



**AGENDA**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Monday, October 9, 2023  
**6:00 PM**

Welcome to the Prosper Community Engagement Committee (CEC) meeting.

**Addressing the Community Engagement Committee (CEC):**

Those wishing to address the Community Engagement Committee must complete the Public Comment Form located on the Town website or in the meeting room.

Please submit this form to the Board Chair or a staff person recording the minutes for the Board/Commission prior to the meeting. When called upon, please state your name and address for the record.

In compliance with the Texas Open Meetings Act, the Town Council/Board/ Commission may not deliberate or vote on any matter that does not appear on the agenda. The Council/Board/Commission, however, may provide statements of fact regarding the topic, request the topic be included as part of a future meeting, and/or refer the topic to Town staff for further assistance.

Citizens and other visitors attending Community Engagement Committee (CEC) meetings shall observe the same rules of propriety, decorum, and good conduct applicable to members of the Committee. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the Committee or while attending the meeting shall be removed from the room, if so directed by the Mayor or presiding officer, and the person shall be barred from further audience before the Committee during that session of the meeting. Disruption of a public meeting could constitute a violation of Section 42.05 of the Texas Penal Code.

1. Call to Order / Roll Call.
2. Consider and act upon the minutes of the September 6, 2023, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Consider and act upon appointments to Chair and Vice Chair (BK)
5. Review Subcommittee Membership (BK)
6. Brainstorming Ideas for Life in Prosper/CEC Ideation Matrix (BK)
  - a. Connecting with other organizations/non-profits.
  - b. Defining CEC goals and how to get residents to engage.
7. Review Mayor's Initiatives (RB)
8. Subcommittee Updates:
  - a. Mayor's Youth Advisory Council Subcommittee (SC)

- b. Downtown Advisory Subcommittee (CW)
- 9. Feedback on Special Events (BK)
  - a. Discover Downtown-Paws on Broadway
  - b. New Resident Mixer
  - c. National Night Out
  - d. Celebrate Prosper
- 10. CEC Shirt Selection (RB)
- 11. Discuss and receive any updates regarding:
  - a. Community Map (BK)
  - b. Social Media Graphics (KW)
- 12. Discuss and consider CEC "Top 3" & Save the Date (BK)
- 13. Request for future agenda items.
- 14. Adjourn.

**CERTIFICATION**

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted at Prosper Town Hall, located at 250 W. First Street, Prosper, Texas 75078, a place convenient and readily accessible to the general public at all times, and said Notice was posted by 5:00 p.m., on Wednesday, October 4, 2023, and remained so posted at least 72 hours before said meeting was convened.

\_\_\_\_\_  
Michelle Lewis Sirianni, Town Secretary

\_\_\_\_\_  
Date Notice Removed

Pursuant to Section 551.071 of the Texas Government Code, the Town Council reserves the right to consult in closed session with its attorney and to receive legal advice regarding any item listed on this agenda.

**NOTICE**

Pursuant to Town of Prosper Ordinance No. 13-63, all speakers other than Town of Prosper staff are limited to three (3) minutes per person, per item, which may be extended for an additional two (2) minutes with approval of a majority vote of the Town Council.

<p><b>NOTICE OF ASSISTANCE AT PUBLIC MEETINGS:</b> The Prosper Town Council meetings are wheelchair accessible. For special services or assistance, please contact the Town Secretary's Office at (972) 569-1011 at least 48 hours prior to the meeting time.</p>
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**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, September 6, 2023

**1. Call to Order / Roll Call.**

This meeting was called to order at 6:02 p.m.

**Committee Members Present:**

Brent Kirby, Vice Chair  
Stacy Cate  
John Hamilton  
Britt Beene  
Kristin Meier  
Grant Mendeljian  
Kari Willis  
Trovette Tottress  
Gretchen Darby

**Committee Members Absent:**

Christine Strobush, Chair  
Chris Wardlaw

**Councilmembers Present:**

Marcus Ray

**Councilmembers Absent:**

Amy Bartley  
Jeff Hodges

**Staff Members Present:**

Robyn Battle, Executive Director  
Devon Jett, Community Engagement Coordinator

**2. Consider and act upon the minutes of the August 2, 2023, Community Engagement Committee (CEC) meeting.**

Kristin Meier made a motion and John Hamilton seconded the motion to approve the August 2, 2023, CEC minutes. The motion was approved unanimously.

**3. Comments from the Public.**

No comments were made.

**4. Subcommittee Updates:**

a. Mayor's Youth Advisory Council Subcommittee (SC)

Stacy Cate gave an update on the Mayor's Youth Advisory Subcommittee. Rithika Chakrapani, who brought the idea for a youth advisory council to Mayor Bristol, was in attendance to hear from the subcommittee and get an update on the progress of the program. The subcommittee presented the framework they have developed so far

including bylaws, the application process, web page design, and a flyer with instructions on applying. The planned launch date for the inaugural program is October 2nd, with an application deadline of November 3rd; however, it was noted that there is some flexibility in these dates. Staff is working to find the optimal platform to streamline the application process but it may take more time and the October date may need to be adjusted. Students interested in participating will be required to complete the application, submit a 2-3 minute video, and provide two recommendation forms. The goal is for the newly established youth council to design and execute a project. Decisions on how best to engage students should be driven by the inaugural group. To ensure timely execution, requests for staff to complete are as follows:

- Create a promotional video featuring Rithika and Mayor Bristol, emphasizing that this initiative originated from a Prosper student.
- Promote the program across all of the Town's standard communication channels, including social media, newsletters, and website.
- Provide a teaser graphic to enable the CEC to begin promoting the program before its official launch.
- Design an MYAC logo.
- Develop marketing materials, including the "How to Apply" flyer.
- Establish a dedicated web page for the program.

During the October meeting, the committee will discuss more formal ways to start pushing out the messaging to schools. The subcommittee also asked that all CEC members look at the bylaws and review/edit them before the next meeting.

b. Downtown Advisory Subcommittee (CW)

Kari Willis provided an update on the Downtown Advisory Subcommittee stating that the Town Council has agreed and aligned with everything the subcommittee has proposed. The subcommittee is now seeking next steps. With the new budget scheduled for October 1, the Council can provide some meaningful next steps for the subcommittee to work on. Consideration is being made on forming an official Downtown Committee.

c. National Night Out Subcommittee (BK)

Brent Kirby, Grant Mendeljian, and Britt Beene recently met to discuss enhancement to the National Night Out event scheduled for October 3. The CEC wanted to continue the event's momentum by promoting and getting more neighborhood participation. Requests for staff include:

- Push out more communication about the event.
- Add image to homepage banner.
- Provide a graphic for CEC to promote on their personal social media pages.
- Add a link to the block party permit.
- Clarify the block party permit process.
- Add a graphic or text that outlines "How to Have an Epic National Night Out" to the NNO web page.
- Publish a final map or list of block parties ahead of the event.

d. Survey Subcommittee (CW)

This item was not discussed.

## **5. Brainstorming Ideas for Life in Prosper/CEC Ideation Matrix (BK)**

The committee deliberated the idea of promoting more open and spontaneous discussions during their meetings. They proposed prioritizing unstructured thinking and placing it at the top of the agenda to ensure that ideas are fresh at the beginning of the meeting. Their objective is to review items on the ideation matrix and eliminate those that do not offer the best utilization of time. Removing ideas that have yet to take flight will create space for other concepts, whether they are new or enhancements to existing ones. The committee seeks to continue its core goal of fostering connections with other groups and promoting engagement in the community. They also explored the idea of acting as a bridge to connect various groups with one another, such as linking groups in need of volunteer hours with those seeking volunteers. The committee agreed to arrive at the October meeting prepared to give a yes or no assessment of existing items and explore ideas to bridge the Town with other organizations and meaningful ways to connect them, potentially following a format similar to the quarterly HOA meetings. Additionally, the committee desires to compile a comprehensive list of organizations seeking volunteers as well as those organizations searching for volunteer opportunities.

## **6. Feedback on Special Events (BK)**

### **a. Moonlight Movie**

No one from the CEC was present, however, staff provided feedback that the event was well attended, even though it was hot on the night of the movie.

### **b. Freedom Fest**

One member of the CEC attended Freedom Fest and shared feedback that some residents were hesitant to attend due to the shuttle service, but it was reported that the shuttles operated effectively and efficiently. There were extended wait times to enter the event, highlighting the need for more check-in points for General Admission. Additionally, the lines at the food trucks were reportedly long.

### **c. New Resident Mixer**

Robyn Battle presented an update she received from the Parks & Rec Department concerning the tent arrangement for the New Resident Mixer scheduled for September 28. According to the update, Parks staff proposed consolidating the entry point into a single location where residents will receive their passport book and be welcomed by CEC members. Furthermore, all departments and tents will be situated on the south lawn, configured in the requested U-shape by the CEC.

During the discussion, the committee recommended that Mayor Bristol be positioned at an elevated platform when addressing the residents and also asked to incorporate music into the event.

### **d. CEC Attendance at Events**

The CEC discussed their attendance at Town events and in what capacity they would be serving. It was suggested that they review the work plan during meetings to identify CEC members already attending events who could represent the committee. After considering whether they would like a CEC tent at Town events, the consensus was that they preferred an environment conducive to conversation rather than being confined to a tent. If a tent was necessary, it should be large with high-top tables, promoting dialogue instead of creating barriers. In an upcoming meeting, the CEC intends to clarify its mission, purpose, and strategies for impactful engagement.

During the attendance discussion, the committee also explored marketing strategies. One of the suggestions was to explore the use of LED electronic signage as a means of promoting events in the community. They also expressed an interest in implementing

evergreen content, focusing on educating residents about various topics, such as the process for signing up for calendar events on the website or downloading the app to make service requests. This approach aims to provide ongoing and informative content to the community.

**7. Discuss and receive any updates regarding:**

- a. Community Map (BK)  
This item was not discussed.
  
- b. Social Media Graphics (KW)  
This item was not discussed.

**8. Discuss and consider CEC “Top 3” & Save the Date (BK)**

- 1. New Resident Mixer-September 28
- 2. National Night Out-October 3
- 3. Celebrate Prosper-October 7

**9. Request for future agenda items.**

- 1. Brainstorm ways to connect with other organizations.
- 2. Brainstorm how the CEC can get people to engage/define the goal of the CEC.

**10. Adjourn.**

John Hamilton made the motion and Kristin Meier seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting was adjourned at 7:48 p.m. on Wednesday, September 6, 2023.

These minutes were approved on October 9, 2023.

**APPROVED**

\_\_\_\_\_  
Brent Kirby, Vice Chair

**ATTESTED**

\_\_\_\_\_  
Devon Jett, Community Engagement Coordinator

# Prosper CEC Workplan –draft for 9/6 review



CEC Activity Type	Summer Jun, Jul, Aug	Fall Sep, Oct, Nov	Winter Dec, Jan, Feb	Spring Mar, Apr, May
<b>Events to join / Activities to support</b>	<ul style="list-style-type: none"> <li>✓ 6/3 – Pickleball tournament</li> <li>✓ Ribbon cutting for central fire station</li> <li>✓ 6/30 – Deadline for public input to Broadband survey</li> <li>✓ 7/1 - July 4<sup>th</sup> celebration</li> <li>✓ 7/22 – Chrome &amp; Coffee</li> <li>✓ 8/10 - HOA Presidents meeting</li> <li>✓ 8/11 –DD: Moonlight Movie</li> </ul>	<ul style="list-style-type: none"> <li>• 9/2 – Freedom Fest 2023 @ Townhall</li> <li>• 9/9 – DD: Paws on Broadway</li> <li>• 9/11 - Remembrance ceremony</li> <li>• 9/28 – Balcony Reception</li> <li>• 10/3 – National Night Out</li> <li>• 10/7 – Celebrate Prosper</li> <li>• 10/12 – Balcony Reception (ISD &amp; Legislators)</li> <li>• 10/19 – Balcony Reception (Chamber &amp; Nonprofits)</li> <li>• 10/26 – Balcony Reception (HOA)</li> <li>• 11/9 - HOA Presidents meeting</li> <li>• 11/11 – Veterans Day 5K and fun run</li> <li>• Light the Night contest kick-off</li> </ul>	<ul style="list-style-type: none"> <li>• 12/2 - Christmas festival</li> <li>• HOA Presidents meeting</li> <li>• Prosper Fishing Derby</li> </ul>	<ul style="list-style-type: none"> <li>• Balcony Reception</li> <li>• Prosper Exchange</li> <li>• Discover Downtown</li> <li>• HOA Presidents meeting</li> </ul>
<b>Special Projects / Events to host</b>	<ul style="list-style-type: none"> <li>✓ Feedback on Comprehensive plan (Aug)</li> </ul>	<ul style="list-style-type: none"> <li>• 9/28 - New Resident Mixer</li> <li>• 10/2 - Mayor’s YAC Program Kick-Off</li> <li>• 11/3 - Mayor’s YAC Applications Due</li> </ul>	<ul style="list-style-type: none"> <li>• 12/15 – Mayor’s YAC Candidates Selection</li> <li>• 1/15 – Mayor’s YAC Spring 2024 Pilot Program Launch</li> </ul>	<ul style="list-style-type: none"> <li>• New Resident Mixer</li> </ul>
<b>Ongoing activities</b>	<ul style="list-style-type: none"> <li>✓ Communication Plan – Monitor Progress &amp; Execution</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Plan</li> </ul>

# CEC Special Projects –draft for 9/6 review



Project	CEC Subcommittee	Program Start	Program Launch	Program Status	Comments
New Resident Mixer & Prosper Passport	Brent Kirby (lead), James Creedon, Josh Carson, Kristin Meier, Britt Beene	Sep 2022	4/6 – Launch (New Resident Mixer)	Maintain & Improve as needed	<ul style="list-style-type: none"> <li>Improvement ideas for 9/28 mixer – include photo backdrop, consider starting earlier, inquire about leveraging PISD resources such as culinary, cheer, mascots, band, wear school spirit wear + add Prosper “Act”</li> <li>Add Finance department to the next Prosper Passport</li> </ul>
Prosper Event Survey	Chris Wardlaw (lead), Grant Mendeljian, Shy Tottress, Kari Willis	Sep 2022	4/6 – Full Launch (New Resident Mixer)	Maintain & Improve as needed	<ul style="list-style-type: none"> <li>Revisit questions for New Resident Mixer participants</li> </ul>
Downtown Advisory	Chris Wardlaw (lead), Gretchen Darby, Kari Willis, Shy Tottress, Kristin Meier	April 2023		CEC Recommendation under review	<ul style="list-style-type: none"> <li>Support as needed</li> </ul>
Mayor’s Youth Advisory Council	Christine Strobush (lead), Britt Beene, John Hamilton, Stacy Cate	May 2023		CEC Recommendation under development	<ul style="list-style-type: none"> <li>Provide update in upcoming CEC meeting</li> </ul>
National Night Out	Brent Kirby, Britt Beene, Grant Mendeljian	ASAP	10/3		<ul style="list-style-type: none"> <li>Solicit top ~3 best practices from HOA/communities</li> <li>Prepare best practices playbook and campaign – July/Aug</li> <li>Communicate – Sep</li> <li>Launch - 10/3</li> </ul>

# CEC Ideation Matrix—draft for 9/6 discussion

High	<ul style="list-style-type: none"> <li>• <b>[EXPAND]</b> 10/7 Celebrate Prosper - consider adding Prosper Pitmasters BBQ Bake-off</li> <li>• <b>[NEW]</b> 10/3 National Night Out / Good Neighbor Campaign</li> </ul>	<ul style="list-style-type: none"> <li>• <b>[NEW]</b> “Ask Josh” explainer video series</li> </ul>	<ul style="list-style-type: none"> <li>• <b>[EXPAND]</b> Prosper Passport initiative to include Prosper Amazing Race</li> </ul>
Med			
Low			
	Low	Med	High

**Effort to Implement**

## Idea Backlog

- Multi-cultural Festival (link with Youth Council)
- Hot Air Balloon launch – link into other initiatives
- Performing Arts Center (incorporate in bond election)
- Prosper “Pledge” (link with Youth Council)
- Mobile Enhancements

# Mayor's Youth Council Overview

## WHO CAN APPLY

- Residents of Prosper and Artesia (no other “home” town/city for them to participate in similar forum)
- Students who are HS juniors or seniors (whether enrolled in PISD, private or homeschool programs)

## HOW TO APPLY

- Leverage best practices from other towns
- Personal/ Academic Recommendation or nomination
- Written application, resume or short video application
- Inform schools to help promote

*Aug/Sep*

## SELECTION

- Selection criteria to be defined in advance
- Shortlist of top candidates to be interviewed by CEC
- 11 candidates to be selected for Year 1 Program (1:1 ratio with CEC members to allow for mentoring)

*Oct/Nov*

## ONBOARDING

- Mini citizen’s academy, department rotations before program begins or at the kick-off of the program

*Nov/Dec/Jan*

## PROGRAM

- Learn. Listen. Understand. Engage.
- Provide guidelines to council
- Harness their ideas to drive engagement & ownership
- Capstone project(s), events, forums
- 2024 budget implications

*Jan-May 2024*

Pilot Program – 2024 Spring Semester  
Full Program Launch to align with 2024/2025 School Year

## By Laws

- Leverage best practices from 2-3 nearby towns/cities in the area
- Keep it Simple (~2 pages)

## Program Collateral

- Youth Advisory Council “flyer” – digital and print
- Youth Advisory Council information page on Prosper TX website
  - Leverage Town (and ISD channels) to polish & communicate

## Candidates Selection

- YAC subcommittee will pre-screen
- CEC to interview shortlist of candidates and make appointment decisions



Prosper  
Youth  
Advisory  
Council

## Candidate Application

- 3-minute video application with guidelines for what should be covered
- Simple form for academic and/or personal/professional references
- **NEED:** Town to provide platform for submissions

*Draft milestones  
for discussion*

**Program Launch – Oct 2, 2023**

**Applications Due – Nov 3, 2023**

**Candidates Selection – Dec 15, 2023**

**Spring 2024 Pilot Program Launch - Jan 15, 2024**



# TOWN OF PROSPER

## Communications Report August 2023

### SNAPSHOT

COMBINED ACCOUNTS  
[VIEW AUGUST 2023 COMBINED ACCOUNTS REPORT](#)

<b>408</b>	<b>944</b>	<b>54,297</b>	<b>809,297</b>
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS

**Impressions:** The number of times content was displayed to someone's feed.  
**Engagements:** The number of times someone interacted with the content (likes, shares, comments, link clicks, etc.)  
**Reach:** The number of people who see the content.

### TOWN OF PROSPER FACEBOOK

 **18,528**  
FOLLOWERS



**GAINED 193 NEW  
FACEBOOK FOLLOWERS**

**62**  
POSTS

 **70**  
PREVIOUS COMPARISON PERIOD

**9,529**  
ENGAGEMENTS

 **13,559**  
PREVIOUS COMPARISON PERIOD

**212,209**  
IMPRESSIONS

 **177,468**  
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER POLICE FACEBOOK



**18,714**  
FOLLOWERS



**GAINED 171 NEW  
FACEBOOK FOLLOWERS**

**27**

POSTS



**24**

PREVIOUS COMPARISON PERIOD

**23,524**

ENGAGEMENTS



**23,922**

PREVIOUS COMPARISON PERIOD

**182,014**

IMPRESSIONS



**219,462**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER FIRE RESCUE FACEBOOK



**10,484**  
FOLLOWERS



**GAINED 101 NEW  
FACEBOOK FOLLOWERS**

**28**

POSTS



**27**

PREVIOUS COMPARISON PERIOD

**13,355**

ENGAGEMENTS



**5,422**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

**115,579**

IMPRESSIONS



**95,728**

PREVIOUS COMPARISON PERIOD



## PROSPER PARKS & RECREATION FACEBOOK



**7,419**  
FOLLOWERS



**GAINED 79 NEW  
FACEBOOK FOLLOWERS**

**45**

POSTS



**66**

PREVIOUS COMPARISON PERIOD

**2,218**

ENGAGEMENTS



**7,056**

PREVIOUS COMPARISON PERIOD

**48,687**

IMPRESSIONS



**78,840**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER COMMUNITY LIBRARY FACEBOOK



**4,890**  
FOLLOWERS



**GAINED 52 NEW  
FACEBOOK FOLLOWERS**

**16**

POSTS



**34**

PREVIOUS COMPARISON PERIOD

**504**

ENGAGEMENTS



**2,090**

PREVIOUS COMPARISON PERIOD

**14,957**

IMPRESSIONS



**30,592**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

**TOWN OF PROSPER**

[VIEW TOP POST](#)

**4,737**

FOLLOWERS  
4,696 Comparison Period

**PROSPER POLICE**

[VIEW TOP POST](#)

**6,308**

FOLLOWERS  
6,258 Comparison Period

**PROSPER FIRE RECSUE**

[VIEW TOP POST](#)

**2,109**

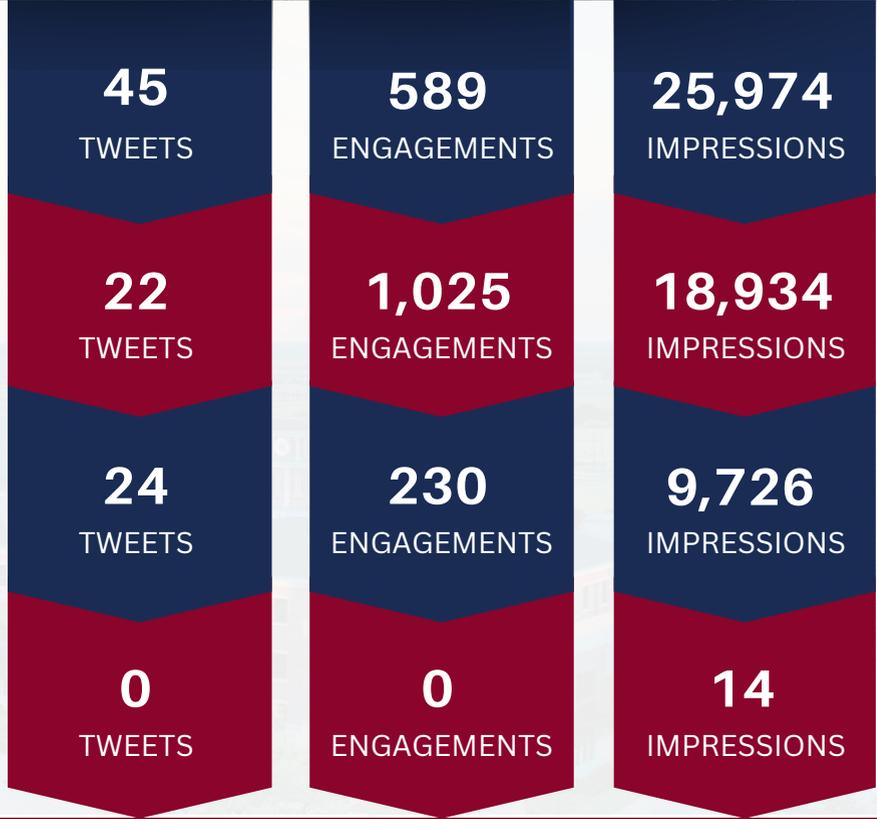
FOLLOWERS  
2,095 Comparison Period

**COMMUNITY LIBRARY**

[VIEW TOP POST](#)

**66**

FOLLOWERS  
67 Comparison Period



**INSTAGRAM**



**TOWN OF PROSPER**

PROSPER FREEDOM FEST

21,557 PEOPLE REACHED  
420 LIKES  
10 COMMENTS



**COMMUNITY LIBRARY**

FALL PROGRAMS ARE HERE!

367 PEOPLE REACHED  
13 LIKES  
0 COMMENTS



**LINKEDIN**



**NEXTDOR**





## TOWN OF PROSPER VIDEOS



**7**

NEW VIDEOS

- [Chief Shaw's Safety Tips: Heat Related Illness Signs](#)
- [Mayor's Fitness Challenge Community Tip: Community Library](#)
- [Chief Shaw's Safety Tips: Pet Heat Safety](#)
- [Mayor's Fitness Challenge Community Tip: Re:Gen Pilates](#)
- [Prosper THRIVES](#)
- [Central Fire Station Uncoupling Ceremony](#)
- [Free Sprinkler Evaluation Program](#)

## MAYOR'S MINUTE



**2**

NEW VIDEOS

ENGAGEMENTS 29  
 IMPRESSIONS 1,480  
 VIEWS 726

[MAYOR'S MINUTE - 8/8/2023](#)

[MAYOR'S MINUTE - 8/22/2023](#)

The "Prosper Mayor's Minute" is a concise update provided by the mayor of Prosper, offering important information and updates about the Town's affairs.

## E-NEWS



PRINT AND DIGITAL PUBLICATIONS 2

[PARKS ACTIVITY CALENDAR](#) | [LIBRARY CALENDAR](#)



### RESIDENT UPDATE

**4,087**

CONTACTS

### EMPLOYEE EDITION

**478**

CONTACTS

### HOA MONTHLY NEWSLETTER

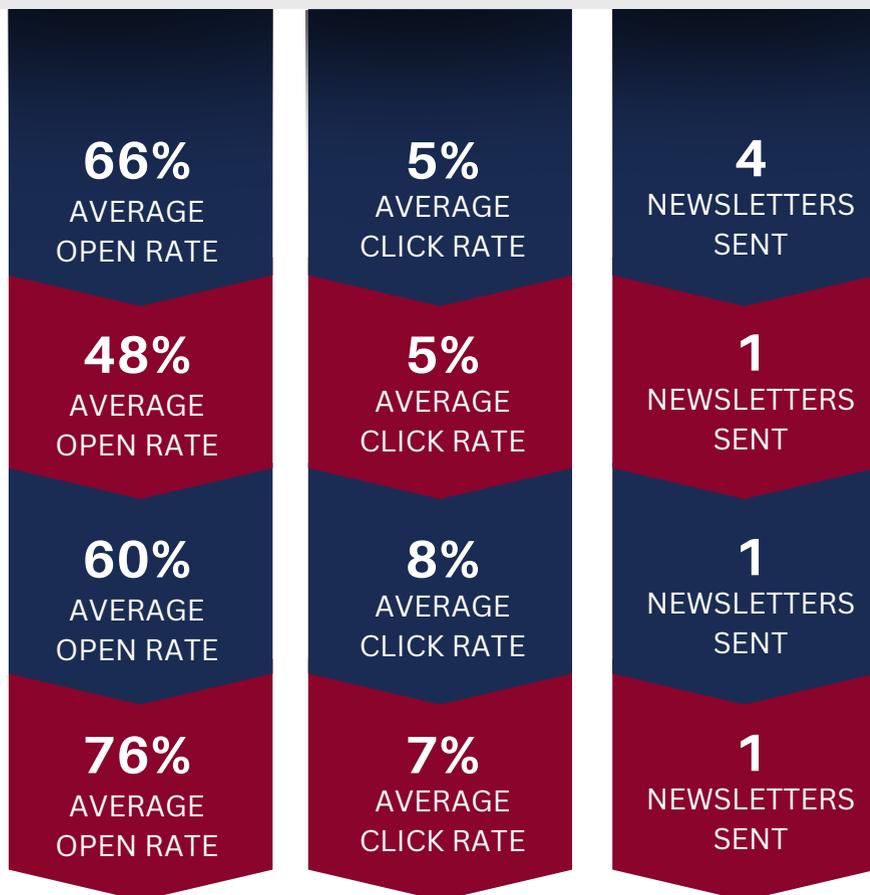
**128**

CONTACTS

### THE LANDSCAPE

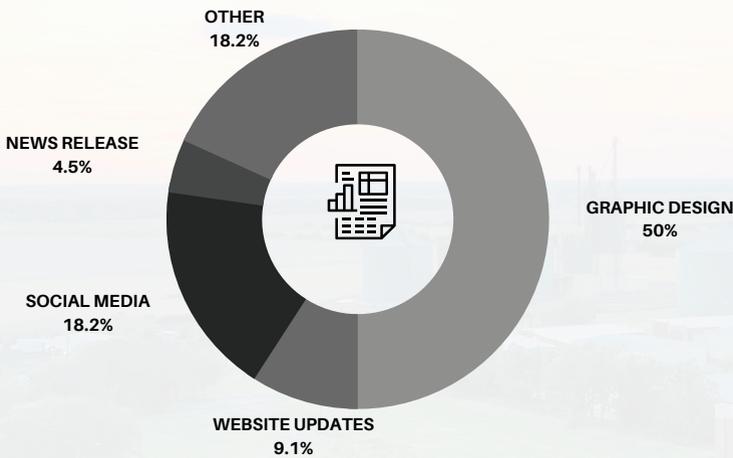
**1,526**

CONTACTS



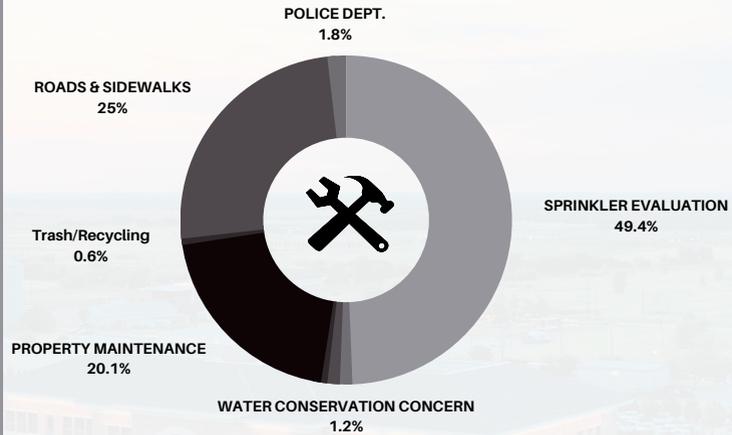


## COMMUNICATION HELP TICKETS



22 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR AUGUST 2023

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

## CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• TRASH	27
• PICKUP DAYS	14
• WATER	11

These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.

 **70% Resolution Rate**

70% is the standard resolution rate for questions answered correctly.

**166**

TOTAL REQUESTS

**146**

CLOSED REQUESTS

**20**

OPEN REQUESTS

**562**

NEW APP DOWNLOADS

**4838**

TOTAL APP DOWNLOADS



PRESS RELEASES

[Last Chance to Get Free Tickets to Freedom Fest on September 2 at Prosper Town Hall](#)

1

MEDIA COVERAGE 

1.44K

MEDIA MENTIONS

CAMPARISON 773

TOP COVERAGE

[\*\*Prosper Media Coverage for July 29 - August 1, 2023\*\*](#)

[\*\*Prosper Media Coverage for August 5 - August 11, 2023\*\*](#)

[\*\*Prosper media coverage for August 12 - August 18, 2023\*\*](#)

[\*\*Prosper media coverage for August 19- August 25, 2023\*\*](#)

[\*\*Prosper media coverage for August 26 - September 1, 2023\*\*](#)



## COMMUNITY ENGAGEMENT

### COMMUNITY ENGAGEMENT **7**

- Citizens Fire Academy - August 3
- Central Fire Uncoupling Ceremony - August 8
- HOA Meeting - August 10
- Citizens Fire Academy - August 11
- Citizens Fire Academy - August 24
- Prosper High School Homecoming Parade - August 30
- Town Hall Budget Meeting - August 31

### **9**

### COMMUNITY ROOM MEETINGS

- Highland Meadows HOA Meeting
- Stone Creek HOA Meeting
- Tanner Mills HOA Meeting
- CCAC Regional Meeting
- Rushing Middle School PTO
- North Dallas RC Club
- Greenspoint HOA Meeting
- Gentle Creek Estates HOA Meeting
- Christian Women Connection
- Game Day



## WEBSITE PERFORMANCE

### USER BREAKDOWN

**76.2%**

OF NEW USERS

**23.8**

RETURNING USERS

**51.0%**

OF USERS ACCESS OUR WEBSITE USING A DESKTOP

**49.0%**

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

### MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Library – Town of Prosper](#)
- [Freedom Fest](#)
- [Utility Billing – Town of Prosper](#)
- [Trash & Recycling – Town of Prosper](#)
- [Pay My Utility Bill – Town of Prosper](#)
- [Live Railroad Feed](#)
- [Building Inspections](#)
- [Building Inspections – Town of Prosper](#)
- [Employment](#)



**30,815**

USERS

COMPARISON PERIOD **32,857**

**1M 40S**

AVG. SESSION DURATION

COMPARISON PERIOD **1M 30S**

**61.05%**

BOUNCE RATE

COMPARISON PERIOD NO **63.20%**

**94,266**

PAGEVIEWS

COMPARISON PERIOD **91,190**