



OZARKS TRANSPORTATION ORGANIZATION

Public Participation Plan 2024 Annual Evaluation





Evaluation Outline



Progress towards Prior
Year's Action Items



Performance Measures



Current Year's Action
Items



Previous Action Items



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.



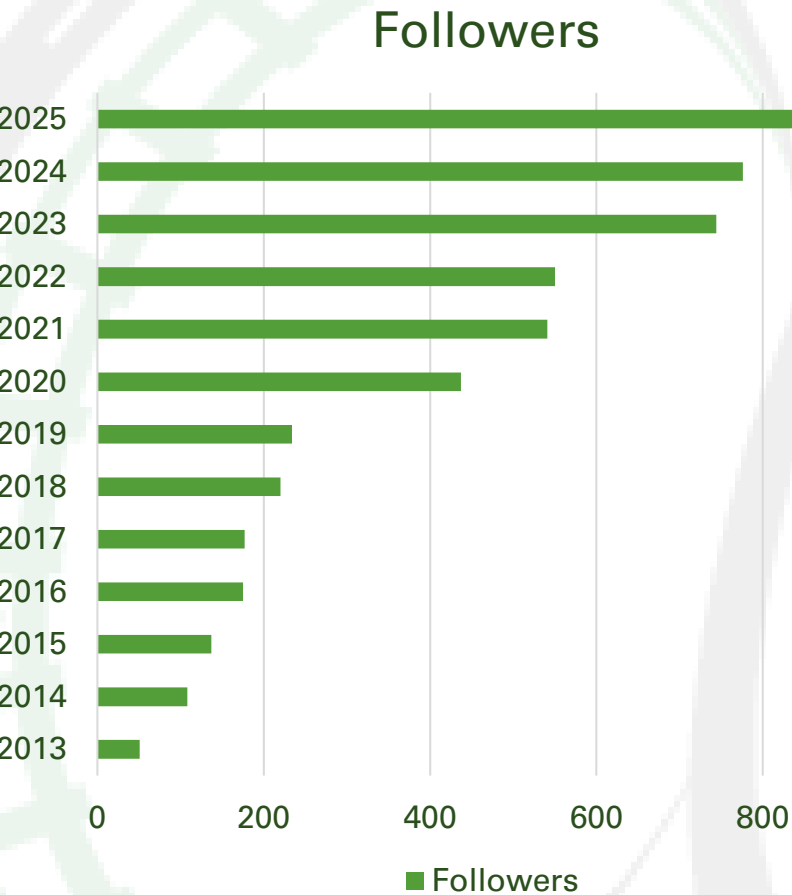
Measure participation in public engagement efforts like surveys to ensure the public involvement is representative of the region or study area.



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.

Performance Measures – Social Media

Facebook Participation



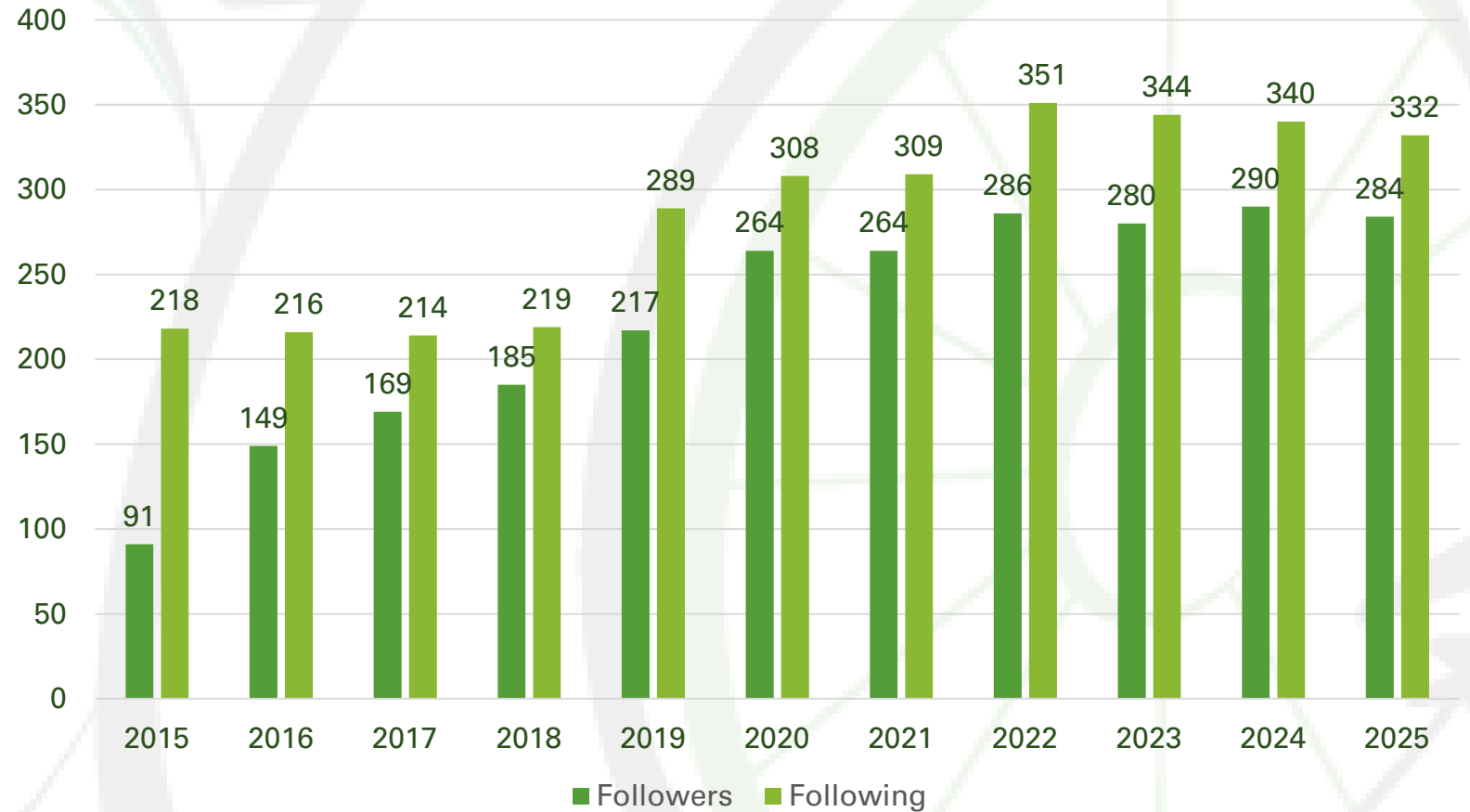
Facebook Participation by Location

Date	Battlefield	Nixa	Ozark	Republic	Springfield	Strafford	Willard
August 2014	-	4	2	2	60	-	-
July 2016	15	5	11	7	72	-	-
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
March 2025	26	52	69	35	290	18	10

Performance Measures – Social Media

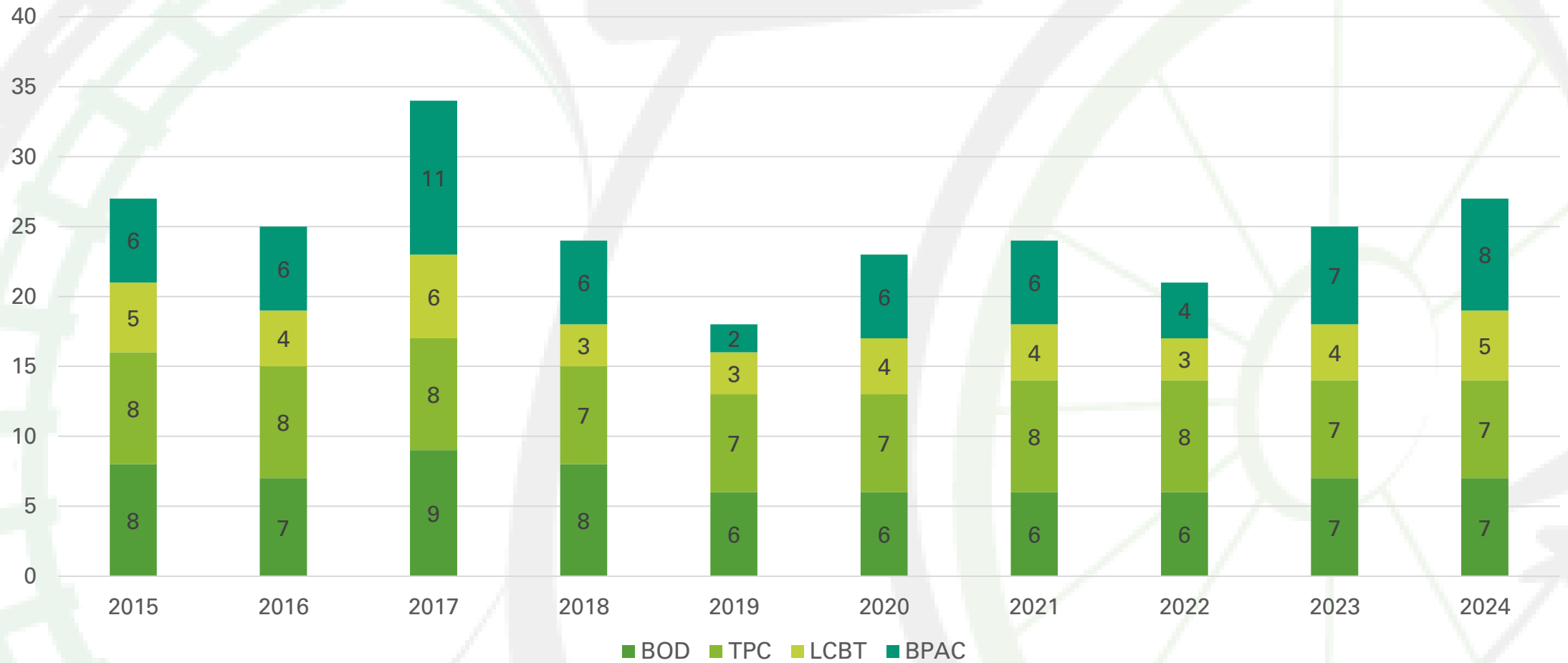
Twitter/X Participation

	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
2025	2,401



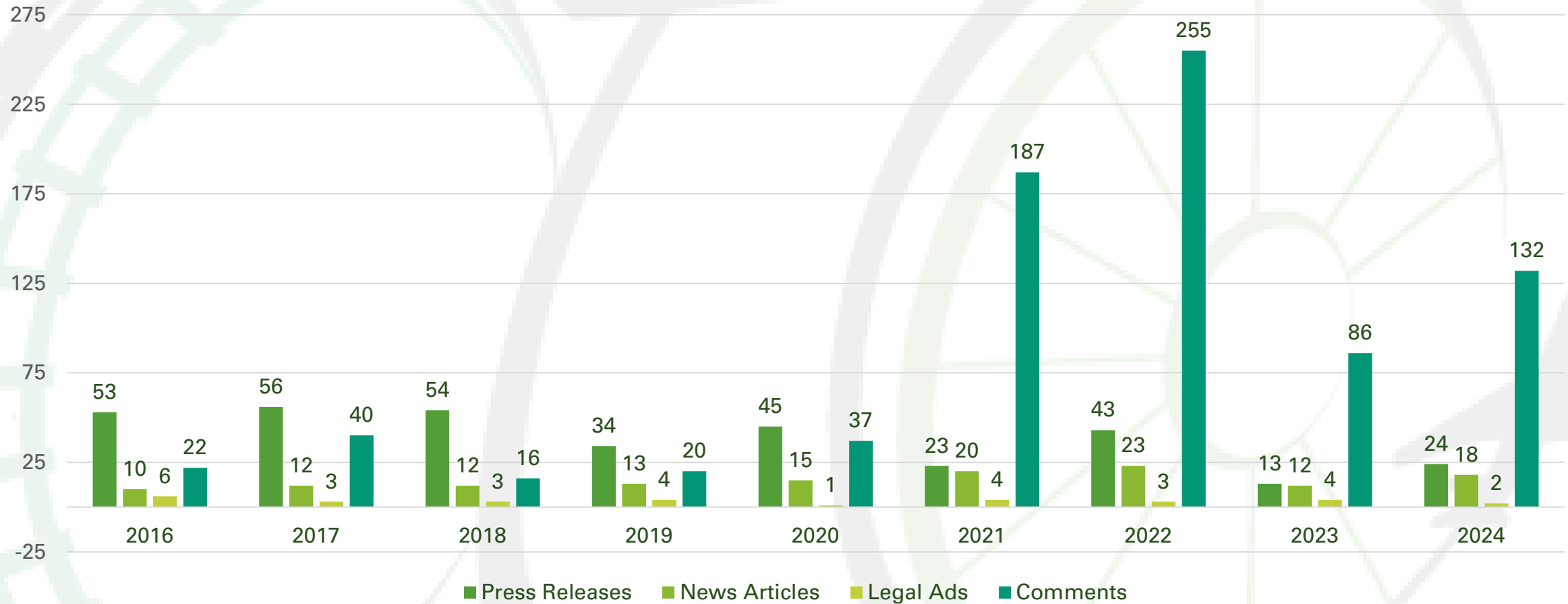
Performance Measures - Meetings

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
2024	7,313*	9,960	34,193	1:23	N/A	100

*Engaged sessions

Action Items - 2025

Boost public awareness of OTO's work through an increased marketing approach that reaches broad audiences across various media platforms.

Increase engagement with younger groups, such as college students, by using creative virtual and in-person methods that appeal to their interests and communication styles.

Continue tracking public participation in engagement efforts, like surveys, to ensure that community input represents the region or study area fairly.

Use interactive tools—like maps and visual aids—during public engagement to make information clearer and easier for people to understand.