



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, March 6, 2024
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 February 7, 2024, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Discuss CEC membership and quorum requirements. (RB)
5. Update on myProsper mobile app notification module. (RB)
6. Brainstorming Ideas for Life in Prosper (BK)
 - a. Notifications & App Discussion
 - b. Take the Engagement to the People/Interactive Map
 - c. Road Show/Town Hall
7. Discuss and receive any updates regarding:
 - a. Social Media Graphics

- b. Town Events (RB)
- c. Community Engagement Activities (RB)
- 8. MYAC Subcommittee Update and CEC Volunteers for March meeting. (RB)
- 9. March 27 Parks, Recreation, and Open Space Master Plan Focus Group. (RB)
- 10. April 4 New Resident Mixer Attendance. (RB)
- 11. Discuss and consider “Now You Know Prosper” Top 3. (BK)
- 12. Discuss and consider “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 Friday, March 1, 2024 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, February 7, 2024

1. Call to Order / Roll Call.

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

Committee Members Present:

Kristin Meier, Vice Chair
Andy Franco
Kimberly Smith
Stacy Cate (arrived at 6:23 p.m.)
Jai Muthu
Kari Willis

Committee Members Absent:

Brent Kirby, Chair
Chris Wardlaw
Gretchen Darby

Councilmembers Present:

Marcus Ray
Jeff Hodges
Amy Bartley

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator
Wilson Haynes, Senior Communications Specialist
Todd Rice, Communications & Media Relations Specialist
Randall Gurney, Emergency Management Coordinator
Leigh Johnson, Director of Information Technology

2. Consider and act upon the minutes of the January 3, 2024, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kimberly Smith seconded the motion to approve the minutes of the January 3, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present at the meeting.

4. "Now You Know Prosper" Video Series Overview- Wilson Haynes, Senior Communications Specialist (WH)

Wilson Haynes provided an overview of the "Now You Know Prosper" series, clarifying its purpose as a video initiative aimed at enhancing residents' understanding of the town's services. These concise, 30-second videos, tailored for Instagram and Facebook reels, highlight specific issues and their resolutions. They are designed to be easily shareable across both platforms. The Community Engagement Committee (CEC) was tasked with brainstorming ideas for the video series, which will now be a standing

agenda item. Potential starting points for ideas include addressing common social media complaints or providing educational content about town services. Immediate ideas proposed for upcoming topics included:

- Sprinkler Evaluation
- Fire Department car seat installation
- Friends & Family CPR classes

**5. Rave Products Presentation- Randall Gurney, Emergency Mgmt. Coordinator (RG)
Randall Gurney**

Randall Gurney provided an overview of the Rave Emergency Alert system, highlighting its various service offerings. These include Rave Alert, which delivers emergency auto alerts for severe weather; Rave 911, a supplementary information system accessible only when 911 is called; and Rave Prepare, which facilitates the generation of reports based on submitted information and enables the sending of automated messages. The Communications department will begin promoting Rave across all platforms, aiming to educate residents about the current offerings and provide guidance on how to sign up for alerts.

6. Civic Plus Notify Me Presentation-Todd Rice, Communications & Media Relations Manager (TR)

Todd Rice provided an overview of the Civic Plus Notify Me feature, which serves as an opt-in notification system currently offered in Civic Plus, the Town's existing website platform. Residents have the option to receive alerts for various topics, including Events, Town Facility & holiday closures, as well as the posting of minutes for boards and commissions. The CEC was given the steps to sign up for alerts and suggested a link to the Notify Me page be added to the Special Events webpage.

7. myProsper Mobile App Presentation-Leigh Johnson, IT Director & Kristen Drews, Customer Success Mgr. (LJ/KD)

Kristen Drews and Leigh Johnson presented an overview of the myProsper mobile app and its current features within the existing contract. They explained the functionality of the ticketing system for service requests submitted by residents through the app, as well as the limited push notifications included in the current contract, which currently only includes trash collection reminders.

8. Brainstorming Ideas for Life in Prosper (BK)

a. Notifications & App Discussion

The CEC suggested that staff explore pricing a separate module to support notifications within the mobile app, which would consolidate all notifications through the app rather than requiring residents to sign up separately for notifications through other platforms. They proposed that this streamlined approach would simplify the process for residents and increase participation.

Staff will follow up with the mobile app provider to obtain pricing information for the module and compare it with the current offerings. Additionally, CEC members will compile a list of the top five notification topics they believe would be most beneficial for residents.

b. Take the Engagement to the People/Interactive Map

This item was not discussed.

c. Road Show/Town Hall
This item was not discussed.

d. Serve Prosper (AB)
Councilmember Amy Bartley reported on the success of Serve Prosper in past years, noting its popularity as an event for residents to serve others. The Town previously partnered with non-profit organizations and churches in Prosper. To be sure we have time to communicate and organize the event with these organizations, as well as with the newly formed Partners in Faith (PIF) and the school district, more time is required to ensure a successful event.

The decision was made to table the item, with plans to revisit it in August. This delay will allow time for more planning with an expected launch of Spring 2025.

9. Subcommittee Updates:

a. MYAC Updates/CEC Volunteers for February 28 MYAC meeting (SC)
The MYAC held its kickoff meeting on January 24th, and Stacy Cate provided a review of the night. She reported that the meeting was successful, with students taking the lead in discussions and electing a chair, vice chair, and secretary.

Volunteers from the CEC for the February 28th MYAC meeting are Jai Muthu, Andy Franco, and Kari Willis.

10. Discuss and receive any updates regarding:

a. Community Map (BK)
This item was not discussed.

b. Social Media Graphics (KW)
This item will be discussed in a future meeting.

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

1. Prosper Fishing Derby-February 17
2. Raymond Community Park Groundbreaking-Feb. 22
3. P-Town Pickleball Throwdown-March 23

12. Discuss CEC membership and quorum requirements. (RB)

Robyn Battle communicated to the CEC that the Town Council will be considering an ordinance requirement to reduce the number of CEC members to nine, thereby reducing the quorum requirement to 5. Staff will communicate any official changes to the CEC at the March 6 meeting.

13. Request for future agenda items.

Add “Now You Know Prosper” Top 3 as a standing agenda item.

14. Adjourn.

Andy Franco made the motion and Kari Willis seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:30 p.m. on Wednesday, February 7, 2024.

These minutes were approved on March 6, 2024.

APPROVED

Brent Kirby, Chair

ATTESTED

Devon Jett, Community Engagement Coordinator

DRAFT



TOWN OF PROSPER

Communications Report January 2024

SNAPSHOT

COMBINED ACCOUNTS
[VIEW JANUARY 2024 COMBINED ACCOUNTS REPORT](#)

411	1,405	34,222	681,810
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

 **19,615**
FOLLOWERS



**GAINED 292 NEW
FACEBOOK FOLLOWERS**

64
POSTS

 **74**
PREVIOUS COMPARISON PERIOD

14,256
ENGAGEMENTS

 **20,406**
PREVIOUS COMPARISON PERIOD

235,796
IMPRESSIONS

 **283,975**
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **19,641**
FOLLOWERS



**GAINED 228 NEW
FACEBOOK FOLLOWERS**

14
POSTS  **19**
PREVIOUS COMPARISON PERIOD

6,781
ENGAGEMENTS  **7,350**
PREVIOUS COMPARISON PERIOD

134,763  **130,976**
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **10,774**
FOLLOWERS



**GAINED 100 NEW
FACEBOOK FOLLOWERS**

21
POSTS  **19**
PREVIOUS COMPARISON PERIOD

5,941
ENGAGEMENTS  **3,200**
PREVIOUS COMPARISON PERIOD

100,836  **48,280**
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



PROSPER PARKS & RECREATION FACEBOOK



7,750
FOLLOWERS



**GAINED 86 NEW
FACEBOOK FOLLOWERS**

40

POSTS



40

PREVIOUS COMPARISON PERIOD

870

ENGAGEMENTS



5,800

PREVIOUS COMPARISON PERIOD

33,625

IMPRESSIONS



66,964

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK



5,037
FOLLOWERS



**GAINED 41 NEW
FACEBOOK FOLLOWERS**

33

POSTS



37

PREVIOUS COMPARISON PERIOD

650

ENGAGEMENTS



1,396

PREVIOUS COMPARISON PERIOD

26,405

IMPRESSIONS



43,149

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,910

FOLLOWERS
4,871 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,718

FOLLOWERS
6,659 Comparison Period

PROSPER FIRE RESCUE

[VIEW TOP POST](#)

2,222

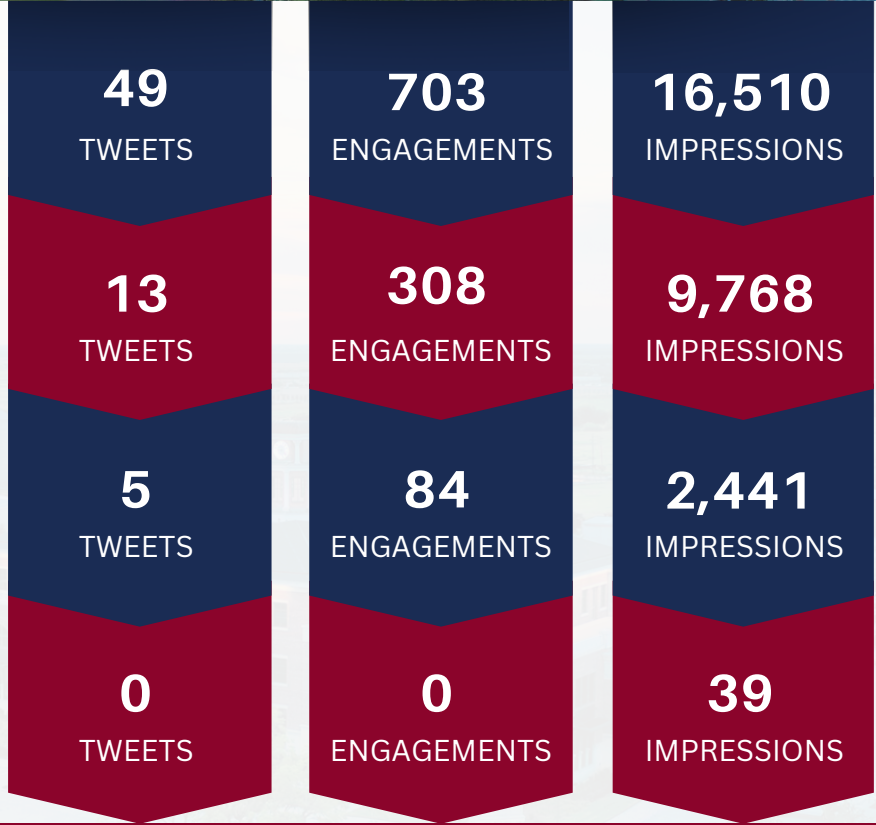
FOLLOWERS
2,202 Comparison Period

COMMUNITY LIBRARY

[VIEW TOP POST](#)

70

FOLLOWERS
67 Comparison Period



INSTAGRAM



TOWN OF PROSPER

PROSPER CHRISTMAS FESTIVAL RECAP

26.2k PEOPLE REACHED
240 LIKES
7 COMMENTS



COMMUNITY LIBRARY

MATCHING COLOR DAY
28 PEOPLE REACHED
27 LIKES
1 COMMENTS



LINKEDIN



NEXTDOOR





TOWN OF PROSPER VIDEOS



3

NEW VIDEOS

[Progress in Prosper: First Street](#)

[Quint 2 Wetdown and Push-In Ceremony](#)

[Year in Review 2023](#)

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS 32

IMPRESSIONS 1,351

VIEWS 532

[MAYOR'S MINUTE - 1/9/2024](#)

[MAYOR'S MINUTE - 1/23/2024](#)

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

4,247

CONTACTS

EMPLOYEE EDITION

390

CONTACTS

HOA MONTHLY NEWSLETTER

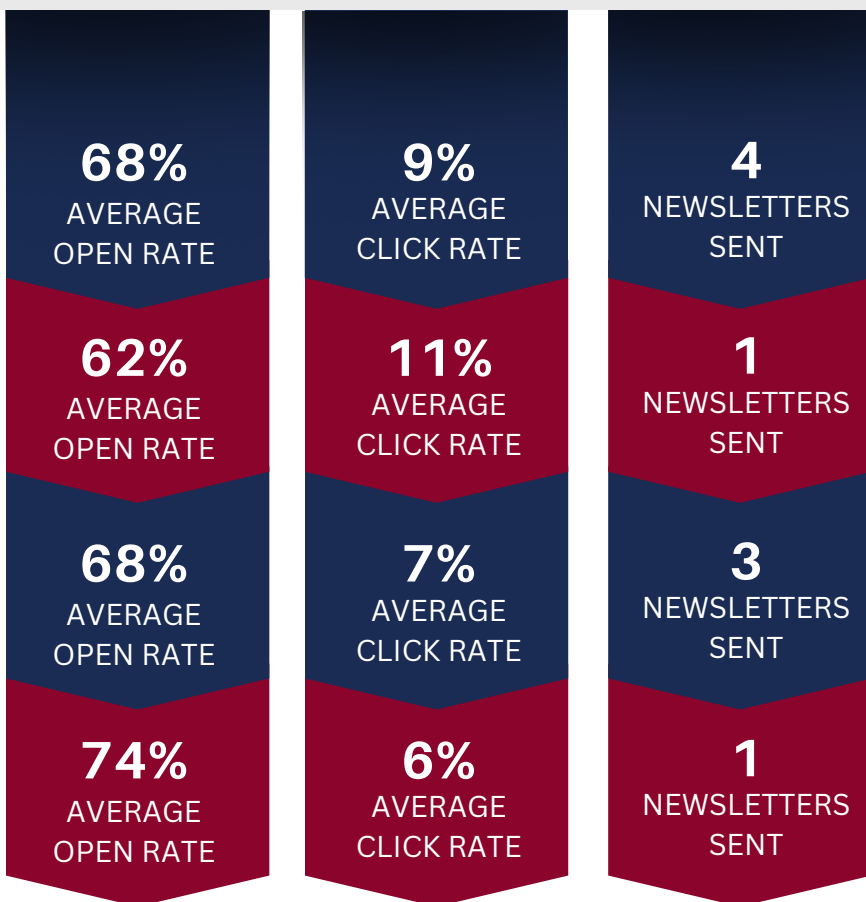
131

CONTACTS

THE LANDSCAPE

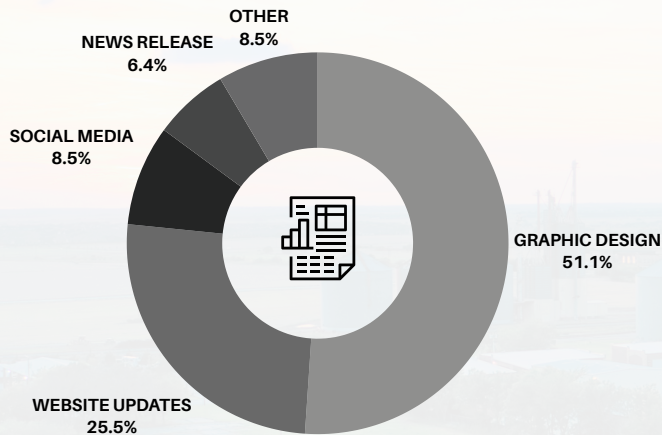
1,639

CONTACTS



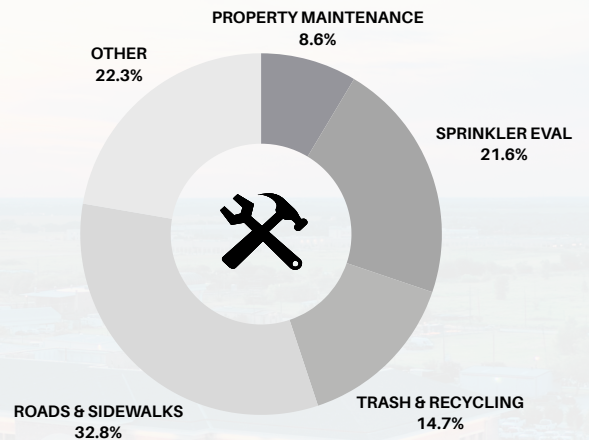


COMMUNICATION HELP TICKETS



47 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR JANUARY 2024

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- TRASH 106
- PICK UP DAY 76
- BULK TRASH 32
- TRASH CANS/BINS 13

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.

 **82% Resolution Rate**

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

116

TOTAL REQUESTS

87

CLOSED REQUESTS

29

OPEN REQUESTS

122

NEW APP DOWNLOADS

5348

TOTAL APP DOWNLOADS



PRESS RELEASES

3

- Prosper Community Invited to Special Wet Down and Push-In Ceremony January 4 at Fire Station 2
- Prosper Parks and Recreation Department Earns Prestigious Commission for Accreditation
- Prosper Community Invited to the Mayor's Annual Update on January 25 at Hope Fellowship Church

MEDIA COVERAGE

1.39K

MEDIA MENTIONS

CAMPARISON
1.69K

TOP COVERAGE

[Town of Prosper Media Coverage for December 30, 2023 - January 5, 2024](#)

[Prosper Media Coverage for January 6 - January 12, 2024](#)

[Prosper Media Coverage for January 13 - January 19, 2024](#)

[Prosper Media Coverage for January 20 - January 26, 2024](#)

[Prosper Media Coverage for January 27 - February 2, 2024](#)



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

6

- Community Engagement Committee (CEC) Meeting - January 3
- Quint 2 truck at the Push-In Ceremony - January 4
- Annual State of the Community Luncheon - January 18
- Mayor's Youth Advisory Council (MYAC) - January 24
- Partners and Faith Meeting - January 26
- Mayor's Annual Update - January 25

9

COMMUNITY ROOM MEETINGS

- Girl Scouts SU187 Leaders Mtg.
- Gifted Minds Prosper
- Prosper Historical Society
- Rushing Middle School PTO
- North Dallas RC Club
- Gentle Creek Estates HOA
- Lakes of LaCima HOA
- Girl Scouts SU187 Leaders Mtg.
- Highland Meadows HOA



USER BREAKDOWN

113,296

PAGE VIEWS
COMPARISON PERIOD 89,150

67.1%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 57.6%

32.9%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 42.5%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Trash & Recycling – Town of Prosper](#)
- [Staff Directory](#)
- [Library](#)
- [Republic Services Transition](#) (Not Published as of Feb. 9, 2024)
- [Utility Billing - Trash and Recycling](#)
- [Town of Prosper - Search](#)
- [Employment](#)
- [Utility Billing - Pay My Bill](#)



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