

Community-Driven Engagement: Lessons from the Webster County Public Transit and Active Transportation Plan

Southwest Missouri Council of Governments (SMCOG)

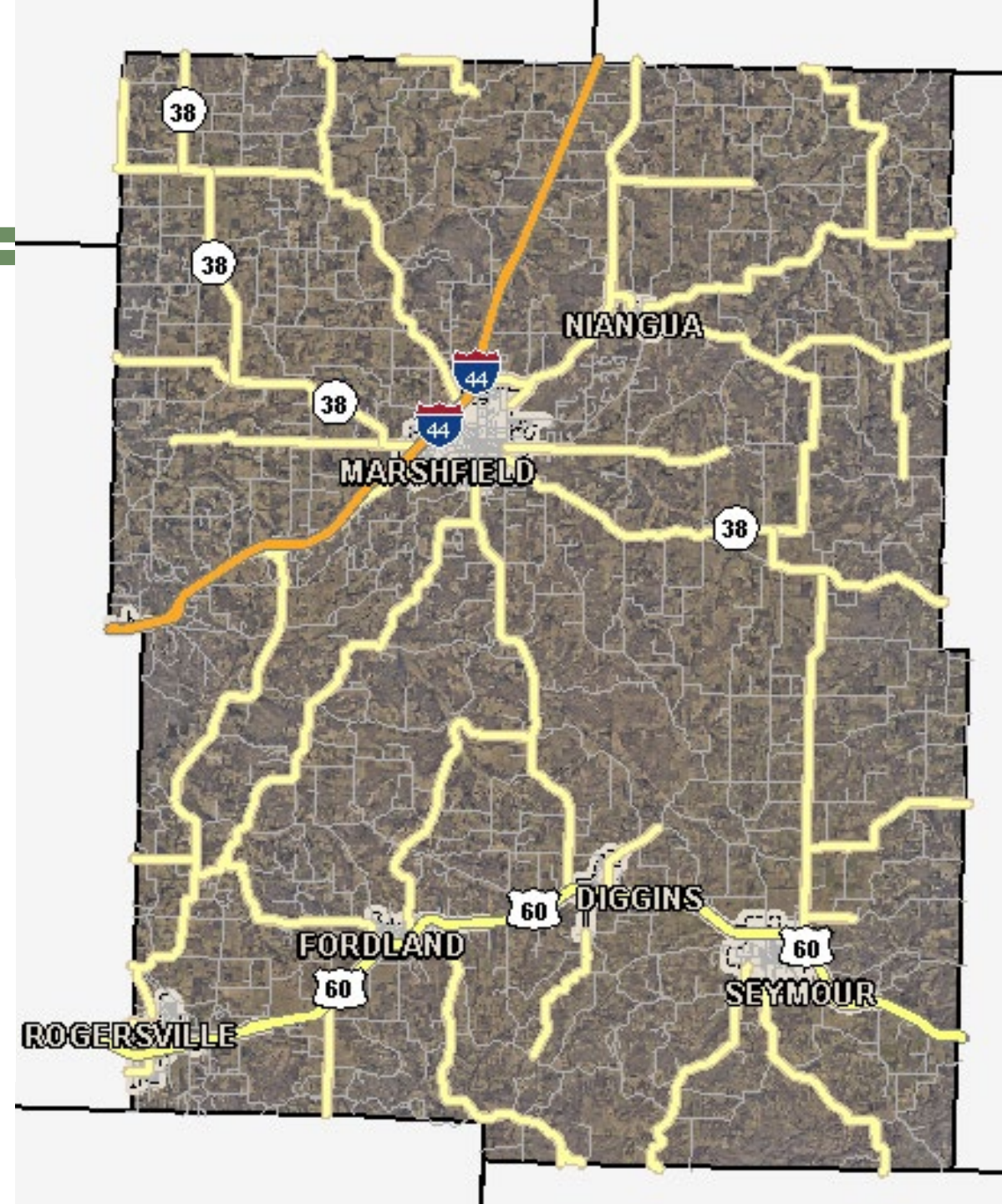
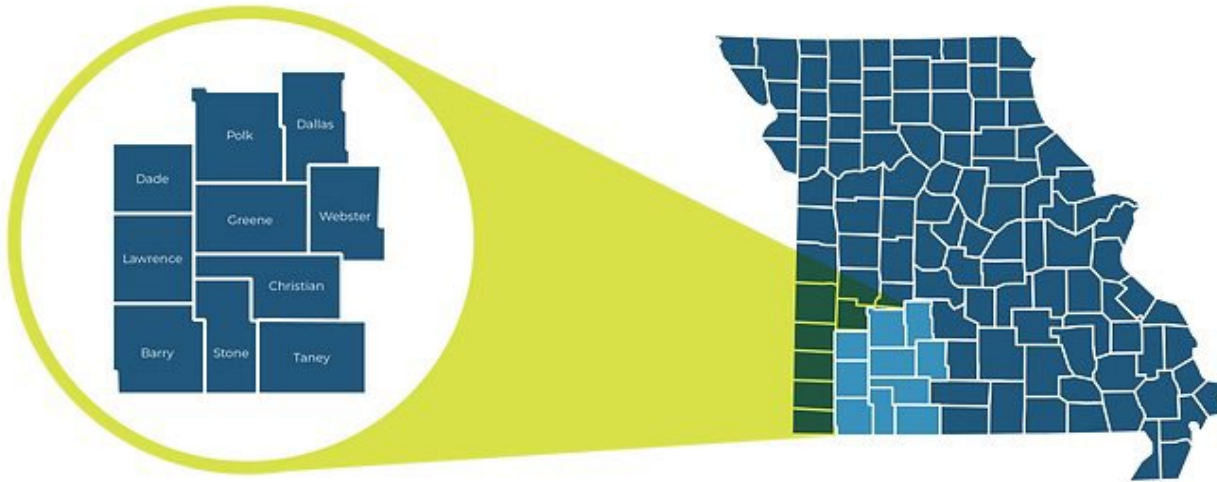
Final Grantee Presentation

August 19, 2025



Project Location

- Webster County, Missouri
- Located within SMCOG's 10-county service area in Southwest Missouri.



Transportation Planning Committee



28 representatives from local organizations and local governments:

- Webster County Health Unit
- Fordland Clinic
- Seymour Senior Center
- OACAC Webster County
- City of Marshfield
- City of Seymour
- City of Fordland
- Senior Age – Area Agency on Aging
- GRO Marshfield
- Webster County Commissioners
- Webster County Sheriff's Office
- Empower Abilities
- Southwest Council for Independent Living
- Burrell Health Center
- Jordan Valley Health Marshfield



Webster County
Health Unit



Fordland Clinic
COMMUNITY HEALTH CENTER



Engagement Tools Used

- Transportation Planning Committee
 - Representatives from local organizations serving target populations
- Accessible Survey Mediums
 - Online or paper with QR codes and paper copy pick-up at multiple locations
- 3 Rounds of Public Meetings
 - Hosted at senior centers, clinics, libraries, and churches
- Digital and Print Media
 - Social media, press releases, flyers

Webster County Transportation Survey

WE NEED YOUR INPUT!

SURVEY OPENS December 2, 2024

SURVEY CLOSES January 10, 2025

You will help guide the County's future by participating in the Transportation Plan survey!

Complete the survey for a chance to win a gift card to a store near you!

Go to smcog.org/webstertransportationsurvey
Or use your phone to scan this QR code!



If you have any other comments or feedback, please contact
Aishwarya Shrestha, Associate Planner, SMCOG at (417)-836-6901.

Innovative Engagement Approaches

- Small group format in trusted venues
- TPC members as local outreach leads
- Big map exercises, dot exercises, plain language handouts, sticky note boards
- 10 Public Meetings, 150 Individuals, 220 Survey Responses



- ## What the residents had to say...

"I see so many elderly walking to get where they're going. We need sidewalks!!"

"My wife and I do not need public transportation - yet!"

"Transit should run further in the rural areas."

"The elderly need all the help we can get."

Four donut charts illustrating the percentage of respondents who want to walk more, bike more, take public transit more, and drive less.

Activity	Percentage
Walk More	51.3%
Bike More	44.9%
Take Public Transit More	43.7%
Drive Less	22.1%

OBJECTIVES	PRIORITY	STRATEGY	RESPONSIBLE ENTITY			
			<div> COUNTY COMMISSIONERS CITY GOVERNMENTS PARTNER AGENCIES RESIDENTS VOLUNTEERS </div>			
GOAL 3: Expand Transit Service Availability and Efficiency						
Objective 1: Provide weekend and extended weekday services to accommodate workers and shoppers	5	Transit service providers capable of providing weekend and extended service in Webster County should be identified.			X	
		Partnerships should be developed with employment, retail, and entertainment venues.			X	X
		Transit demand data should be analyzed to determine the most impactful hours of operation for transit providers.			X	
Objective 2: Introduce a mobile app for trip booking and route planning	7	Transit providers should collaborate with local colleges, universities, or tech companies to design a user-friendly mobile app to help transit users easily utilize services.			X	X
GOAL 4: Increase Visibility of Current Transit Services						
Objective 1: Improve user education of existing transit services	6 TIE	A public awareness campaign to raise knowledge of available transit services should be developed.	X	X	X	
		Transit services should be advertised by promoting this public awareness campaign using social media (Facebook, Instagram, TikTok, LinkedIn, X, etc.), local radio, television, and print advertising.	X	X	X	X

Success Factors and Lessons Learned

- Partner with familiar non-profits and human service agencies
- Choose accessible venues and survey mediums
- Incentives for completing survey
- Engage in small group or one-on-one discussions
- Iterative public engagement plan
- Share progress, build trust
- “Go where people are”



Excellence in Regional Transportation Award

