

# Public Participation Plan Evaluation 2020

OZARKS TRANSPORTATION ORGANIZATION

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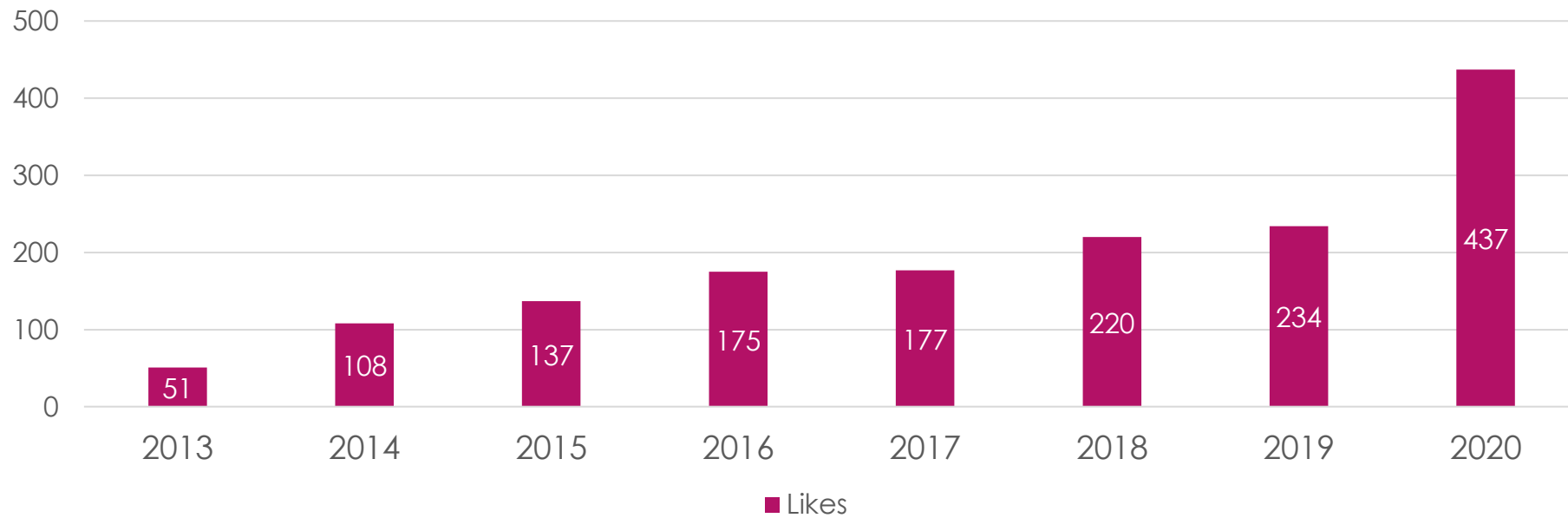
- ❑ Prepare a public involvement outline – a checklist for involvement tools for plans and activities will help ensure that staff are following protocols to notify the public of opportunities to comment for plans activities at the OTO

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# Performance Measures

## Facebook Followers



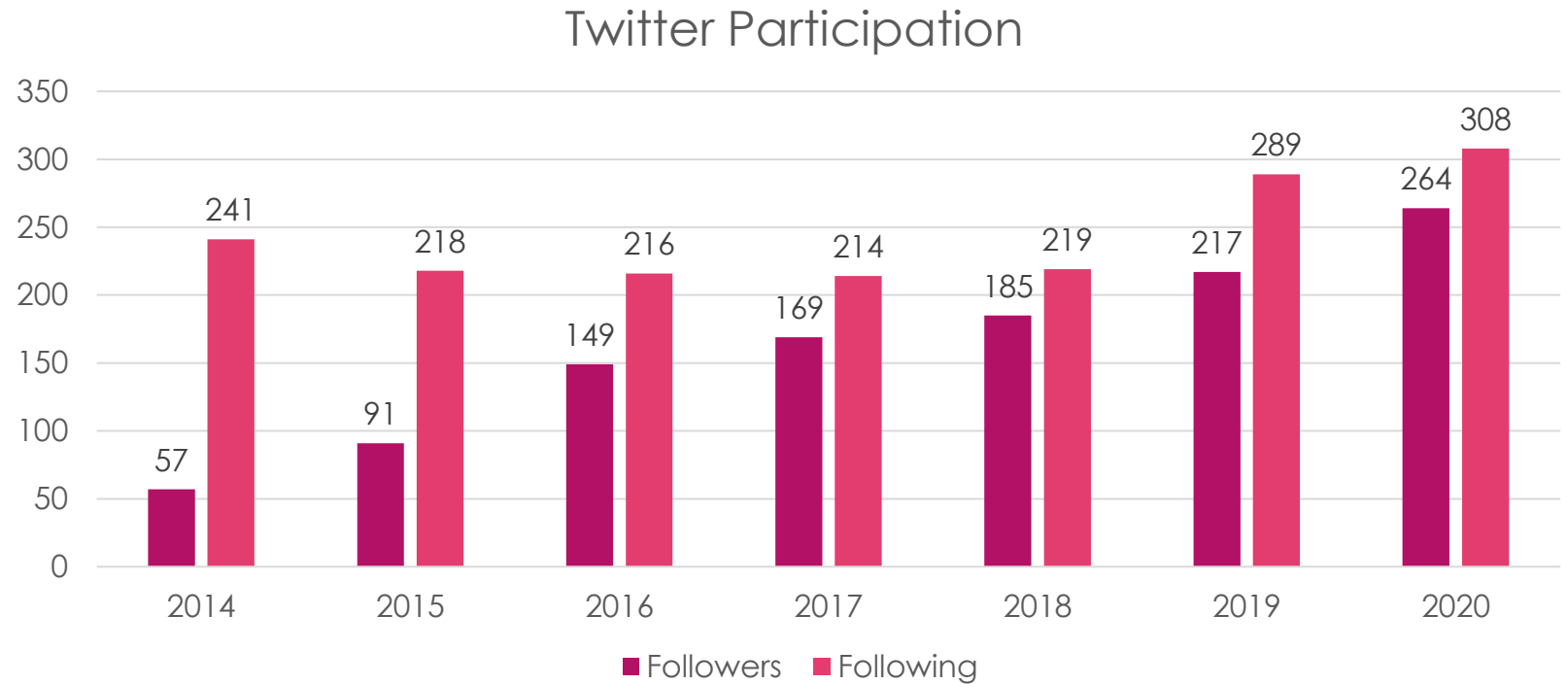
# Performance Measures

## Facebook Participation by Location

Year	Battlefield	Springfield	Nixa	Ozark	Republic
2014	-	60	4	2	2
2015	-	82	4	4	3
2016	15	72	5	11	7
2017	13	66	5	11	5
2018	3	117	8	13	4
2019	2	129	7	15	5
2020	3	207	21	41	13

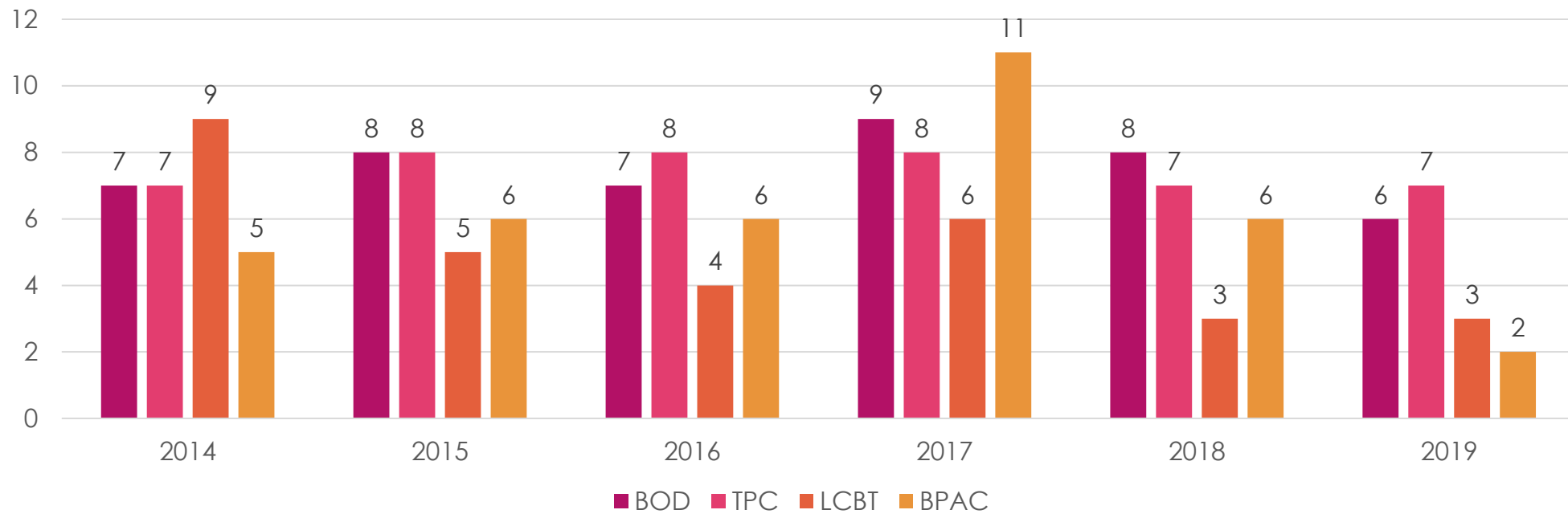
# Performance Measures

	Tweets
2014	284
2015	628
2016	1,503
2017	1,648
2018	1,712
2019	1,743
2020	1,881



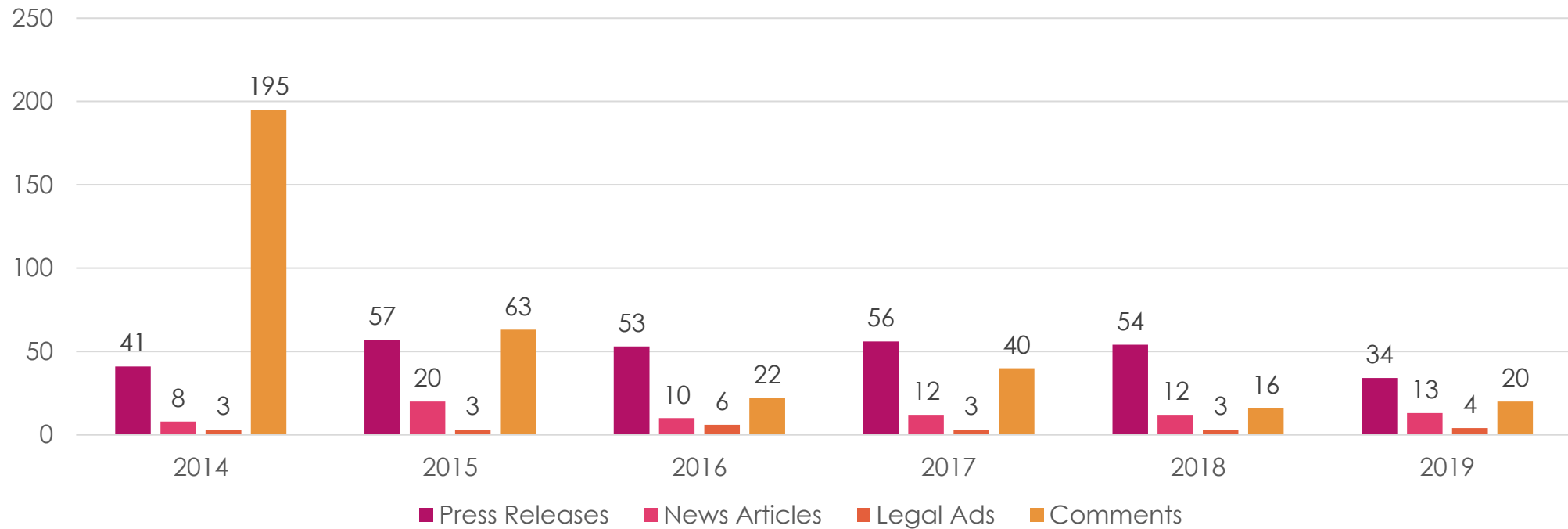
# Performance Measures

## Public Meetings



# Performance Measures

## Media & Comments





# Action Items for 2020

- ▶ Ensure that email addresses are included and up to date for all contacts in the OTO Master Contacts database. Public Participation surveys conducted in 2017 and 2020 indicated that emails are a very effective way to provide information and solicit feedback

# Action Items for 2020

- ▶ Follow procedures for posting press releases and announcements on the News & Updates Entry page on the OTO Website. This is a critical step in a workflow where URL links to this material can be pasted to social media posts branded with prepared content

# Action Items for 2020

- ▶ Research and enhance virtual conferencing applications and online broadcasting platforms such as Youtube and Facebook live that allow for moderated comments from the public in real time

# Action Items for 2020

- ▶ Recruit and hire an executive assistant whose job description will include responsibilities for following and executing public participation procedures outlined in the Public Participation Plan