



OZARKS TRANSPORTATION ORGANIZATION

Public Participation Plan 2023 Annual Evaluation

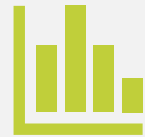




Evaluation Outline



Progress towards Prior
Year's Action Items



Performance Measures



Current Year's Action
Items



Previous Action Items



Enhance the use of virtual tools to broaden the reach of meaningful public engagement efforts by making participation more convenient, affordable, and enjoyable for greater numbers of people.



Continue the use of social media to promote the OTO and solicit comments using ads and “boosted” content to target segments of the public for their input and prioritize intentional outreach to members of underserved communities.



Provide information at a reading level that will allow people of varying levels of education to participate. Writing at the eighth-grade reading level or lower is generally accepted.

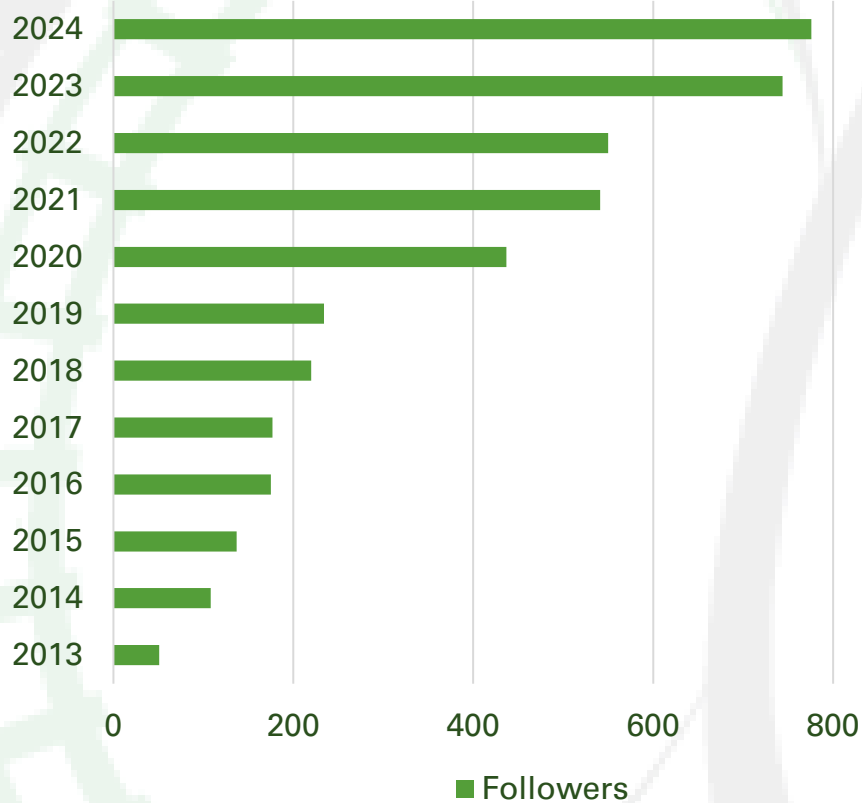


Use the OTO Equity Index to identify affected communities within the OTO that have disproportionate numbers of transportation disadvantaged or vulnerable populations with the intent of tailoring outreach efforts to include them in the planning process.

Performance Measures – Social Media

Facebook Participation

Followers



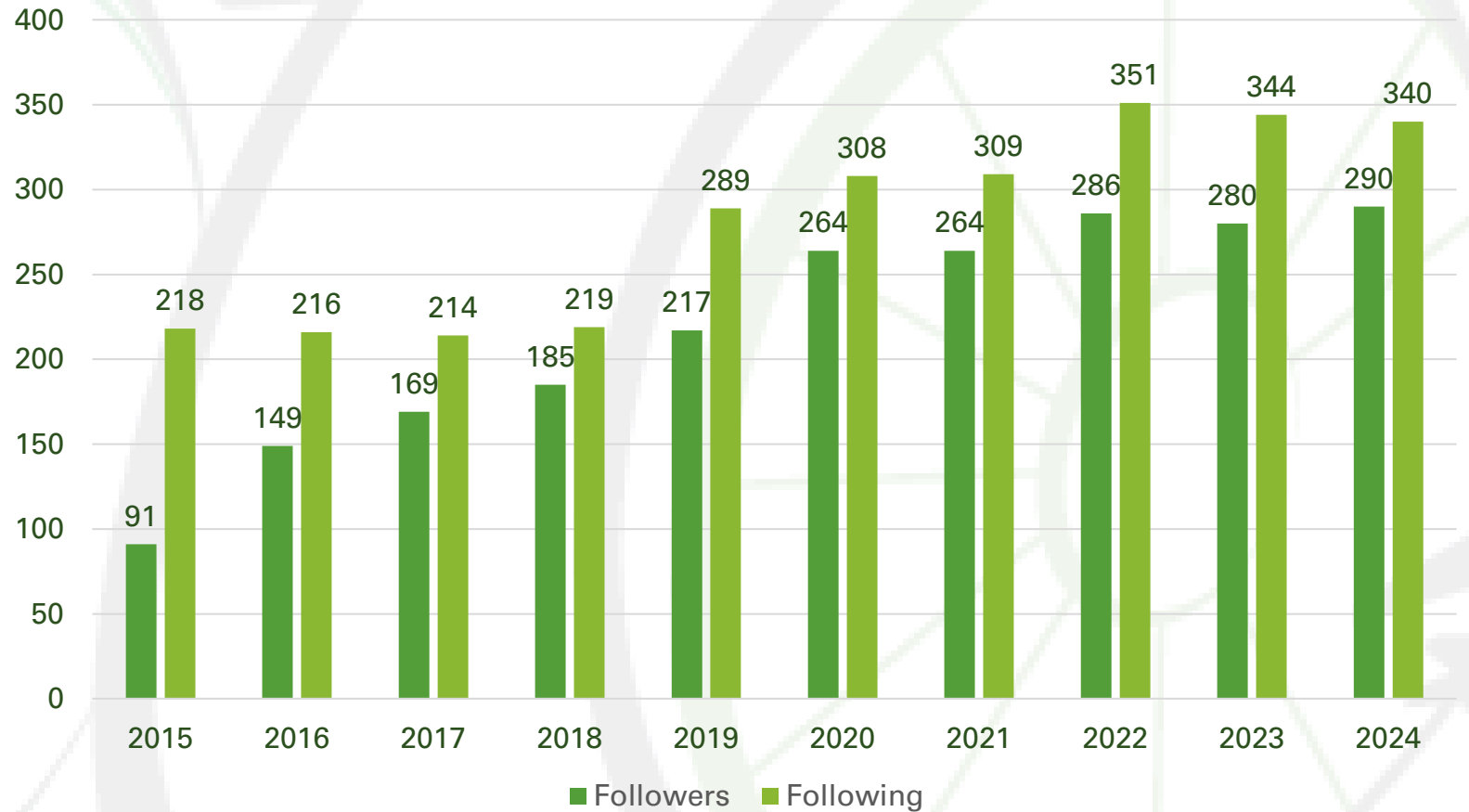
Facebook Participation by Location

Date	Battlefield	Nixa	Ozark	Republic	Springfield	Strafford	Willard
March 2017	13	5	11	5	66	-	-
March 2018	3	8	13	4	117	-	-
March 2019	2	7	15	5	129	-	-
March 2020	3	21	41	13	207	-	-
March 2021	4	23	46	9	212	-	-
March 2022	20	30	47	38	208	-	-
March 2023	23	42	57	37	250	12	9
March 2024	29	57	57	38	259	14	11

Performance Measures – Social Media

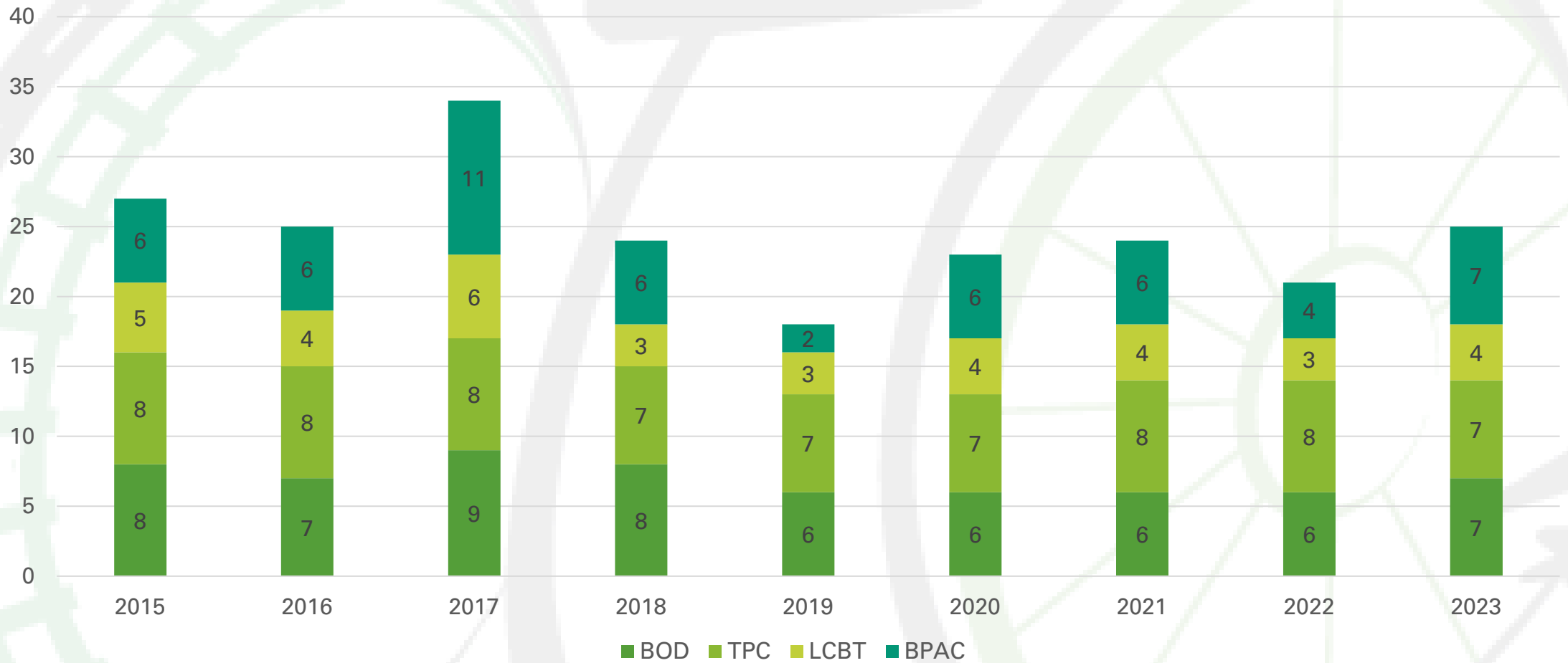
Twitter/X Participation

	Tweets
2015	628
2016	1,503
2017	1,648
2018	1,712
2019	1,743
2020	1,881
2021	1,964
2022	2,052
2023	2,137
2024	2,245



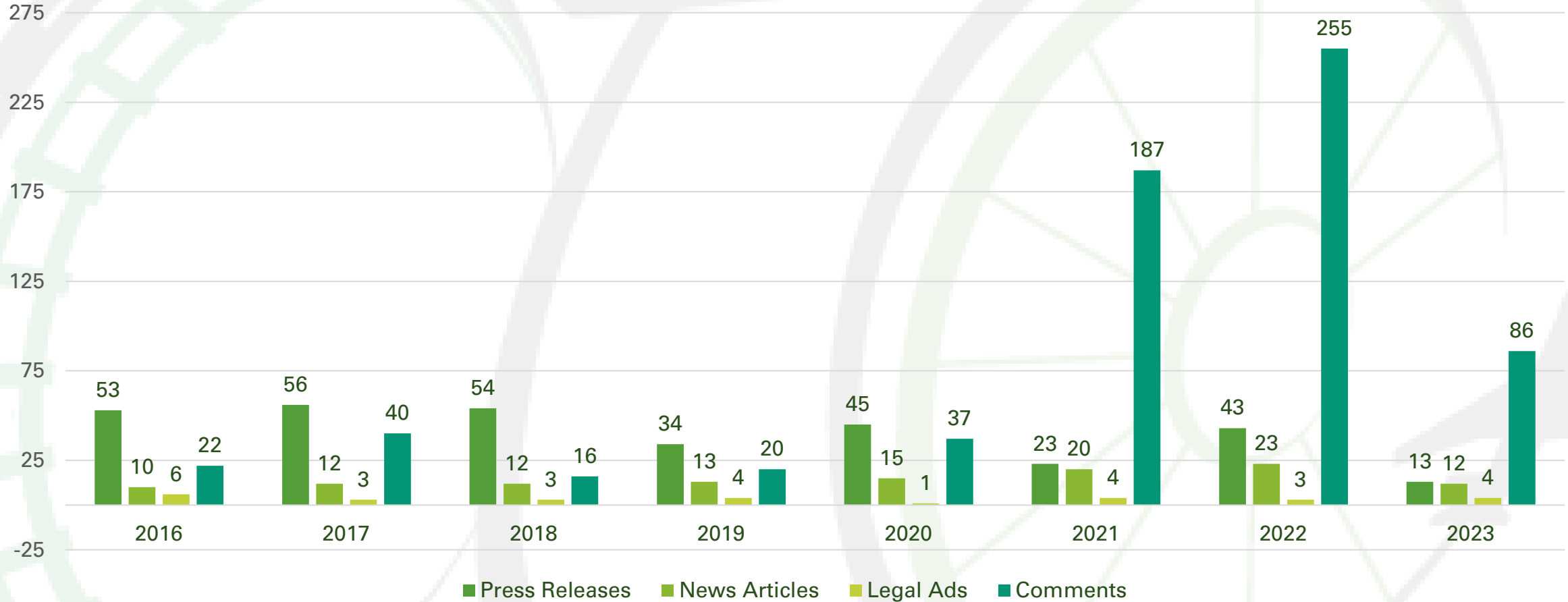
Performance Measures - Meetings

Public Meetings



Performance Measures - Feedback

Media & Comments



Performance Measures- Website Analytics

Year	Sessions	Users	Page Views	Avg. Session Duration	Male/Female	Percent New Visitors
2015	7,454	4,918	14,926	2:19	54/45	63.3
2016	7,816	4,873	17,339	2:15	N/A	61.3
2017	6,189	3,677	14,041	2:06	57/43	83.9
2018	6,559	3,869	13,911	2:13	58/42	98.1
2019	7,300	4,413	17,338	2:13	55/44	88.8
2020	7,558	5,000	19,160	2:25	N/A	98
2021	14,171	9,987	28,128	1:24	N/A	100
2022	17,623	13,041	33,562	1:24	N/A	90.2
2023	7,491*	8,938	34,193	1:14	N/A	100

*Engaged sessions

Action Items - 2024

Increase in-person outreach to create more awareness of OTO's plans and programs and target affected populations.

Continue to update and improve the OTO and the Let's Go Smart webpage to ensure the provided information is accessible to different users and to increase the understanding of OTO's programs and ways for the public to engage in planning processes.

Measure participation in public engagement efforts like surveys to ensure the public involvement is representative of the region or study area.

Expand the utilization of the OTO Equity Index to understand the demographics of affected communities within the OTO that have disproportionate numbers of transportation disadvantaged or vulnerable populations with the intent of tailoring outreach efforts to include them in the planning process.