



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, February 7, 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 January 3, 2024, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. "Now You Know Prosper" Video Series Overview- Wilson Haynes, Senior Communications Specialist (WH)
5. Rave Products Presentation- Randall Gurney, Emergency Mgmt. Coordinator (RG)
6. Civic Plus Notify Me Presentation-Todd Rice, Communications & Media Relations Manager (TR)
7. myProsper Mobile App Presentation-Leigh Johnson, IT Directory & Kristen Drews, Customer Success Mgr. (LJ/KD)
8. 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
 - d. Serve Prosper (AB)
9. Subcommittee Updates:
- a. MYAC Updates/CEC Volunteers for February 28 MYAC meeting (SC)
10. Discuss and receive any updates regarding:
- a. Community Map (BK)
 - b. Social Media Graphics (KW)
11. Discuss and consider “Top 3” & Save the Date (BK)
12. Discuss CEC membership and quorum requirements. (RB)
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, February 2, 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.

<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, January 3, 2024

1. Call to Order / Roll Call.

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

Committee Members Present:

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

Committee Members Absent:

Arsenio Aaron

Councilmembers Present:

Marcus Ray

Councilmembers Absent:

Jeff Hodges
Amy Bartley

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the December 6, 2023, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Andy Franco seconded the motion to approve the minutes of the December 6, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Project Proposal-PHS Senior James Kim (JK)

James Kim, Kavish Muthum, and Jamie Obala delivered a presentation about Civicy, a web application they developed to help promote youth participation in civic engagement. The program was designed to foster civic collaboration, primarily within volunteer organizations. The application's goal is to link enthusiastic volunteers with opportunities, initially focusing on the youth demographic but with expansion plans. They sought advice on spreading awareness and welcomed any additional insights from the CEC. The CEC offered feedback on enhancing their program's design and future expansion. The committee extended an invitation to Jamie and his team to join future meetings for further discussions on modifications or to gather more feedback.

5. Brainstorming Ideas for Life in Prosper (BK)

a. Take the Engagement to the People/Interactive Map

The CEC extended its conversation from last month, exploring ways to bring engagement initiatives directly to residents instead of always requesting their attendance at events. They discussed ideas on surveying to gather insights into what defines community for Prosper residents and the types of engagement activities they enjoy. Considering themselves a potential focus group, the CEC proposed polling their peers to understand their perspectives on the community. They discussed using the Road Show/Town Hall concept as a means to facilitate focus group discussions.

Furthermore, they discussed the town's communication strategies with its residents, particularly focusing on the educational use of social media. They learned about the ongoing "Now you Know Prosper?" series, which aims to provide residents with insightful content on different monthly topics. The CEC suggested testing how much engagement the videos receive by sending emails to two different groups and then gauging how much traction the videos received. The conversation also included communication preferences in general and proposed condensing email updates into three easily consumable topics rather than lengthy newsletters. They explored various communication channels like push notifications through the town's existing app or website as well as the possibility of conducting direct phone calls.

The committee will continue to consider these ideas during the February meeting when they receive a comprehensive presentation on the town's current applications, website alerts, and emergency management applications. Their focus will be on considering communication strategies and how they like to receive information so they can bring those insights back at the next meeting.

b. Road Show/Town Hall

This item was discussed within the topic for item 5a.

c. Serve Prosper (AB)

This item was not discussed.

6. Subcommittee Updates:

a. MYAC Subcommittee (SC)

Stacy Cate and Kristin Meier provided an update regarding the Mayor's Youth Advisory Council, announcing that they've selected 15 students to participate in its inaugural spring session, with the first meeting being held on January 24th. There was discussion about how the CEC could support and contribute to the students' experience on the council and provide value for the program. The committee agreed to set a rotation and have 2-3 CEC members at each MYAC meeting to offer mentorship, assist in establishing the council's direction, and help them set guidelines and objectives. Stacy Cate, Kristin Meier, Andy Franco and Kimberly Smith volunteered to attend the inaugural meeting on January 24, 2024.

7. 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.

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

1. Solid Waste Transition
2. Fishing Derby-Feb. 17
3. Announce MYAC members

9. Request for future agenda items.

10. Adjourn.

Kari Willis made the motion and Gretchen Darby seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:40 p.m. on Wednesday, January 3, 2024.

These minutes were approved on February 7, 2024

APPROVED

Brent Kirby, Chair

ATTESTED

Devon Jett, Community Engagement Coordinator



TOWN OF PROSPER

Communications Report December 2023

SNAPSHOT

411

POSTS

772

NEW FOLLOWERS

44,656

ENGAGEMENTS

692,692

IMPRESSIONS

COMBINED ACCOUNTS

[VIEW DECEMBER 2023 COMBINED 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



19,333

FOLLOWERS



GAINED 176 NEW
FACEBOOK FOLLOWERS

74

POSTS



65

PREVIOUS COMPARISON PERIOD

20,406

ENGAGEMENTS



15,030

PREVIOUS COMPARISON PERIOD

283,975

IMPRESSIONS



210,443

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **19,419**
FOLLOWERS



**GAINED 174 NEW
FACEBOOK FOLLOWERS**

19
POSTS  **21**
PREVIOUS COMPARISON PERIOD

7,350
ENGAGEMENTS  **16,390**
PREVIOUS COMPARISON PERIOD

130,976  **170,546**
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **10,672**
FOLLOWERS



**GAINED 65 NEW
FACEBOOK FOLLOWERS**

19
POSTS  **26**
PREVIOUS COMPARISON PERIOD

3,200
ENGAGEMENTS  **1,773**
PREVIOUS COMPARISON PERIOD

48,280  **41,026**
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER PARKS & RECREATION FACEBOOK

 **7,663**
FOLLOWERS



**GAINED 58 NEW
FACEBOOK FOLLOWERS**

45
POSTS



56
PREVIOUS COMPARISON PERIOD

5,800
ENGAGEMENTS



2,860
PREVIOUS COMPARISON PERIOD

66,964
IMPRESSIONS



66,000
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **5,001**
FOLLOWERS



**GAINED 16 NEW
FACEBOOK FOLLOWERS**

37
POSTS



46
PREVIOUS COMPARISON PERIOD

1,396
ENGAGEMENTS

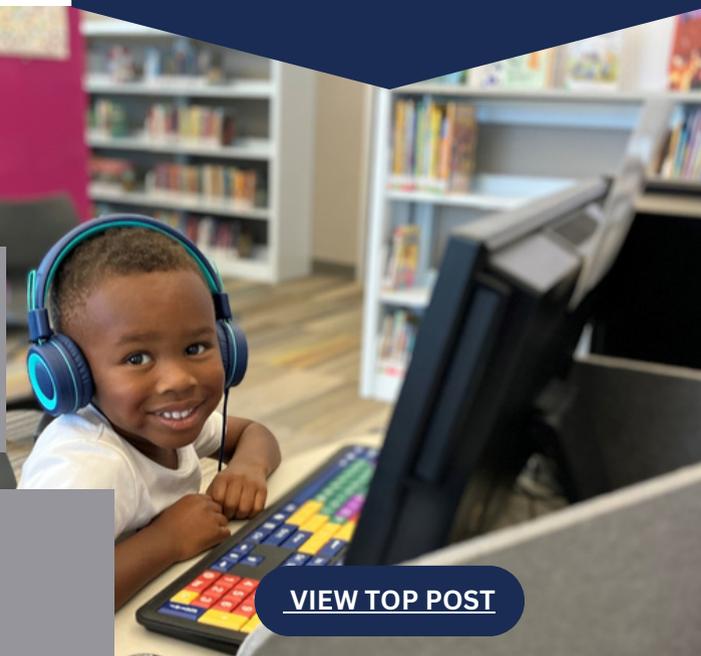


704
PREVIOUS COMPARISON PERIOD

43,149
IMPRESSIONS



19,252
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,871

FOLLOWERS
4,853 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,659

FOLLOWERS
6,616 Comparison Period

PROSPER FIRE RESCUE

[VIEW TOP POST](#)

2,202

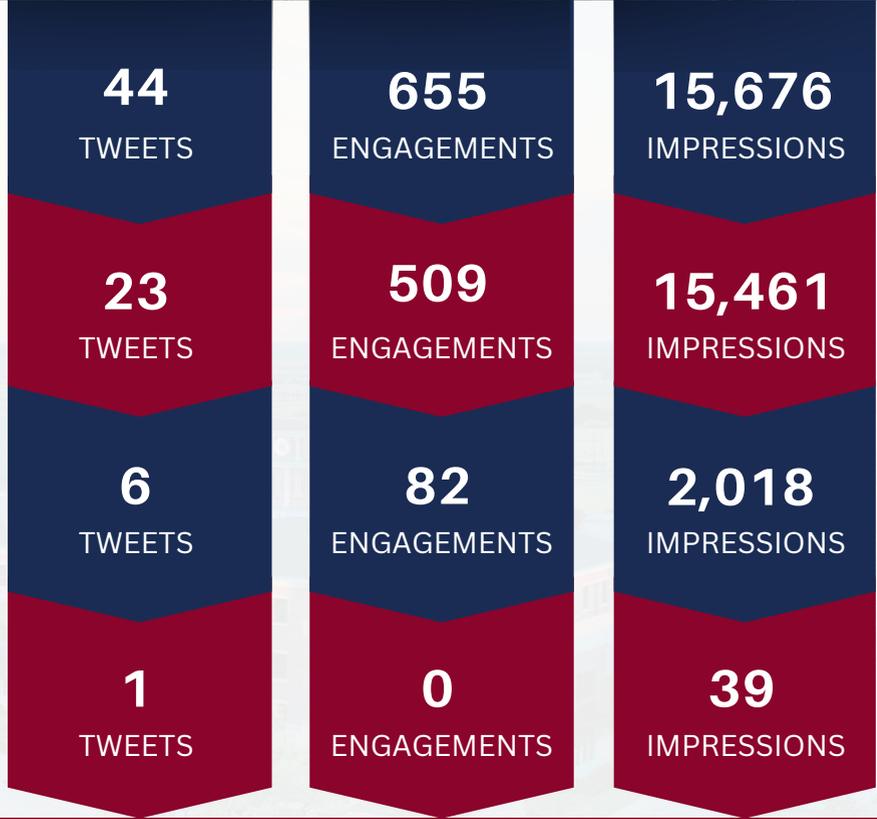
FOLLOWERS
2,190 Comparison Period

COMMUNITY LIBRARY

[VIEW TOP POST](#)

70

FOLLOWERS
67 Comparison Period



INSTAGRAM



TOWN OF PROSPER

PROSPER CHRISTMAS FESTIVAL RECAP

14.1k PEOPLE REACHED
271 LIKES
4 COMMENTS



COMMUNITY LIBRARY

MATCHING COLOR DAY
27 PEOPLE REACHED
23 LIKES
2 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



1

NEW VIDEOS

[Prosper Christmas Festival 2024 Recap](#)

MAYOR'S MINUTE



1

NEW VIDEOS

ENGAGEMENTS 22

IMPRESSIONS 832

VIEWS 353

[MAYOR'S MINUTE - 12/22/2023](#)

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

4,174

CONTACTS

EMPLOYEE EDITION

478

CONTACTS

HOA MONTHLY NEWSLETTER

131

CONTACTS

THE LANDSCAPE

1,624

CONTACTS

67%
AVERAGE
OPEN RATE

61%
AVERAGE
OPEN RATE

58%
AVERAGE
OPEN RATE

71%
AVERAGE
OPEN RATE

8%
AVERAGE
CLICK RATE

6%
AVERAGE
CLICK RATE

8%
AVERAGE
CLICK RATE

5%
AVERAGE
CLICK RATE

5
NEWSLETTERS
SENT

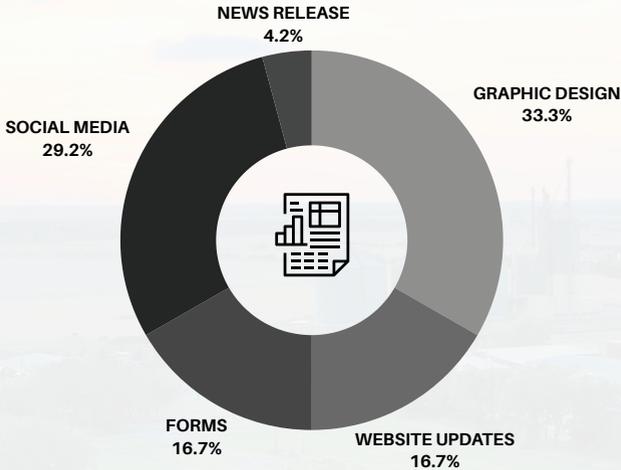
1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

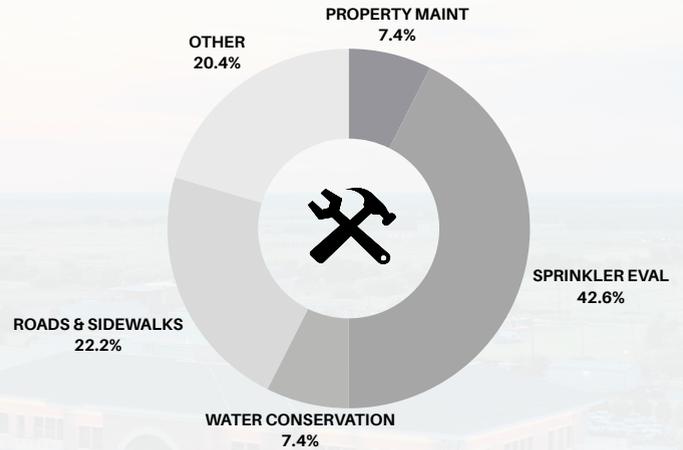


COMMUNICATION HELP TICKETS



24 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR DECEMBER 2023

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• TRASH	54
• PICK UP DAY	29
• LIBRARY	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.

 **70% Resolution Rate**

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

54
TOTAL REQUESTS

39
CLOSED REQUESTS

15
OPEN REQUESTS

101
NEW APP DOWNLOADS

5226
TOTAL APP DOWNLOADS



PRESS RELEASES

0

There were no Press Releases created during the month of December 2023

MEDIA COVERAGE

1.69K

MEDIA MENTIONS

CAMPARISON
3.73K

TOP COVERAGE

[Prosper Media Coverage for November 25 - December 1, 2023](#)

[Prosper media coverage for December 2 - December 8, 2023](#)

[Prosper media coverage for December 9 - December 15, 2023](#)

[Prosper Media Coverage for December 23 - 29, 2023](#)

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



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **4**

- Prosper Christmas Festival - December 2
- Board and Commission Reception - December 7
- Prosper Community Library Blood Drive - December 9
- Red Kettle Mayor Challenge - December 9

9

COMMUNITY ROOM MEETINGS

- Blocked for Christmas Festival Dec. 1 - Dec. 4
- Windsong Ranch Elementary
- Violin Students
- City of Taylor - Tour of Town Hall
- Girl Scouts SU187 Leaders Mtg.
- National Charity League
- Reynolds Middle School Tour Group
- Highland Meadows HOA
- North Dallas RC Club



USER BREAKDOWN

89,150

PAGE VIEWS
COMPARISON PERIOD 80,596

57.6%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 57.7

42.5%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 42.1

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Staff Directory](#)
- [Prosper Christmas Festival](#)
- [Library](#)
- [Trash & Recycling – Town of Prosper](#)
- [Town of Prosper - Search](#)
- [Republic Services Transition](#)
- [Utility Billing - Pay My Bill](#)
- [Building Inspections](#)



HOW DO I...

Search...

