



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, January 03, 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 December 6, 2023, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Project Proposal-PHS Senior James Kim (JK)
5. Brainstorming Ideas for Life in Prosper (BK)
 - a. Take the Engagement to the People/Interactive Map
 - b. Road Show/Town Hall
 - c. Serve Prosper (AB)
6. Subcommittee Updates:
 - a. MYAC Subcommittee (SC)
7. Discuss and receive any updates regarding:

- a. Community Map (BK)
- b. Social Media Graphics (KW)
- 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, December 29, 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, December 6, 2023

1. Call to Order / Roll Call.

This meeting was called to order at 6:02 p.m.

Committee Members Present:

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

Committee Members Absent:

Kari Willis
Gretchen Darby
Arsenio Aaron

Councilmembers Present:

Marcus Ray
Amy Bartley

Councilmembers Absent:

Jeff Hodges

Staff Members Present:

Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the November 1, 2023, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kimberly Smith seconded the motion to approve the minutes from the November 1, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Discuss January CEC meeting date. (BK)

The committee discussed whether the January 3rd CEC meeting date would need to be adjusted and concluded it would remain unchanged.

5. Brainstorming Ideas for Life in Prosper (BK)

Before their brainstorming session, Brent Kirby provided an overview of CEC's accomplishments in 2023. Following this, the committee built upon these achievements, discussing strategies to enhance resident engagement. They agreed to develop 2-3 concepts to refine during their monthly meetings. Brent shared an encounter with the Town's customer service while resolving a neighborhood issue. This prompted him to

urge the committee to explore ways to extend this level of service to all residents, fostering a deeper connection between the Town and its residents. The committee focused on ways to proactively engage residents rather than solely relying on events and programs. They outlined two key ideas, the first being a Road Show/Town Hall where Town officials partner with neighborhoods during their events to provide education and awareness. This type of event would be used to educate residents about Town Services and features, resembling a Town Hall 101 approach. The second idea involved a location-based notification system, potentially through an app, informing residents about upcoming developments. They envisioned it as a tool to inform and excite residents about coming projects like parks and businesses. Residents would be able to scan a QR code located at the site of the construction or park and discover what new projects were in progress, addressing a common resident query about upcoming developments.

a. **Serve Prosper Event (AB)**

Amy Bartley provided an overview of the former "Serve Prosper" volunteer event that used to take place in the area. In the past, this initiative involved residents collaborating with non-profit organizations and code enforcement to identify and address service projects for those in need. Participating residents would gather, receive their assignments, and dedicate a day to volunteering, assisting their neighbors and the wider community. Tasks ranged from cleaning up litter to painting building exteriors and more. The committee explored the idea of resurrecting this event, considering the involvement of churches or other groups for support. Amy will be following up with the local non-profits and the code enforcement team and will provide the CEC with an update in 2024,

6. Subcommittee Updates:

a. **MYAC Subcommittee (SC)**

Two members of the MYAC Subcommittee provided an update on the progress of the MYAC applicant selection. They indicated that they had narrowed down the choices to 13 students and presented an overview of the criteria guiding their selection process. Their criteria included assessing the quality of responses to questions, the presence of thoughtful ideas, the extent to which students understood the town's existing events and developments, creativity, and the presentation of their video application. The committee decided to eliminate the teacher recommendation form as it did not contribute to the decision-making process. The subcommittee will wait for the next steps once staff has reviewed the applications with Mayor Bristol next week. Additionally, suggestions for incoming MYAC members included participating in council and CEC meetings as potential activities.

7. Feedback on Special Events (BK)

a. **Veterans Day 5K/Fun Run**

The committee reviewed the Veterans Day 5k and fun run event held on November 11th. Suggestions included outfitting veterans in distinct-colored shirts for easy identification among participants and organizing post-race activities such as music or food to encourage them to stay longer.

b. **Prosper Christmas Festival**

The committee gave a lot of positive feedback regarding the Prosper Christmas Festival held on December 2 and enjoyed many of the festival elements, including the newly added drone show, the substantial number of attendees, the yellow shirts worn by Parks staff, and the diverse vendor offerings. Regarding suggestions for any improvements, the committee gave the following recommendations:

- More parking
- Additional Shuttle on the west side of town
- Drone show to be higher so the view closer to the Christmas tree isn't obstructed
- Barricade Christmas tree closer to lighting time so that children/patrons aren't disturbing electrical wires
- More food trucks
- Spread out the food trucks from First to Broadway
- Locate the attractions for younger children to a different area
- Provide a QR code of the map for those that missed the handout
- Santa moved to the beginning of the parade so he won't be late for photos
- Don't limit the number of booths
- Spillover to Broadway to accommodate more booths

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 (BK)

1. Police vacation watch
2. Smart 9-1-1
3. Water Usage (winter averaging)
4. Solid Waste Transition

10. Request for future agenda items.

1. Serve Prosper-continue discussion
2. Road Show/Town Hall
3. Take the engagement to the residents.

11. Adjourn.

Kristin Meier made the motion and Kimberly Smith seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:42 p.m. on Wednesday, December 6, 2023.

These minutes were approved on January 3, 2024

APPROVED

Brent Kirby, Vice Chair

ATTESTED

Devon Jett, Community Engagement Coordinator



TOWN OF PROSPER

Communications Report November 2023

SNAPSHOT

COMBINED ACCOUNTS

[VIEW NOVEMBER 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



19,180
FOLLOWERS



**GAINED 277 NEW
FACEBOOK FOLLOWERS**

65

POSTS



68

PREVIOUS COMPARISON PERIOD

15,030

ENGAGEMENTS



20,300

PREVIOUS COMPARISON PERIOD

210,443

IMPRESSIONS



223,850

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **19,259**
FOLLOWERS



**GAINED 259 NEW
FACEBOOK FOLLOWERS**

21
POSTS  **28**
PREVIOUS COMPARISON PERIOD

16,390
ENGAGEMENTS  **12,449**
PREVIOUS COMPARISON PERIOD

170,546
IMPRESSIONS  **164,483**
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **10,600**
FOLLOWERS



**GAINED 58 NEW
FACEBOOK FOLLOWERS**

26
POSTS  **22**
PREVIOUS COMPARISON PERIOD

1,773
ENGAGEMENTS  **3,749**
PREVIOUS COMPARISON PERIOD

41,026
IMPRESSIONS  **58,081**
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER PARKS & RECREATION FACEBOOK

 **7,614**
FOLLOWERS



**GAINED 62 NEW
FACEBOOK FOLLOWERS**

56
POSTS



44
PREVIOUS COMPARISON PERIOD

2,860
ENGAGEMENTS



3,044
PREVIOUS COMPARISON PERIOD

66,000
IMPRESSIONS



58,081
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **4,981**
FOLLOWERS



**GAINED 15 NEW
FACEBOOK FOLLOWERS**

46
POSTS



28
PREVIOUS COMPARISON PERIOD

704
ENGAGEMENTS



2,228
PREVIOUS COMPARISON PERIOD

19,252
IMPRESSIONS



41,813
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,853

FOLLOWERS
4,812 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,616

FOLLOWERS
6,443 Comparison Period

PROSPER FIRE RECSUE

[VIEW TOP POST](#)

2,190

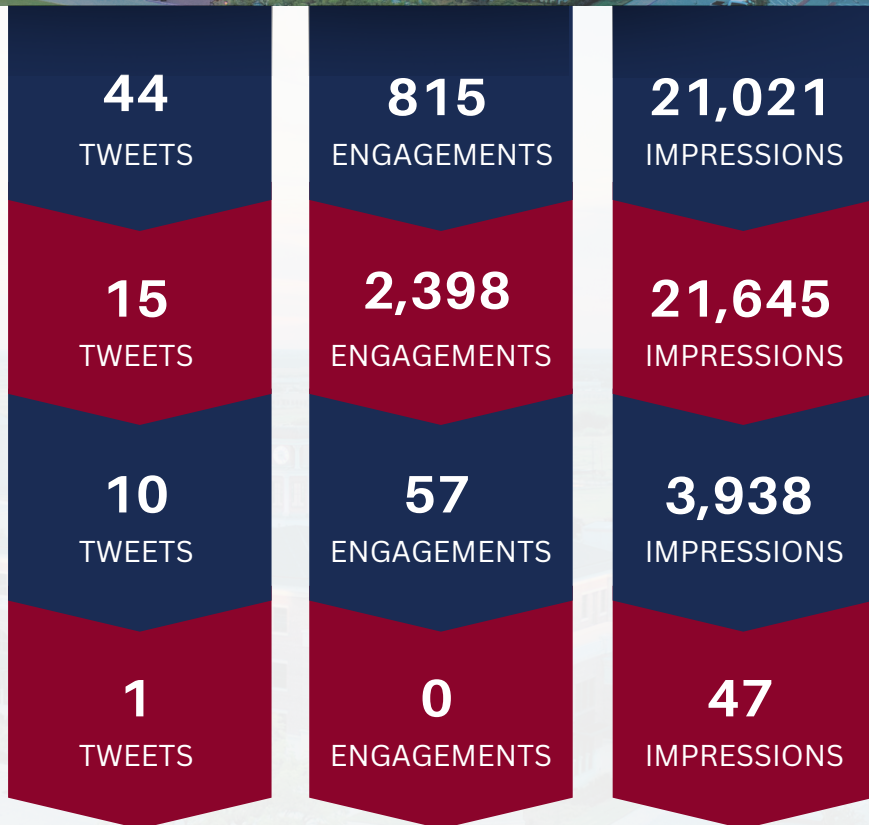
FOLLOWERS
2,182 Comparison Period

COMMUNITY LIBRARY

[VIEW TOP POST](#)

70

FOLLOWERS
67 Comparison Period



INSTAGRAM



TOWN OF PROSPER

NANCY LIEBERMAN CHARITIES DREAM COURT™

44.2k PEOPLE REACHED

433 LIKES

8 COMMENTS



COMMUNITY LIBRARY

MATCHING COLOR DAY

678 PEOPLE REACHED

19 LIKES

0 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



4

NEW VIDEOS

- [Raymond Community Park Project Phase 1](#)
- [Prosper Dream Court Honoring Makayla Noble](#)
- [Prosper Veterans Day 5k and Fun Run](#)
- [Chief Shaw's Safety Tips Episode 4: Turkey Frying Safety](#)

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS	42
IMPRESSIONS	1,256
VIEWS	531

[MAYOR'S MINUTE - 11/14/2023](#)

[MAYOR'S MINUTE - 11/28/2023](#)

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

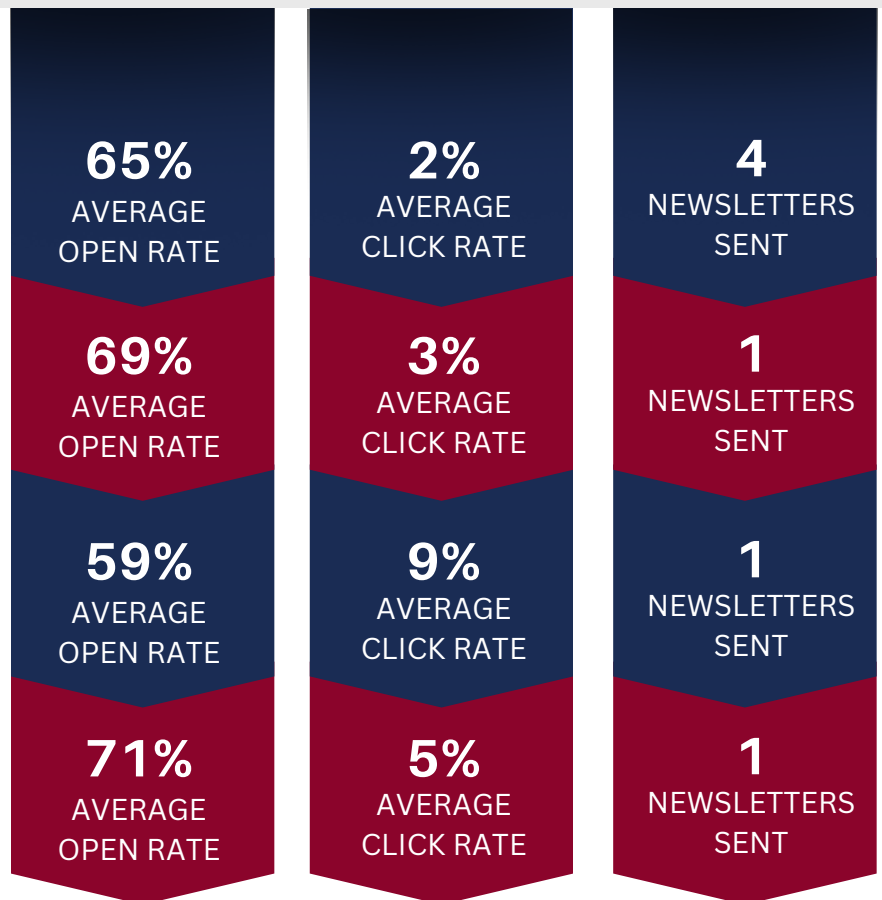
131

CONTACTS

THE LANDSCAPE

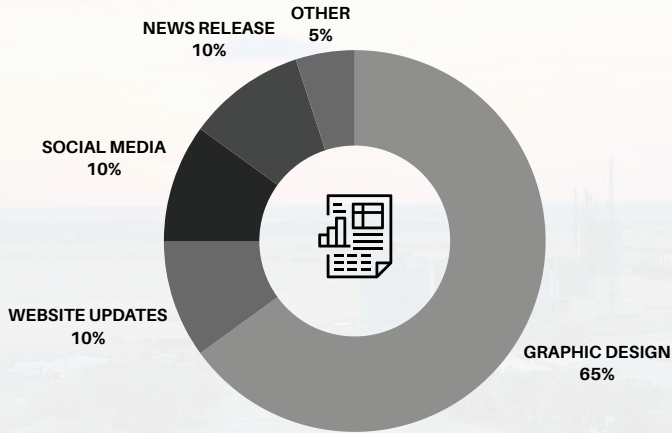
1,593

CONTACTS



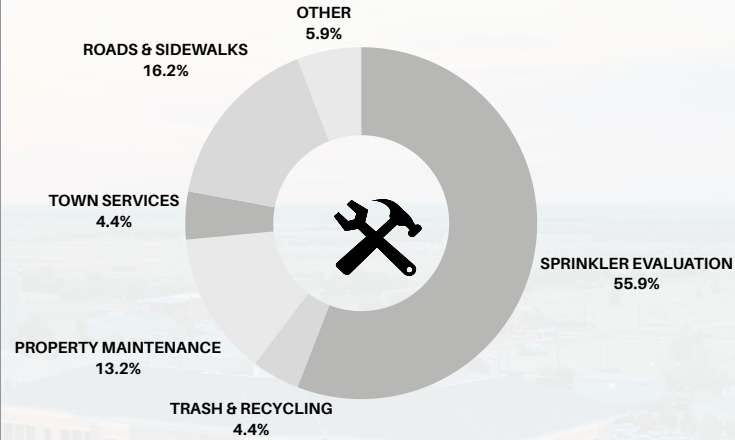


COMMUNICATION HELP TICKETS



20 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR NOVEMBER 2023

MYPROSPER MOBILE APP SERVICE REQUESTS




SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• TRASH	16
• LIBRARY	10
• PERMIT	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.

 **79.3% Resolution Rate**

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

68
TOTAL REQUESTS

65
CLOSED REQUESTS

3
OPEN REQUESTS

138
NEW APP DOWNLOADS

5125
TOTAL APP DOWNLOADS



PRESS RELEASES

4

[Prosper Police Release Information Following November 26 Gas Station Incident](#)

[Town of Prosper and Nancy Lieberman Charities Partner to Unveil Dream Court November 4](#)

[Annual Prosper Christmas Festival Set to Take Place December 2 at Prosper Town Hall](#)

[Prosper to Hold Veterans Day 5K and Fun Run on November 11 at Frontier Park](#)

MEDIA COVERAGE

3.68K

MEDIA MENTIONS

CAMPARISON
2.04K

TOP COVERAGE

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

[Prosper media coverage for November 4 - November 10, 2023](#)

[Prosper media coverage for November 11 - 17, 2023](#)

[Prosper media coverage for November 18-22, 2023](#)

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



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **5**

- Nancy Lieberman Charities Dream Court™ - November 4
- Prosper Arbor Day Celebration - November 4
- Prosper Veterans Day 5k and Fun Run - November 11
- HOA President Meeting - November 9
- Sensory Santa Photos! - November 27

6

COMMUNITY ROOM MEETINGS

- Blocked for elections Nov. 1 - Nov. 10
- Steepchase Lake Estates HOA
- Girl Scout 187 Meeting
- Renolds Middle School Tour
- Highland Meadows HOA Meeting
- North Dallas RC Club



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

91.93%

OF NEW USERS

10.12%

RETURNING USERS

57.9%

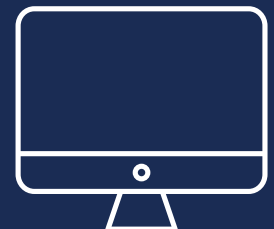
OF USERS ACCESS OUR WEBSITE USING A DESKTOP

42.1%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

MOST VISITED PAGES

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



26,878

USERS

COMPARISON PERIOD 23,702

3M 0S

AVG. SESSION DURATION

COMPARISON PERIOD 3.025

45.31%

BOUNCE RATE

COMPARISON PERIOD 47.75

80,596

PAGEVIEWS

COMPARISON PERIOD 100,166