



**AGENDA**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, July 12, 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.

**If you are attending in person**, 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 come to the podium, and 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 June 7, 2023, Community Engagement Committee (CEC) meeting.
3. Presentation of Prosper PACT (GH)
4. Discuss Fall New Resident Mixer (KS)
5. Comments from the Public.
6. Brainstorming Ideas for Life in Prosper (CS)
  - a. National Night Out
  - b. Celebrate Prosper/BBQ & Blues
  - c. Emergency Preparedness
7. Feedback on Special Events (CS)
  - a. Prosper Pride in the Sky

8. Review Work Plan/Activity Schedule (CS)
9. Subcommittee Updates:
  - a. Downtown Advisory Subcommittee (CW)
  - b. Mayor's Youth Council Subcommittee (CS)
  - c. Prosper Passport Subcommittee (BK)
  - d. Survey Subcommittee (CW)
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 7, 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, June 7, 2023

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

The meeting was called to order at 6:03 p.m.

**Committee Members Present:**

Christine Strobush, Chair  
Brent Kirby, Vice Chair  
Stacy Cate  
John Hamilton  
Chris Wardlaw  
Gretchen Darby  
Britt Beene  
Kristin Meier  
Grant Mendeljian

**Committee Members Absent:**

Trovette Tottress  
Kari Willis

**Councilmembers Present**

Jeff Hodges  
Marcus Ray

**Councilmembers Absent:**

Amy Bartley

**Staff Members Present:**

Robyn Battle, Executive Director of Communications & Community Engagement  
Devon Jett, Community Engagement Specialist

**2. Consider and act upon the minutes of the May 15, 2023, Community Engagement Committee (CEC) meeting.**

Britt Beene made a motion and John Hamilton seconded the motion to approve the May 15, 2023, CEC meeting minutes. The motion was approved unanimously.

**3. Comments from the Public.**

Two members of the public were present for the meeting, Chandler Dosa and Ron Frimmer. They did not have any comments other than stating they were there to listen and learn.

**4. Brainstorming Ideas for Life In Prosper (CS)**

Christine Strobush presented the newly created CEC ideation matrix which will be a mechanism the CEC will use to prioritize ideas by the effort to implement vs. what is of greatest value Prosper. Using the idea backlog, the committee will place ideas on the ideation matrix to provide a visual of what events or campaigns can provide the greatest

impact with the least effort. This method of mapping ideas will help the committee zero in on the ideas to prioritize and pursue. Gretchen Darby asked if there were any plans for a performing arts center in Prosper. A place with naming rights that would bring in concerts, comedians, or plays and is a site that's located possibly in or around downtown as part of the masterplan. Robyn Battle stated there was not currently anything in the pipeline but there could be an opportunity to include it in the upcoming comprehensive plan update or the Parks and Recreation master plan. The current downtown subcommittee will continue this discussion to brainstorm more ideas.

Councilmember Marcus Ray presented the idea of including a BBQ cook-off as an event that may be of interest to Prosper residents. The committee agreed the cook-off would be an ideal tie-in for the upcoming BBQ and Blues held on October 7. Ideas for the event included offering different categories based on skill level, inviting locally owned businesses to sponsor, and offering cash or prizes to the winners. This idea was considered low effort/high impact when placed on the ideation matrix.

Councilmember Jeff Hodges also offered up the idea of hosting an "Amazing Race" type event, with participants starting and finishing in the same place but possibly traveling around to specific locations within Prosper to check in. The race could be tied in with the current Prosper Passport.

An additional idea was a fall hot air balloon launch, possibly at Frontier Park. It was decided that this type of event, and possibly any smaller events need to be merged with other events already on the calendar. The idea is that residents are more likely to attend and prioritize the bigger events that have more to offer.

**a. Emergency Preparedness**

This item was not discussed.

**b. National Night Out – October 3, 2023**

The Committee continued their discussion from last month, which focused on using National Night Out to tie in a "Being a Good Neighbor" campaign. Information about the event could be funneled to HOA board members to encourage neighborhoods to consider consolidating to a centralized place in the neighborhood, which also would offer the opportunity to connect with neighbors. The communication would need to begin two months out in order to provide HOAs with a playbook of the event and the costs associated. Encouraging HOA with simple and specific ideas that are cost-effective for hosting an NNO in their neighborhood was considered low effort/high impact on the ideation matrix.

The CEC skipped to Item 12.

**12. Executive Session:**

Recess into Closed Session in compliance with Section 551.001 et seq. Texas Government Code, as authorized by the Texas Open Meetings Act, to deliberate regarding:

*Section 551.076 – To deliberate the deployment or specific occasions for implementation of security personnel or devices at Town Hall.*

The Committee recessed into Executive Session at 6:35 p.m.  
Reconvene in Regular Session and take any action necessary as a result of the Closed Session.

The Committee reconvened the Regular Session at 7:45 p.m. No action was taken as a result of the Closed Session.

## **5. Feedback on Special Events (CS)**

### **a. Broadband Survey & Public Input Meeting**

Robyn Battle will find out statistics on how many were in attendance at the in-person Public Input Meeting.

### **b. P-Town Throwdown Pickleball Tournament**

Councilmember Marcus Ray attended the P-Town Throwdown Pickleball Tournament that was held on June 3. The event was attended by more people than last year's event. He reported that the courts were set up well but because it is so hot and sunny in June, providing shade in some areas would be ideal for spectators.

## **6. Review Work Plan/Activity Schedule (CS)**

The Committee briefly viewed the work plan and all upcoming events and activities to support, focusing on the upcoming Pride in the Sky celebration held on July 1.

## **7. Subcommittee Updates:**

### **a. Downtown Advisory Subcommittee (CW)**

Chris Wardlaw presented the preliminary work and proposal the Downtown Advisory Subcommittee has completed. The Subcommittee recommended an initial plan of allocating money first to a brand book that would establish the look and feel of downtown and also serve as the foundation for future downtown development. The brand or style guide can also be implemented into the downtown master plan and serve as a guide of standards for new businesses. Secondly, the Subcommittee recommended implementing an initial landscape design that would have an immediate visual impact and also signal that more is on the way. Ideas included native Texas plants, streetscapes, sidewalks, medians, and canopy trees. Also, in consideration would be a water feature which is an ideal element to include to help mitigate the Texas heat. The landscape and facade should involve as many senses as possible to create memories and a fondness of downtown that represents Prosper. Downtown lighting would also offer an immediate visual change and add to the quaint feel while speakers play music and set the mood. The speakers could also serve as a PA system in the future. Additionally, signage to downtown, along with developing an early parking strategy should be key items to consider. To sum up, the overall recommendation by the Subcommittee is that funding should be allocated to items that offer an immediate impact with a focus on creating that initial sensory experience with a brand guide to lead the way. Robyn Battle will present the priorities to Town Council, then the Planning and Parks department can begin putting together a site plan. Brent Kirby made a motion and Britt Beene seconded the motion to send this recommendation to Town Council. The motion was approved unanimously.

### **b. Mayor's Youth Council Subcommittee (CS)**

Christine Strobush presented the Mayor's Youth Council Subcommittee's initial ideas for implementing a process for members to apply, be selected, and be onboarded into the pilot program. The recommendation for who can apply was narrowed down to students who are residents of Prosper including those in Artesia. After some discussion on using age or grade to determine when students qualify for the program, the Committee agreed that the program should be open to high school juniors and seniors,

regardless of age. It was also agreed to leverage best practices from other cities and have students include a resume and require a short video presentation. Another consideration was requiring a teacher recommendation or nomination, possibly one personal and one professional. This will also help with the screening process. Exact selection criteria will have to be defined but for the pilot year, the Committee concluded the year one program should stay small at 11 members, which will allow the CEC to serve as mentors with a 1:1 ratio. Onboarding would include a mini–Citizens Academy and it was suggested that the kick-off for that be held in January 2024. Proposals were also made to consider following the school year calendar in the future but for the pilot year have it be only a 2024 spring semester program. Once lessons and feedback are given for the spring pilot program, the 2024-2025 program would transition to follow the school year calendar, with applications being accepted in April or May and officially kicking off in August. In doing so, the summer drop-off in attendance could be avoided.

**c. Prosper Passport Subcommittee (BK)**

This item was not discussed.

**d. Survey Subcommittee (CW)**

This item was not discussed.

**8. 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.

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

1. Prosper Pride in the Sky July 1
2. Broadband Survey
3. Save the Date-Fall New Resident Mixer September 28

**10. Discuss July 5, 2023, Regular Meeting. (CS)**

After a discussion of who would be in town for the July 4<sup>th</sup> holiday, the committee members agreed to move the July regular meeting to the following week, to take place on Wednesday, July 12, 2023. Britt Beene made the motion and Gretchen Darby seconded the motion. The motion was approved unanimously.

**11. Request for future agenda items.**

**13. Adjourn.**

The meeting was adjourned at 9:08 p.m. on Wednesday, June 7, 2023.

These minutes were approved on July 12, 2023

**APPROVED**

\_\_\_\_\_  
Christine Strobush, Chair

**ATTESTED**

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

DRAFT

# Prosper CEC Workplan –draft for 7/12 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>• 9/9 – 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 BBQ &amp; Blues</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 (July)</li> </ul>	<ul style="list-style-type: none"> <li>• Mayor’s Youth Advisory Council Preparation</li> <li>• 9/28 - New Resident Mixer</li> </ul>	<ul style="list-style-type: none"> <li>• Mayor’s Youth Advisory Council 2024 Kick-Off</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 7/12 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 9/23 mixer – include photo booth, consider starting earlier, inquire about leveraging PISD resources such as culinary, cheer, mascots, band + Prosper Pitmasters BBQ Bake-off</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>Provide update in July CEC meeting</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 July CEC meeting</li> </ul>
National Night Out					<ul style="list-style-type: none"> <li>Using best practices, develop simple playbook that can be communicated across Prosper neighborhoods to encourage community engagement and connection</li> <li>Prepare playbook and campaign – July/Aug</li> <li>Communicate – Sep</li> <li>Launch - 10/3</li> </ul>

# CEC Ideation Matrix—draft for 7/12 discussion

High	<ul style="list-style-type: none"> <li>• <b>[EXPAND]</b> 10/7 Prosper BBQ &amp; Blues - add Prosper Pitmasters BBQ Bake-off</li> <li>• <b>[NEW]</b> 10/3 National Night Out / Good Neighbor Campaign</li> <li>• <b>[NEW]</b> Emergency Preparedness 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?
- Mobile Enhancements

# Mayor's Youth Council – draft for 7/12 review

## 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



# TOWN OF PROSPER

## Communications Report May 2023

### SNAPSHOT

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

<b>375</b>	<b>443</b>	<b>45,068</b>	<b>659,306</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

 **18,078**  
FOLLOWERS



**GAINED 108 NEW  
FACEBOOK FOLLOWERS  
IN MAY 2023**

**56**  
POSTS

 **49**  
PREVIOUS COMPARISON PERIOD

**6,473**  
ENGAGEMENTS

 **9,247**  
PREVIOUS COMPARISON PERIOD

**129,073**  
IMPRESSIONS

 **127,804**  
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER POLICE FACEBOOK



**18,296**  
FOLLOWERS



**GAINED 244 NEW  
FACEBOOK FOLLOWERS  
IN MAY 2023**

**26**

POSTS



**21**

PREVIOUS COMPARISON PERIOD

**25,922**

ENGAGEMENTS



**9,249**

PREVIOUS COMPARISON PERIOD

**353,412**

IMPRESSIONS



**121,115**

PREVIOUS COMPARISON PERIOD



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## PROSPER FIRE RESCUE FACEBOOK



**10,266**  
FOLLOWERS



**GAINED 80 NEW  
FACEBOOK FOLLOWERS  
IN MAY 2023**

**23**

POSTS



**26**

PREVIOUS COMPARISON PERIOD

**8,814**

ENGAGEMENTS



**6,135**

PREVIOUS COMPARISON PERIOD

**102,871**

IMPRESSIONS



**76,032**

PREVIOUS COMPARISON PERIOD



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## PROSPER PARKS & RECREATION FACEBOOK

 **7,186**  
FOLLOWERS



**GAINED 95 NEW  
FACEBOOK FOLLOWERS  
IN MAY 2023**

**90**  
POSTS



**64**

PREVIOUS COMPARISON PERIOD

**5,919**  
ENGAGEMENTS



**2,132**

PREVIOUS COMPARISON PERIOD

**83,638**  
IMPRESSIONS



**47,881**

PREVIOUS COMPARISON PERIOD



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## PROSPER COMMUNITY LIBRARY FACEBOOK

 **4,714**  
FOLLOWERS



**GAINED 47 NEW  
FACEBOOK FOLLOWERS  
IN MAY 2023**

**15**  
POSTS



**27**

PREVIOUS COMPARISON PERIOD

**1,243**  
ENGAGEMENTS



**1,709**

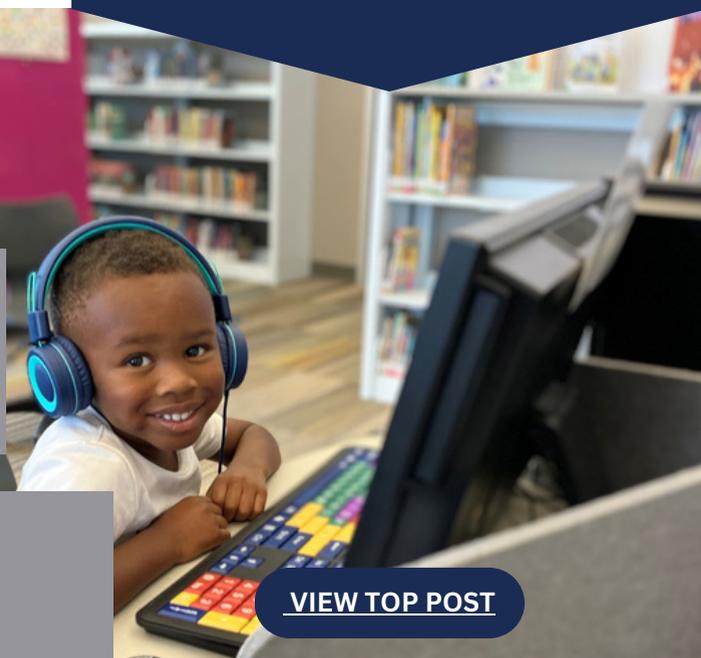
PREVIOUS COMPARISON PERIOD

**18,872**  
IMPRESSIONS



**33,048**

PREVIOUS COMPARISON PERIOD



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TWITTER

TOWN OF PROSPER

[VIEW TOP POST](#)

**4,639**

FOLLOWERS  
4,621 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

**6,248**

FOLLOWERS  
6,157 Comparison Period

PROSPER FIRE RECSUE

[VIEW TOP POST](#)

**2,083**

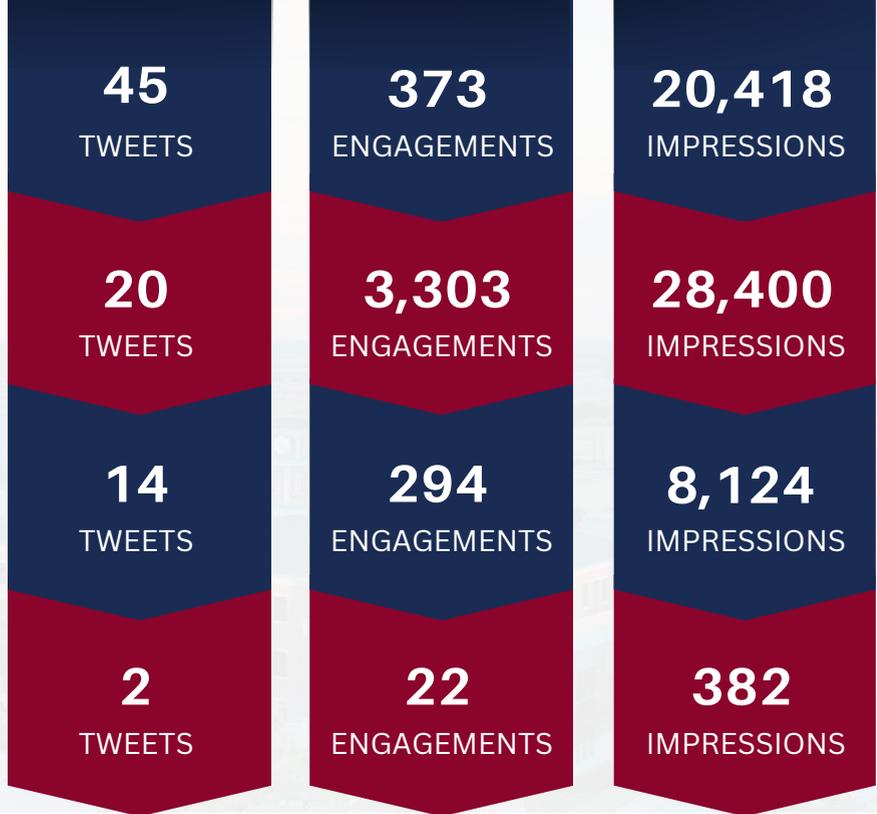
FOLLOWERS  
2,076 Comparison Period

COMMUNITY LIBRARY

[VIEW TOP POST](#)

**67**

FOLLOWERS  
64 Comparison Period



INSTAGRAM



TOWN OF PROSPER  
EXPLORE A PROSPER PARK THIS WEEK!

3,695 PEOPLE REACHED  
70 LIKES  
1 COMMENTS



COMMUNITY LIBRARY  
WE'RE READY FOR BLAST OFF!

315 PEOPLE REACHED  
10 LIKES  
0 COMMENTS



LINKEDIN



NEXTDOR





## TOWN OF PROSPER VIDEOS



**4**

NEW VIDEOS

**Discover Downtown Prosper: Cinco de Mayo Celebration (Promo)**

1400 FACEBOOK VIEWS

**Discover Downtown Prosper: Cinco de Mayo Celebration**

88 YOUTUBE VIEWS

243 FACEBOOK VIEWS

**Prosper Citizens Academy**

102 YOUTUBE VIEWS

243 FACEBOOK VIEWS

**Come Fly with the Prosper Community Library!**

33 YOUTUBE VIEWS

351 FACEBOOK VIEWS

## MAYOR'S MINUTE



**2**

NEW VIDEOS

ENGAGEMENTS 89

IMPRESSIONS 1,106

VIEWS 455

**MAYOR'S MINUTE - 5/23/2023**

**MAYOR'S MINUTE - 5/9/2023**

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

**3,960**

CONTACTS

### EMPLOYEE EDITION

**435**

CONTACTS

### HOA MONTHLY NEWSLETTER

**129**

CONTACTS

### THE LANDSCAPE

**1,418**

CONTACTS

### ACTIVE ADULTS (PARD)

**730**

CONTACTS

**65%**  
AVERAGE  
OPEN RATE

**55%**  
AVERAGE  
OPEN RATE

**62%**  
AVERAGE  
OPEN RATE

**68%**  
AVERAGE  
OPEN RATE

**72%**  
AVERAGE  
OPEN RATE

**4%**  
AVERAGE  
CLICK RATE

**2%**  
AVERAGE  
CLICK RATE

**12%**  
AVERAGE  
CLICK RATE

**11%**  
AVERAGE  
CLICK RATE

**4%**  
AVERAGE  
CLICK RATE

**4**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

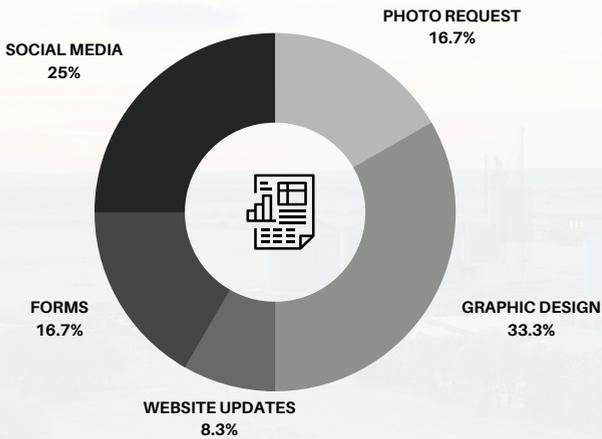
**1**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

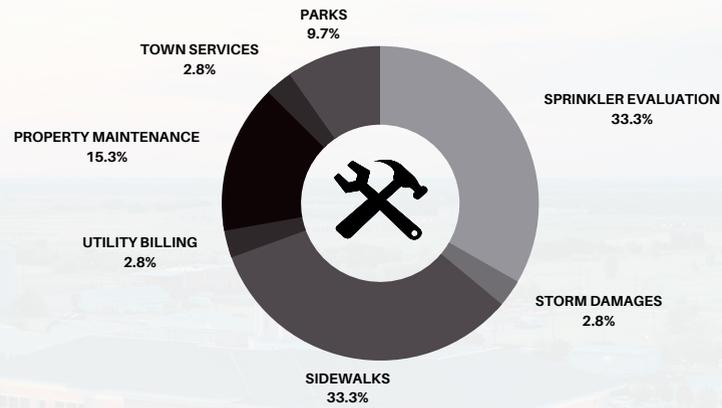


## COMMUNICATION HELP TICKETS



25 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR MAY 2023

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

## CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• TRASH	41
• WATER	19
• SERVICE	13
• CONTRACTOR	12

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.



**72**  
TOTAL REQUESTS

**62**  
CLOSED REQUESTS

**10**  
OPEN REQUESTS

**11**  
NEW APP DOWNLOADS

**3549**  
TOTAL APP DOWNLOADS  
APRIL DOWNLOADS 3538



## MEDIA COVERAGE



# 1,342

MEDIA MENTIONS  
APRIL CAMPARISON 836



## PRESS RELEASES

# 2

- [Prosper Community Invited to Participate in Broadband Public Input Meeting May 25](#)
- [Prosper Police Seek Public's Assistance in Missing Person Aylin Figueroa](#)

## TOP COVERAGE

[10 Best Splash Pads In Plano, Frisco, Allen & McKinney](#)

LOCAL PROFILE

[Top 8 Cinco De Mayo Celebrations In Dallas & Collin County](#)

LOCAL PROFILE

[ELECTION RESULTS: May 6, 2023, Municipal Election in North Texas](#)

NBC-5

[PROSPER: Unofficial final results are in for council, school board, propositions](#)

STAR LOCAL MEDIA

[Celina city manager shares update on major developments during EDC meeting](#)

STAR LOCAL MEDIA

[Prosper ISD student arrested, accused of making threatening social media posts](#)

WFAA

[Prosper student arrested in connection with threats against Prosper High School](#)

STAR LOCAL MEDIA

[Prosper student arrested, another facing possible charges for threats made against school, cities](#)

WFAA

[Ladera Active Adult Community breaks ground in Prosper](#)

STAR LOCAL MEDIA

[Prosper ISD student arrested for making threatening posts](#)

WFAA

[Prosper ISD Student Arrested For Threats Against School](#)

DFW NEWS

[Prosper ISD students with special needs enjoy stress-free prom](#)

STAR LOCAL MEDIA

[Prosper community invited to participate in broadband public input meeting May 25](#)

STAR LOCAL MEDIA

[Local County Sees More School Threats](#)

DALLAS EXPRESS

[Dixon, Wolfe take seats on Prosper ISD Board of Trustees](#)

LOCAL PROFILE

[Prosper mayor joins celebration of new community](#)

DALLAS MORNING NEWS

[Prosper community invited to participate in broadband public input meeting May 25](#)

STAR LOCAL MEDIA

[Prosper ISD School Board installs new, returning trustees](#)

STAR LOCAL MEDIA

[Prosper police issues missing person's bulletin](#)

STAR LOCAL MEDIA

[18-year-old woman last seen Thursday in Prosper, police say](#)

DALLAS MORNING NEWS

[Prosper police searching for missing 18-year-old Aylin Figueroa](#)

CBS NEWS

[Prosper Police searching for 18-year-old woman](#)

DENTON RECORD CHRONICLE

[Prosper Police searching for 18-year-old woman](#)

DENTON RECORD CHRONICLE

[Prosper Police Department announces missing person has been found and is safe](#)

STAR LOCAL MEDIA

[Meet The Mayor](#)

CITY LIFESTYLE

[Prosper ISD faces legal action from former Rock Hill softball player](#)

DALLAS MORNING NEWS

[Town of Prosper brings community together for Broadband Connectivity Forum](#)

STAR LOCAL MEDIA



## COMMUNITY ENGAGEMENT



### COMMUNITY ENGAGEMENT

**7**

- ADA Transition Plan Survey - May 1
- Citizens Academy - May 4
- Citizens Academy 2023 Graduation - May 9
- Discover Downtown Prosper: Cinco de Mayo - May 4
- HOA Presidents Meeting - May 11
- Broadband Public Input Meeting - May 25
- Sprinklers 101 Class - May 31

**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

**80.3%**

OF NEW USERS

**19.7%**

RETURNING USERS

**50.4%**

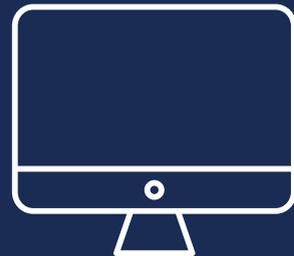
OF USERS ACCESS OUR WEBSITE USING A DESKTOP

**49.6%**

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

### MOST VISITED PAGES

- [Town of Prosper - A Place Where Everyone Matters](#)
- [Trash & Recycling - Town of Prosper](#)
- [Utility Billing - Town of Prosper](#)
- [Library - Town of Prosper](#)
- [Pay My Utility Bill - Town of Prosper](#)
- [Prosper Parks and Recreation](#)
- [Building Inspections - Town of Prosper](#)
- [Online Applications](#)
- [Live Railroad Camera Feeds - Town of Prosper](#)
- [News and Media](#)



**18,681**

USERS

MARCH COMPARISON PERIOD NO DATA

**1M 44S**

AVG. SESSION DURATION

MARCH COMPARISON PERIOD DATA

**59.02%**

BOUNCE RATE

MARCH COMPARISON PERIOD NO DATA

**56,658**

PAGEVIEWS

MARCH COMPARISON PERIOD NO DATA