



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, December 6, 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 November 1, 2023, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Discuss January CEC meeting date. (BK)
5. Brainstorming Ideas for Life in Prosper (BK)
 - a. Serve Prosper Event (AB)
6. Subcommittee Updates:
 - a. MYAC Subcommittee (SC)
7. Feedback on Special Events (BK)
 - a. Veterans Day 5K/Fun Run
 - b. Prosper Christmas Festival

8. Discuss and receive any updates regarding:
 - a. Community Map (BK)
 - b. Social Media Graphics (KW)
9. Discuss and consider CEC "Top 3" & Save the Date (BK)
10. Request for future agenda items.
11. 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, December 1, 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.

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.



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, November 1, 2023

1. Call to Order / Roll Call.

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

Committee Members Present:

Brent Kirby, Vice Chair
Kristin Meier
Chris Wardlaw
Andy Franco
Kimberly Smith
Kari Willis
Gretchen Darby

Committee Members Absent:

Stacy Cate
Jai Muthu
Arsenio Aaron

Councilmembers Present:

Marcus Ray
Jeff Hodges

Councilmembers Absent:

Amy Bartley

Staff Members Present:

Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the October 9, 2023, Community Engagement Committee (CEC) meeting.

Chris Wardlaw made a motion and Gretchen Darby seconded the motion to approve the minutes from the October 9, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Consider and act upon appointments to Chair and Vice Chair (BK)

Chris Wardlaw nominated Brent Kirby as Chair, Gretchen Darby seconded the motion, and the motion passed unanimously. Kari Willis nominated Kristin Meier as Vice Chair, Brent Kirby seconded the motion, and the motion passed unanimously.

5. Communications Plan Presentation (TR)

Todd Rice, Communications and Media Relations Manager, presented an overview of the Town of Prosper Communications and Community Engagement Plan 2023-2025. The purpose of the presentation was to acquaint new members with the functioning of the Communications team and to provide a comprehensive overview of the plan. Copies

of the plan will be disseminated to the committee after it goes to final print. Following the presentation, the Community Engagement Committee (CEC) inquired about their role in supporting the Town's communication plan and what their function is within the broader structure. The primary takeaways for the CEC included the following actions they can do to assist in amplifying the messaging:

1. Promoting the messaging by liking and sharing it on their personal social media accounts.
2. Participating in Town events and actively promoting these events to residents.
3. Listening for resident feedback and relaying any opportunities where the Town can assist.

6. Brainstorming Ideas for Life in Prosper (BK)

a. Serve Prosper Event (AB)

This item was not discussed and will be moved to the December meeting agenda.

b. Connecting with other organizations/non-profits.

The discussion revolved around the coordination of volunteers and identifying the groups that require volunteer assistance. The Prosper Historical Society was highlighted as a potential beneficiary, particularly in terms of finding ways to better support the communication of their organization. There was a proposal to facilitate a connection between the Mayor's Youth Advisory Council and the Prosper Historical Society, aiming to bridge generational gaps and cultivate a sense of ownership among young individuals concerning the town's history.

Additionally, the committee explored the possibility of reviving traditional events, such as the "Dance on the Square," while infusing them with a modern twist. To conclude, there was consideration of extending an invitation to the Prosper Historical Society for a future meeting to better understand their specific needs.

7. Subcommittee Updates:

a. MYAC Subcommittee Update (SC)

The committee discussed the Mayor's Youth Advisory Council (MYAC) as its applications became available on 10/23, and promotional efforts have started. Conversations centered on strategies to enhance program visibility and ensure that the intended students become aware of it. Recommendations were made to reach out individually to counselors, teachers, student councils, various clubs, and specific high schools in the vicinity. Staff confirmed that the PISD has received information regarding the MYAC and will distribute it to students, but will follow up with any additional avenues to pursue. A subcommittee member emphasized that, following the pilot program, we will gain insights on necessary improvements, and the program's recognition is expected to grow through word of mouth.

8. Discuss and receive any updates regarding:

a. Community Map (BK)

This item was not discussed but remains on the agenda for future consideration.

b. Social Media Graphics (KW)

This item was not discussed but remains on the agenda for future consideration.

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

1. Nancy Lieberman Dream Court
2. Mayor’s Youth Advisory Council
3. Veterans Day 5K
4. Prosper Christmas Festival

10. Request for future agenda items.

The committee requested to add an item that included “brainstorming small town feel through historical society” to the December agenda. The committee also requested to invite the new Emergency Management Coordinator to discuss Rave/Smart 911 as an addition to the app discussion that will already be taking place.

11. Adjourn.

Chris Wardlaw made the motion and Kimberly Smith seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:05 p.m. on Wednesday, November 1, 2023.

These minutes were approved on December 6, 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
Events to join / Activities to support	<ul style="list-style-type: none"> ✓ 6/3 – Pickleball tournament ✓ Ribbon cutting for central fire station ✓ 6/30 – Deadline for public input to Broadband survey ✓ 7/1 - July 4th celebration ✓ 7/22 – Chrome & Coffee ✓ 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"> • 9/28 - New Resident Mixer • 10/2 - Mayor’s YAC Program Kick-Off • 11/3 - Mayor’s YAC Applications Due 	<ul style="list-style-type: none"> • 12/15 – Mayor’s YAC Candidates Selection • 1/15 – Mayor’s YAC Spring 2024 Pilot Program Launch 	<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



TOWN OF PROSPER

Communications Report October 2023

SNAPSHOT

COMBINED ACCOUNTS

[VIEW OCTOBER 2023 COMBINED ACCOUNTS REPORT](#)

475	1,236	48,321	695,857
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



18,929
FOLLOWERS



**GAINED 230 NEW
FACEBOOK FOLLOWERS**

68

POSTS



67

PREVIOUS COMPARISON PERIOD

20,300

ENGAGEMENTS



9,197

PREVIOUS COMPARISON PERIOD

223,850

IMPRESSIONS



152,463

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **19,023**
FOLLOWERS



**GAINED 195 NEW
FACEBOOK FOLLOWERS**

28
POSTS  **30**
PREVIOUS COMPARISON PERIOD

12,449
ENGAGEMENTS  **18,281**
PREVIOUS COMPARISON PERIOD

164,483
IMPRESSIONS  **146,312**
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **10,600**
FOLLOWERS



**GAINED 58 NEW
FACEBOOK FOLLOWERS**

22
POSTS  **28**
PREVIOUS COMPARISON PERIOD

3,749
ENGAGEMENTS  **8,953**
PREVIOUS COMPARISON PERIOD

58,081
IMPRESSIONS  **87,978**
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER PARKS & RECREATION FACEBOOK

 **7,561**
FOLLOWERS



**GAINED 48 NEW
FACEBOOK FOLLOWERS**

44
POSTS



51
PREVIOUS COMPARISON PERIOD

3,044
ENGAGEMENTS



2,343
PREVIOUS COMPARISON PERIOD

58,081
IMPRESSIONS



47,104
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **4,971**
FOLLOWERS



**GAINED 30 NEW
FACEBOOK FOLLOWERS**

46
POSTS



28
PREVIOUS COMPARISON PERIOD

2,228
ENGAGEMENTS

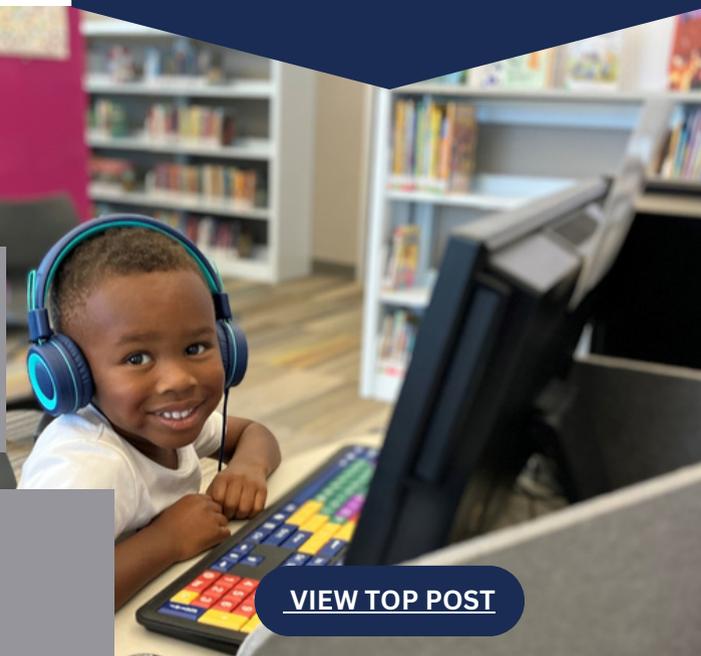


955
PREVIOUS COMPARISON PERIOD

41,813
IMPRESSIONS



20,269
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,812

FOLLOWERS

4,737 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,443

FOLLOWERS

6,386 Comparison Period

PROSPER FIRE RECSUE

[VIEW TOP POST](#)

2,109

FOLLOWERS

2,095 Comparison Period

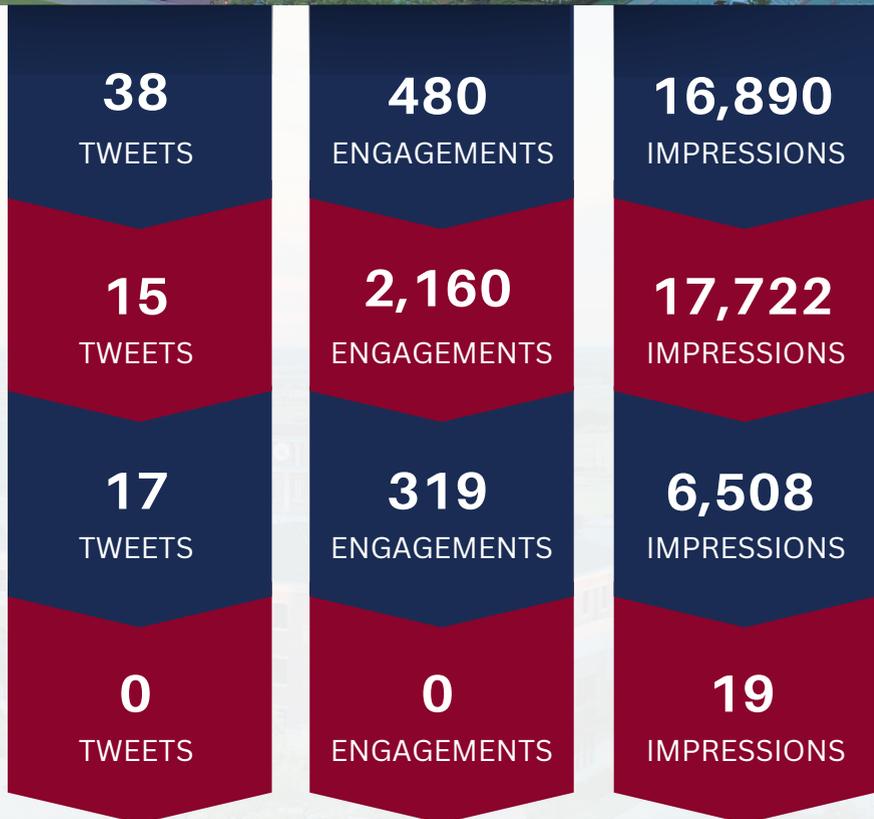
COMMUNITY LIBRARY

[VIEW TOP POST](#)

67

FOLLOWERS

67 Comparison Period



INSTAGRAM



6,987
FOLLOWERS

128
POSTS

85,511
IMPRESSIONS

1,620
ENGAGEMENTS



1,630
FOLLOWERS

54
POSTS

10,933
IMPRESSIONS

177
ENGAGEMENTS

TOWN OF PROSPER

HALLOWEEN SAFETY TIPS

15,780 PEOPLE REACHED

123 LIKES

6 COMMENTS



COMMUNITY LIBRARY

HALLOWEEN AT FRONTIER PARK

365 PEOPLE REACHED

12 LIKES

0 COMMENTS



LINKEDIN



1,875
FOLLOWERS

9

POSTS

11,820

IMPRESSIONS

1,250

ENGAGEMENTS

1,099

POST CLICKS

NEXTDOR



14,735
MEMBERS

8,326

CLAIMED HOUSEHOLDS

6,956

IMPRESSIONS

12

POSTS



TOWN OF PROSPER VIDEOS



4

NEW VIDEOS

[National Night Out](#)

[Prosper Wonder Squad](#)

[Chief Shaw's Safety Tips Episode 3: Emergency Vehicle Road Safety](#)

[Mayor's Youth Advisory Council](#)

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS 102

IMPRESSIONS 1,411

VIEWS 450

[MAYOR'S MINUTE - 10/10/2023](#)

[MAYOR'S MINUTE - 10/24/2023](#)

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

4,155

CONTACTS

EMPLOYEE EDITION

478

CONTACTS

HOA MONTHLY NEWSLETTER

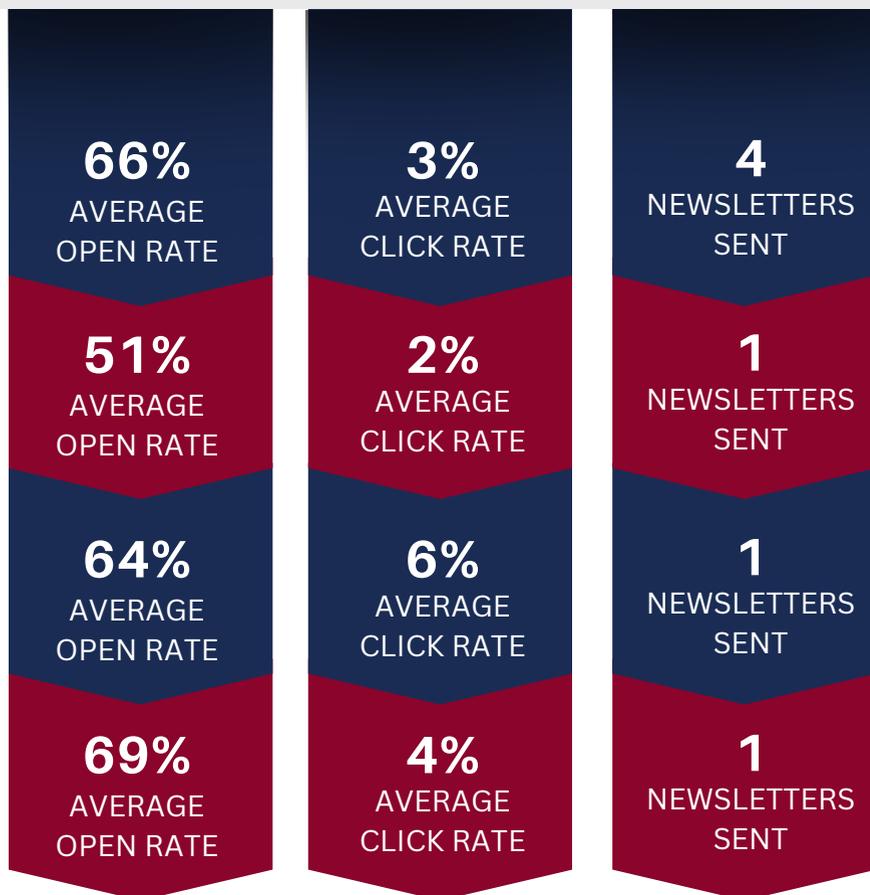
128

CONTACTS

THE LANDSCAPE

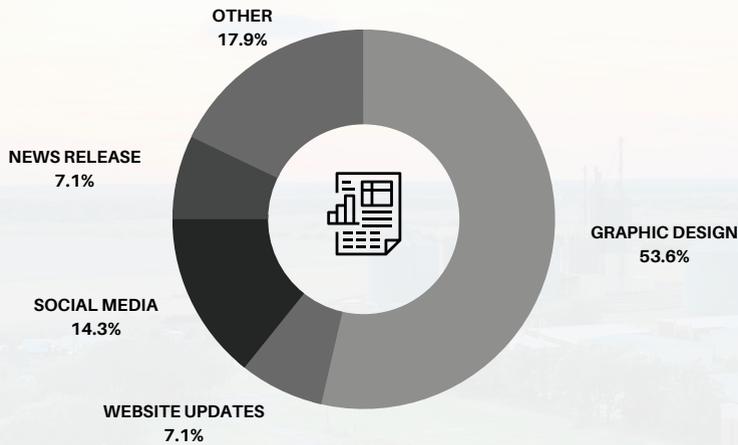
1,572

CONTACTS



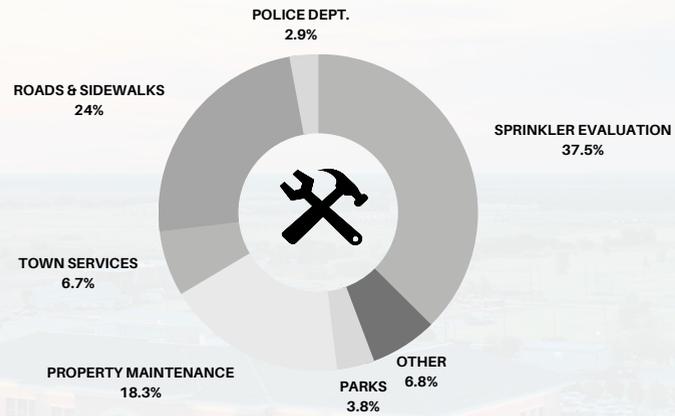


COMMUNICATION HELP TICKETS



28 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR OCTOBER 2023

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• TRASH	18
• TICKET	17
• LIBRARY	8

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.

 **76.7% Resolution Rate**

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

104

TOTAL REQUESTS

100

CLOSED REQUESTS

4

OPEN REQUESTS

79

NEW APP DOWNLOADS

4987

TOTAL APP DOWNLOADS



PRESS RELEASES

2

[Celebrate Prosper Fall Community Event at Frontier Park October 7](#)

[Prosper Hosts Statewide Coordinated Terrorist Attack Exercise Showcasing Int](#)

MEDIA COVERAGE



2.04K

MEDIA MENTIONS

CAMPARISON

1.8K

TOP COVERAGE

[**Prosper media coverage for September 30 - October 6, 2023**](#)

[**Prosper media coverage for October 7- October 13, 2023**](#)

[**Prosper media coverage for October 14 - October 20, 2023**](#)

[**Prosper media coverage for October 21 - October 27, 2023**](#)

[**Prosper media coverage for October 28 - November 3, 2023**](#)



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **8**

- National Night Out - October 3
- Balcony Reception - October 12
- Celebrate Prosper - October 7
- Mayor's Luncheon - October 18
- Balcony Reception - October 19
- Balcony Reception - October 26
- Prosper Statewide Terrorist Attack Exercise - October 26
- DEA Drug Take Back - October 28

5

COMMUNITY ROOM MEETINGS

- Prosper High School PTO Meeting
- Stone Creek HOA Meeting
- Prosper Historical Society
- Preston Lakes HOA Meeting
- Gentle Creek Estates HOA Meeting
- Blocked for Election - Oct. 18 - Nov. 10



WEBSITE PERFORMANCE



Disclaimer: The data presented on this website reflects the latest information obtained from Google Analytics 4 (GA4). Please be aware that the statistics and analytics provided are based on GA4 data and may vary from previous versions or alternative analytics platforms.

USER BREAKDOWN

99.8%

OF NEW USERS

4.1%

RETURNING USERS

66.7%

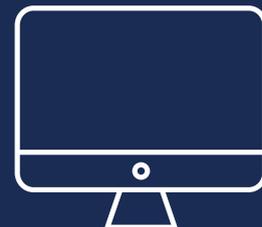
OF USERS ACCESS OUR WEBSITE USING A DESKTOP

33.3%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

MOST VISITED PAGES

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



23,694

USERS

COMPARISON PERIOD 30,815

3M 05S

AVG. SESSION DURATION

COMPARISON PERIOD 50K

47.75%

BOUNCE RATE

COMPARISON PERIOD 60.05%

72,772

PAGEVIEWS

COMPARISON PERIOD 100,166