

**OZARKS
TRANSPORTATION
ORGANIZATION**

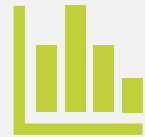
**Public
Participation Plan
2023 Annual
Evaluation**



Evaluation Outline



Progress towards Prior
Year's Action Items



Performance Measures



Current Year's (Revised)
Action Items



Previous Action Items



Develop printed materials, such as business cards with information about comment opportunities on the OTO website and acquire swag items for distribution at events and expos in anticipation of increased in-person opportunities to engage the public at community-based functions.



Expand 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 on studies and projects that directly affect them.



Continue to annually update and maintain the OTO interested parties and stakeholder group contacts list/database.

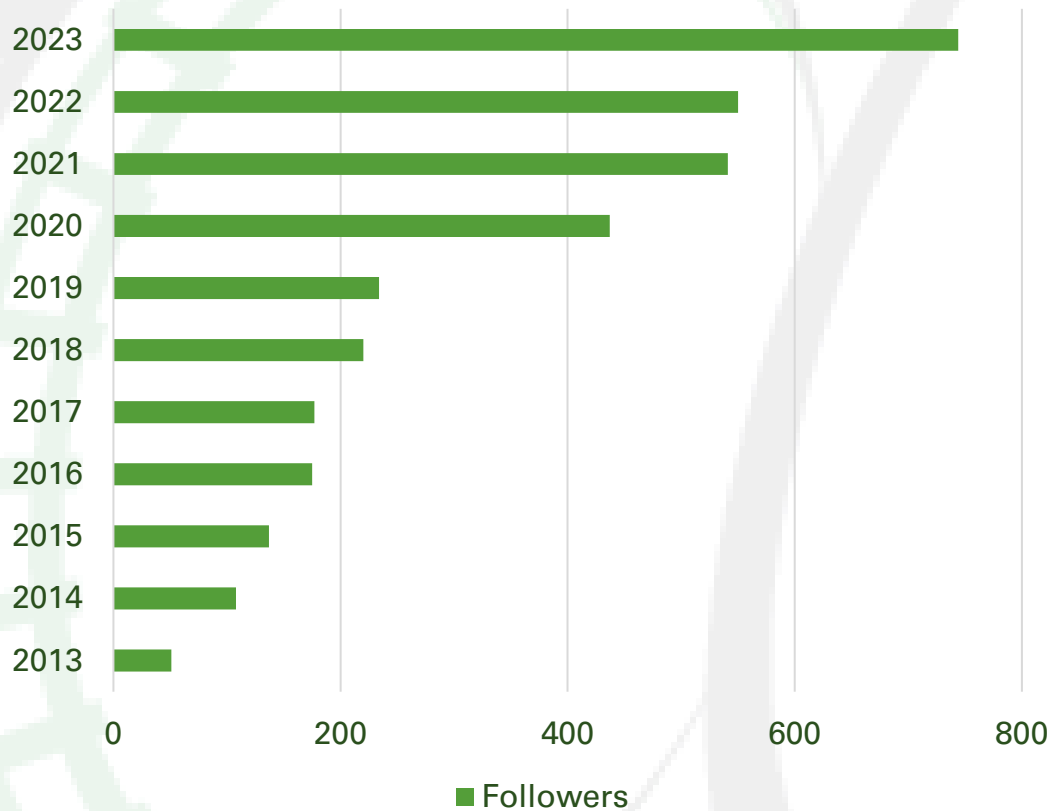


Use geographic information systems and census data to identify areas within the OTO that have disproportionate numbers of transportation disadvantaged or vulnerable populations with the intent of tailoring efforts to include them in the planning processes at the OTO.

Performance Measures – Social Media

Facebook Participation

Followers



Facebook Participation by Location

Date	Battlefield	Springfield	Nixa	KC	Ozark	Republic
April 2015	-	82	4	3	4	3
July 2016	15	72	5	2	11	7
March 2017	13	66	5	3	11	5
March 2018	3	117	8	3	13	4
March 2019	2	129	7	4	15	5
March 2020	3	207	21	5	41	13
March 2021	4	212	23	4	46	9
March 2022	20	208	30	-	47	38
March 2023	23	250	42	-	57	37

Performance Measures – Social Media

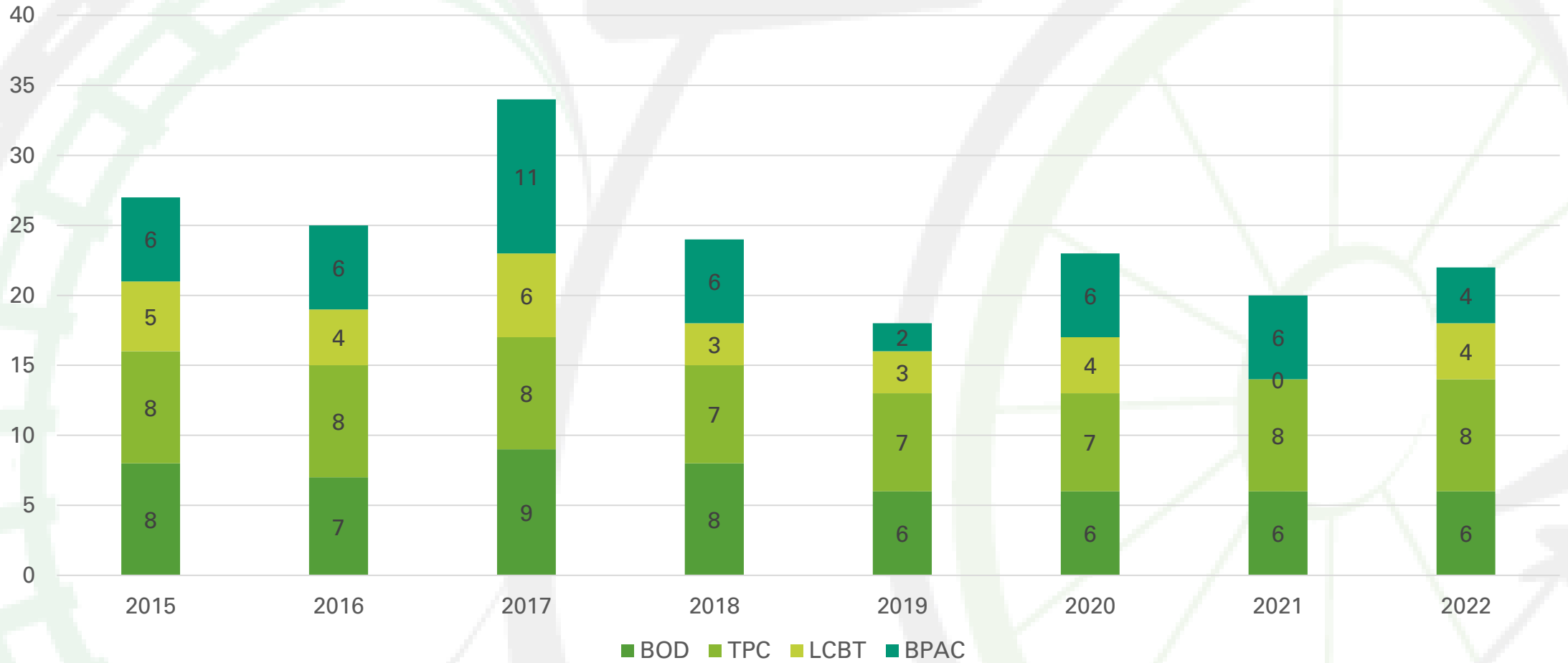
Twitter Participation

	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



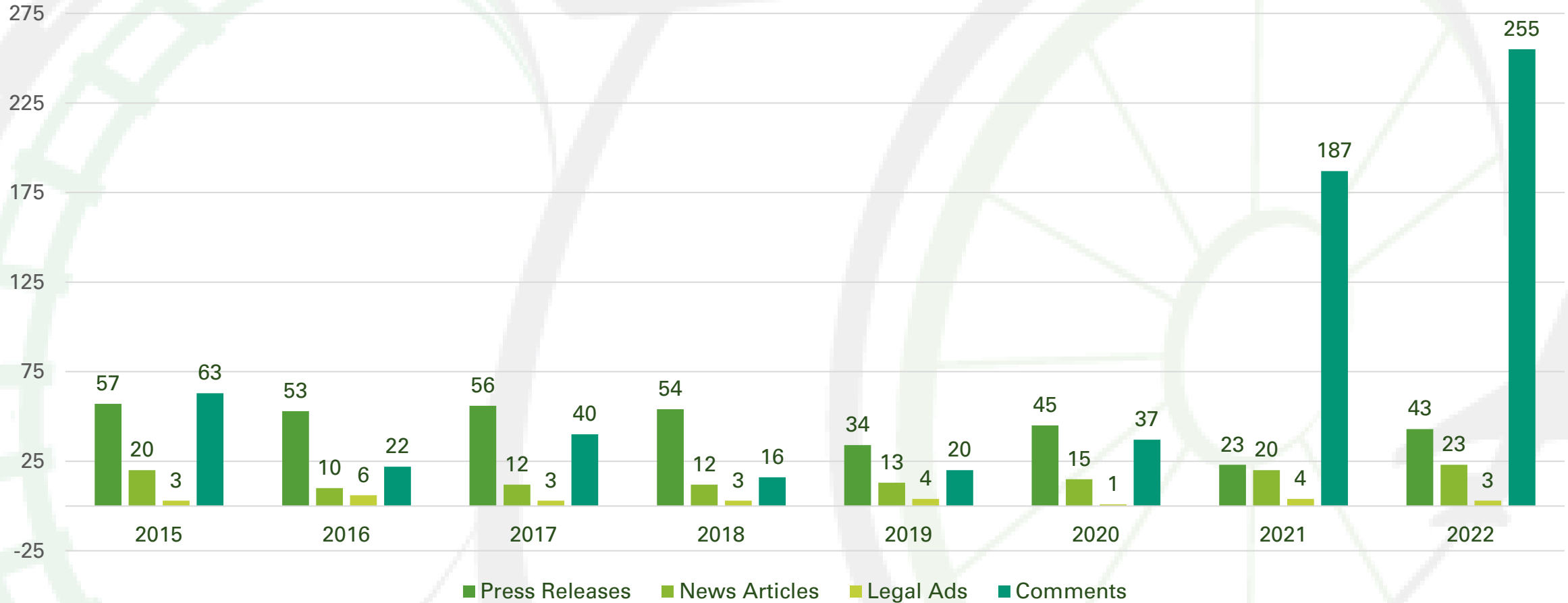
Performance Measures - Meetings

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

Action Items - 2023

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.

EQUITY INDEX WEB APP DEMO

[OTO Equity Index Experience](#)

