	<b>21%</b>
<b>TOTALS</b>	<b>\$9,141,686</b>	<b>100%</b>



***SODA generated \$7.53 in economic benefits for each \$1.00 spent on administrative costs.***

## Economic benefits are delivered at minimal costs.

PROJECT/SERVICE GRANT OR CONTRACT	EXPECTED BENEFITS	EXPECTED COSTS
<b>AREA AGENCY ON AGING</b>		
<b>Oklahoma Dept. of Human Services - Aging Services</b>		
Title & Nutrition Services Incentive Program (NSIP)	\$2,007,527	\$251,824
American Rescue Plan (ARPA)	\$433,109	\$77,325
Nursing Home Provider Fee – Ombudsman Program	\$162,500	\$162,500
HB 4466 - Senior Nutrition	\$338,500	
<b>Oklahoma Insurance Dept.</b>		
Medicare Improvement Patients/Providers (MIPPA)	\$11,760	\$11,760
State Health Insurance Assistance (SHIP)	\$24,996	\$24,996
Senior Medicare Patrol (SMP)	\$12,000	\$12,000
<b>Masonic Charity Foundation Grant</b>	\$62,142	\$2,882
<b>Other Aging Services Grants</b>		
Carolyn Watson Rural Communities Foundation	\$12,500	\$0
<b>COMMUNITY AND ECONOMIC DEVELOPMENT</b>		
<b>Oklahoma Dept. of Commerce</b>		
CDBG-Water/Wastewater Grants	\$832,238	\$44,444
CDBG-CIP Grants	\$72,000	\$72,000
CDBG-REAP Grants	\$136,363	\$10,100
SubState Planning Grant	\$13,636	\$13,636
Rural Economic Action Plan (REAP) 2024	\$2,727,273	\$136,364
Community Expansion Nutrition Assistance (CENA)	\$260,716	\$13,722
<b>USDOC Economic Development Administration</b>		
EDA Planning Grant	\$70,000	\$70,000
<b>RURAL FIRE DEFENSE</b>		
<b>Oklahoma Dept. of Agriculture/Food/Forestry</b>		
Rural Fire Defense Coordinator	\$100,000	\$100,000
Operational, Matching, Revolving Fund Grants	\$1,447,203	\$0
Federal Excess Inventory Acquisitions	\$166,224	\$0
Red River Valley RFD Grants	\$21,000	\$0
<b>TRANSPORTATION PLANNING</b>		
<b>Oklahoma Dept. of Transportation</b>		
South Central RTPO - SCORTPO	\$130,000	\$130,000
Mobility Management	\$80,000	\$80,000
Carolyn Water Rural Communities Foundation (MM)	\$20,000	\$20,000
<b>TOTALS</b>	<b>\$9,141,686</b>	<b>\$1,213,553</b>
<b>Benefit-Cost Ratio (Benefits/Costs) ---&gt;</b>	<b>\$7.53</b>	



# ***SODA's Agency on Aging is Southern Oklahoma's advocate for older adults.***

## **AAA** **SNAPSHOT**

*247,691 Home and Congregate Meals provided*

*10,044 In-Home Caregiver Services Vouchers*

*5,669 persons received AAA services*

*2,093 Nutrition Counseling & Education contacts*

*973 AAA Information Assistance contacts*

*201 persons provided Medical Transportation*



*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 individuals 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 2024 AAA programs served over 5,600 people 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. 33 of the 77 independent centers in the SODA region received CENA grant awards totaling \$260,716. Over 72,000 meals were served to individuals at CENA centers during FY 2024.

**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 \$59,311.98 in individual financial assistance to 64 persons for FY 24.

*Old Johnston County Courthouse  
Tishomingo, Oklahoma*



# Creating thriving communities through economic planning and development...

The Regional Planning and Development (RPD) 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. RPD provides advice, consultation, planning assistance and grant preparation to member communities primarily through three granting programs: CDBG, EDA and REAP.

## RPD SNAPSHOT



48 REAP grants awarded for Rural Community Projects

2 CDBG grants awarded for Wastewater improvements

2 Capital Improvement Plan grants awarded for rural communities



## COMMUNITY DEVELOPMENT BLOCK GRANTS

(CDBG) provide financing for public infrastructure to help communities grow jobs and enable new business startups and expansions for existing businesses. During FY 2024 two communities were awarded \$968,602 in CDBG grants to improve water and wastewater treatment facilities.

## CAPITAL IMPROVEMENT PLANNING

(CIP) helps communities inventory assets and prioritize needs for planning future capital improvements. RPD staff use GIS technology to capture, digitize and map existing assets. During FY 2024 two communities were awarded \$72,000 in CIP grants.

**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.

**REAP** grants were awarded totaling \$2,709,952 to communities and county districts under 7,000 in population (see REAP report on following page).



*Roosevelt Bridge on Highway 70 across Lake Texoma*

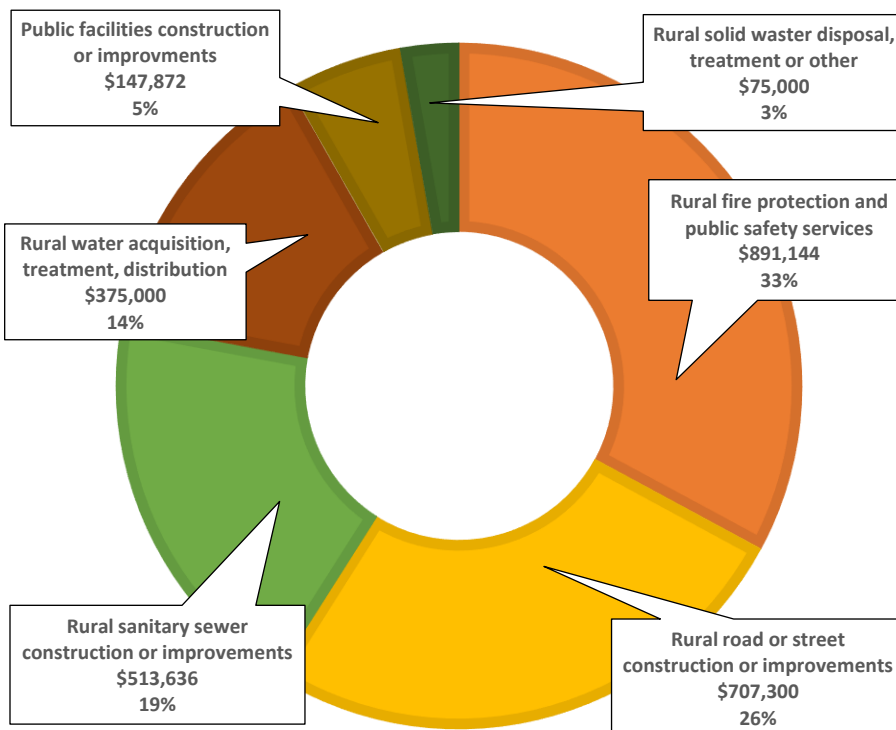
# Improving quality of life in rural communities with the Rural Economic Action Plan (REAP)...

## SOCIO-ECONOMIC OUTCOMES/IMPACTS OF REAP

- ✓ \$707,300 to increase accessibility, safety and travel to/from residence, work, school and other services
- ✓ \$600,000 to increase water/sewer system pressure/capacity for new and/or existing customers
- ✓ \$653,854 to increase capacity, reliability, responsiveness in fighting fires
- ✓ \$363,636 to reduce the incidence of violations in the water/disposal/sewer system
- ✓ \$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
- ✓ \$113,900 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	\$17,872	5%
Rural solid was disposal, treatment or other	1	\$75,000	3%
<b>TOTALS →</b>	<b>48</b>	<b>\$2,709,952</b>	<b>100%</b>



## REAP GRANT AWARDS

### By The Numbers


- 94%** of applications funded
- 95%** of funds requested were 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 117 rural fire departments in Oklahoma Fire Region 4 in the SODA service area (see RFD Snapshot sidebar).

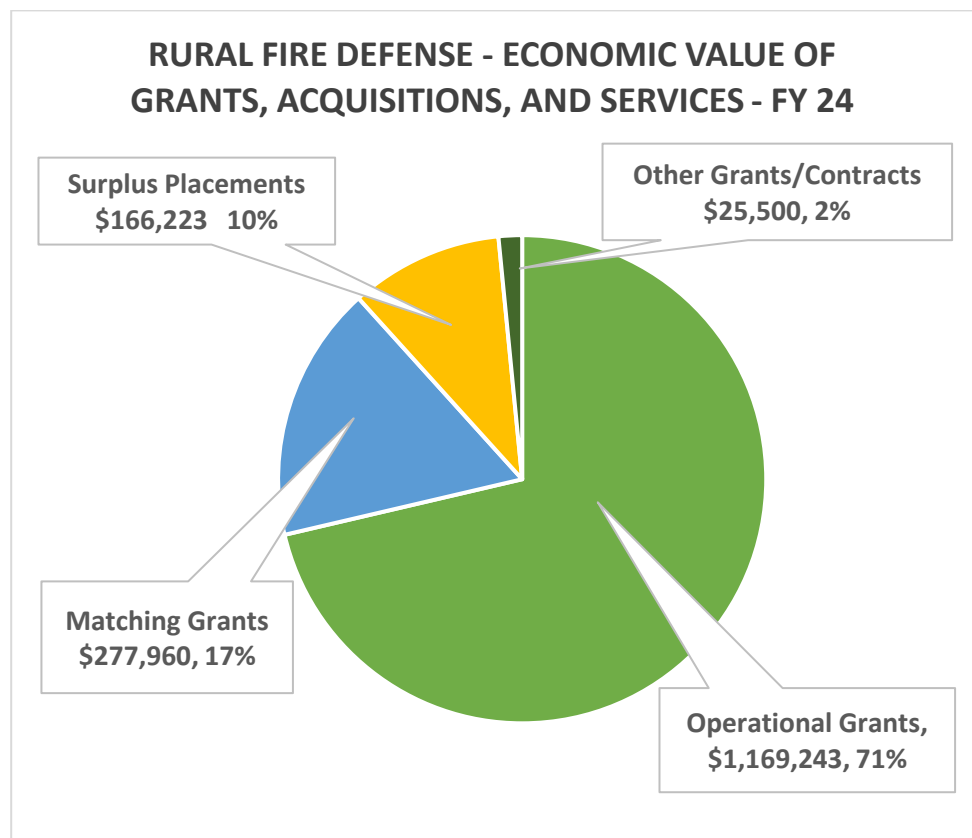
Additionally, the RFD program consults with rural fire departments for ISO gradings, places federal excess equipment with rural fire departments, certifies operational grants awarded rural fire departments and awards 80/20 grants to fire departments. During FY 2024 SODA rural fire departments received \$1,176,162 in operational grants and \$277,960 was awarded to 13 rural fire departments in matching grants. RFD placed \$166,223 of federal excess equipment in one rural fire department. Additionally, \$25,500 in Red River Electric Coop grants were awarded to 31 fire departments (see following chart).



**RFD  
SNAPSHOT**

- 117 fire departments received operational grants in the amount of \$10,000*
- 30 pump tests were conducted*
- 13 matching grants were awarded*
- 2 ISO rating gradings were prepared*
- 1 department received federal excess property placements*





# ***Infrastructure investments to create a safe and efficient transportation network...***

SERTPO (previously SCORTPO) is southeastern Oklahoma's Regional Transportation Planning Organization (RTPO). It is tasked with recognizing local transportation requirements, conducting planning activities, aiding local governments, and contributing to the statewide transportation planning procedure in the non-metropolitan areas of the state. In Oklahoma, the Oklahoma Department of Transportation (ODOT) designates RTPOs as a means to formalize the involvement of officials and essential stakeholders from rural regions and ensure the integration of rural transportation needs into the statewide transportation planning process.



## **RTPO Expansion**

During FY 2024 the Kiamichi Economic Development District of Oklahoma (KEDDO) joined the RTPO, extending its coverage to include Choctaw, Pittsburg, Haskell, Pushmataha, Le Flore, Latimer, and McCurtain Counties. The RTPO changed its name from SCORTPO (South Central Oklahoma RTPO) to SERTPO (Southeastern Oklahoma RTPO). SERTPO now encompasses 17 counties in the southeast quadrant of Oklahoma to include the ten counties of the SODA service area and the seven counties of the KEDDO service area.

## **Roosevelt Bridge Project**

SERTPO/SCORTPO advocated for the replacement of the Roosevelt Bridge over Lake Texoma on Highway 70 between Kingston and Durant. The current two-lane bridge carries approximately 8,500 vehicles across Lake Texoma every day. The bridge was constructed in 1942 and does not meet current traffic needs or future traffic demand.

During FY 2024 the Federal Highway Administration announced \$124 million in funding for the project. The Oklahoma Department of Transportation estimated the final project will cost more than \$250 million. Subsequently, the Oklahoma Department of Transportation moved up the timeline to begin construction on the bridge by three years from 2029 to 2026.

ODOT plans to build the new bridge south of the current span and will possibly keep the old bridge as a pedestrian and bicycle crossing. The project will be one of the largest highway projects ever constructed in the region.



**During FY 2024 over \$127 million in transportation construction and planning projects were executed in the SODA service area:**

COUNTY	PROJECT DESCRIPTION/LOCATION	COST
ATOKA	US-69: SIGNAL COORDINATION PROJECT IN CITY OF ATOKA ROW	\$100,000
	US-69: SIGNAL COORDINATION PROJECT IN CITY OF ATOKA	\$1,216,000
	Us-75: Begin 2.18 Miles West Of Us-69, Extend Northwest To Coal C/L ROW	\$272,500
	SH-7: FROM 6.0 MI E OF THE JOHNSTON C/L E 5.4 MI GRADE, DRAIN, SURFACE	\$18,353,191
	Us-69: Begin 5.7 Miles N. Of Junction Sh-43 W, Extend N. 5.7 Miles RESURFACE	\$2,233,052
	TOWN OF TUSHKA: SIDEWALKS CONNECTING LOCAL HOUSING TO SCHOOLS	\$247,596
	US-69: SIGNAL COORDINATION PROJECT IN CITY OF ATOKA UTILITIES	\$100,000
	US-69: SIGNAL COORDINATION PROJECT IN ATOKA, PRELIMINARY ENGINEERING	\$100,000
BRYAN	BR. AND APPRO. OVER LITTLE BLUE RIVER ON EW-203 (FOREST LANE)	\$1,619,580
	US-69 UNDER COUNTY ROAD (REMEDIAL GROUTING) BRIDGE REPAIR	\$89,600
	Us-70: Ramps At East Main Street In Durant, Approx 3.0 Mi East Of Sh-78	\$51,500
CARTER	US 70: FROM BROCK RD. E. APPROX 3.6 MI. TO I-35 PRELIMINARY ENGINEERING	\$300,000
	US 70: FROM BROCK RD. E. APPROX 3.6 MI. TO I-35 PRELIMINARY ENGINEERING	\$560,000
	US-70: AT THE US-70/SH-76 JUNCTION, 3.3 MIS. W. OF US-70A JCT	\$1,688,153
	SH 199: OVER AN UNNAMED CREEK 9.8 MIS. E. OF US 77	\$3,700,201
	SH 53A: OVER BIG BRANCH CREEK O'FLOW 0.11 MIS. S. OF SH 53	\$2,257,354
	US 77: OVER UNNAMED CREEK 0.5 MIS. N. OF THE LOVE C/L BRIDGE	\$1,431,776
	US-77: DRAINAGE IMPROVEMENTS ON E SIDE OF NB EXPWY IN ARDMORE	\$2,686,695
COAL	COALGATE: SIDEWALKS FROM CITY LAKE PARK TO CHERRY AVE ALONG US-75	\$401,897
	SH-48: FROM 3.1 MILES NORTH OF SH-31, NORTH 4.6 MILES TO SH-3 UTILITIES	\$100,000
GARVIN	SH-29: FROM S. HOWELL AVE IN WYNNEWOOD, EAST 4.3 MILES ROW	\$400,000
	BRIDGE AT SH-145: OVER I-35	\$5,833,905
	SOUTHBOUND I-35 FROM 4.2 MILES N. OF SH-7, NORTH 6.2 MILES TO SH-29	\$1,401,956
JOHNSTON	US-377: AT THE JUNCTION OF SH-22 - ROW	\$100,000
	SH-99: FROM 0.6 MILES N OF SH-22, N 5.3 MILES UTILITY PRELIM. ENGINEERING	\$34,455
	SH-99: FROM 0.6 MILES NORTH OF SH-22, NORTH 5.3 MILES - ROW	\$2,900,000
	SH-7/SH-1: FROM 1.3 MILES E OF MURRAY COUNTY LINE, S 7.2 MILES - ROW	\$1,500,000
	C&M AGREEMENT, SH-7 RESURFACE & WIDENING , BNSF	\$530,508
	SH-22/78/48A: FROM 5.4 MILES E OF SH-1 E AND N 7.0 MILES PRELIM. ENG.	\$50,000
	SH-48: BRIDGE OVER DELAWARE & WALNUT CREEKS, 2.2 & 2.8 MILES N OF SH-7	\$5,406,741
LOVE	I-35: FROM THE TEXAS S/L N. 1.0 MI. TO THE MM 1 INTERCHANGE W/ TXDOT	\$37,950,071
	INSTALL CONCRETE XING SURFACE/SIGNAL AT ADDINGTON BEND RD W/ BNSF	\$596,972
	SH-32: FROM SH-77S, EXTEND E. 6.45 MIS TO WEST END OF HICKORY CREEK BR.	\$29,210,420
MARSHALL	SIGNAL/SURFACE INSTALL AT EW ARCHARD RD/HWY 106 & BNSF MAINLINE	\$546,842
MURRAY	C&M AGREEMENT, SH-7 WIDENING , BNSF, MURRAY & JOHNSTON COUNTY	\$910,340
	SH 110: BRIDGE OVER UNNAMED CREEK 2.3 MIS. NE. OF DOUGHERTY	\$1,177,074
	SULPHUR: SIDEWALKS ON BROADWAY FROM W 12TH TO CROSSWAY CHURCH	\$85,629
PONTOTOC	MISSISSIPPI (SH-99) AT ARLINGTON (SH-1) INTER. RECONSTRUCTION ROW	\$669,500
	DISTRICT 3: SAFETY IMPROVEMENTS	\$1,510,000
SODA	<b>TOTAL ALL PROJECTS</b>	<b>\$127,819,008</b>

# **FY 2024 Board of Directors**

<b>DIRECTOR NAME</b>	<b>AFFILIATION</b>
Sammie Adams	Bryan County Conservation District
Gary Ayers	Garvin County
Brandon Carr	Bryan County
Scott Chaney (Secretary-Treasurer)	City of Marietta
Cacy Cribbs (Vice-President)	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
Gus Handke	City of Healdton
Ricky Harness	City of Davis
Darrell Hudson	Murray County
Linda Hyman	Love County
Sally Jantz	City of Lindsay
Lee Litterell	City of Pauls Valley
Kristi McElroy (President)	City of Ardmore
Joe McReynolds (Past President)	Carter County
Don "Salty" Melton	Marshall County
Kathy Moore	City of Durant
Diane Niblett	Johnston County Conservation District
Ian O'Neal	City of Lone Grove
John Redman	Choctaw Nation
Bruce Reynolds	Murray County Conservation District
Ethan Settlemire	Atoka County
Gary Starns	Pontotoc County
Jokori Taylor	City of Wynnewood

# 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 Tatums	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
Joye Angel	Assistant Finance & Administration Director

## AREA AGENCY ON AGING (AAA)

Tara Lyons Cooper	AAA Director
Teri Kaleiohi	Information & Assistance Coordinator
Wilnet Martinez	Aging Specialist
Tiffany Wingfield	Ombudsman Supervisor
Gina Jones	Ombudsman Supervisor
Rebekah Williams	Ombudsman Supervisor/Systems Advocate

## REGIONAL PLANNING AND DEVELOPMENT (RPD)

Michelle Powell	RPD Director
Matthew Magee	Economic Development Planner
Austin Marks	Economic Development Planner
Shane Frye	Regional Economic Recovery Manager

## RURAL FIRE DEFENSE (RFD)

Phil Powell	RFD Director
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## SOUTHEASTERN REGIONAL TRANSPORTATION PLANNING ORGANIZATION (SERTPO)

Kyle Henry	Regional Transportation Planning Manager
Todd O'Neal	Mobility Management Navigator

*"We Can Help!"*

# SODA

SOUTHERN OKLAHOMA  
DEVELOPMENT ASSOCIATION

## OUR MISSION

SODA strives to be a trusted partner and passionate advocate for empowering Southern Oklahoma communities to attain economic prosperity, sustainable growth, and enhanced quality of life.

## OUR VISION

We envision Southern Oklahoma as a thriving, interconnected region where:

- **Economic Prosperity Flourishes:** We endeavor to be a catalyst for economic development, supporting communities, businesses, entrepreneurs, and industries that create jobs, drive innovation, and contribute to the prosperity of Southern Oklahoma.
- **Quality of Life Soars:** We are committed to improving the quality of life for our citizens by promoting accessible healthcare, high-quality education, cultural enrichment, and recreational opportunities that make Southern Oklahoma a great place to live, work, and play.
- **Sustainable Growth Prevails:** We imagine a future where responsible, sustainable practices are embedded in every aspect of our region's growth, preserving our natural resources, and protecting the environment for generations to come.
- **Community Collaboration Thrives:** We encourage and facilitate collaboration among our communities, governments, organizations, and individuals to foster a sense of unity and shared purpose that will enable us to address common challenges and seize opportunities.
- **Inclusivity and Equity Pervades:** We nurture an inclusive, equitable region where all citizens have equal access to resources, opportunities, and the chance to thrive.
- **Innovation and Adaptation Abound:** We embrace innovation, adaptability, and forward-thinking approaches to address the ever-evolving needs and challenges of Southern Oklahoma.
- **Resilience Shapes the Future:** We work tirelessly to build a resilient region that can weather economic, environmental, and social changes, ensuring our communities' continued strength and vitality.

***FOLLOW US ON THE WORLD WIDE WEB***

[www.soda-ok.org](http://www.soda-ok.org)

# SODA

## SOUTHERN OKLAHOMA DEVELOPMENT ASSOCIATION

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SODA is a voluntary association of town, city and county governments and conservation districts within the 10-county region of Atoka, Bryan, Carter, Coal, Garvin, Johnston, Love, Marshall, Murray and Pontotoc counties in southern Oklahoma. SODA was established in 1957 and is one of 11 Councils of Governments in Oklahoma.

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

**AREA AGENCY ON AGING**



Providing for a comprehensive and coordinated continuum of services and opportunities so older people can live dignified, productive and independent lives.

**REGIONAL DEVELOPMENT**



Helping communities fund and implement significant capital improvement projects that will expand the social and economic development potential of southern Oklahoma communities.

**RURAL FIRE DEFENSE**



Coordinating support services and providing technical assistance to rural fire departments in southern Oklahoma.

**TRANSPORTATION PLANNING**



Identifies local transportation needs and conducts planning to support the statewide transportation planning process in south, central Oklahoma.

**Dr. Steve Mills**  
Executive Director

[in](#) [✉](#)

# SODA

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DEVELOPMENT ASSOCIATION**

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