

The City of Tulsa: Internet Equity Coalition

Access to resources (internet)

Problem:

29,000 homes in Tulsa lack internet connectivity, 88% of which are located in the area known as “NorthTulsa.” In a COVID-19 world especially, this decreases education and workforce outcomes for a significant population in the City of Tulsa. The main barriers to internet equity include issues of accessibility, affordability, and consistency.

Outcome:

The team created a 5-part initiative that would cost ~\$130/household/year and engage 60+ partners across the Tulsa community, based on Tulsa resident needs and best practices from 5 expert connectivity cities across the U.S.

- **Policy:** Create a governing body
- **Affordability:** Create internet subsidy and hotspot lending programs
- **Education:** Digital education programs by community organizations
- **Marketing:** Outreach conducted via libraries, public schools, CBOs, and ISPs
- **Sustainability:** University partnerships as data partners who conduct surveys and analysis on program retention and effectiveness

Impact:

Partners across the city have been implementing parts of this plan over that last 9 months. [View Example](#)

Teach for America

Education

Problem:

Teachers lack access to mental health support, especially in the COVID-19 virtual environment where the community of education has been reduced. The team learned:

- 90% of teachers required more support in their first year of teaching
- 70% of teachers did not know how to access existing TFA support resources
- 64% would seek support outside of TFA because of this lack of knowledge/awareness

Outcome:

The team created a 5-part initiative that would cost ~\$130/household/year and engage 60+ partners across the Tulsa community, based on Tulsa resident needs and best practices from 5 expert connectivity cities across the U.S.

Impact:

76% of teachers were willing to participate in the pilot and product once implemented because this plan was built around their feedback and pain points.

R&G Family Grocers

Creating a human-centered business model and growth strategy for a co-op grocery store network in the North Tulsa food desert. Each co-op store in the network can increase community engagement by 16%, garner \$1.4 million in annual revenue, and generate \$1.8 million in economic activity for the surrounding areas.

Mental Health Association Tulsa

Designing a rural advocacy training program and curriculum to create 3,300 mental health advocates in rural Oklahoma over 5 years. Advocates are trained volunteers passionate about mental health coming from 3 segments: mental health providers, community leaders, and rural citizens.

City of Tulsa's Internet Equity Coalition

Building a long-term structure to increase equitable connectivity across the city of Tulsa, specifically targeting the 29,000 homes who lack internet access. This solution would cost ~\$130/year and engage 60+ stakeholders across the Tulsa community.

Women in Recovery

Re-structuring the Token Economy program, a positive rewards program to increase habits in WIR clientele. After reaching out to 63 organizations, and interviewing 30 individuals across the nation, the team created an implementation plan and commercialization options for the Token Economy Phase System (TEPS) program, starting with expansion within Family and Children's Services. This plan can increase WIR graduation rates by 10%, reduce staff labor time by 30%, and improve the lives on 30 WIR clientele/year.

Teach for America Teacher Support

The team interviewed 37 local TFA teachers to create a solution to address their current support barriers, creating a plan to provide mental health support to 155 local Tulsa TFA members in the first 3 years. They created a 3-part plan for teacher well-being in a COVID-19 environment that 76% of teachers were excited to participate in! This plan included an online resources and communication portal, a TFA community-building support group structure, and a resource awareness campaign to increase resource awareness from 10%-100% in the first year.