



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, June 5, 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 May 1, 2024, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Brainstorming Ideas for Life in Prosper (BK)
 - a. Discuss MYAC Leadership Council Appointment
5. Discussion and Feedback on Town Events (BK)
 - a. Recent events
 - Moonlight Movie
 - National Day of Prayer
 - Memorial Day Event
 - Chrome & Coffee

- b. Upcoming Events
 - Celebrate Prosper
 - New Resident Mixer
- 6. Discuss and receive any updates regarding:
 - a. Community Engagement Activities
- 7. Discuss and consider “Now You Know Prosper” Top 3. (BK)
- 8. Discuss and consider “Top 3” & Save the Date (BK)
- 9. Request for future agenda items.
- 10. 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, May 31, 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, May 1, 2024

1. Call to Order / Roll Call.

This meeting was called to order at 6:04 p.m.

Committee Members Present:

Brent Kirby, Chair
Kimberly Smith
Gretchen Darby
Andy Franco
Jai Muthu

Committee Members Absent:

Kristin Meier
Stacy Cate
Kari Willis
Chris Wardlaw

Councilmembers Present:

Amy Bartley
Marcus Ray
Jeff Hodges

Staff Members Present:

Todd Rice, Communications Manager
Devon Jett, Community Engagement Coordinator

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

Andy Franco made the motion and Gretchen Darby seconded the motion to approve the minutes of the April 3, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Brainstorming Ideas for Life in Prosper (BK)

a. Partner with HOAs for localized events.

The CEC discussed ways to create engagement within neighborhoods by partnering with HOAs to have localized events such as a road show. They deliberated whether a road show or any type of localized event would create a benefit for residents and if so, how would that success be measured. The following ideas were considered:

- Discussion on fostering good citizenship practices, including voting, participating in Parks & Rec or other Town surveys, and engaging in community activities.
- Encouragement for residents to voice their opinions by providing feedback to the CEC, which could then be communicated to the Town.

- Proposal to conduct more surveys and share the feedback obtained. Provide a prize or other incentive for completion of the survey.
- Reaching out to communities hesitant to engage, possibly by initiating contact with them at one of their established events or festivals.
- Proposal for a "Prosper Listens Video" series, where a host interacts with residents to gather feedback on various issues.
- Clarification on procedures for residents to express grievances or discontent. Possibly provide a simple feedback form that is always available on the website.
- Development of a standardized communication process with the Town.
- Suggestion to designate a specific day as "feedback day," during which all communication channels would be open. Provide staff to answer the questions.
- Proposal to set up a booth at existing events to allow residents to express concerns or appreciation.
- Offer of a photo booth or photo opportunity in exchange for providing feedback.

These ideas were thoroughly discussed as a means to enhance community engagement and establish effective channels for resident input. The CEC will continue to think of ways to increase engagement and communication between the Town and residents. This discussion also brought up a discussion regarding the Town's monthly communication report. The committee asked to make the review of the monthly communication report a standing item on the agenda. They also asked for a second standing item whereby they would be used as a focus group to give feedback on how many social media posts they are regularly seeing from the Town.

b. Discuss boards & commission applications as a video series.

Before discussing the boards & commission applications as a video series, Todd Rice gave an overview of the ongoing video series the Communications Department has been doing. He detailed the series which are currently in production, including Prosper Works, Progress in Prosper, and Now You Know Prosper. Jeff Hodges proposed a key addition to the Progress in Prosper videos, suggesting a focus on projects included in the bond package to inform residents about the allocation of funds. There was also a suggestion to develop a video series dedicated to tracking progress on the downtown master plan.

Transitioning to further discuss the Now You Know Prosper video series, Todd highlighted two recent episodes: one aired on May 18th featuring bulk drop-off procedures, and another is scheduled for June 3rd focusing on vacation close patrol requests. Additionally, he announced an upcoming video by the Mayor's Youth Advisory Council, scheduled to film on May 2nd, which will spotlight the teen area of the Prosper Community Library and discuss the youth programs that are being offered.

In addition to the video updates, Todd informed the CEC about two newly launched web pages. One is dedicated to Utility Customer Service, which underwent a name change from Utility Billing. The other webpage is tailored to building permits, specifying items that require permits and those that do not.

Following the updates on ongoing video projects, the committee redirected the discussion to the boards and commissions video series, emphasizing the importance of showcasing to residents the value of joining a board as a means of contributing to and shaping the future of the town. Members brainstormed ideas on how to convey the benefits of board membership, such as giving back to the community, getting involved, and making an impact to help shape the future of Prosper.

One suggestion involved creating a video series featuring individual board members sharing their personal experiences, motivations for joining, and the impact they've had. The aim is to share meaningful stories and testimonials to inspire others to consider board membership. The overarching message emphasized that in Prosper, everyone matters, but Prosper is also a place where you can serve and make a difference. They also recommended adding an option to the board application dropdown menu, allowing applicants to express their openness to serving on ad hoc committees if a board position is not available.

Additionally, they suggested exploring alternative avenues for community involvement for individuals who may not secure a spot on a board or commission. They proposed highlighting the possibility of volunteering with Prosper's numerous non-profit organizations as another way to contribute positively to the community.

5. Feedback on Special Events (BK)

a. New Resident Mixer

Andy Franco was the only CEC member who was in attendance at the New Resident Mixer and he stated that he thought it was a successful event. The committee proposed transitioning this event to once per year and rebranding it as just "Resident Mixer" to broaden its appeal and draw a larger crowd. October was suggested as the most desirable month due to cooler weather and established school and activity schedules. Additionally, they recommended inviting area hospitals and pediatric centers to participate. Lastly, the committee proposed having Development Services provide a giant Town map at the mixer, along with a representative who can address residents' questions about ongoing development projects, a topic frequently raised by both new and long-standing residents.

b. Spring Cleanup

Marcus Ray, who attended the Spring Cleanup, complimented the organization of the event, noting an improvement from previous years and a smooth flow overall. He suggested adding a second shredding truck due to the lengthy line for that service. Additionally, he stated that Cornerstone could have utilized three trucks considering the volume of donations received. To enhance preparation for future events, a suggestion was made to produce a video in the fall, reminding residents about the upcoming spring cleanup and encouraging them to start preparing their items for disposal.

c. Paws on Broadway

The Paws on Broadway event, which was scheduled for Saturday, April 27, was canceled due to expected rain. The committee stated that because the event cancellation happened the night before the event was scheduled, and it didn't ultimately rain, there were disappointed residents. They suggested that events like this one could be canceled on the morning of the event rather than the night before.

6. Discuss and receive any updates regarding:

a. Social Media Graphics

This item was not discussed.

b. Town Events (TR)

Todd Rice covered all of the Town's upcoming events for May, June, and July. Amy Bartley asked that the CEC be involved in giving insight and recommendations on the front end for the October Celebrate Prosper event and the Prosper Christmas Festival.

c. Community Engagement Activities (TR)
This item was not discussed.

7. Discuss and consider “Now You Know Prosper” Top 3. (BK)

This item was not discussed but the CEC will continue to come up with ideas for the “Now You Know Prosper” video series.

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

1. Parks Master Plan Survey
2. Chrome and Coffee-June 1
3. Pride in the Sky-July 1

9. Request for future agenda items.

The committee requested the following as standing agenda items:

1. Metrics review of the Communications Department’s monthly report.
2. CEC to act as a focus group on what social media posts are being seen by residents.

10. Adjourn.

Andy Franco made the motion and Jai Muthu seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:43 p.m. on Wednesday, May 1, 2024

These minutes were approved on June 5, 2024.

APPROVED

Brent Kirby, Chair

ATTESTED

Todd Rice, Communications Manager



TOWN OF PROSPER

Communications Report April 2024

SNAPSHOT

447	1,240	47,817	864,456
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
383	1,033	21,623	581,546
<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>

COMBINED ACCOUNTS

VIEW APRIL 2024 COMBINED SOCIAL ACCOUNTS REPORT

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

20,406
FOLLOWERS



**GAINED 335 NEW
FACEBOOK FOLLOWERS**

77

POSTS



66

PREVIOUS COMPARISON PERIOD

7,101

ENGAGEMENTS



8,757

PREVIOUS COMPARISON PERIOD

250,930

IMPRESSIONS



250,930

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **20,150**
FOLLOWERS



**GAINED 148 NEW
FACEBOOK FOLLOWERS**

25

POSTS



14

PREVIOUS COMPARISON PERIOD

7,685

ENGAGEMENTS



10,565

PREVIOUS COMPARISON PERIOD

168,932

IMPRESSIONS



124,235

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **11,006**
FOLLOWERS



**GAINED 51 NEW
FACEBOOK FOLLOWERS**

33

POSTS



27

PREVIOUS COMPARISON PERIOD

4,217

ENGAGEMENTS



67,419

PREVIOUS COMPARISON PERIOD

69,601

IMPRESSIONS



67,419

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



PROSPER PARKS & RECREATION FACEBOOK

 **8,074**
FOLLOWERS



**GAINED 86 NEW
FACEBOOK FOLLOWERS**

46
POSTS



42
PREVIOUS COMPARISON PERIOD

1,360
ENGAGEMENTS



1,401
PREVIOUS COMPARISON PERIOD

48,663
IMPRESSIONS



43,879
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **5,122**
FOLLOWERS



**GAINED 26 NEW
FACEBOOK FOLLOWERS**

37
POSTS



41
PREVIOUS COMPARISON PERIOD

984
ENGAGEMENTS



725
PREVIOUS COMPARISON PERIOD

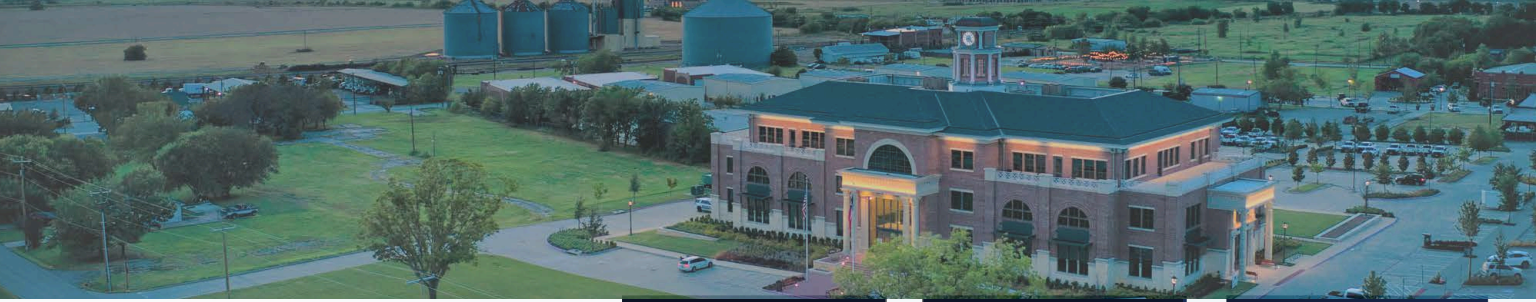


[VIEW TOP POST](#)

25,232
IMPRESSIONS



23,740
PREVIOUS COMPARISON PERIOD



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,992

FOLLOWERS
4,955 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,822

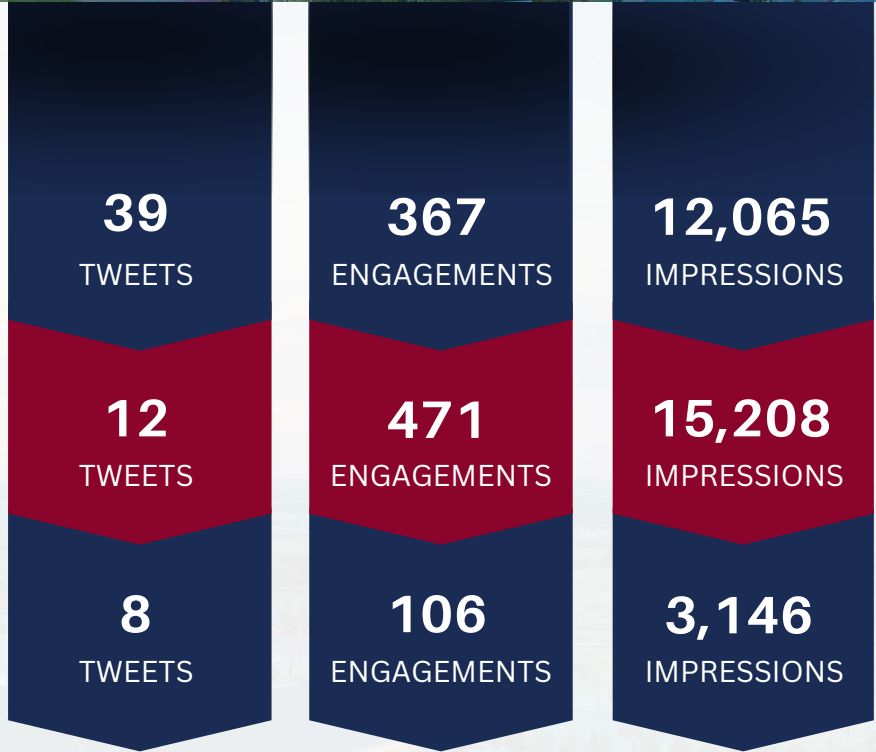
FOLLOWERS
6,788 Comparison Period

PROSPER FIRE RESCUE

[VIEW TOP POST](#)

2,270

FOLLOWERS
2,248 Comparison Period



INSTAGRAM



TOWN OF PROSPER

HEB GROUNDBREAKING
111k PEOPLE REACHED
2,025 LIKES
1,807 SHARES
63 COMMENTS



COMMUNITY LIBRARY

SOLAR-VIEWING GLASSES
17 PEOPLE REACHED
13 LIKES
0 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



6

- [Prosper's Outdoor Warning System](#)
- [HEB Groundbreaking](#)
- [Happy National Administrative Professionals Day!!](#)
- [Happy World Book Day!!](#)
- [North Collin County Neighborhood Conference!](#)
- [This Totality Rocks!](#)

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS 36
 IMPRESSIONS 1,427
 VIEWS 510

[MAYOR'S MINUTE - 4/16/2024](#)

[MAYOR'S MINUTE - 4/30/2024](#)

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

4,323

CONTACTS

EMPLOYEE EDITION

406

CONTACTS

HOA MONTHLY NEWSLETTER

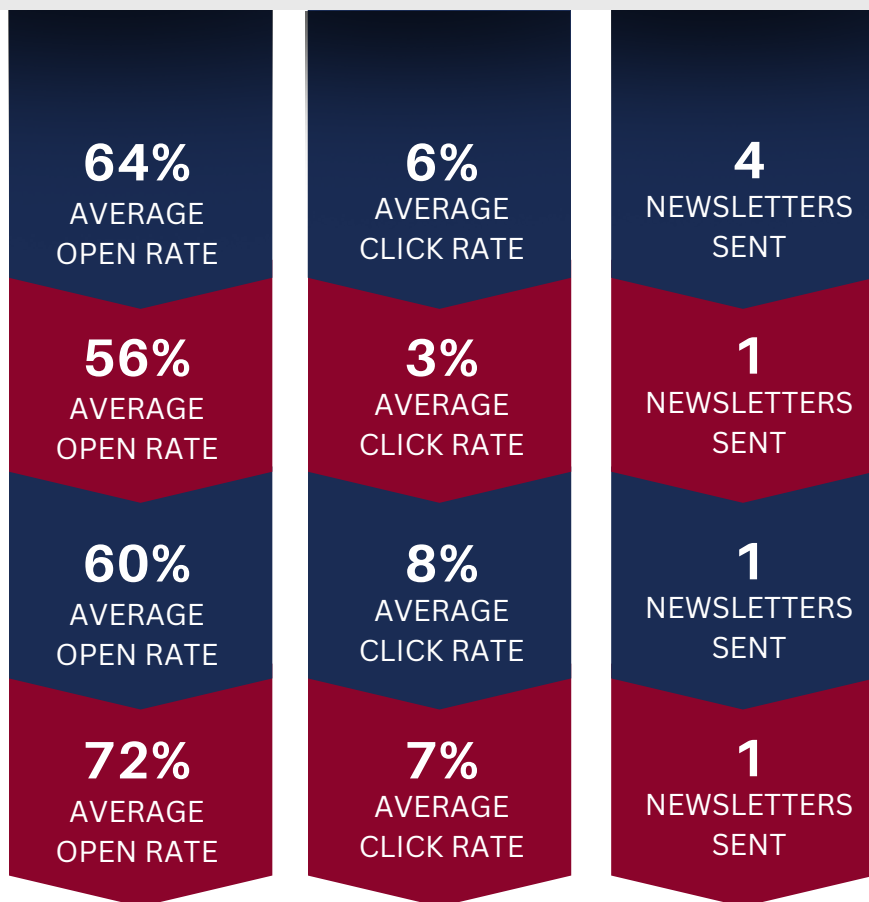
119

CONTACTS

THE LANDSCAPE

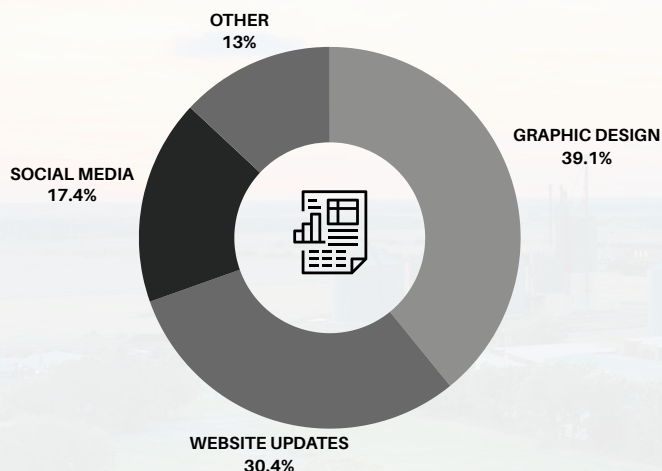
1,727

CONTACTS



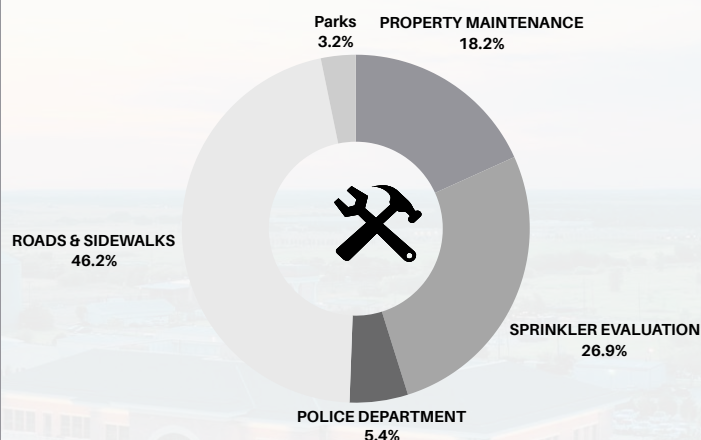


COMMUNICATION HELP TICKETS



46 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR MARCH 2024

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• Trash	43
• Noise	20
• Police	10
• Special Events	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.

 **76.6% Resolution Rate**

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

97

TOTAL REQUESTS

79

CLOSED REQUESTS

18

OPEN REQUESTS

86

NEW APP DOWNLOADS

5684

TOTAL APP DOWNLOADS



PRESS RELEASES

- 3** [Prosper Residents Invited to Participate in Parks, Recreation and Open Space Master Plan Process CANCELED - Prosper's Favorite Canine Paw-ty, Paws on Broadway, Set for April 27 in Downtown Prosper](#)
[Prosper Police Department Arrests Miles Todd Perez for Possession of Child Pornography](#)

MEDIA COVERAGE

1.53K

MEDIA MENTIONS

CAMPARISON
833

TOP COVERAGE

[Prosper Media Coverage for March 30 - April 5, 2024](#)

[Prosper media coverage for April 6-12, 2024](#)

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

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

[Prosper Media Coverage for April 27 - May 3, 2024](#)



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **10**

- Community Engagement Committee (CEC) Meeting - April 3
- New Resident Mixer - April 4
- Partners in Faith - April 5
- Spring Clean Up - April 8
- Citizens Academy, Session 7 - April 11
- Citizens Academy, Session 8 - April 18
- Mayor's Youth Advisory Council - April 24
- Citizens Academy, Session 9 - April 25
- Paws on Broadway CANCELED - April 27
- DEA RX National Takeback - April 27

5

COMMUNITY ROOM MEETINGS

- College Prep Group
- Gentle Creek HOA
- Prosper Historical Society
- Lakes of LaCima HOA
- Blocked for Elections - April 17 - April 30



USER BREAKDOWN

108,793

PAGE VIEWS
COMPARISON PERIOD 105,848

47.5%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 56.9%

52.5%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 43.1%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Field Conditions](#)
- [Town of Prosper - Search](#)
- [Recreation Programs](#)
- [Library](#)
- [Building Inspections](#)
- [Trash & Recycling – Town of Prosper](#)
- [Employment](#)
- [2024 Parks Open Space Master Plan](#)



HOW DO I...

Search...





TOWN OF
PROSPER