



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, August 02, 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 July 12, 2023, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Subcommittee Updates:
 - a. Mayor's Youth Council Subcommittee (CS)
 - Prosper PACT
 - b. Downtown Advisory Subcommittee (CW)
 - c. Prosper Passport Subcommittee (BK)
 - d. Survey Subcommittee (CW)
5. Receive an update on the Comprehensive Plan (AB)
6. Finalizing New Resident Mixer time and details (CS)

7. Brainstorming Ideas for Life in Prosper/CEC Ideation Matrix (CS)
8. Feedback on Special Events (CS)
 - a. Coffee & Chrome
9. Review Work Plan/Activity Schedule (CS)
10. Discuss and receive any updates regarding:
 - a. Community Map (BK)
 - b. Social Media Graphics (KW)
11. Discuss and consider CEC "Top 3" & Save the Date (CS)
12. Request for future agenda items.
13. 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 Friday, July 28, 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>NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: 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>



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, July 12, 2023

1. Call to Order / Roll Call.

The meeting was called to order at 6:00 p.m.

Committee Members Present:

Christine Strobush, Chair
Brent Kirby, Vice Chair
Stacy Cate
John Hamilton
Chris Wardlaw
Gretchen Darby
Britt Beene
Kristin Meier
Trovette Tottress
Kari Willis

Committee Members Absent:

Grant Mendeljian

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 June 7, 2023, Community Engagement Committee (CEC) meeting.

John Hamilton made a motion and Chris Wardlaw seconded the motion to approve the June 7, 2023, CEC minutes. The motion was approved unanimously.

3. Presentation of Prosper PACT (GH)

Gavin Hernandez, a rising Freshman at Prosper High School introduced Prosper PACT, an initiative of his own creation aimed at promoting community involvement through enhancing the Town's aesthetics. This Prosper PACT pledge represents a commitment to enhancing the beauty of Prosper and fostering a collective mindset of being a considerate neighbor while keeping the Town clean. Gavin is seeking collaboration with the Town to kickstart the program and asked for the CEC's recommendation on ideas to launch and promote the program. The Committee is hoping to assist in setting an official launch date and offering a platform for promoting the pledge at various events or programs such as the upcoming Fall New Resident Mixer or through a possible Mayor's Youth Advisory Council. The Youth Advisory Council Subcommittee will discuss ways to

align the pledge with the youth council. Gavin agreed to attend the August 2 CEC meeting where he will receive feedback on the program.

4. Discuss Fall New Resident Mixer (KS)

Kaylynn Stone, Special Events Coordinator for Parks & Recreation was on hand to discuss ideas for the upcoming Fall New Resident Mixer. The Committee had the following requests:

- Special backdrop photo opportunity, possibly with Town Logo
- Test an earlier start time, 4:00 pm-7:00 pm, to capture a broader audience
- Incorporate PISD resources-band, mascot, spirit wear, culinary team
- Encourage kids who attend to wear their own school's spirit wear
- Add Finance Department & IT to Prosper Passport
- Provide a booth or dedicated space for Prosper PACT
- Return to the U-formation tent set-up that was used at the first mixer

Gretchen Darby and Stacy Cate will follow up with Kaylynn regarding PISD's contact information.

5. Comments from the Public.

Ron Frimmer attended the meeting and provided feedback on the Broadband Survey meeting & Prosper Pride in the Sky. He stated that the Broadband Survey meeting was hosted well but there are several citizens with serious internet concerns. Regarding Prosper Pride in the Sky, he stated that the park was beautiful and there was an opportunity to have more booths and businesses present as there was ample space for it.

6. Brainstorming Ideas for Life In Prosper (CS)

a. National Night Out

This topic was not discussed.

b. Celebrate Prosper/BBQ & Blues

Celebrate Prosper BBQ & Blues is now rebranded as just Celebrate Prosper with no specific theme. This allows Parks & Rec the opportunity to hold this event with more options for food and music. Given the BBQ theme will no longer be a part of Celebrate Prosper, the Committee continued to brainstorm ideas on a BBQ cook-off event and various ways this could be executed in smaller formats. Ideas included having the Town invest in a BBQ pit downtown and get volunteers to cook and have it available for residents to purchase, incorporating a pit built into one of the community parks that could be used to host events like a neighborhood BBQ cook-off, holding a BBQ competition amongst different Town departments such as Police and Fire. Events like these help tap into talents and allow eventgoers to be a part of the process.

c. Emergency Preparedness

Ideas generated from the CEC's discussion on emergency preparedness were taken back to the Communications department and emergency management staff who have built on this recommendation and will begin a video series for safety tips. The videos will serve as evergreen content and the information provided will coincide with the time of year. The content presented will be appropriate for all audiences. The CEC recommended also doing more educational videos that are posted once a week that is focused on being purely informational with things such as promoting the

myProsper mobile app, how to shut off your water, signing up for water notifications, or encouraging residents to use the GIS interactive map found on the website.

7. Feedback on Special Events (CS)

a. Prosper Pride in the Sky

Prosper Pride was a well-attended event, executed through a partnership with Cedarbrook Media. No Committee members were in attendance at the event but did hear positive feedback on the event, specifically regarding the exit strategy after the fireworks ended. The suggestion was made to try and track attendance for next year.

8. Review Work Plan/Activity Schedule (CS)

The Committee reviewed the work plan for the remainder of the summer and the upcoming fall season. Kari Willis gave an update on Freedom Fest 2023 which is being held on the south lawn of Town Hall on Sat. September 2nd. Coffey Anderson will be the headliner with 2-3 opening acts. The general admission will be free with VIP tickets priced at \$200. Kari will provide images to promote the concert on social media.

Robyn Battle will follow up with a timeline for the Committee's review of the comprehensive plan scheduled for discussion.

9. Subcommittee Updates:

a. Downtown Advisory Subcommittee (CW)

Kari Willis was in attendance for the Downtown Business Alliance meeting on June 20th and presented the downtown initiatives on behalf of the CEC. The Downtown Business Alliance expressed high praise for the plan, commending its inclusion of a brand catalog, initial landscape and lighting arrangements, speakers and music to enhance the atmosphere, signage, and wayfinding systems, and various picture-worthy spots. They considered these elements an excellent start to establishing the desired appearance and vibe of downtown and they liked the idea of witnessing this initial progress to cultivate enthusiasm for the downtown area. One concern was that the trees located in the back of the parking lot may be dangerous. The next steps involve taking ideas back to the Planning, Engineering, and Parks departments to get real cost estimates. The Subcommittee will continue as a focus group as long as Town Council sees value in it.

b. Mayor's Youth Council Subcommittee (CS)

The Mayor's Youth Council Subcommittee will meet in July to discuss phase one of the application process as well as the selection criteria for the program. The Subcommittee will share these ideas at the August 2 CEC meeting. The Committee agreed that if the Prosper PACT is adopted per Gavin's recommendation, this would be an ideal fit for the Youth Advisory Council to help implement.

c. Prosper Passport Subcommittee (BK)

The Prosper Passport will need to be updated to include IT & Finance for the Fall New Resident Mixer. Town Staff will work to gather the information and update the Passport.

d. Survey Subcommittee (CW)

A suggestion was made to add to the survey a question asking how residents are getting their information on the events or how they prefer to get information. The survey will also need to be updated for the Fall New Resident Mixer.

10. Discuss and receive any updates regarding:

a. Community Map (BK)

The Committee will continue to brainstorm ideas on the best way to use the Community Map and how it could be incorporated into CEC initiatives in the future.

d. Social Media Graphics (KW)

Kari Willis discussed getting more participation from the group for posting the CEC social media graphics. This discussion led to ideas on how to share information with those who do not use social media, especially for Town events. Ideas included a quarterly mailer, a quarterly Prosper Town magazine, or possibly a yearly print publication that is tied into the State of the Town.

11. Discuss and consider CEC “Top 3” & Save the Date (CS)

1. Coffee & Chrome-July 22
 2. Moonlight Movie-August 11
 3. Freedom Fest-September 2
- Save the Date-New Resident Mixer-September 28

12. Request for future agenda items.

Discussion of Prosper PACT and providing feedback on the program with Gavin Hernandez.

13. Adjourn.

The meeting was adjourned at 7:56 p.m. on Wednesday, July 12, 2023. Britt Beene made a motion and Kari Willis seconded the motion. The motion was approved unanimously.

These minutes were approved on Aug. 2, 2023

APPROVED

Christine Strobush, Chair

ATTESTED

Devon Jett, Community Engagement Coordinator

Prosper CEC Workplan –draft for 8/2 review



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

CEC Special Projects –draft for 8/2 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"> 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 “Pledge” Add Finance department to the next Prosper Passport
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"> Revisit questions for New Resident Mixer participants
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"> Provide update in July CEC meeting
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"> Provide update in July CEC meeting
National Night Out	To be confirmed	ASAP	10/3		<ul style="list-style-type: none"> Using best practices, develop simple playbook that can be communicated across Prosper neighborhoods to encourage community engagement and connection Prepare playbook and campaign – July/Aug Communicate – Sep Launch - 10/3

CEC Ideation Matrix—draft for 8/2 discussion

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

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

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, 2024

Applications Due – Nov 3, 2024

Candidates Selection – Dec 15, 2023

Spring 2024 Pilot Program Launch - Jan 15, 2024



TOWN OF PROSPER

Communications Report June 2023

SNAPSHOT

COMBINED ACCOUNTS

[VIEW JUNE 2023 COMBINED ACCOUNTS REPORT](#)

413

POSTS

475

NEW FOLLOWERS

37,286

ENGAGEMENTS

507,296

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



18,234

FOLLOWERS



GAINED 178 NEW
FACEBOOK FOLLOWERS
IN JUNE 2023

59

POSTS



56

PREVIOUS COMPARISON PERIOD

11,297

ENGAGEMENTS



6,473

PREVIOUS COMPARISON PERIOD

144,956

IMPRESSIONS



129,073

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



18,389
FOLLOWERS



**GAINED 112 NEW
FACEBOOK FOLLOWERS
IN JUNE 2023**

26

POSTS



26

PREVIOUS COMPARISON PERIOD

25,922

ENGAGEMENTS



25,922

PREVIOUS COMPARISON PERIOD

214,808

IMPRESSIONS



353,412

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



10,318
FOLLOWERS



**GAINED 83 NEW
FACEBOOK FOLLOWERS
IN JUNE 2023**

30

POSTS



23

PREVIOUS COMPARISON PERIOD

5,720

ENGAGEMENTS



8,814

PREVIOUS COMPARISON PERIOD

78,218

IMPRESSIONS



102,871

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



PROSPER PARKS & RECREATION FACEBOOK



7,186
FOLLOWERS



**GAINED 87 NEW
FACEBOOK FOLLOWERS
IN JUNE 2023**

48

POSTS



90

PREVIOUS COMPARISON PERIOD

2,695

ENGAGEMENTS



5,919

PREVIOUS COMPARISON PERIOD

49,896

IMPRESSIONS



83,638

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK



4,820
FOLLOWERS



**GAINED 33 NEW
FACEBOOK FOLLOWERS
IN JUNE 2023**

34

POSTS



15

PREVIOUS COMPARISON PERIOD

2,145

ENGAGEMENTS



1,243

PREVIOUS COMPARISON PERIOD

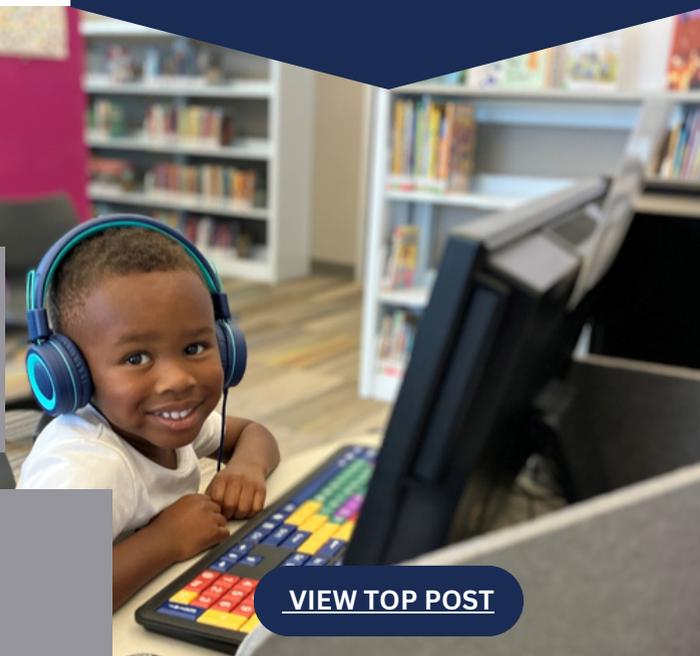
30,431

IMPRESSIONS



18,872

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



TWITTER

TOWN OF PROSPER

[VIEW TOP POST](#)

4,655

FOLLOWERS
4,639 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,248

FOLLOWERS
6,157 Comparison Period

PROSPER FIRE RECSUE

[VIEW TOP POST](#)

2,095

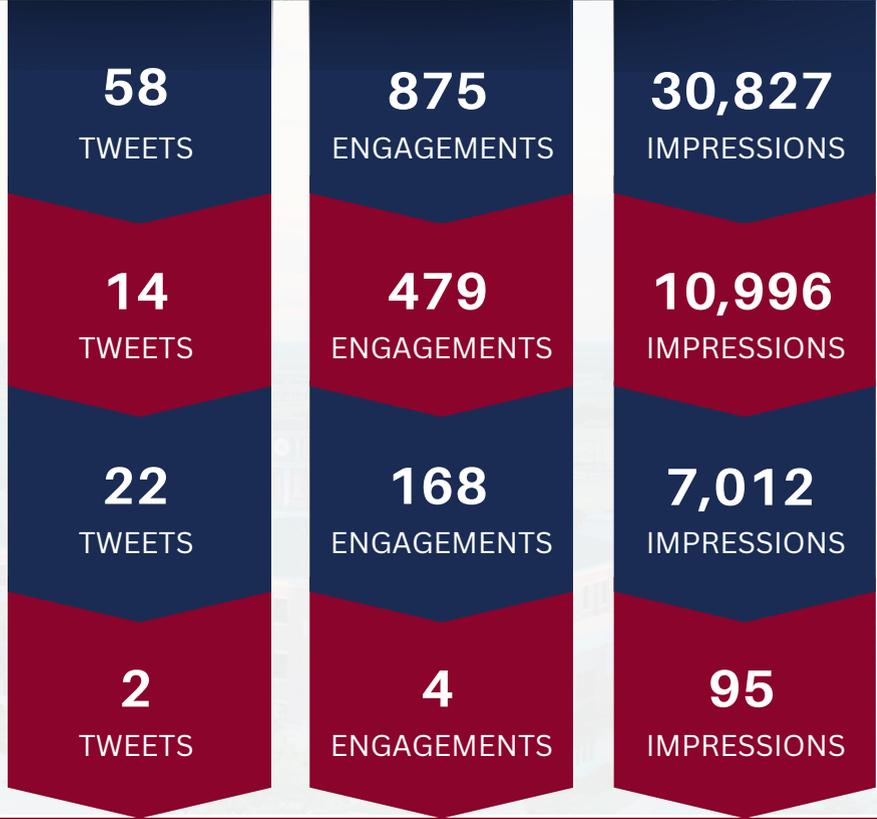
FOLLOWERS
2,083 Comparison Period

COMMUNITY LIBRARY

[VIEW TOP POST](#)

67

FOLLOWERS
67 Comparison Period



INSTAGRAM



TOWN OF PROSPER
FRONTIER PARKWAY RIBBON CUTTING

8,337 PEOPLE REACHED
324 LIKES
5 COMMENTS



COMMUNITY LIBRARY

FOURTH OF JULY PARADE
473 PEOPLE REACHED
10 LIKES
0 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



3

NEW VIDEOS

P-Town Throwdown Event Recap

122 YOUTUBE VIEWS

319 FACEBOOK VIEWS

Frontier Parkway Ribbon Cutting

32 YOUTUBE VIEWS

280 FACEBOOK VIEWS

How to Check Your Water Meter for Leaks

19 YOUTUBE VIEWS

629 FACEBOOK VIEWS

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS 185

IMPRESSIONS 1,872

VIEWS 903

MAYOR'S MINUTE - 6/13/2023

MAYOR'S MINUTE - 6/27/2023

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

4,005

CONTACTS

EMPLOYEE EDITION

468

CONTACTS

HOA MONTHLY NEWSLETTER

132

CONTACTS

THE LANDSCAPE

1,443

CONTACTS

65%
AVERAGE
OPEN RATE

55%
AVERAGE
OPEN RATE

62%
AVERAGE
OPEN RATE

68%
AVERAGE
OPEN RATE

4%
AVERAGE
CLICK RATE

2%
AVERAGE
CLICK RATE

12%
AVERAGE
CLICK RATE

11%
AVERAGE
CLICK RATE

4
NEWSLETTERS
SENT

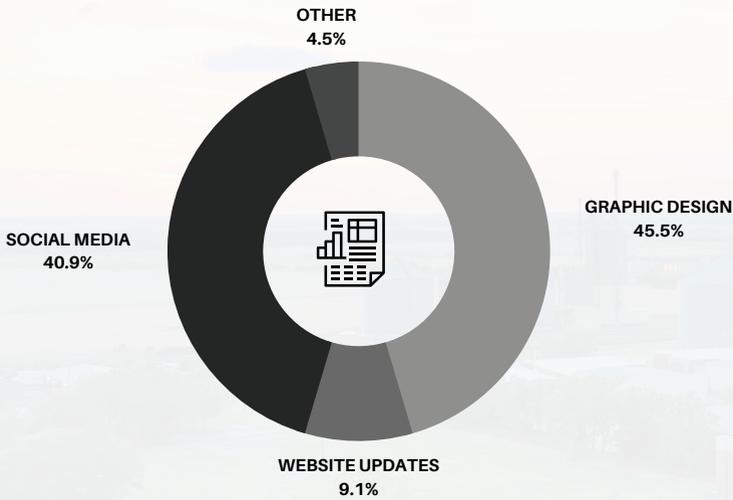
1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

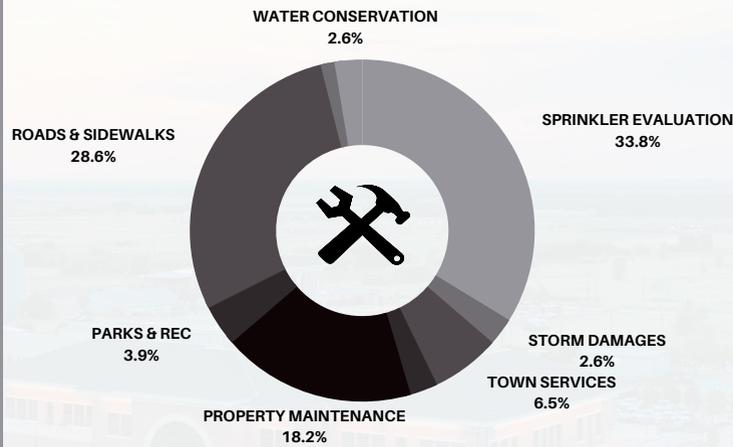


COMMUNICATION HELP TICKETS



22 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR JUNE 2023

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• WATER	12
• LIBRARY	10
• POLICE	10

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.

 **71.2% Resolution Rate**

77
TOTAL REQUESTS

71
CLOSED REQUESTS

6
OPEN REQUESTS

19
NEW APP DOWNLOADS

3568
TOTAL APP DOWNLOADS



MEDIA COVERAGE



1,407

MEDIA MENTIONS
MAY CAMPARISON 1,342



PRESS RELEASES

4

- [Prosper Police Seek Help from the Public to Catch Manhole Cover Thieves](#)
- [Prosper Police Implement New High-Tech Way of Investigating and Deterring Crime](#)
- [Arbor Day Foundation Names Prosper a 2022 Tree City USA Growth Award Recipient](#)
- [June 28 Frontier Parkway Grand Opening Marks Major Milestone in Prosper and Celina](#)

TOP COVERAGE

[Prosper police, city officials ask for citizen help in stopping theft of stormwater manhole covers](#)

STAR LOCAL MEDIA

[Storm drain cover thefts increasing across Prosper](#)

CBS TEXAS

[Prosper police looking for suspects who stole 30 manhole covers](#)

FOX-4 NEWS

[Prosper police asking for help identifying suspects after several manhole covers go missing](#)

KRLD NEWS

[30 MANHOLE COVERS STOLEN IN PROSPER, TEXAS](#)

DFW NEWS

[Local Storm Drain Covers Being Stolen](#)

THE DALLAS EXPRESS

[Prosper Police adding 48 Flock cameras throughout city limits](#)

NBC-5 NEWS

[Smile, you're on camera! Prosper Police Department installs new camera safety system](#)

STAR LOCAL MEDIA

[How this Prosper resident is using her experience in the military to help female veterans](#)

STAR LOCAL MEDIA

[Prosper report provides snapshot look at housing development](#)

STAR LOCAL MEDIA

[Local Police Deploy Plate-Reading Cam System](#)

THE DALLAS EXPRESS

[Prosper Town Council recognizes communications team, begins planning Freedom Fest](#)

STAR LOCAL MEDIA

[What you should do if you see a child in a hot car](#)

FOX-4 NEWS

[Prosper's landmark silos to become anchor of Jerry Jones firm's newest project](#)

DALLAS MORNING NEWS

[The Frontier Parkway project finally complete after a nearly \\$34.5 million investment](#)

NBC-5 NEWS

[IT'S OPEN! Celina, Prosper celebrate grand opening of Frontier Parkway](#)

STAR LOCAL MEDIA

[Town of Prosper council approves increase in homestead exemption](#)

STAR LOCAL MEDIA

[Celina, Prosper cut ribbon on expanded highway](#)

KRLD NEWS

[Jerry Jones' Company Is Turning Prosper Silos Into Development](#)

LOCAL PROFILE

[Work continues to open part of First Street in Prosper before school opens Aug. 9](#)

STAR LOCAL MEDIA

[Frontier Parkway Expansion Is Now Open](#)

LOCAL PROFILE

[Expansion for Collin County highway complete; thoroughfare now open for traffic](#)

DALLAS MORNING NEWS



COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

5

- P-Town Throwdown Pickleball Tournament - June 3
- Drip Irrigation DIY - June 14
- Frontier Parkway Ribbon Cutting Ceremony - June 28
- Texas Tough Plants - June 28
- Community Library Parade - June 29

7

COMMUNITY ROOM MEETINGS

- Blocked for Election 4/20 - 5/11
- Downtown Business Alliance
- Rushing General PTO Meeting
- North Dallas RC Club
- Gentle Creek Estates Meeting
- Greenspoint HOA
- Prosper Chamber of Commerce



WEBSITE PERFORMANCE



USER BREAKDOWN

76.2%

OF NEW USERS

23.8

RETURNING USERS

56.97%

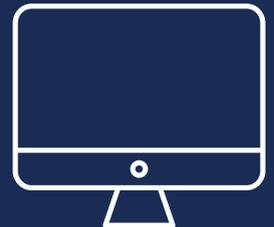
OF USERS ACCESS OUR WEBSITE USING A DESKTOP

43.03%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Library – Town of Prosper](#)
- [Trash & Recycling – Town of Prosper](#)
- [Utility Billing – Town of Prosper](#)
- [Pay My Utility Bill – Town of Prosper](#)
- [Building Inspections – Town of Prosper](#)
- [Event Calendar](#)
- [Employment](#)
- [Planning](#)
- [Prosper Parks and Recreation](#)



27,218

USERS

COMPARISON PERIOD **18,681**

1M 48S

AVG. SESSION DURATION

COMPARISON PERIOD **1M 44S**

58.60%

BOUNCE RATE

COMPARISON PERIOD NO **59.02%**

89,106

PAGEVIEWS

COMPARISON PERIOD **56,658**