

Connectivity and Health in Orchard Knob

Orchard Knob Collaborative, a multi-stakeholder partnership, exists to help the historic Orchard Knob neighborhood become more healthy, safe and economically viable. This pilot unites broadband connectivity with energy efficient improvements in the built environment to improve the quality of life for Orchard Knob residents.

BUDGET

\$871K

\$609K

TVA Connected Communities

\$262K

Proposed Match

Background



A Barrier to Success and Health

As technology further integrates into every aspect of society, the digital divide can hinder success and even affect the health of those who do not have access.

THE OPPORTUNITY

Remove the Digital Divide

Providing broadband access and digital learning opportunities to residents can erode systemic barriers.

NEIGHBORHOOD DATA

54%

of residents identify as African American

26%

poverty rate in Orchard Knob

34%

of Orchard Knob households are without broadband

Scope



Increase Infrastructure

for broadband and Smart Homes with the addition of 21 public Wi-Fi spots, Smart Home retrofits and household building upgrades.



Offer Community Support and Storytelling

through a new online community resource hub to host a community calendar and other local resources.



Provide Program and Activity Interventions

through digital literacy training and no-cost telehealth services.

QUANTITY

24

retrofits:

- HVAC upgrades
- IoT integration
- Energy efficiency home repairs

12

digital literacy classes conducted

1,000

telehealth visits

THE GOAL

Improve Health and Well-Being

Addressing the social determinants of health through improvements to physical infrastructure, social infrastructure and healthy living.



Performance

Key Performance Indicators

- Houses upgraded with energy efficiency measures
- Residents trained
- Public Wi-Fi user sessions
- Telehealth visits
- Users and average length of time spent on the community resource hub

The Value

Residents

- Access to home and public connectivity
- Increased digital literacy of participants, resulting in improvements to educational and workforce outcomes
- Better health outcomes from built environment upgrades
- Access to health services
- Improved transit experience
- Improved overall quality of life for residents

The Neighborhood

- Quality community data through resident feedback, program evaluation, platform usage and sensor deployment
- Economic development through increased home valuation

Other Communities

- A model for localizable replicability and scale

Key Partners

The Enterprise Center Inc.

Electric Power Board Chattanooga

Parkridge Medical Center

Orchard Knob Neighborhood Association

green|spaces

Habitat for Humanity of Greater Chattanooga Area

Tennessee Valley Authority



Timeline

Broadband and Smart Home Infrastructure

- Broadband deployment (3 months)
- Infrastructure improvements will occur concurrently with Smart Home upgrades (3-4 per quarter)

Programs and Activity Interventions

- Tech Goes Home digital literacy classes (up to 2 per quarter)
- Health screenings and wellness telehealth visits to residents (ongoing)

Ongoing Community Support and Storytelling

- Develop and launch community resource hub (4 months)
- Resource guide and playbook to share learnings with other communities (released yearly)