

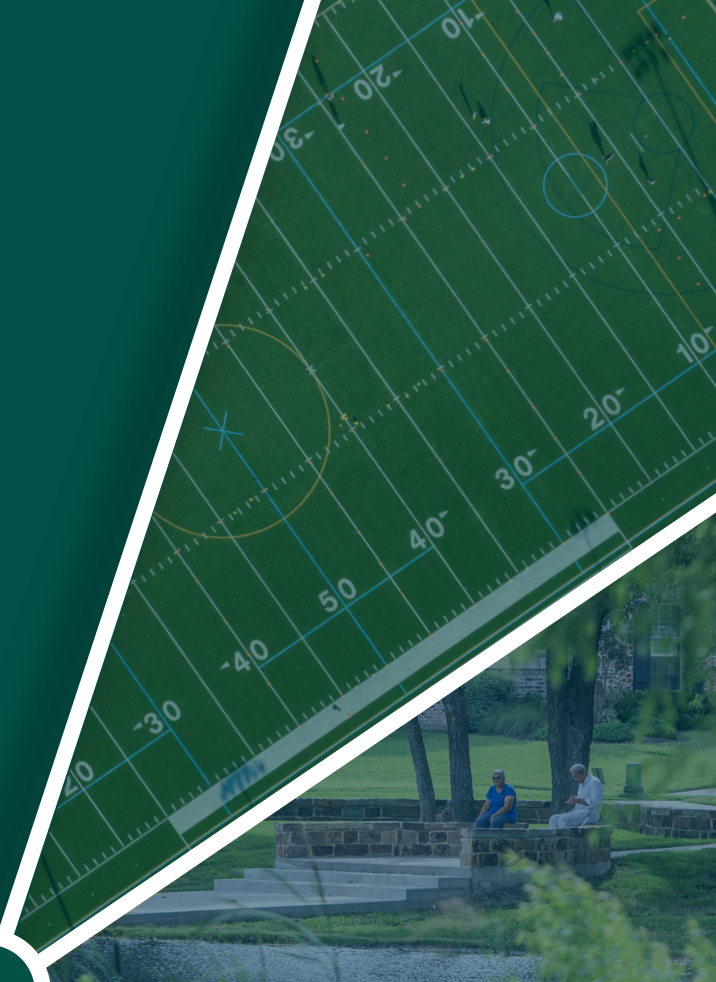


PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

Preliminary DRAFT January 2025



*with PROS Consulting
and National Service Research*



The Town of Prosper Parks & Recreation Department, along with various staff and leaders, provided support to the Dunaway Team throughout the master planning process. A special thanks to the following individuals and organizations who participated:

Town Council

- David Bristol
Mayor
- Craig Andres
Place 2
- Marcus E. Ray
Mayor Pro-Tem, Place 1
- Amy Bartley
Deputy Mayor Pro-Tem, Place 3
- Chris Kern
Place 4
- Jeff Hodges
Place 5
- Cameron Reeves
District 6

Parks & Recreation Board

- Kari Castro
- Daniel Knox
- Valerie Little
- Bob Benson
- Kimberly Shamsy
- Megan Brandon
- John Metcalf
- Kyle LaFerney

Advisory Committee

- Colleen Kugler
- Jefferey Robinson
- Kari Castro
- Linda Baker
- Mel Pugh
- Trina Lopez
- Valerie Little
- William He
- Robert Patrick
- Satya Bommaraju

Town Staff

- Dan Baker
Director
- Robyn Battle
Executive Director
- Kurt Beilharz
Assistant Director
- Patty Kendzie
Marketing Coordinator
- Matt Furr
Parks Superintendent
- Casey Knapp
Parks Supervisor
- Trevor Helton
Recreation Manager

Dunaway

- Philip Neeley, ASLA
Project Manager
- Kourtney Gomez
Park Planner
- Andrea Thomas
National Service Research
- Brian Trusty
PROS Consulting

Introduction	7	Recreation Program Analysis	109
Methodology	13	Needs Assessment	141
<i>Phase I Overview</i>		<i>Public Engagement Overview</i>	
<i>Phase II Overview</i>		<i>Online Survey Results</i>	
Parks Inventory	19	Priority Rankings	153
<i>Existing Public Parks</i>		<i>Ranking Process</i>	
<i>Future Public Parks</i>		<i>Priority Rankings List</i>	
<i>Facilities Inventory</i>		Implementation Plan & Recommendations	161
<i>Existing Facilities Map</i>		<i>Overview</i>	
Population & Demographics	71	<i>Proposed Action Plan</i>	
Standards	81	<i>Funding Sources</i>	
<i>Park Classification System</i>		<i>High Priorities by Park</i>	
<i>Park Land Considerations</i>		<i>Implementation Plan Charts</i>	
<i>Park Acreage Guidelines</i>		<i>Higher Priorities</i>	
<i>NRPA Agency Performance Review Outdoor Facilities</i>		<i>Moderate Priorities</i>	
<i>Facility Development Standards</i>		<i>Lower Priorities</i>	
<i>Park Access Based on Population</i>		<i>Funding Sources by Priority</i>	
<i>Park Service Areas</i>		<i>Indoor Recreation Recommendations</i>	
<i>10 Minute Walk to Recreation</i>		Appendix	181
Benchmark Analysis	97	<i>Focus Group Meeting Notes</i>	
<i>Benchmark Comparison</i>		<i>Citizen Survey Instrument</i>	
<i>Summary</i>		<i>Citizen Survey Postcard</i>	



INTRODUCTION

1



Vision

...to create a happy, vibrant, active, healthy and engaged community where residents of all ages can live, learn, work and play.

Prosper Parks and Recreation Mission

The Town of Prosper Parks & Recreation Department strives to provide active and passive recreational opportunities for all citizens of Prosper in an accessible and safe environment while promoting the preservation of the Town’s natural resources.

Introduction

Prosper continues to be a fast growing community in North Texas that is known for its small-town charm, family-friendly atmosphere, and commitment to a connected community. Town leaders have a vision for a well-balanced community, where the parks system creatively serves the current demands and future needs of its residents. This includes the diverse mix of families and young professionals moving to Prosper, as well as the longtime residents who have enjoyed Prosper for decades. This Master Plan will help guide the development of high-quality parks and recreational facilities to meet current needs and emerging trends. From neighborhood parks to major sports complexes, the park system plays a critical role in enhancing the quality of life for its citizens through physical activity, social gatherings, and community events.

A Parks Master Plan is essential for guiding the development of parks, trails, facilities, and civic spaces for the long term. This Master Plan will serve as a roadmap for addressing the town’s current park needs, while anticipating future requirements as the community continues to grow. It will help Town leaders to prioritize improvements, from new parkland acquisition and trail development to enhancing existing facilities, ensuring each project aligns with the Town’s vision and mission.



This Master Plan also provides specific direction on park amenities and priorities, helping guide where resources should be allocated. By identifying potential funding sources, the plan will serve as a flexible tool in securing various funds to implement each project. Whether through Town resources or external funding opportunities, new investment will ensure that Prosper’s parks system remains a vital, dynamic asset for generations to come.

Key objectives for this Master plan included:

- Document the current park system and range of resources offered
- Engage the community through a proven process for public input
- Evaluate current recreation programming and future needs
- Consolidate community input into clearly defined priorities
- Outline an Action Plan for capital improvements over the next 5 to 10 years
- Identify potential funding sources and implementation strategies that might be used for annual improvements

To ensure these objectives were met, an Advisory Committee was formed to work closely with Town staff and the Dunaway team during key phases of the process. This group represented a cross-section of community interests and served as a sounding board for the initiatives outlined in the Action Plan.

This Master Plan will serve as a strategic tool for fiscal planning and development of the Prosper park system. Regular reviews of progress will enable Town staff and leaders to be responsive to development patterns and trends in recreation.



PHASE I: Inventory and Needs Assessment

- Data Collection & Base Mapping
- Inventory & Supply Analysis
- Population Analysis
- Standards Analysis
- Benchmarking
- Recreation Program Analysis
- Demands Analysis & Needs Assessment
- Recreation Program Analysis

PHASE 2: Master Planning

- Priority Rankings
- Action Plan
- Implementation Plan
- Preliminary Master Plan
- Final Master Plan

Methodology

Throughout the master planning process, the Dunaway team worked closely with Town staff and the appointed Advisory Committee. This collaboration allowed significant input at key meetings, and helped guide the process in gaining consensus for the overall Master Plan.

The Master Plan was prepared using a two-phase planning process. Phase I focused on the Inventory and Needs. Phase II involved recommendations, implementations & preparation of the Master Plan document.

PHASE I: Inventory and Needs Assessment

Data Collection & Base Mapping

The team prepared a base map from the GIS data provided by Town staff. The base map illustrated information such as existing park sites, schools, drainage corridors, streets, etc.

Inventory & Facility Analysis

The team was provided a current inventory of the entire park system. Team members and Town staff performed a tour of the existing parks and recreational facilities available to the community. Each site was documented for its existing conditions and amenities.

Population Analysis & Demographic Trends

The team obtained the latest updates of demographic and population data from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI). This included factors of population, race, housing, employment, income, and future growth.

Standards Analysis

The team utilized some of the traditional recommendations by the National Recreation and Park Association (NRPA), as well as local DFW guidelines, for evaluating standards for both park acreages and facilities.

Benchmarking

PROS prepared a benchmark analysis which included cities in the DFW region with similar characteristics and community resources

Recreation Program Analysis

PROS conducted a recreation program analysis based on current programs offered (age segment distribution, lifecycle analysis, core programs, similar providers/duplication, market position/methods, etc.).

Demands Analysis & Needs Assessment

With National Service Research leading this effort, a series of steps were utilized to determine the park and recreation needs of the community. This included live focus groups, and then an online survey through the Town's website. From the citizen feedback, the team was able to quantify the specific needs and desires for recreational resources.

PHASE II: Master Planning

Priority Rankings

The team developed a criteria system for ranking high, moderate, and lower priority needs. From these criteria, a weighted priority ranking was established based upon input from the Citizen Survey, Park Board, Parks and Recreation Staff and the Dunaway team.

Action Plan

The team prepared specific recommendations in an Action Plan that outlined parks and recreational facility improvements to meet current and future needs within the community.

Implementation Plan

An Implementation Plan was developed for potential projects within the Action Plan. This included funding recommendations that could be utilized over the next 5 to 10 years.

Preliminary Master Plan

The team prepared the Preliminary Park Master Plan document outlining the entire process, findings, and recommendations. This included preparing exhibits/maps for the items recommended with the Action Plan.

Final Master Plan

The team prepared the Final Master Plan document. This task included final presentations to the Park Board and Town Council.



INVENTORY

3



Inventory

From the most current information provided by Town staff, a complete inventory of existing parks, recreation facilities, and open spaces was compiled. From this inventory, the Dunaway team toured and photographed each park site in Prosper. Acreage and amenity inventories for each of the Town-owned parks were provided to Dunaway. The following pages provide a summary inventory of the existing parks and recreational facilities within the Town including park location, size, and list of amenities per park. (See page 68 for full park map)

727	Park Acres
62	Miles of Trail
17	Playgrounds
8	Ballfields
17	Athletic Fields

BOYER PARK

**Address:**

401 E First St

Acres:

0.43

Classification:

Pocket Park

Amenities:

- Benches - 6
- Drinking Fountains - 1
- Open Space
- Parking
- Lanai Pergolas - 2
- Sensory Educational Garden



PUBLIC PARKS

CEDAR GROVE PARK



Address:
1500 Lonesome Dove Dr

Acres:
9.88

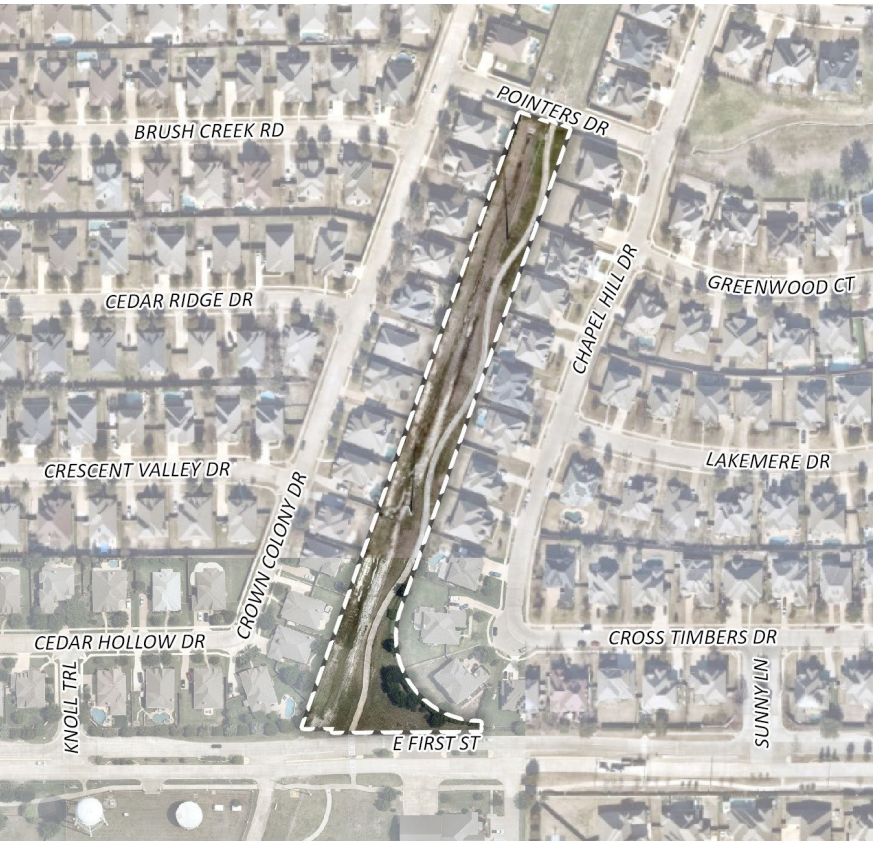
Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.58
- Benches - 5
- Nature Area
- Open Space
- Parking



CHAPEL HILL HIKE & BIKE TRAIL AREA



Address:
North of E First St to Pointers Rd

Acres:
2.48

Classification:
Greenbelt

Amenities:

- Trails (miles) - 0.21
- Nature Area
- Open Space



COCKRELL PARK



Address:
4050 E. Prosper Tr

Acres:
8.42

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.2
- Open Space
- Pavilion - 1
- Playground - 1



ETHERIDGE PARK



Address:
Sandhills Ln / Good Hope Rd

Acres:
7.63

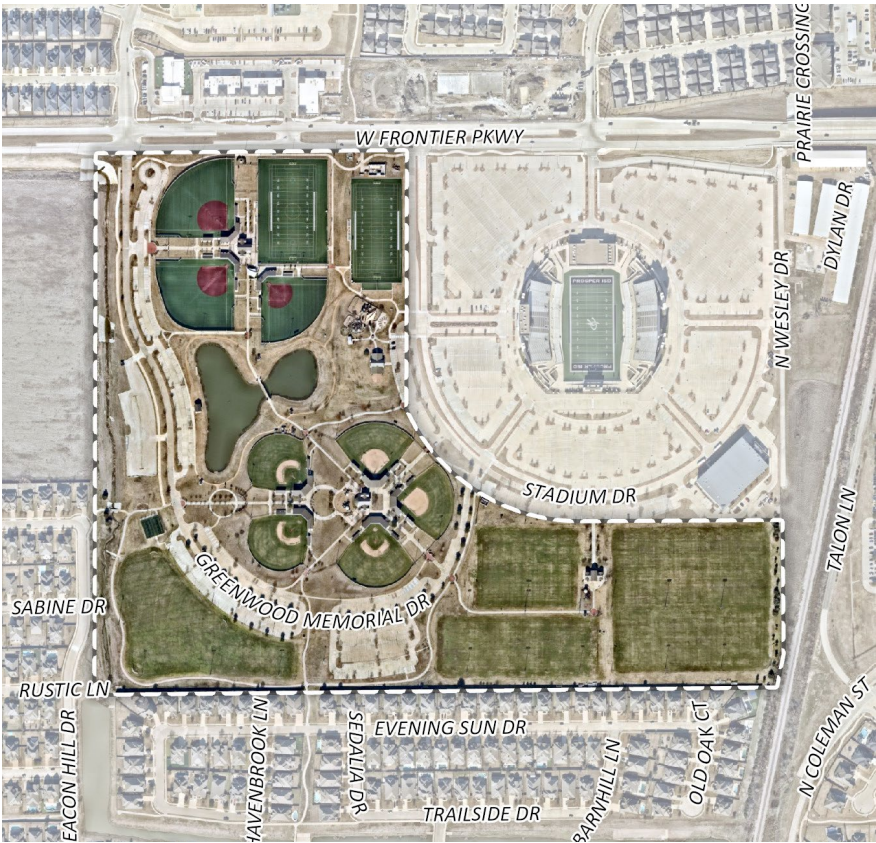
Classification:
Neighborhood Park

Amenities:

- Trail Loop (miles) - 0.3
- Pavilion - 1
- Picnic Tables - 3
- Benches - 3



FRONTIER PARK



Address:
1551 W Frontier Pkwy

Acres:
79.71

Classification:
Community Park

- Amenities:**
- Trails (miles) - 1.7
 - Backstops - 5
 - Baseball Field - 6
 - Benches - 12
 - Concession Stand - 3
 - Drinking Fountains - 2
 - Grills - 6
 - Multipurpose Field - 2
 - Open Space
 - Parking
 - Pavilion - 3
 - Picnic Tables - 26
 - Playground - 3
 - Restrooms - 3
 - Soccer Field - 11
 - Softball Field - 2
 - Splash Pad
 - Pond
 - Batting Cages - 4
 - Lacrosse Field - 1
 - Catch and Release Fishing



FOLSOM PARK



Address:
901 White River Dr

Acres:
13.82

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 1.0
- Backstops - 2
- Benches - 6
- Nature Area
- Open Space
- Parking
- Picnic Tables - 3
- Playground - 1
- Soccer Field - 1
- Pond



GATES OF PROSPER PARK PROPERTY



Address:
Gateway Dr

Acres:
10.04

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.6
- Benches - 4
- Picnic Tables - 6
- Ponds



HACKBERRY PARK



Address:
400 Goldenrod Ln

Acres:
7.48

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.6
- Backstops - 2
- Basketball Court (Half) - 2
- Benches - 12
- Drinking Fountains - 1
- Open Space
- Parking
- Pavilion - 1
- Picnic Tables - 5
- Playground - 2
- Pickleball Court - 1



HAYS PARK



Address:
9008 Prestonview Dr

Acres:
1.74

Classification:
Pocket Park

Amenities:

- Trails (miles) - 0.18
- Benches - 3
- Nature Area
- Open Space
- Pavilion - 1
- Picnic Tables - 2
- Playground - 1
- Wildflower Area



LAKES OF LA CIMA HIKE & BIKE TRAIL AREA (EAST)



Address:
West of S Coit Rd

Acres:
7.52

Classification:
Greenbelt

Amenities:

- Trails (miles) - 0.48
- Open Space
- Pond



LAKES OF LA CIMA HIKE & BIKE TRAIL AREA (WEST)



Address:
North of Kiowa Dr

Acres:
6.60

Classification:
Greenbelt

Amenities:

- Trails (miles) - 0.61
- Open Space



LAKEWOOD PARK



Address:
621 S Coit Rd

Acres:
22.83

Classification:
Community Park

- Amenities:**
- Basketball Court (full) - 1
 - Trails (miles) - 0.28
 - Nature Area
 - Open Space
 - Parking
 - Pickleball Court - 3
 - Playground - 1
 - Pond
 - Restroom - 1
 - Soccer Field - 3



PARVIN PARK



Address:
401 E Broadway St

Acres:
2.34

Classification:
Pocket Park

- Amenities:**
- Open Space
 - Pond



PATIN PARK



Address:
3950 E Prosper Tr

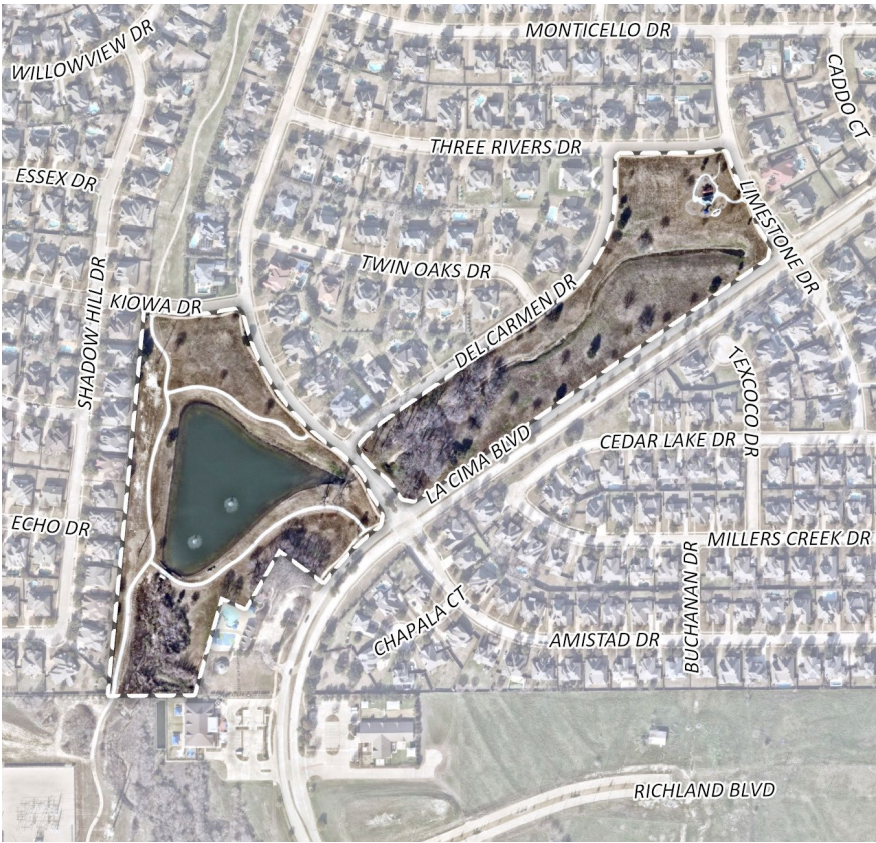
Acres:
20.15

Classification:
Community Park

Amenities:

- Trails (miles) - 0.22
- Nature Area
- Open Space
- Parks Department Maintenance Facility
- Program Space
- Archery

PECAN GROVE PARK



Address:
831 Del Carmen Dr.

Acres:
21.46

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.62
- Benches - 7
- Catch & Release Fishing
- Nature Area
- Pavilion - 1
- Picnic Tables - 3
- Playground - 1
- Pond
- Open Playing Fields



PRAIRIE PARK



Address:
842 Lavender Dr

Acres:
6.73

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.45
- Backstops - 2
- Basketball Court (Half) - 2
- Benches - 7
- Grills - 2
- Open Space
- Pavilion - 1
- Picnic Tables - 2
- Playground - 1



PRESTON LAKES PARK



Address:
775 Bridgeport Dr

Acres:
3.21

Classification:
Pocket Park

Amenities:

- Trails (miles) - 0.17
- Open Space
- Playground - 1



PROSPER CENTER PARK



Address:
South of W First St to Legacy Dr

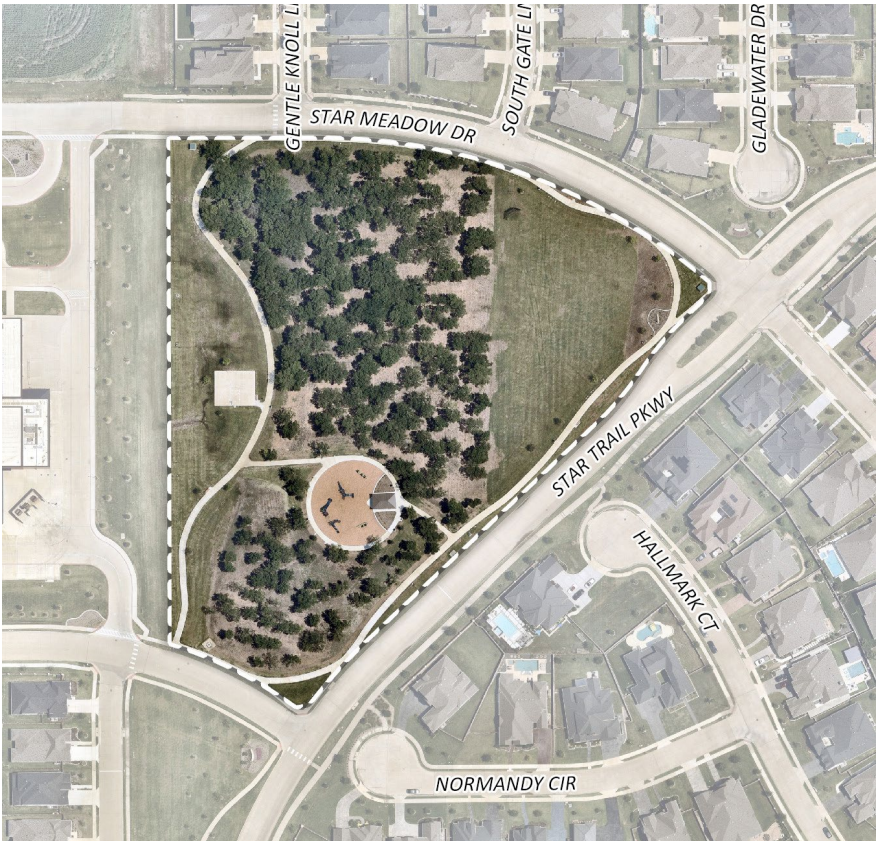
Acres:
30.26

Classification:
Community Park

Amenities:

- Trails (miles) - 0.2
- 9-Hole Disc Golf Course

STAR MEADOW PARK



Address:
901 Star Meadow Dr

Acres:
7.60

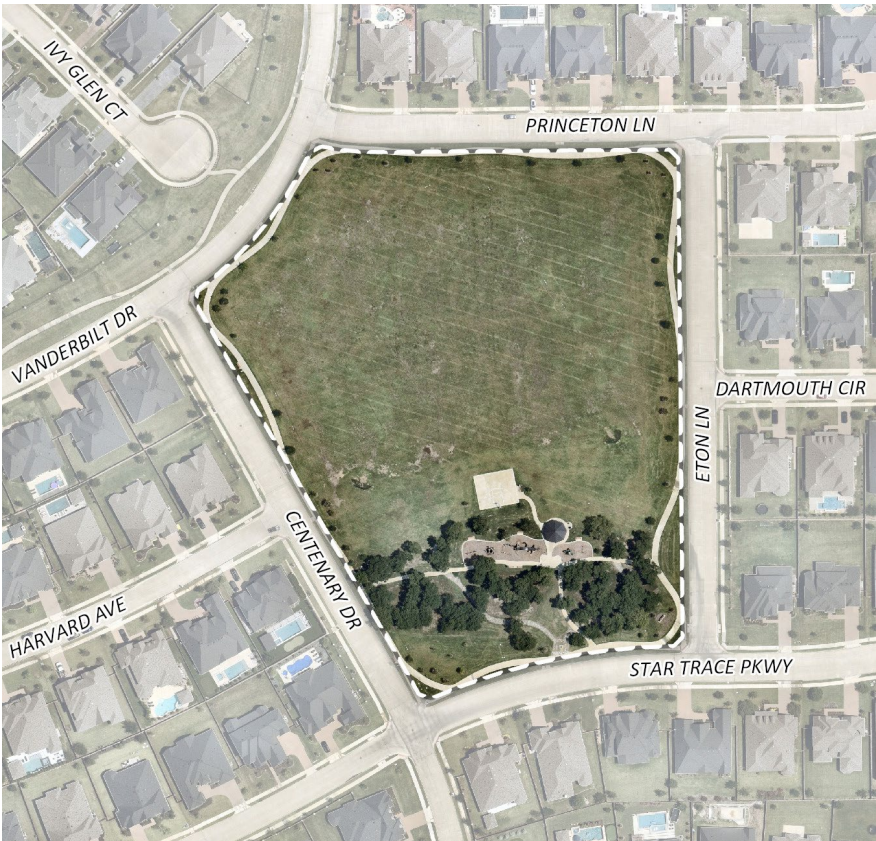
Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.5
- Backstops - 2
- Basketball Court (Half) - 1
- Benches - 2
- Open Space
- Pavilion - 1
- Picnic Tables - 4
- Playground - 1



STAR TRACE PARK



Address:
600 Centenary Dr

Acres:
7.57

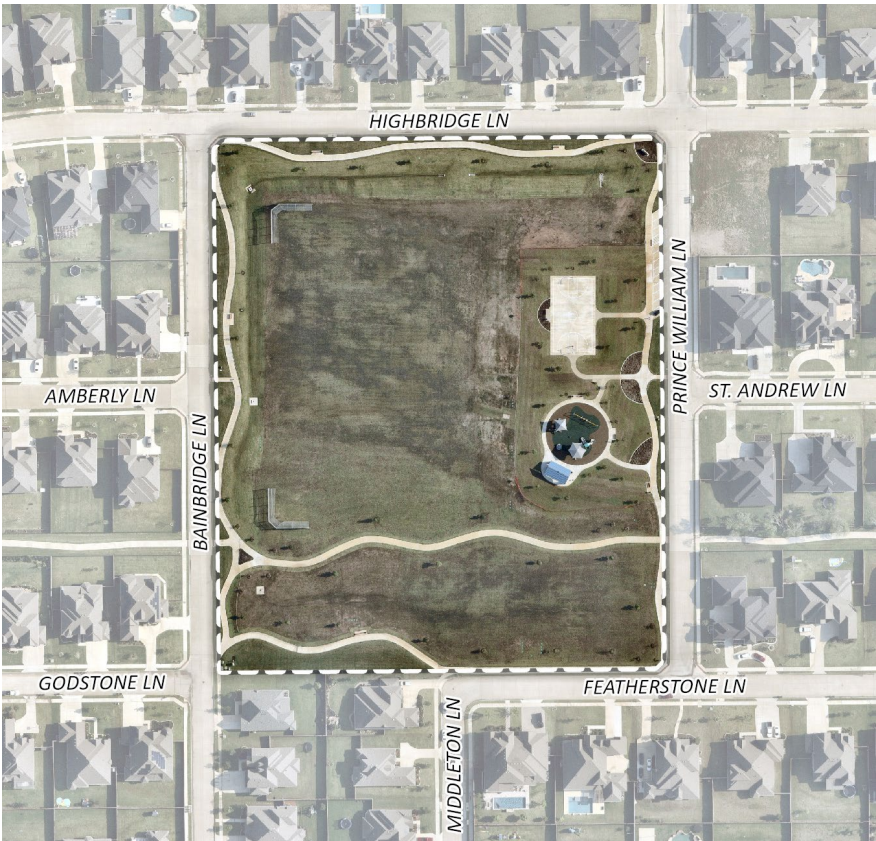
Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.42
- Backstops - 2
- Basketball Court (Half) - 1
- Benches - 2
- Open Space
- Pavilion - 1
- Picnic Tables - 2
- Playground - 2



TANNER'S MILL PARK



Address:
1641 Prince William Ln

Acres:
8.88

Classification:
Neighborhood Park

Amenities:

- Trails (miles) - 0.58
- Backstops - 2
- Open Space
- Parking
- Pavilion - 1
- Picnic Tables - 3
- Playground - 1
- Nancy Lieberman "Dream Court" Basketball Court (Full)



TOWN LAKE PARK- GREENSPPOINT



Address:
198 Townlake Dr

Acres:
6.19

Classification:
Community Park

Amenities:

- Trails (miles) - 0.36
- Benches - 2
- Fishing Dock
- Nature Area
- Open Space
- Paddlesports
- Picnic Tables - 1
- Lake Access



TOWN LAKE PARK - WHISPERING FARMS



Address:
901 Woodview Dr

Acres:
19.34

Classification:
Community Park

Amenities:

- Fishing Dock
- Nature Area
- Open Space
- Paddlesports
- Parking
- Lake Access
- Gazebo



TUCKER PARK



Address:
1454 E First St

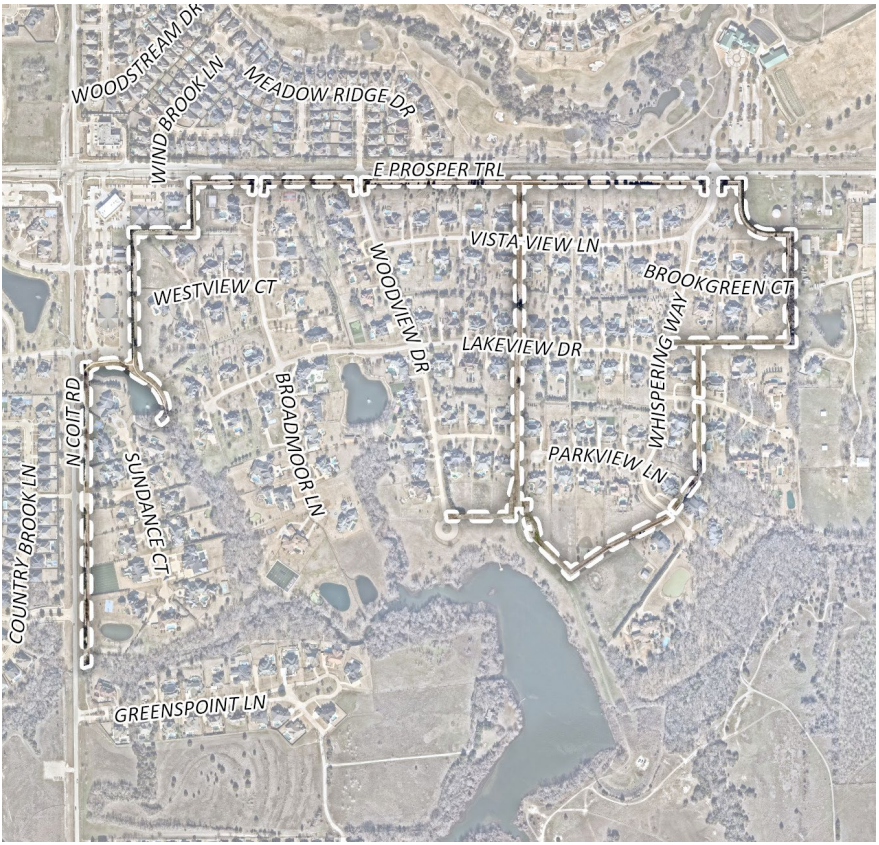
Acres:
1.35

Classification:
Pocket Park

- Amenities:**
- Open Space
 - Parking
 - Practice Field



WHISPERING FARMS HIKE & BIKE AREA



Address:
SE of E Prosper Trl & N Coit Rd

Acres:
11.25

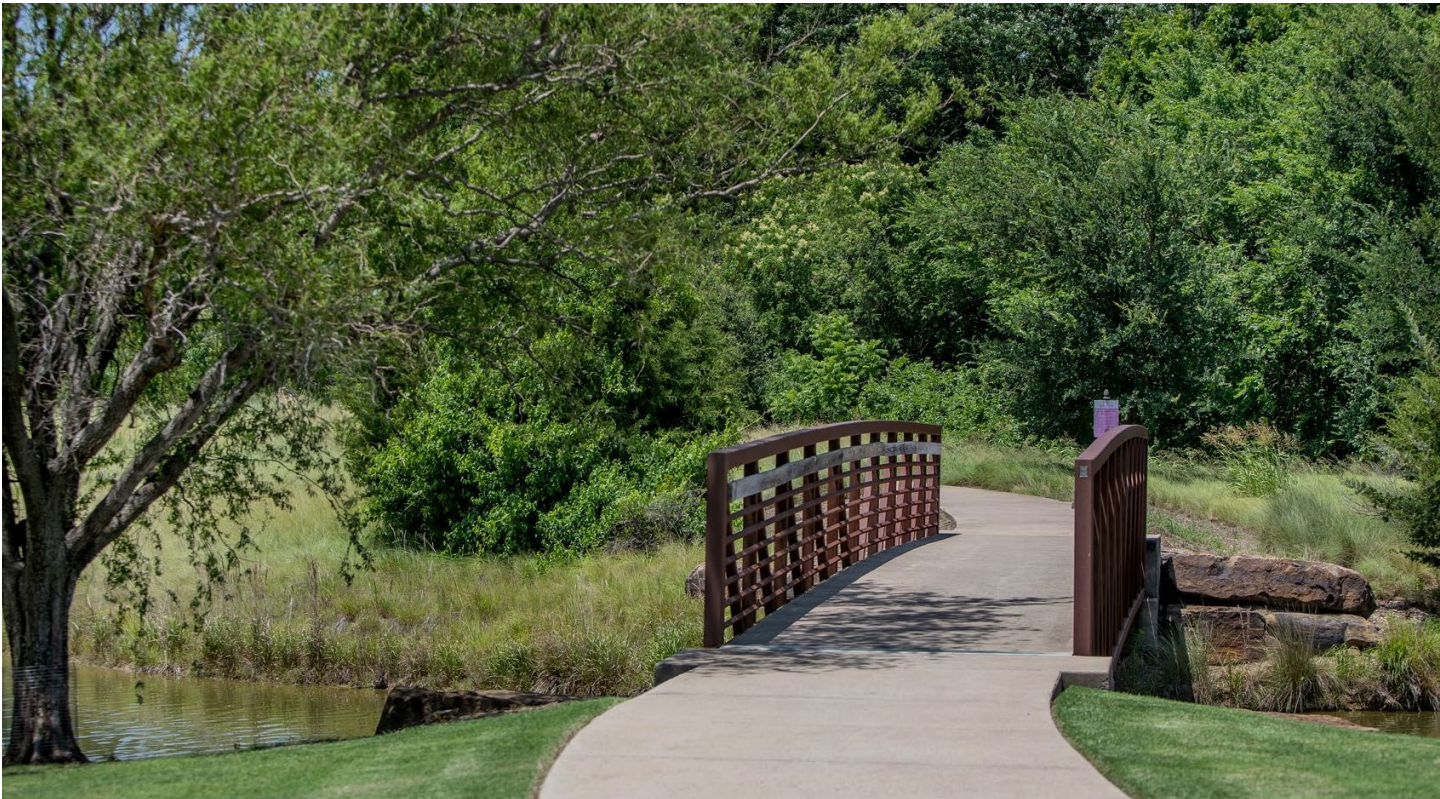
Classification:
Greenbelt

- Amenities:**
- Trails (miles) - 2.1
 - Nature Area

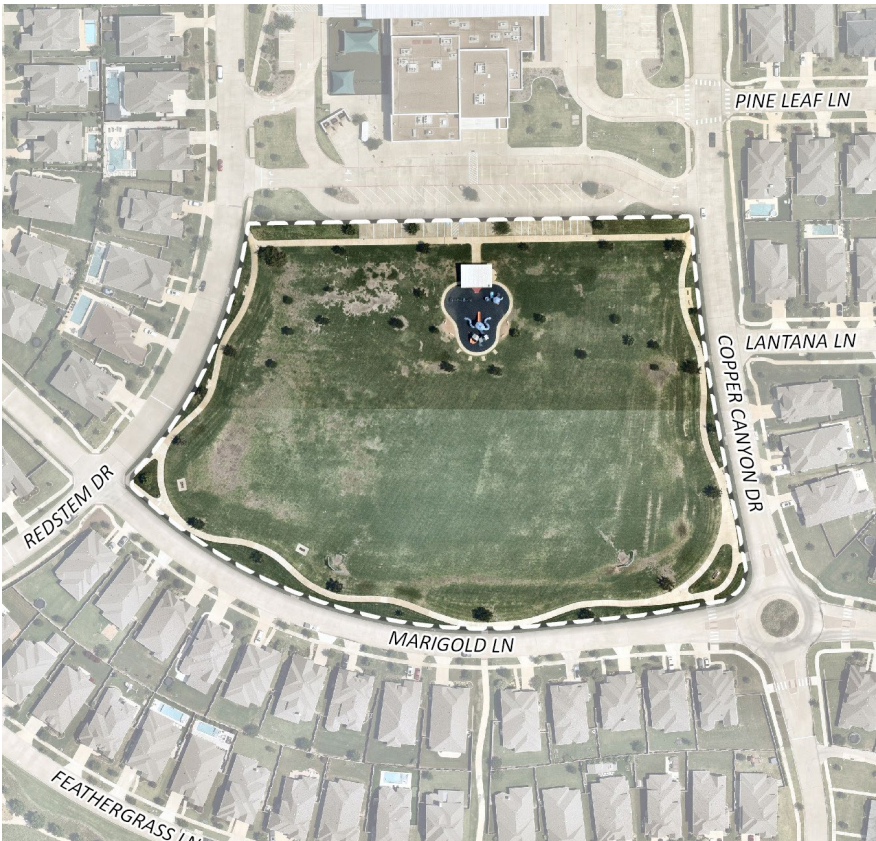
WHITLEY PLACE PARK



- Address:**
4001 Glacier Point Ct
- Acres:**
23.18
- Classification:**
Community Park
- Amenities:**
- Trails (miles) - 1.02
 - Benches - 2
 - Fishing Dock
 - Nature Area
 - Open Space
 - Parking
 - Pavilion - 1
 - Picnic Tables - 2
 - Ponds / Creek



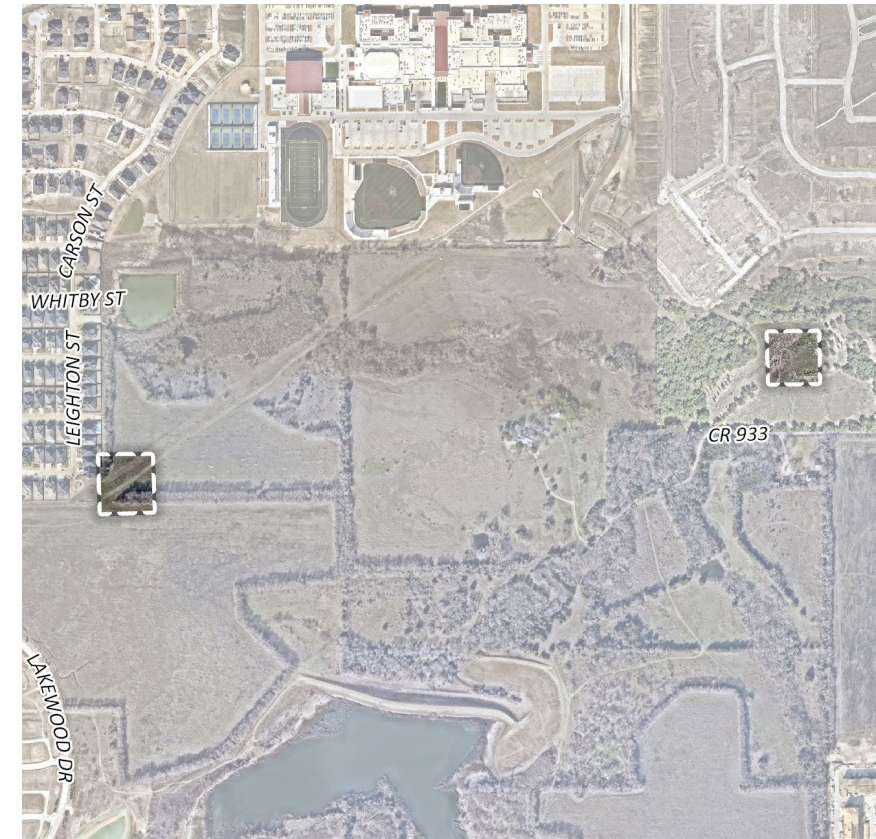
WINDSONG PARK



- Address:**
950 Cooper Canyon Dr
- Acres:**
7.55
- Classification:**
Neighborhood Park
- Amenities:**
- Trails (miles) - 0.42
 - Backstops - 2
 - Benches - 6
 - Grills - 2
 - Open Space
 - Parking
 - Pavilion - 1
 - Picnic Tables - 5
 - Playground - 1



BROOKHOLLOW/LANDPLAN PROPERTIES



Address:

Leighton St / County Road 933

Acres:

3.73

Classification:

Neighborhood Park (Future)

Amenities:

FUTURE
PUBLIC PARKS

COOL RIVER PARK



Address:
Starwood Dr / Cool River Tr

Acres:
7.53

Classification:
Neighborhood Park (Future)

Amenities:

CREEKSIDE PARK PROPERTY



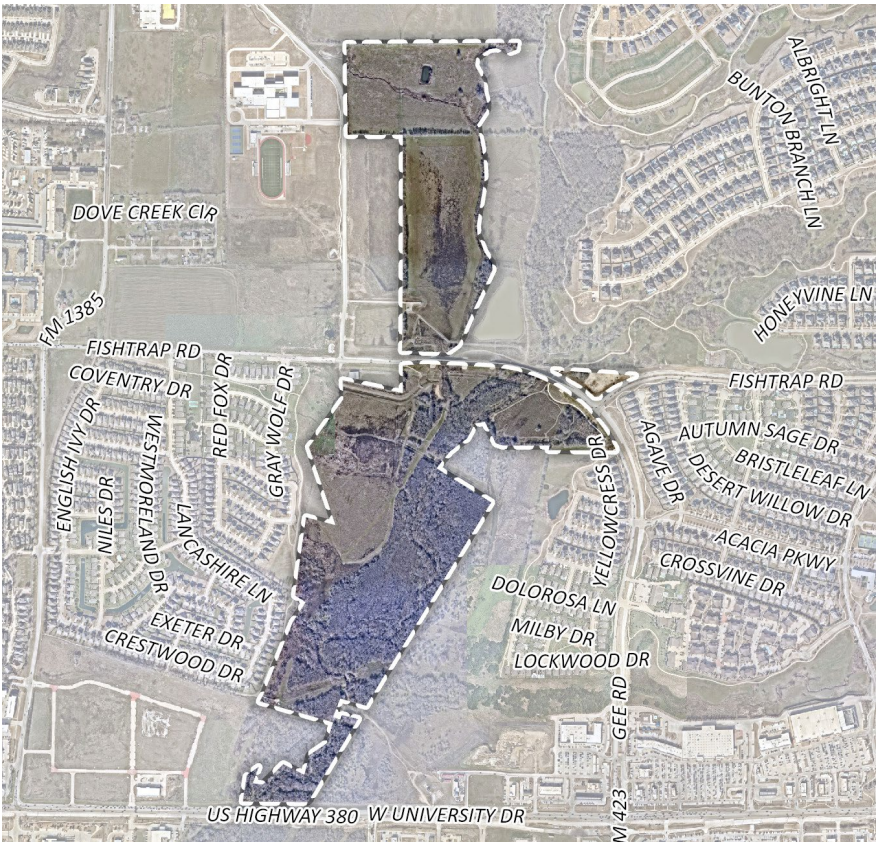
Address:
Hillary Dr

Acres:
17.72

Classification:
Neighborhood Park (Future)

Amenities:

DOE BRANCH PARK PROPERTY



Address:
Fishtrap Rd

Acres:
162.28

Classification:
Community Park (Future)

Amenities:

- Existing Trails (miles) - 0.17
- Nature Trails
- Mountain Bike Trails

LADERA PARK



Address:
South of Carrera Dr

Acres:
5.15

Classification:
Neighborhood Park (Future)

Amenities:

- Trails (miles) - 0.6
- Exercise Stations - 8

RAYMOND COMMUNITY PARK



- Address:**
2101 E First St
- Acres:**
69.67
- Classification:**
Community Park
(Under Construction)
- Amenities:**
- Trails (miles) - 1.39
 - Baseball Field - 4
 - Benches - 12
 - Concession Stand - 1
 - Drinking Fountains - 2
 - Open Space
 - Pavilion - 1
 - Picnic Tables - 11
 - Playground - 1
 - Pickleball Court - 8
 - Restrooms - 3
 - Soccer Field - 5
 - Batting Cages - 4

RUTHERFORD CREEK PARK PROPERTY



- Address:**
E University Dr / Lakewood Dr
- Acres:**
7.95
- Classification:**
Community Park (Future)
- Amenities:**

STAR TRAIL COMMUNITY PARK PROPERTY



Address:
1934 W First St

Acres:
33.44

Classification:
Community Park (Future)

Amenities:

WANDERING CREEK PARK



Address:
Malabar Hill Dr

Acres:
5.13

Classification:
Neighborhood Park (Future)

Amenities:

WHITLEY PLACE MEADOW AREA PROPERTY



Address:
Glacier Point Ct.

Acres:
2.47

Classification:
Pocket Park (Future)

Amenities:
• Butterfly / Pollinator Plantings

WINDSONG RANCH COMMUNITY PARK PROPERTY



Address:
Prosper Rd / Arlong Park Dr

Acres:
56.24

Classification:
Community Park (Future)

Amenities:

EXISTING PARK FACILITIES INVENTORY

PARK NAME	ADDRESS	CLASSIFICATION	OWNER TYPE	ACRES	TRAILS (MILES)
Boyer Park	401 E First St	Pocket Park	Public	0.43	
Cedar Grove Park	1500 Lonesome Dove Dr	Neighborhood Park	Public	9.88	0.58
Chapel Hill Hike & Bike Trail Area	North of E First St to Pointers Rd	Greenbelt	Public	2.48	0.21
Cockrell Park	4050 E Prosper Trl	Neighborhood Park	Public	8.42	0.2
Etheridge Park	Sandhills Ln / Good Hope Rd	Neighborhood Park	Public	7.63	0.3
Folsom Park	901 White River Dr	Neighborhood Park	Public	13.82	1.0
Frontier Park	1551 W Frontier Pkwy	Community Park	Public	79.71	1.7
Gates of Prosper Park Property	Gateway Dr	Neighborhood Park	Public	10.04	0.6
Hackberry Park	400 Goldenrod Ln	Neighborhood Park	Public	7.48	0.6
Hays Park	9008 Prestonview Dr	Pocket Park	Public	1.74	0.18
Lakes of La Cima Hike & Bike Trail Area (East)	West of S Coit Rd	Greenbelt	Public	7.52	0.48
Lakes of La Cima Hike & Bike Trail Area (West)	North of Kiowa Dr	Greenbelt	Public	6.60	0.61
Lakewood Park	621 S Coit Rd	Community Park	Public	22.83	0.28
Parvin Park	401 E Broadway St	Pocket Park	Public	2.34	
Patin Park	3950 E Prosper Trl	Community Park	Public	20.15	0.22
Pecan Grove Park	831 Del Carmen Dr	Neighborhood Park	Public	21.46	0.62
Prairie Park	842 Lavender Dr	Neighborhood Park	Public	6.73	0.45
Preston Lakes Park	775 Bridgeport Dr	Pocket Park	Public	3.21	0.17
Prosper Center Park	South of W First St to Legacy Dr	Community Park	Public	30.26	0.2
Star Meadow Park	901 Star Meadow Dr	Neighborhood Park	Public	7.60	0.5
Star Trace Park	600 Centenary Dr	Neighborhood Park	Public	7.57	0.42
Tanner's Mill Park	1641 Prince William Ln	Neighborhood Park	Public	8.88	0.58
Town Lake Park - Greenspoint	198 Townlake Dr	Community Park	Public	6.19	0.36
Town Lake Park - Whispering Farms	901 Woodview Dr	Community Park	Public	19.34	
Tucker Park	1454 E First St	Pocket Park	Public	1.35	
Whispering Farms Hike & Bike Area	SE of E Prosper Trl & N Coit Rd	Greenbelt	Public	11.25	2.1
Whitley Place Park	4001 Glacier Point Ct	Neighborhood Park	Public	23.18	1.02
Windsong Park	950 Copper Canyon Dr	Neighborhood Park	Public	7.55	0.42
Existing Public Parks Subtotal				355.66	13.80

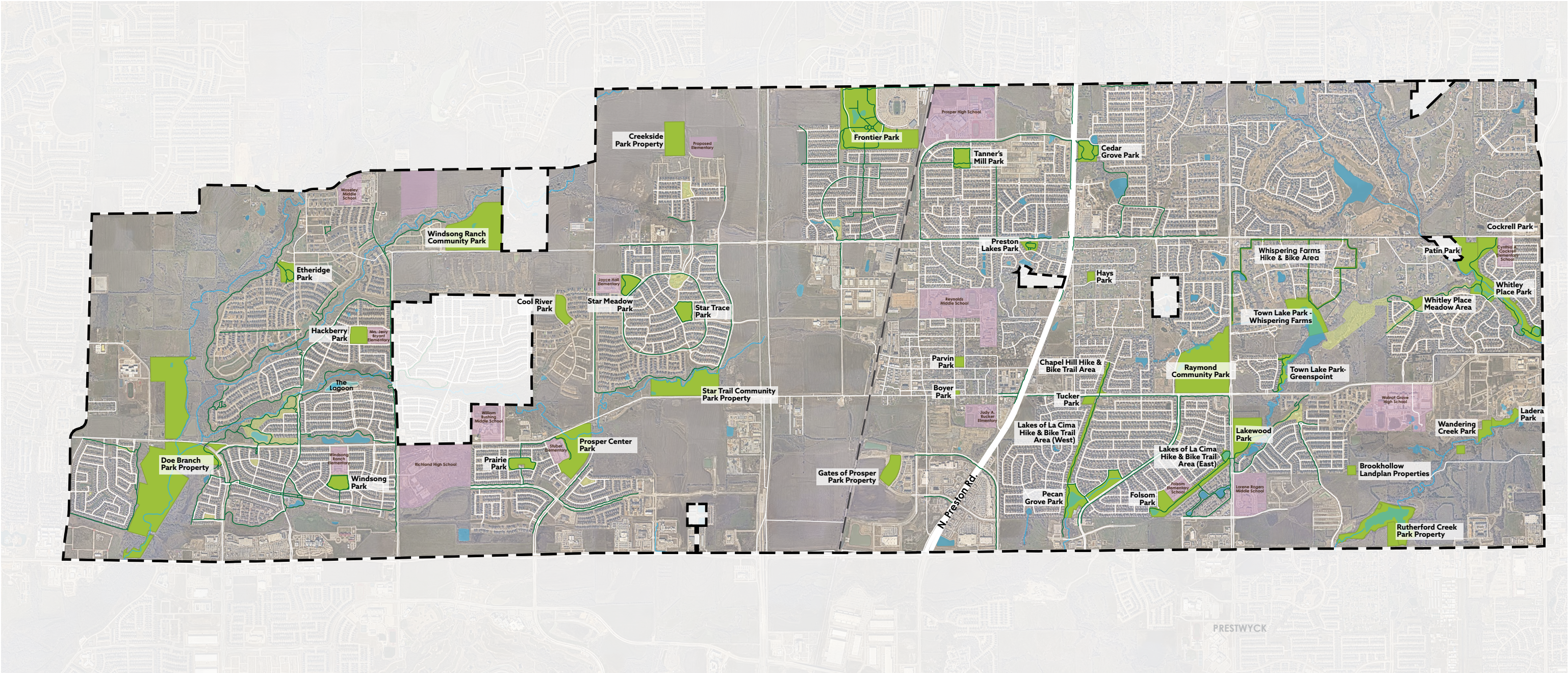
AMPHITHEATER / STAGE	BACKSTOPS	BASEBALL FIELD	BASKETBALL COURT (FULL)	BASKETBALL COURT (HALF)	BENCHES	CRICKET FIELD	CONCESSION STAND	DISC GOLF (HOLES)	DRINKING FOUNTAINS	DOG PARK	FISHING DOCK	FOOTBALL FIELD	NATURE AREA	OPEN SPACE	PADDLESPO RTS	PAVILION	PICKLEBALL COURT	PICNIC TABLES	PLAYGROUND	PRACTICE FIELD	RESTROOMS	SOCCER FIELD	SOFTBALL FIELD	SPLASH PAD	SWIMMING POOL	TENNIS COURT	WATER BODIES (POND / CREEK / LAKE)	VOLLEYBALL COURT
					6				1					Y														
					5								Y	Y				3										
													Y	Y														
														Y		1			1									
					3											1		3										
	2				6								Y	Y				3	1			1					Y	
	5	6			12		3		2			2		Y		3		26	3		3	11	2	Y			Y	
					4													6										
	2			2	12				1					Y		1	1	5	2									
					3								Y	Y		1		2	1									
														Y													Y	
														Y														
			1										Y	Y			3		1		1	3					Y	
														Y													Y	
													Y	Y														
					7								Y	Y		1		3	1								Y	
	2			2	7									Y		1		2	1									
														Y					1									
								9																				
	2			1	2									Y		1		4	1									
	2			1	2									Y		1		2	2									
	2		1											Y		1		3	1									
					2						Y		Y	Y	Y			1									Y	
											Y		Y	Y	Y	1											Y	
														Y						1								
													Y															
					2						Y		Y	Y		1		2									Y	
	2				6									Y		1		5	1									
0	19	6	2	6	79	0	3	9	4	0	3	2	11	24	2	15	4	70	17	1	4	15	2	1	0	0	9	0

EXISTING PARK FACILITIES INVENTORY

PARK NAME	ADDRESS	CLASSIFICATION	OWNER TYPE	ACRES	TRAILS (MILES)
Brookhollow/Landplan Properties	Leighton St / County Road 933	Neighborhood Park (Future)	Public	3.73	
Cool River Park	Starwood Dr / Cool River Tr	Neighborhood Park (Future)	Public	7.53	
Creekside Park Property	Hillary Dr	Neighborhood Park (Future)	Public	17.72	
Doe Branch Park Property	Fishtrap Rd	Community Park (Future)	Public	162.28	0.17
Ladera Park	South of Carrera Dr	Neighborhood Park (Future)	Public	5.15	0.4
Raymond Community Park	2101 E First St	Community Park (Future)	Public	69.67	1.39
Rutherford Creek Park Property	E University Dr / Lakewood Dr	Community Park (Future)	Public	7.95	
Star Trail Community Park Property	1934 W First St	Community Park (Future)	Public	33.44	
Wandering Creek Park	Malabar Hill Dr	Neighborhood Park (Future)	Public	5.13	
Whitley Place Meadow Area Property	Glacier Point Ct	Pocket Park (Future)	Public	2.47	
Windsong Ranch Community Park Property	Prosper Rd / Arlong Park Dr	Community Park (Future)	Public	56.24	
Future Public Parks Subtotal				371.31	1.96
Public Parks Existing and Future Total				726.97	15.76

AMPHITHEATER / STAGE																												
BACKSTOPS																												
BASEBALL FIELD																												
BASKETBALL COURT (FULL)																												
BASKETBALL COURT (HALF)																												
BENCHES																												
CRICKET FIELD																												
CONCESSION STAND																												
DISC GOLF (HOLES)																												
DRINKING FOUNTAINS																												
DOG PARK																												
FISHING DOCK																												
FOOTBALL FIELD																												
NATURE AREA																												
OPEN SPACE																												
PADDLESPTS																												
PAVILION																												
PICKLEBALL COURT																												
PICNIC TABLES																												
PLAYGROUND																												
PRACTICE FIELD																												
RESTROOMS																												
SOCCER FIELD																												
SOFTBALL FIELD																												
SPLASH PAD																												
SWIMMING POOL																												
TENNIS COURT																												
WATER BODIES (POND / CREEK / LAKE)																												
VOLLEYBALL COURT																												

EXISTING PARK FACILITIES



LEGEND

- Town Park
- Trail
- School
- Water Bodies
- Roadways



POPULATION & DEMOGRAPHICS

4



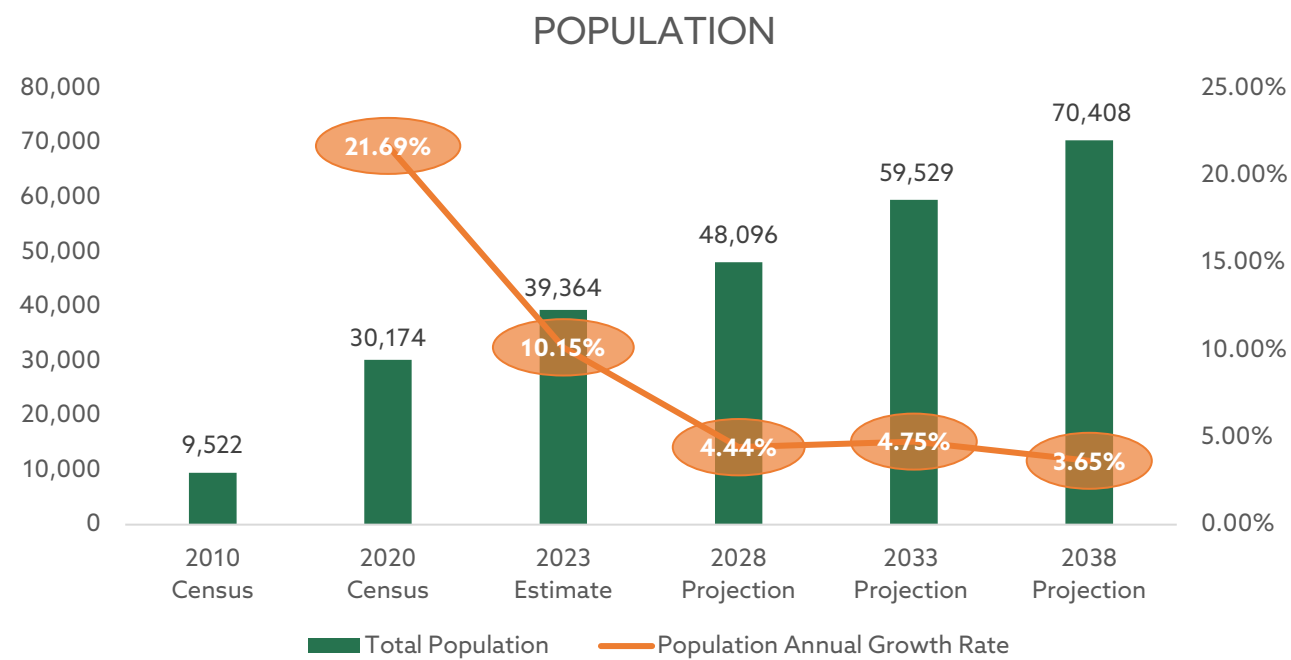
39,364	2023 Population
10.15%	Annual Growth Rate (2020-2023)
70,408	Projected Population (2038)
5.26%	Projected Growth Rate (2038)
\$164,477	Median Income

Population & Demographics

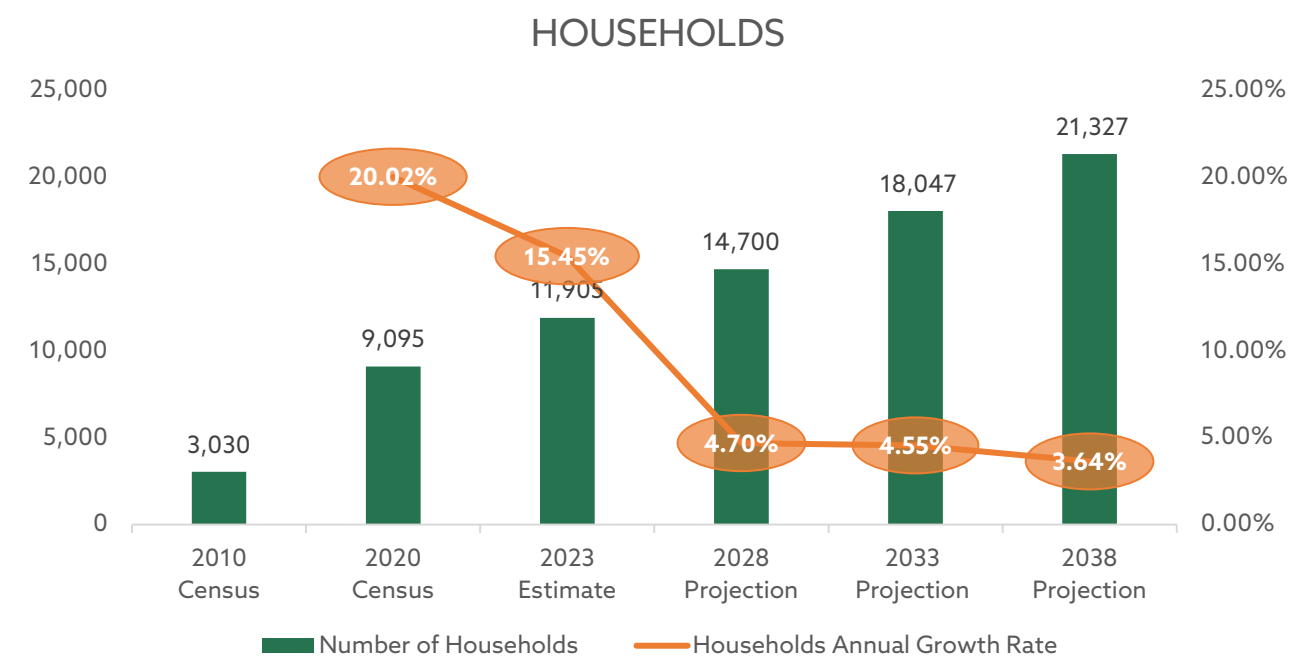
Understanding the projected population of a community is important in planning a balanced park system, both in terms of physical layout and financial resources. The design and development of public facilities are directly influenced by the usage patterns of residents. The location, size, and amenities of parks should be shaped by the density and distribution of the population that will use them.

As of 2023, Prosper had a population of 39,364, with an annual growth rate of 10.15% from 2020 to 2023. With a projected population of 70,408 by 2038, the Town must plan for this significant growth. By analyzing demographic trends, Town staff can better anticipate future needs and plan the park system’s growth to meet the demands of an expanding population.

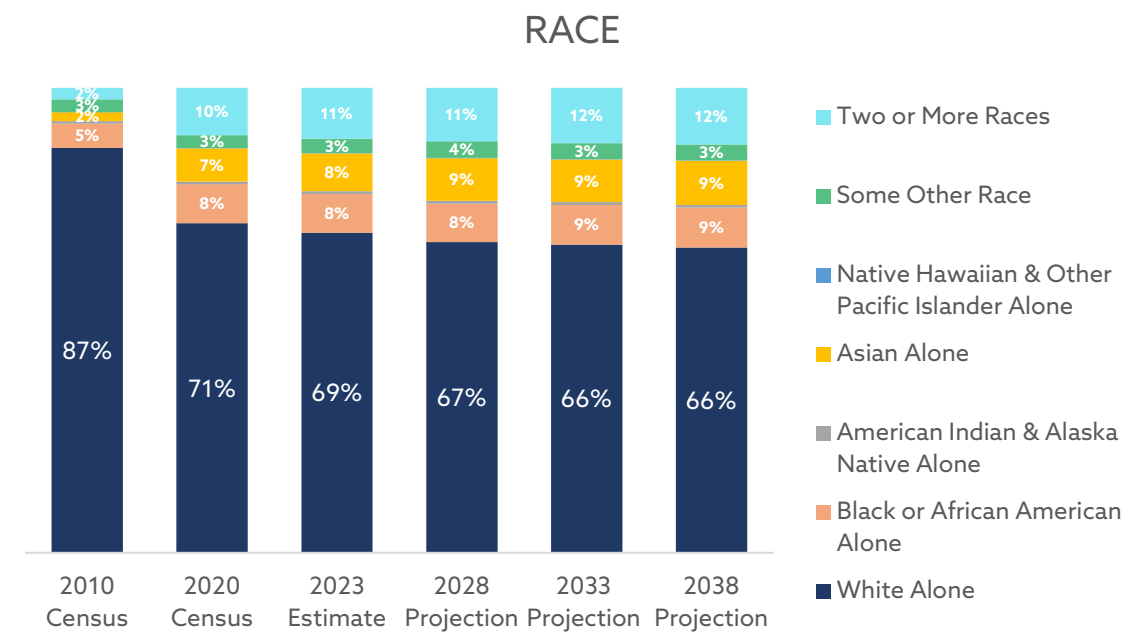
This section provides an overview of key demographic trends in Prosper over the past five to ten years, offering valuable insights for planning parks and recreational facilities in the future.



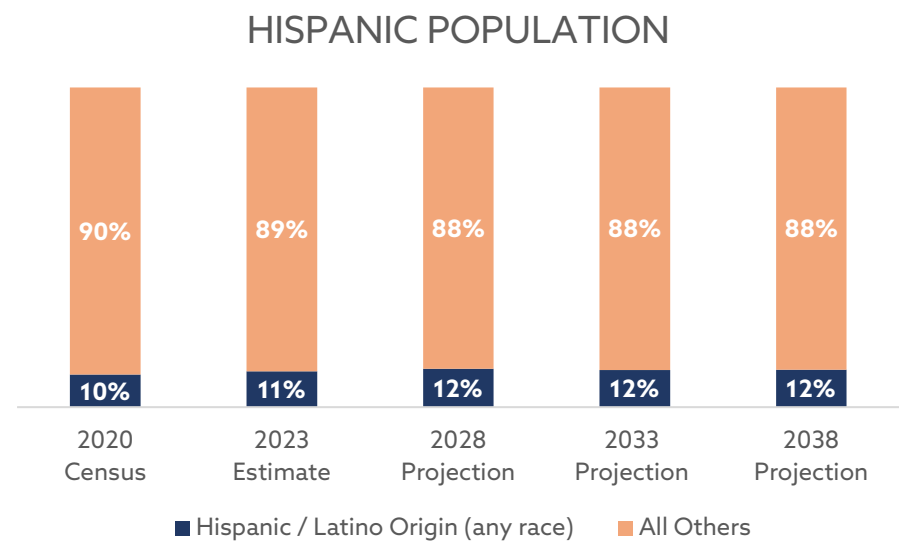
The 2023 population of Prosper is approximately 39,364. This is an 21.69% increase in population from 2020. The rate of growth will continue to grow but at a slower rate between 3.65-4.75% over the next 10 years. The Town is projected to reach over 70,400 by 2038.



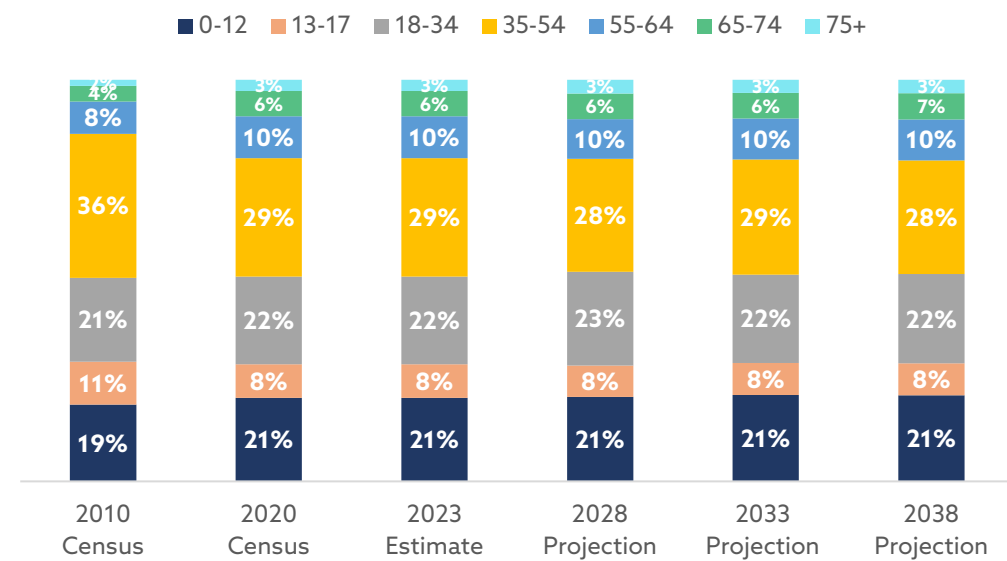
Similar to growth shown for the Town’s population, the number of households are projected to continue to increase but at a slower rate than seen in 2020 and 2023. In 2023 there was an estimated 11,905 households and the 2038 projection is shown at 21,327, almost double that of the households in 2023.



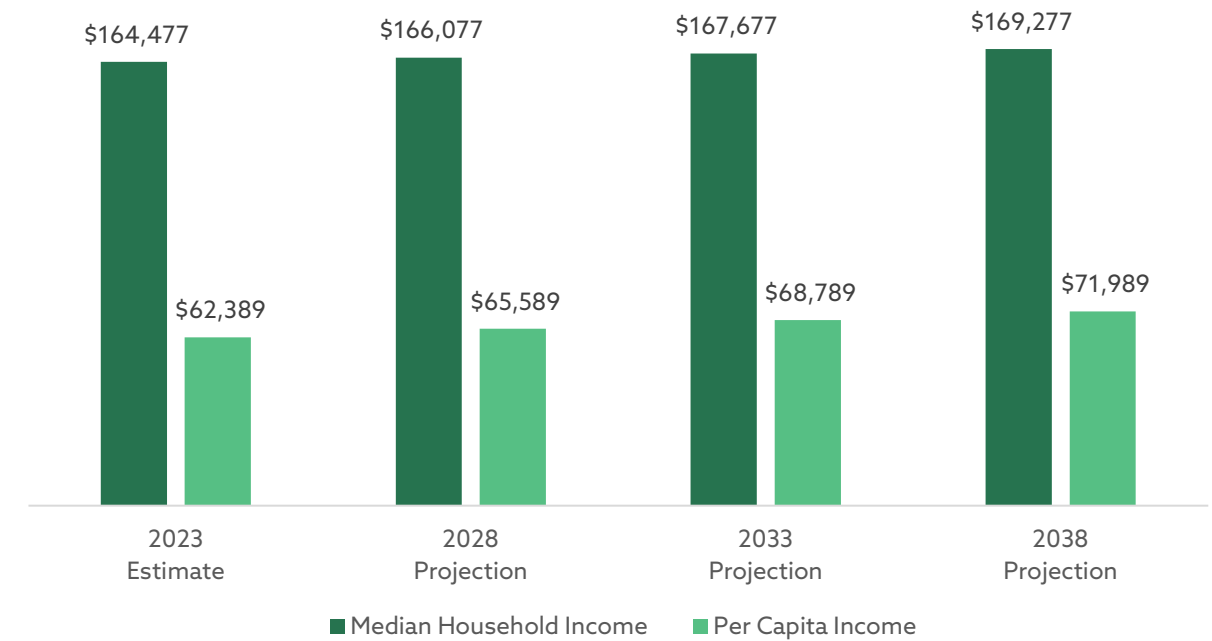
The race in Prosper remains predominantly White; however, the community’s diversity has gradually increased over the years and is expected to continue evolving in the coming years as it continues to grow.



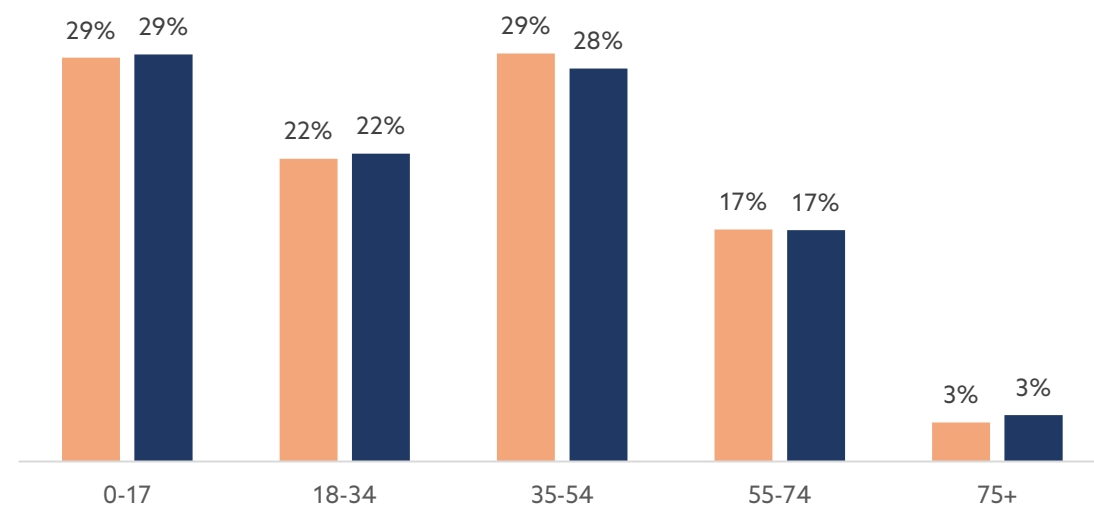
POPULATION BY AGE SEGMENTS



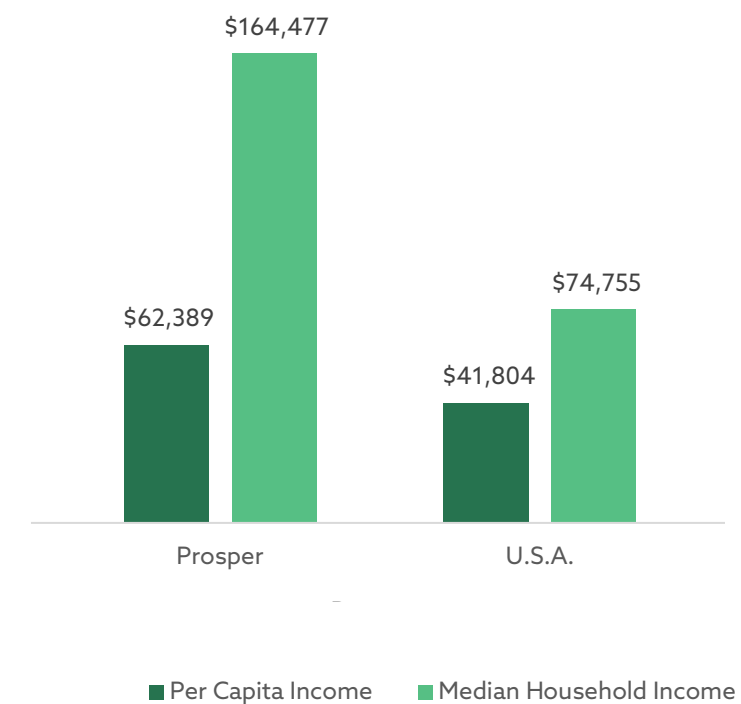
INCOME CHARACTERISTICS



2023 Estimate 2038 Projection

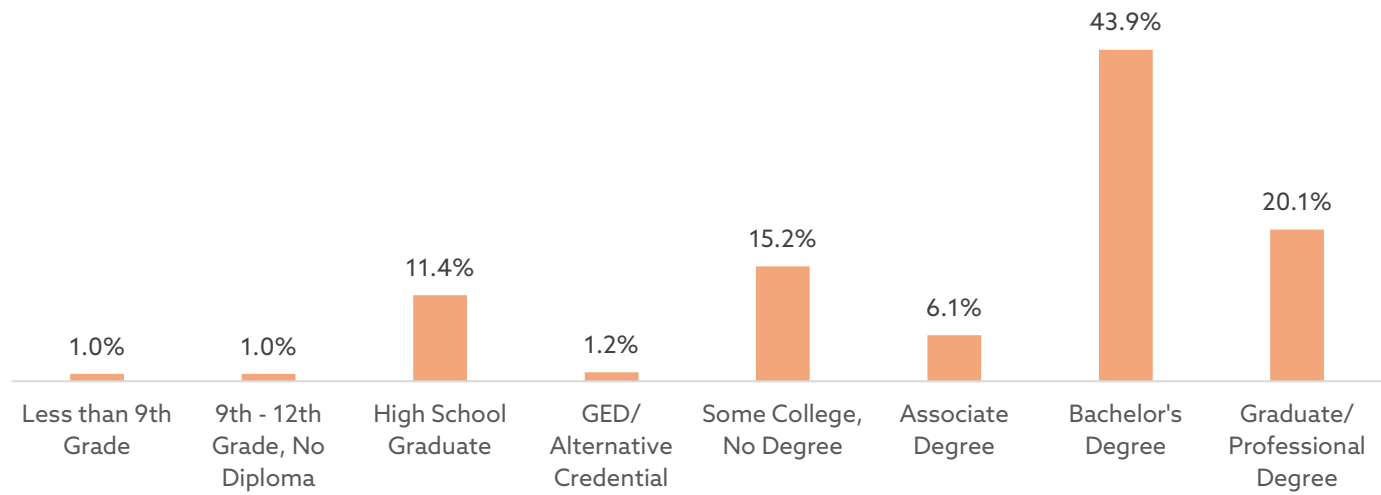


COMPARATIVE INCOME

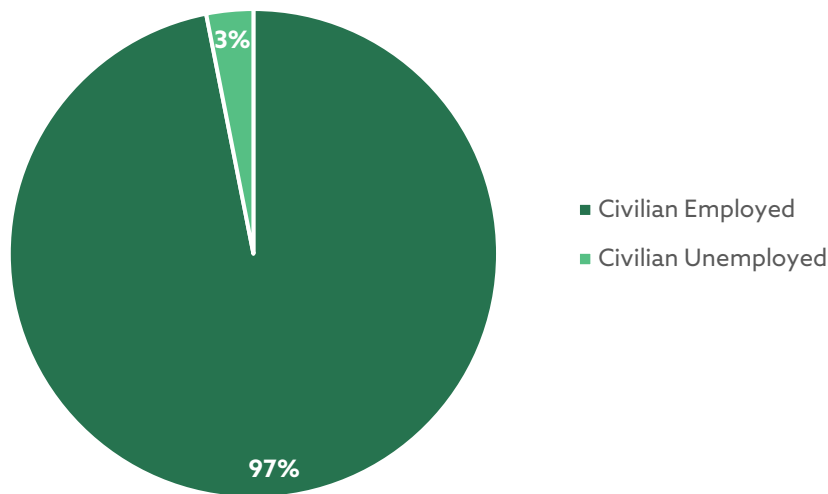


Prosper is trending toward a younger age demographic, with a growing number of young families expected in the coming years. This shift highlights the importance of ensuring sufficient amenities for this demographic, including trails, recreational programming, playgrounds, athletic fields, and spraygrounds.

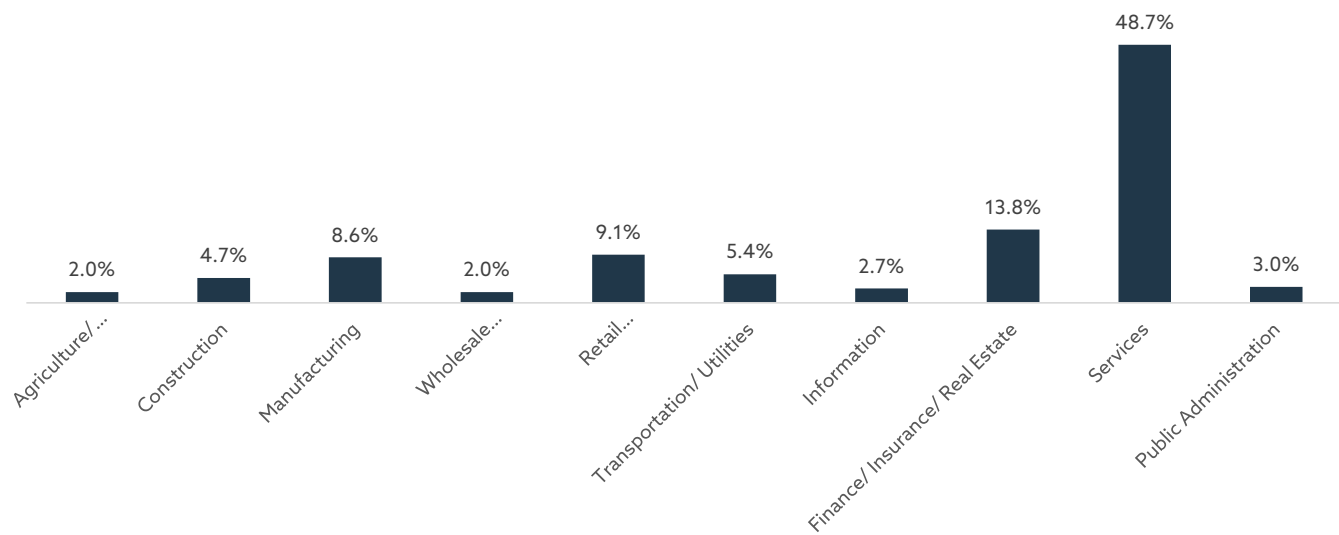
EDUCATION ATTAINED (25+ YEARS OLD)



CIVILIAN POPULATION 16+ IN LABOR FORCE



EMPLOYED POPULATION (16+) BY INDUSTRY



POPULATION & DEMOGRAPHICS SUMMARY

2023 Demographic Comparison		Prosper	USA
Population	Annual Growth Rate (2020 -2023)	10.15%	0.61%
	Projected Annual Growth Rate (2023-2038)	5.26%	0.30%
Household	Annual Growth Rate (2023-2038)	15.45%	0.81%
	Average Household Size	3.31%	2.53%
Age Segment Distribution	Ages 0 - 19	32%	24%
	Ages 20 - 34	19%	20%
	Ages 35 - 54	30%	25%
	Ages 55 - 74	17%	23%
	Ages 75+	3%	7%
Race Distribution	White Alone	68.8%	60.6%
	Black Alone	8.4%	12.5%
	American Indian	0.6%	1.1%
	Asian	8.1%	6.2%
	Pacific Islander	0.1%	0.2%
	Some other Race	3.1%	8.7%
	Two or More Races	10.9%	10.6%
Hispanic / Latino Population	Hispanic / Latino Origin (any race)	11.2%	19.4%
	All Others	88.8%	8.6%
Income Characteristics	Per Capita Income	\$62,389	\$41,310
	Median Household Income	\$164,477	\$72,603



STANDARDS

5



5

Pocket Parks

13

Neighborhood Parks

6

Community Parks

4

Greenbelt/Linear Parks

Standards

As the team evaluated the current park system, it was important to understand the diversity of parks, facilities, and open spaces used for recreation. A key aspect of this evaluation was not only addressing the needs of the existing population but also considering future growth. This Master Plan incorporates some traditional national standards set by the National Recreation and Park Association (NRPA) for park facility development. These standards have long served as a foundation for the park and recreation industry, providing:

- A national benchmark for minimum acceptable facilities for both urban and rural communities
- Guidelines for determining land requirements for various types of parks and recreation areas
- A framework for aligning recreation needs with spatial analysis in a community-wide system of parks.
- A tool for justifying the need for parks & open spaces within the broader land use planning of a community

The purpose of these standards is to provide guidelines that are applicable for the planning, acquisition, and development of park systems. These traditional standards serve as a reference and may include variations to reflect the unique social and geographical conditions of each community.

This section summarizes a comparison of Prosper’s park system to standards for acreage per population, park facilities per population, and other facility standards. These standards should be used in conjunction with the expertise of park planners when evaluating how these most appropriately apply to Prosper.

PARK CLASSIFICATION SYSTEM

As the team evaluated the Prosper park system, they slightly revised the classification of each park by type, size, service area, and acres per 1,000 population. The following seven (7) NRPA classifications for parks were used for this Master Plan:

Pocket Park (Mini Park) is used to address limited, isolated, or unique recreational needs of concentrated populations. Typically, 1/4 mile away, the size of a Pocket Park ranges between 2,500 square feet and 1 acre in size. These parks may be either active or passive but speak to a specific recreational need rather than a particular density. Traditional NRPA standards for these parks are .25 to .50 acres per 1,000 population.

Neighborhood Parks serve a variety of age groups within a limited area or “neighborhood”. They range in size from 1-15 acres and generally serve residents within a 1/4 to 1/2 mile radius. The neighborhood park is an area for active recreation such as field games, court games, playgrounds, picnicking, etc. Facilities are generally unlighted and there is limited parking, if any, on site. Traditional NRPA standards for these parks are 1 to 2 acres per 1,000 population.

Community Parks are larger than neighborhood parks and serve several neighborhoods. They range in size from 16-99 acres and serve the entire City. The community park may be a natural area or developed area for a variety of outdoor recreation such as ballfields, playgrounds, boating, fishing, swimming, camping, picnicking, and trail systems. Traditional NRPA standards for these parks are 5 to 8 acres per 1,000 population.

Metropolitan Parks are large park facilities that serve multiple surrounding communities. They range in size from 100-499 acres and serve the entire City. The metropolitan park is a natural area or developed area for a variety of outdoor recreation such as ballfields, playgrounds, boating, fishing, swimming, camping, picnicking, and trail systems. Traditional NRPA standards for these parks are 5 to 10 acres per 1,000 population.



Regional Parks are very large multi-use parks that serve several communities within a particular region. They range in size from 500 acres and above and serve those areas within a one hour driving distance. The regional park provides both active and passive recreation, with a wide selection of facilities for all age groups. They may also include areas of nature preservation for activities such as sight-seeing, nature study area, wildlife habitat, and conservation areas. Traditional NRPA standards for regional parks vary due to the specific site and natural resources.

Special Use Areas and parks are for specialized or single purpose recreation activities. NRPA defines these areas such as historical areas, nature centers, marinas, zoos, conservatories, arboretums, arenas, amphitheaters, plazas, or community squares. There are no specific standards for size or acreage since each community will vary.

Linear Parks are built connections or natural corridors that link parks together. Typically, the linear park is developed for one or more modes or recreational travel such as walking, jogging, biking, in-line skating, hiking, horseback riding, and canoeing. NRPA does not have any specific standards for linear parks other than they should be sufficient to protect the resources and provide maximum usage.

PARK LAND CONSIDERATIONS

With over 360 acres of developed parkland and successful public-private partnerships, the Town of Prosper has made significant progress in maximizing recreational and leisure opportunities for its rapidly growing community.

For the current population, the Town meets general park provision standards. Any shortfall in parkland is mitigated by the availability of HOA and private parks throughout the community. As Prosper’s population is projected to reach 70,408 by 2038, neighborhood parks will continue to be complemented by HOA and private parks. However, the Town may face an overall deficit in parkland acreage and will need to plan for additional land acquisition or strategic partnerships to address the community’s future needs.

The following pages provide a detailed comparison of standard guidelines as they apply to both the current and projected populations of Prosper.

POCKET PARKS

The Town currently provides 9.08 acres of Pocket Parks, which marks a 34% increase since the 2015 Master Plan. Additionally, HOA parks contribute 4.66 acres of facilities and amenities, further enhancing the Town’s overall park acreage. This combined effort positions Prosper’s level of service for pocket parks within just under the range recommended for a community of its size for Pocket Parks. There is an additional 2.47 acres to be developed in the future to supplement the future total pocket park acreage.

NEIGHBORHOOD PARKS

The Town currently provides 140.25 developed acres of Neighborhood Parks, which marks a 50% increase since the 2015 Master Plan. HOA parks contribute nearly 29.38 acres of facilities and amenities, further enhancing the Town’s overall park acreage. This combined effort positions Prosper’s level of service for neighborhood parks over the upper range recommended for a community of its size. As Prosper continues to grow with new single-family developments, this beneficial relationship is expected to continue ensuring that community needs are met. Approximately 39.26 acres of parkland are expected to be developed to neighborhood parks in the next five-ten years.



COMMUNITY PARKS

The Town currently has over 178 acres of Community Parks. This park type makes up the most acreage and number of parks in the Town. These parks include Frontier Park, Lakewood Park, Patin Park, Prosper Center Park, and Towne Lake Park. The future development of Doe Branch, Raymond Park, Rutherford Creek Property, Star Trail Community Park, and Windsong Ranch Community Park Property will help provide an additional 330 acres. As the Town continues to expand, additional Community Park land should be considered for development.

LINEAR PARKS

The Town currently maintains 27.85 acres of linear/greenbelt parks. While NRPA does not provide specific acreage recommendations for this park classification, Prosper may have future opportunities to acquire additional land in this category. Such acquisitions would support the expansion of linear trail connections, helping to link key areas such as parks, schools, neighborhoods, commercial zones, and neighboring communities.

NRPA PARK ACREAGE GUIDELINES

Type	Size/Acres	Service Area*	Acres per 1,000 Population
Pocket Park	2500 S.F. - 1 Acre	Less Than 1/4 Mile Distance in Residential Setting	.25 - .5 ac/1,000
Neighborhood Park	1-15 Acres	One Neighborhood ¼ to ½ Mile Radius	1.0-2.0 ac/1,000
Community Park	16-99 Acres	Several Neighborhoods	5.0-8.0 ac/1,000
Metropolitan Park	100-499 Acres	Several Communities Within 1 Hour Driving	5.0-10.0 ac/1,000
Regional Park	500+	Several Communities Within 1 Hour Driving	Variable
Special Use Areas	Varies Depending on Desired Size	No Applicable Standard	Variable
Linear Park	Sufficient Width to Protect the Resource and Provide Maximum Usage	No Applicable Standard	Variable
Total			11.25-20.5 Ac/1,000 Population

* The graphic on page 94 illustrates the service areas of each park facility in Prosper’ existing system.

NRPA PARK ACREAGE GUIDELINES
COMPARED TO CURRENT POPULATION

Classification	Existing Acreage	NRPA Guidelines for 2023 Population of 39,364	Difference Between NRPA Guidelines and Existing Prosper Parks
		Range	Range
Pocket Park	9.08	9.84 - 19.68	(0.77) - (10.61)
Neighborhood Park	140.25	39.36 - 78.73	100.89 - 61.52
Community Park	178.49	196.82 - 314.91	(18.33) - (136.42)
Greenbelt/Linear Parks	27.85	n/a	n/a
Total:	355.66	246.03 - 413.32	109.64 - (57.66)

NRPA PARK ACREAGE GUIDELINES
COMPARED TO FUTURE POPULATION (2038)

Classification	Existing + Future Acreage	NRPA Guidelines for 2038 Population of 70,408	Difference Between NRPA Guidelines and Existing Prosper Parks
		Range	Range
Pocket Park	11.54	17.60 - 35.20	(6.06) - (23.66)
Neighborhood Park	179.51	70.41 - 140.82	109.1 - 38.7
Community Park	508.07	352.04 - 563.26	156.03 - (55.2)
Greenbelt/Linear Parks	27.85	n/a	n/a
Total:	726.97	440.05 - 739.28	(84.39) - (383.62)

NRPA 2024 AGENCY PERFORMANCE REVIEW OUTDOOR PARK FACILITIES

Types of Facilities	Median Number of Residents per Facility			
	Percent of Agencies	All Agencies	Population of Jurisdiction	
			20,000 to 49,999	50,000 to 99,000
Playgrounds or Play Structures	93%	3,750	3,105	3,707
Diamond Fields	85%	4,063	3,007	3,675
Basketball Courts	84%	8,000	7,501	8,363
Rectangular Fields	83%	5,000	3,333	4,070
Tennis Courts	72%	6,003	5,461	5,865
Dog Parks	68%	46,917	27,508	55,135
Community Gardens	52%	34,105	27,262	56,150
Swimming Pools	49%	45,919	27,081	46,353
Skateboard Park	46%	54,750	33,167	60,904
Pickleball	42%	12,597	7,737	10,500
Volleyball Courts	23%	27,640	14,280	26,612
Splashpads	23%	54,010	30,629	54,100
Disc Golf Course	20%	76,780	29,445	58,603

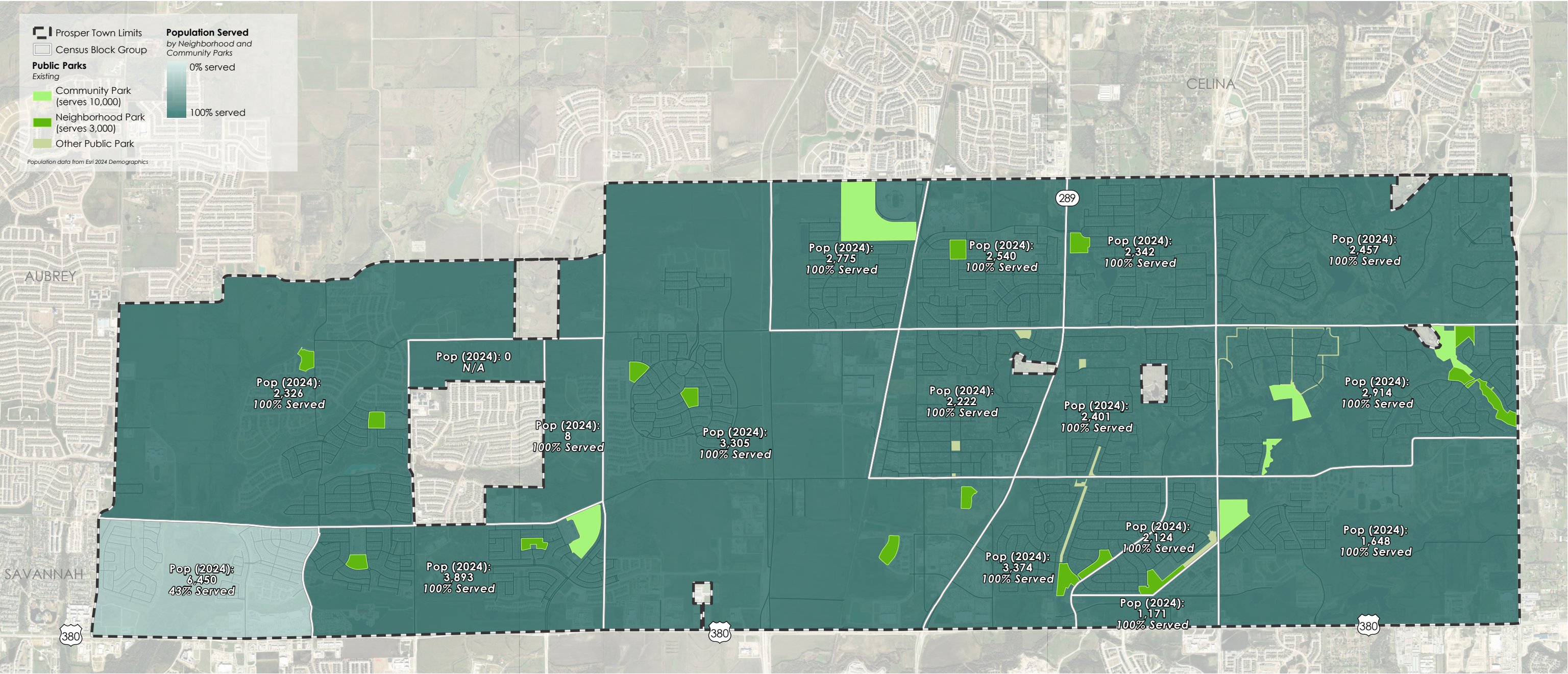
FACILITY DEVELOPMENT STANDARDS APPLIED TO PROSPER

Activity/ Facility	Recommended Guidelines: Facilities Per Population	Existing Facilities in Prosper	Recommended Guidelines: Facilities for 2024 Population of 39,364	Recommended Guidelines: Facilities for Projected 2038 Population of 70,408
Baseball Fields	1 per 4,000 ¹	6	9	17
Basketball Courts (Outdoor)	1 per 5,000 ²	8	7	14
Football Fields	1 per 20,000 ²	2	1	3
Pavilion/Picnic Shelter	1 per 3,000 ¹	15	13	23
Picnic Tables	1 per 3,000 ¹	70	131	234
Playgrounds	1 area per 1,000 ²	17	39	70
Recreation Center	1 SF per person	900 SF	39,364	70,408
Soccer Fields (League)	1 per 4,000 ¹	15	9	17
Softball Fields	1 per 4,000 ¹	2	9	17
Swimming Pool (Outdoor)	1 per 20,000 ²	0	1	3
Tennis Courts	1 court per 2,000 ²	0	19	35
Trails	1 mile per 4,000 ²	62 miles	9	17
Volleyball Courts (Outdoor)	1 per 5,000 ²	0	7	14

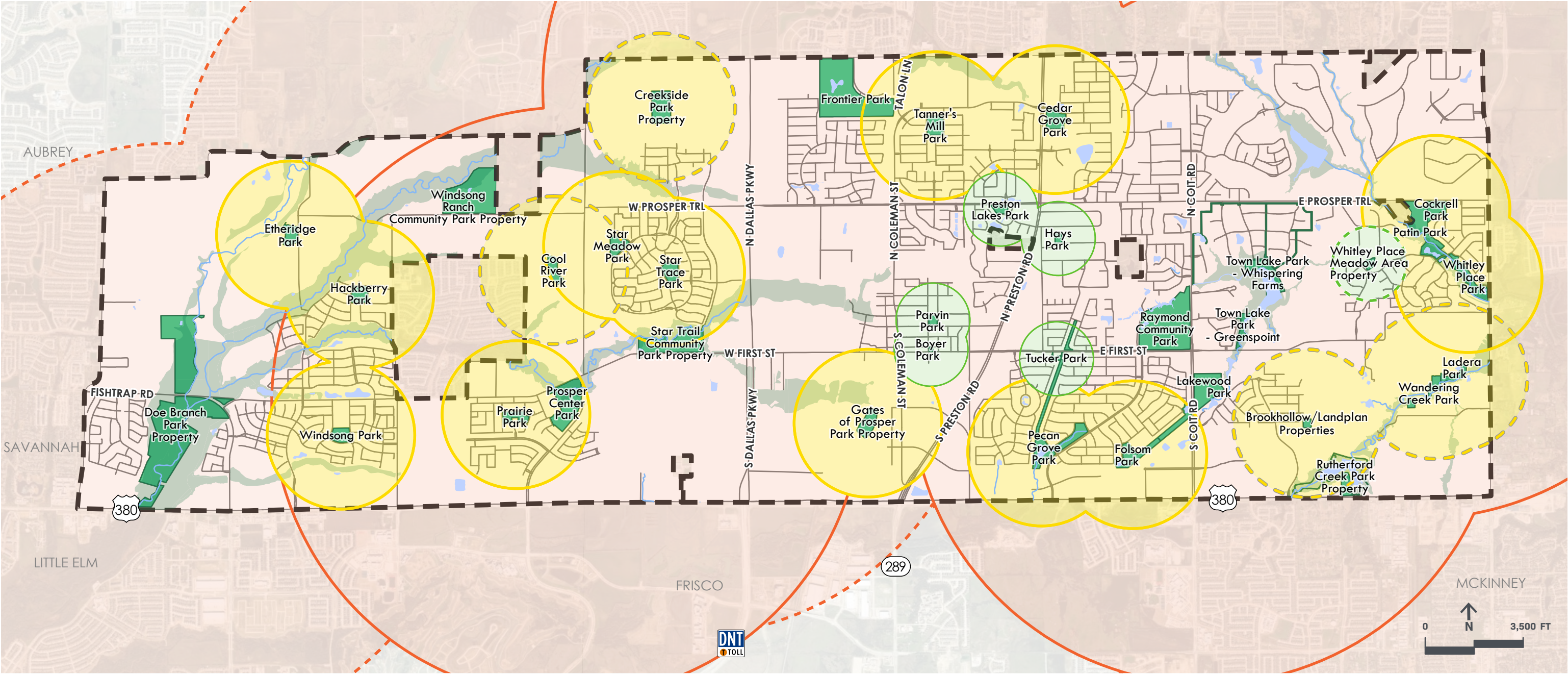
¹ Dunaway recommendation for high use by Youth Sports.

² Facility guidelines from NRPA guidelines as well as DFW area standards.

PROSPER PARK ACCESS BASED ON POPULATION



PROSPER PARK SERVICE AREAS



10 MINUTE WALK TO RECREATION

The “10-Minute Walk” initiative, led by the Trust for Public Land (TPL), National Recreation and Park Association (NRPA), and the Urban Land Institute (ULI), aims to help municipalities provide equitable access to quality recreational spaces. The initiative recommends that all residents should live within a 10-minute walk, roughly half a mile, from a recreational facility, reflecting the typical distance people are willing to travel to access these spaces. This standard serves as a benchmark for assessing the availability of recreational opportunities and resources close to home. The illustrations above show the proximity of park facilities within the Town.

LEGEND

- Existing Community Park (2 mi) ○
- Future Community Park (2 mi) ○
- Existing Neighborhood Park (0.5 mi) ●
- Future Neighborhood Park (0.5 mi) ●
- Existing Pocket Park (0.25 mi) ●
- Future Pocket Park (0.25 mi) ●



BENCHMARK ANALYSIS

6



Beard Park, Little Elm, TX

Benchmarked Agencies:

- Allen
- Coppell
- Frisco
- Grapevine
- Little Elm
- The Colony

Benchmark Comparisons:

- System Inventory
 - Acres Owned / Managed*
 - Trail Miles*
 - Acres Developed vs Acres of Natural Areas*
 - Number of Developed Parks*
 - Total Playgrounds*
 - Recreation Facilities & Aquatics*
- Staffing
- Operating Expense
- Programming

Benchmark Analysis

The Prosper Parks and Recreation Department (“Department”) identified operating metrics to benchmark against comparable parks and recreation agencies. The goal of this analysis is to evaluate how Prosper is positioned amongst peer best-practice agencies, therefore, the information sought was a combination of operating metrics that factor budgets, staffing levels, programming, and inventories.

Information used in this analysis was obtained directly from each participating benchmark agency (when available) and information available through the National Recreation and Park Association’s (NRPA) Park Metrics Database.

Due to differences in how each system collects, maintains, and reports data, variances may exist. These variations can impact the per capita and percentage allocations, and the overall comparison must be viewed with this in mind. The benchmark data collection for all systems was complete as of August 2024, and it is possible that information in this report may have changed since the original collection date. In some instances, the information was not tracked or not available from the participating agencies, which is indicated by a blank space in the data tables where the information was missing.

The agencies listed below were selected for benchmarking because they are communities of varying sizes, are located in the Dallas-Fort Worth metroplex, and possess varying socioeconomic characteristics. The variety of the populations served by these agencies will allow Prosper to benchmark itself against communities of similar size as well as communities that they may strive to measure up against in the future.

These benchmarked agencies include the following:

- Allen Parks & Recreation Department (TX)
- Coppell Parks & Recreation Department (TX)
- Frisco Parks & Recreation Department (TX)
- Grapevine Parks & Recreation Department (TX)
- Little Elm Parks & Recreation Department (TX)
- The Colony Parks & Recreation Department (TX)

Agency	Jurisdiction Type	Population	Jurisdiction Size (Sq. Mi.)	Population per Sq. Mi.
Allen Parks & Recreation	City	118,500	27.11	4,371.08
Little Elm Parks & Recreation	City	58,511	16.60	3,524.76
Frisco Parks & Recreation	City	231,115	70.00	3,301.64
Coppell Parks & Recreation	City	42,026	14.73	2,853.09
The Colony Parks & Recreation	City	45,367	16.10	2,817.83
Prosper Parks & Recreation	City	39,364	25.45	1,546.72
Grapevine Parks & Recreation	City	52,583	35.87	1,465.93

The table above lists each benchmark agency in the study, arranged by population per square mile.

Of all agencies examined, Prosper’s served population is the smallest of the benchmarked agencies (at 39,364). Prosper’s jurisdiction size served (25.45 square miles), landed in the middle of the pack, giving the community a population per square mile on the lower end (approximately 1,547 residents per square mile) as a result.

BENCHMARK COMPARISON

System Inventory

The following tables provide a general overview of each system’s inventory, including total park acreage, trail mileage, and recreation facilities. Assessing the level of service for park acres, Prosper ranks near the middle of those agencies evaluated for amount of total park acres with 727 total acres owned or managed. In terms of acres per population, Prosper has 18.47 acres per 1,000 residents, which nears the top of the list in this analysis, and is well above the NRPA median for agencies serving similar sized communities (11.3 acres of parkland per 1,000 residents). Prosper owns and manages 62 total miles of trails resulting in 1.58 trail miles per 1,000 residents, which is the highest value of any city in this analysis by comparison.

Agency	Total Acres Owned or Managed	Total Miles of Trail Owned or Managed	Acres per 1,000 residents	Trail Miles per 1,000 residents
Prosper Parks & Recreation	727	62.00	18.47	1.58
Grapevine Parks & Recreation	1,740	65.24	33.10	1.24
Little Elm Parks & Recreation	639	46.60	10.92	0.80
The Colony Parks & Recreation	1,517	32.98	33.44	0.73
Coppell Parks & Recreation	644	29.60	15.32	0.70
Allen Parks & Recreation	2,251	83.00	19.00	0.70
Frisco Parks & Recreation	2,423	33.00	10.48	0.14
NRPA Median for agencies serving 20,000 to 49,999: 11.3 acres of parkland per 1,000 residents				

This analysis also included a breakdown of each agency’s parkland acres that are developed (and/ or regularly maintained) or undeveloped (mostly considered natural areas or open space), as well as the amount of trail mileage that is paved/hard surface trail and the amount that is unpaved/ soft surface trail. Prosper owns less developed acres (356) than acres of natural areas and open space (371) – which includes parkland to be developed in the future – and owns more miles of paved/hard surface trail (49) than unpaved/soft surface trail (13). The NRPA median is 8 total miles of trail, which Prosper and a few other benchmarked agencies surpass.

Agency	Acres Developed / Regularly Maintained	Acres of Natural Areas / Open Space	Total Miles of Paved/Hard Surface Trail	Trail Miles of Unpaved / Soft Surface Trail
The Colony Parks & Recreation	880.51	636.40	18.93	14.05
Grapevine Parks & Recreation	1,440.42	300.00	51.33	13.91
Prosper Parks & Recreation	355.66	371.31	49.00	13.00
Coppell Parks & Recreation	485.55	158.30	23.50	6.10
Frisco Parks & Recreation	1,530.00	893.00	29.60	3.40
Little Elm Parks & Recreation	213.10	426.00	45.00	1.60
Allen Parks & Recreation	1,403.35	847.60	81.72	1.28
NRPA Median for agencies serving 20,000 to 49,999: 8 total miles of trail				

Each benchmarked agency was also benchmarked for their total number of developed parks, playgrounds, rectangular sports fields, and diamond sports fields. Prosper was firmly in the middle of this section of the analysis, with 28 developed parks, and 17 playgrounds.

Agency	Total Developed Parks	Total Playgrounds
Frisco Parks & Recreation	77	50
Allen Parks & Recreation	55	39
Grapevine Parks & Recreation	35	32
The Colony Parks & Recreation	30	19
Prosper Parks & Recreation	28	17
Coppell Parks & Recreation	17	10
Little Elm Parks & Recreation	9	10

The benchmarking analysis also included the number of indoor recreation facilities and outdoor aquatic centers/pools owned or managed by each agency. Prosper has 1 indoor recreation facility that is roughly 900 square feet, resulting in a very low total square footage for indoor facilities and indoor recreation square footage per 1,000 residents. Additionally, Prosper is the only city in this analysis to not have an outdoor pool or aquatic center, resulting in an absence of data for that category. The full list of facilities and square footage can be found in the table below.

Agency	Number of Indoor Recreation Facilities	Total Indoor Recreation Facility Square Footage	Number of Outdoor Aquatic Centers/ Pools	Total Outdoor Aquatic Center/ Pool Square Footage	Indoor Recreation Sq. Footage per 1,000 residents	Outdoor Recreation Sq. Footage per 1,000 residents
Grapevine Parks & Recreation	1	110,000.00	8.00	-	2,091.93	-
Allen Parks & Recreation	0	196,604.00	1.00	73,000.00	1,659.11	616.03
Coppell Parks & Recreation	1	53,000.00	1.00	22,000.00	1,261.12	523.49
Frisco Parks & Recreation	4	277,025.00	1.00	22,000.00	1,198.65	95.19
Little Elm Parks & Recreation	1	38,194.00	1.00	740,520.00	652.77	12,656.08
The Colony Parks & Recreation	2	24,000.00	3.00	267,022.80	529.02	5,885.84
Prosper Parks & Recreation	1	900.00	0.00	0.00	23.84	0.00

It should be noted that Grapevine did not include the total square footage of their outdoor aquatic centers/pools, resulting in a blank space in the above table.

Staffing

This section compares staffing levels for each system by comparing each agency’s Full-Time Equivalents (FTEs, or an agency’s equivalent of full-time workers), total FTEs dedicated to recreation programming, and total part-time and/or seasonal employees. In general, agencies participating in the benchmark study ranged widely from heavily staffed to more limited staffing. Prosper had 39 total employees, resulting in 35 total FTEs and 9.27 total FTEs per 10,000 residents, which was close to the bottom of the analysis for both categories, but exceeds the NRPA median for similar sized communities (32.3 total FTEs and 10.7 FTEs per 10,000 residents). While Prosper has the lowest amount of total employees in the benchmarking analysis, this is to be expected due to the Town having the smallest population of all analyzed agencies.

Agency	Total Employees	Total Full-Time Equivalent (FTEs)	Total FTEs per 10,000 Residents
Coppell Parks & Recreation	265	129	30.67
Allen Parks & Recreation	519	292	24.64
Little Elm Parks & Recreation	195	114	19.48
The Colony Parks & Recreation	95	53	11.68
Grapevine Parks & Recreation	483	61	11.60
Prosper Parks & Recreation	39	35	9.27
Frisco Parks & Recreation	385	177	7.66
NRPA Median for agencies serving 20,000 to 49,999: 32.3 Total FTEs, 10.7 FTEs per 10,000 residents			

Operating Expense

The table below details each agency’s total FY2023 operating expenses, operating expenses in terms of their system acreage, operating expenses in terms of their system acreage, and total operating expenses in terms of staffing. Prosper ranks near the bottom among peer agencies for total operating expense (~\$6.6M), similarly in expense per acre (\$10,107), and second in expense per FTE (\$189,312). Prosper, however, is performing above the NRPA Median of \$8,106 expense per acre, as well as the NRPA median of \$99,944 expense per FTE. Lastly, Prosper had a 12% cost recovery (the amount of operating expenses recovered by earned revenue), which ranked at the bottom of the analysis. It is important to note these results are based on and only as good as the data provided by the benchmark agencies.

Agency	Total FTEs	Total Operating Expenses (FY23)	Total Fees, Charges, and Earned Revenue (FY23)	Operating Expense per Acre	Operating Expense per FTE	Cost Recovery
Grapevine Parks & Recreation	61	\$16,489,874	\$9,177,016	\$9,475	\$270,326	56%
Allen Parks & Recreation	292	\$31,516,005	\$16,556,586	\$14,001	\$107,950	53%
The Colony Parks & Recreation	53	\$4,651,165	\$1,384,933	\$3,066	\$87,758	30%
Frisco Parks & Recreation	177	\$25,261,168	\$6,236,818	\$10,426	\$142,718	25%
Coppell Parks & Recreation	129	\$13,000,356	\$2,753,471	\$20,192	\$100,864	21%
Little Elm Parks & Recreation	114	\$6,679,294	\$853,935	\$10,451	\$58,590	13%
Prosper Parks & Recreation	35	\$6,625,922	\$826,330	\$10,107	\$189,312	12%
NRPA Median for agencies serving 20,000 to 49,999: \$8,106 per acres, \$99,944 per FTE, \$3.25 million in an annual operating expenditures						

Additionally, the table below reveals the last three years of capital expenditures from FY2021, FY2022, and FY2023. These figures were then utilized to show the average annual capital investment for each agency. In this analysis, the top performing benchmark agencies are investing significant dollars into Capital Improvement Program (CIP) efforts each year, with all except Coppell having average annual capital expenditures of over \$1 million in the past fiscal year. Prosper itself is averaging \$6.26M annually in CIP expenses, though the Town saw a slight decrease in capital spending from FY22 to FY23 by roughly \$650k. In relation to population, Prosper sits in the middle of the other benchmarked agencies in terms of average annual capital expenditures per capita with a spending of \$165.94 per resident.

Agency	FY21 Capital Budget	FY22 Capital Budget	FY23 Capital Budget	Avg. Annual Capital Expenditures	Avg. Annual Capital Expenditures per Resident
Frisco Parks & Recreation	\$25,200,000	\$44,000,000	\$60,045,000	\$54,181,667	\$234.44
Allen Parks & Recreation	\$7,825,204	\$33,493,840	\$26,808,969	\$22,709,338	\$191.64
Little Elm Parks & Recreation	\$175,000	\$1,330,000	\$28,358,500	\$9,954,500	\$170.13
Prosper Parks & Recreation	\$4,884,500	\$7,280,000	\$6,625,922	\$6,263,474	165.94
The Colony Parks & Recreation	\$2,968,840	\$4,836,000	\$4,000,000	\$3,934,947	\$86.74
Grapevine Parks & Recreation	\$690,000	\$1,162,000	\$1,162,000	\$1,004,667	\$19.1
Coppell Parks & Recreation	\$138,338	\$34,485	\$97,795	\$90,206	\$2.15

Benchmarked agencies were also analyzed in their programming specific operating expenditures, earned revenue, and cost recovery. This section of the analysis calculated cost recovery from specific program related operating expenditures and the revenue generated by those programs. Prosper ranked near the top out of the analyzed agencies with a 193.55% cost recovery for their programs, as they earned \$300k from the \$155k that was spent in 2023.

Agency	Total Operating Expenditures/ Budget for Programs	Revenue Generated by Programs	Programming Cost Recovery
Frisco Parks & Recreation	-	\$2,038,877	-
The Colony Parks & Recreation	\$230,000	\$605,000	263.04%
Prosper Parks & Recreation	\$155,000	\$300,000	193.55%
Grapevine Parks & Recreation	\$792,832	\$1,113,543	140.45%
Little Elm Parks & Recreation	\$4,245,817	\$4,245,817	100.00%
Allen Parks & Recreation	\$9,781,987	\$6,205,431	63.44%
Coppell Parks & Recreation	\$1,658,525	\$504,812	30.44%

Programming

Lastly, the benchmarked agencies were analyzed by the number of participants (or contacts) they had in FY2023 at recreation offerings. Prosper ranked near the bottom in total number of contacts or participants, as well as the number of contacts or participants per population (with 11,413 total participations and 0.30 participations per population).

Agency	Number if Participations/ Registrations (FY2023)	Participations/ Registrations per Population
Allen Parks & Recreation	1,893,616.00	15.98
Little Elm Parks & Recreation	300,376.00	5.13
The Colony Parks & Recreation	110,450.00	2.43
Frisco Parks & Recreation	167,408.00	0.72
Coppell Parks & Recreation	18,500.00	0.44
Prosper Parks & Recreation	11,413.00	0.30
Grapevine Parks & Recreation	0.00	0.00

It is important to note that each agency likely measures contacts or participations differently, resulting in potentially misleading data. For example, some agencies have water parks or other ventures that were considered when counting the number of participations and registrations, potentially inflating those numbers. Grapevine specifically did not provide data for their number of participations or registrations.

SUMMARY

While each of the agencies included in this analysis are high performing parks and recreation systems, it is important to note that each agency varies significantly in the size and scope of the parks and services they provide, making direct comparisons difficult. The power in this analysis is to identify areas where these agencies may most excel, providing opportunities for further discussion to better understand the factors to their success. For example, it is worth learning more about what is driving The Colony Parks & Recreation to achieve a programmatic cost recovery of 263% (\$605,000 in revenue), about 70% higher than Prosper. Similarly, it would be helpful to learn more about having the right balance of FTEs to residents and how Allen Parks & Recreation or Frisco Parks & Recreation are able to support such a high number of essential employees. Having Prosper staff examine the areas of greatest contrast, especially as it pertains to programs and services, is where this benchmark is ultimately most meaningful.

Specific areas where Prosper performs well include total miles of unpaved/soft surface trail, programming cost recovery, trail miles per 1,000 residents, total number of parks and playgrounds, and total trail miles.

While Prosper does well in many categories, areas that Prosper has room for improvement in include indoor & outdoor recreation facilities (in number and square footage), participations/registrations, departmental cost recovery, and number of FTEs. When it comes to cost recovery and participations/registrations, Prosper has departmental cost recovery of only 12%, ranking significantly lower than the other assessed agencies. In terms of participations/registrations, the Department is lacking with only 0.3 participations/registrations per resident; Prosper has a relatively healthy amount of capital investments, however, that with an increase in coming years, will likely lead to improved infrastructure, space for programming, and new offerings that will likely translate to more participations/registrations.

Overall, this benchmark analysis reveals that Prosper is a stable, well performing parks and recreation system measured against its peers, but not without a healthy amount of growth still possible. The perspective gained through the peer comparison is valuable in identifying areas for improvement and establishing strategic goals to pursue. Ultimately, Prosper should utilize these findings as a baseline comparison that provides key performance indicators (KPIs) to be tracked and measured over time.



RECREATION PROGRAM ANALYSIS

7



Recreation Program Analysis

As a key component of the Parks and Recreation Master Plan, the consulting team conducted a Recreation Program Analysis of the services offered by Prosper's Parks and Recreation Department ("Department"). The assessment offers an in-depth perspective of program and service offerings and helps identify strengths, challenges, and opportunities regarding programming. The assessment also assists in identifying Core Program Areas, program gaps within the community, key Department-wide issues, areas of improvement, and future programs and services for residents and visitors.

The consulting team based these program findings and recommendations on a review of information provided by the Department including program descriptions, financial data, website content, and key discussions with staff. This report addresses the program offerings from a systems perspective for the entire portfolio of programs.

FRAMEWORK

The Department provides a broad range of youth and adult public recreational activities. These program offerings are supported with dedicated spaces which include parks, trails, indoor athletic facilities, pools, and more.

Program Assessment Overview

Below are some overall observations that stood out when analyzing the program assessment sheet:

- Overall, the program descriptions/goals do an excellent job of effectively communicating to the public key benefits and desired outcomes of each Core Program Area.
- Age segment distribution is aligned with the community’s current population but needs to be monitored annually to ensure program distribution continues to match evolving Prosper demographics.
- Program lifecycles: Approximately 9% of the Department’s current programs are categorized in the Introduction Stage, while 19% of programs fall into the Mature Stage. A more complete description of Lifecycle Stages can be found later in this analysis.
- Program classification: No programs are deemed ‘Essential’, while 67% are ‘Important’ and 33% are considered ‘Value-Added’.
- Pricing strategies are varied across the board for the Department. Currently, the most frequently used approaches are pricing based on family/household status, by cost recovery goals, and by customer’s ability to pay. These practices should be continued in addition to implementing new and additional pricing strategies (where fit) which can be found later in this analysis. Furthermore, it is essential to understand the Department’s current cost of service in order to determine ideal cost recovery goals.
- From a marketing and promotions standpoint, the staff utilizes a variety of marketing methods when promoting their programs including online program guide, the Department’s website, flyers/posters, Email blasts, in-facility signage, and various social media platforms as a part of the marketing mix.
 - » There are additional opportunities to increase the number of cross-promotions.
 - » Dual language marketing content in certain or all media could also be beneficial in expanding to other potential audiences in the community, especially for Spanish-speaking participants.

- Financial performance measures such as cost recovery goals are currently being utilized across some but not all Core Program Areas. Moving forward, it is recommended for staff to consider tracking cost recovery for all program areas. When doing so, the staff should factor in all direct and indirect costs pertaining to programming. A focus on developing consistent earned income opportunities would be beneficial to the Department’s overall quest for greater fiscal sustainability.

CORE PROGRAM AREAS

To help achieve the Department’s mission, it is important to identify Core Program Areas based on current and future needs to create a sense of focus around specific program areas of greatest importance to the community. Public recreation is challenged by the premise of being all things to all people. The philosophy of the Core Program Area is to assist staff, policy makers, and the public to focus on what is most important to the community. Program areas are considered as Core if they meet a majority of the following criteria:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the agency’s overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the program area’s offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20% or more) of the local market.

Existing Core Program Areas

Through discussions with the Department staff, 11 Core Program Areas were identified that are currently being offered. These core program areas make up the entirety of the Department’s programming portfolio and include every type of demographic and user served within Prosper. Across and within each of the Core Program Areas are major program types that are designed to meet current and emerging needs of Prosper residents. These core program areas, as well as some overarching goals and example programs within each one, are described in the table below and pages following it.

ARTS	DESCRIPTION: Art, music, and dance activities that promotes creativity for those of all ages. GOALS: 1. Offer programs that provide cognitive development through experience and education.	• Arting with Amanda • Krafty Krewe • Dancing with Claire • Prosper Blooms • Amps & Axes • Dallas Magic
EDUCATIONAL	DESCRIPTION: Be able to provide structured activities that are beneficial to the public. GOALS: 1. Offer programs that provide cognitive development through experience and education. 2. Provide structured activities that are beneficial to the participants.	• Drones • Texas 4H • Prosper Chess Academy
GENERAL FITNESS	DESCRIPTION: Programs and services focus on engaging and empowering individuals to choose healthy behaviors and make changes that reduce the risk of developing chronic diseases GOALS: 1. Promote lifelong health habits through activity. 2. Provide group exercise classes for residents and guests. 3. Utilize Town facilities for indoor and outdoor exercise programs. 4. Offer classes that deal with topics beyond physical fitness. Such categories include mental health, self-esteem, stress reduction, and overall quality of life.	• Chair Yoga • Yoga • Zumba
INCLUSIVE / ADAPTIVE	DESCRIPTION: Programs designed for families with children with special needs. GOALS: 1. Offer programing that aims to include and provide families with special needs children with engaging activities and opportunities..	• Shining Stars • Game On!

SOCIAL RECREATION	DESCRIPTION: Programs that bring people together. GOALS: 1. Promote sociability and opportunities for social interaction. Offering these programs free of charge and providing materials.	• Dominoes • Card Games • Social Hour • BINGO
STEM / STEAM	DESCRIPTION: Innovation, problem-solving, and critical thinking activities that deepens participants understanding of complex topics. GOALS: 1. Deliver unique programs and experiences that are not found in schools. 2. Provide various levels of the programs. 3. Offer programs that provide cognitive development through experience and education.	• Bricks, Bots, & Breakers • Science Club • Think Tank • Bricks4Kidz • Minds in Motion
TRAVEL	DESCRIPTION: Programs that allow participants to travel to different locations outside of the Town. GOALS: 1. Moving individuals from one location to another. 2. Provide outings to locations that are considered tourist locations and utilize a Coach service to transport guests. 3. Goal is to have a minimum of 20 travelers.	• Active Adult Trips
YOUTH SPORTS	DESCRIPTION: Programs that introduce sports and healthy lifestyles to the youth population. GOALS: 1. Promote healthy lifestyle choices through nutrition, fitness, and education. 2. Provide children with physical development through play.	• Bad Dawg Tennis • Bowmen Sports • Tae Kwan Do • Runner2Runner • Soccer Sparks • Archery • Soccer Stars
WELLNESS	DESCRIPTION: Focuses on a holistic way on the well-being of the individual. Directed toward achieving optimal health. GOALS: 1. Offer programs that focus on physical fitness, nutrition, leisure education, weight reduction, stress management. and medical self care.	•

Program Area Recommendations

The recreational programming of Prosper Parks and Recreation Department is fairly young in its lifecycle and development with tremendous opportunities to continue to evolve the overall program portfolio over time. A large aspect the will affect this evolution is growth in capacity, both from a staff capacity perspective and a facility perspective. Currently, the Department is somewhat hindered programmatically by a lack of significant multi-purpose indoor recreation spaces. As such a facility is considered in the future, the growth and sophistication of recreational programming will subsequently follow.

Based on this analysis, community input, and insights from Department staff, the recommendations detailed below were developed for this Master Plan.

Areas of Potential Growth

Senior Programming

The findings in a research report produced by NRPA affirms that parks and recreation is a vital service provider to older adults, and yet there remains significant opportunity to do much more. Some of the key findings in the report indicate that more than nine in ten park and recreation agencies report that they offer facilities, activities and programming that cater to older adults. These activities vary, including providing older adults with chances to socialize with others, ways to stay healthy and active, and opportunities to serve others in their communities. Senior programming and activities most often held by nationwide Parks and Recreation agencies typically include **exercise classes, field trips, tours, vacations, arts and crafts classes, opportunities to volunteer, special events and festivals targeted at older adults, group walks, and even paid job opportunities to lead exercise classes, work in Community Centers, or at parks.** The list of Senior and Older Adult activities typically offered by agencies varies from active to passive and everywhere in-between.

Another area where some agencies have made a real, lasting difference is in providing their senior and older adult populations with evidence-based chronic disease prevention and/or management programs that keep those populations healthy and active for years to come. One of the most important steps an agency can take in following these trends is recognizing and handling their senior populations appropriately. While some other populations will have easier access and more capability to handle cost barriers to participate in programming, this may not always be the case for seniors and older adults. **Many agencies have reflected this and worked to include transportation to and from activities and facilities while offering low-cost or free fitness programs.**

Key Partnerships

Some agencies have also begun developing programming for older adults with key partners. To best serve their community's senior population, partnerships often include, but are not limited to **area agencies on aging, retirement communities, senior meals providers, hospitals and doctors' offices, local health departments, health insurance companies, and community-based organizations (e.g., faith-based).**

Trends in Funding and Resource Allocation

The most common challenges facing agencies across the nation are the result of inadequate resources, including facility space shortages, insufficient funding, and staffing shortages. These resource constraints will become even more acute as the older adult population grows and the demand for these services increases. Therefore, the following trends seen in agencies across the nation should be considered when working to provide what may need to be a community's most important, yet least funded programming:

- *Technology for Seniors:*
 - » *Partner with local schools to pair seniors with tech-savvy students who can teach them basic computer skills, social media usage, and video conferencing.*
 - » *Offer workshops on using technology for specific purposes, such as online banking, genealogy research and travel planning.*
 - » *Organize intergenerational social events and game nights using online platforms.*
- *Senior Pop-Up Art Studio:*
 - » *Partner with local artists and art studios to offer rotating pop-up art experiences in recreation centers and community spaces.*
 - » *Provide materials and guidance for various art forms like painting, pottery, drawing, photography and sculpture at various locations within the community for Seniors on specific dates.*
 - » *Organize art exhibitions and community events displaying senior artwork.*
- *Senior Culinary Adventures:*
 - » *Partner with local chefs and restaurants to offer cooking classes focused on healthy aging, international cuisines and cultural food traditions.*
 - » *Organize cooking competitions and potlucks to display culinary skills and foster social interaction.*

- » *Offer meal delivery services featuring healthy and delicious meals prepared by local seniors.*
- *Senior Wellness Walks & Talks:*
 - » *Partner with healthcare professionals and fitness experts to organize guided walks in nature with health-related discussions and activities.*
 - » *Focus on topics like managing chronic conditions, maintaining physical fitness and mental health awareness.*
 - » *Offer transportation assistance and support for seniors with mobility limitations.*
- *Senior Volunteer Matching Program:*
 - » *Partner with local non-profit organizations and community centers to connect seniors with volunteer opportunities that match their skills and interests.*
 - » *Provide training and guidance for volunteers, ensuring they feel confident and valued in their roles.*
 - » *Organize recognition events and social gatherings for senior volunteers to connect and build community.*

Adaptive Programming

One of the most impactful areas of programmatic growth for Prosper Parks and Recreation Department is in the provision of adaptive programs for residents with a full range of special needs. This could include, but is not limited to, those with mobility challenges, as well as programs that are more focused on having sensory and/or behavioral accommodations. Programs in this realm should focus on social interaction, health and fitness, self-direction, movement, expanded competencies, speech and language, and community involvement. Examples of these types of programs include, but are not limited to, fitness, arts and crafts, adaptive sports, educational programs, and outings.

This can be a challenging program area for some municipalities because of the special skill set, training and experience that is required in order to provide these programs in a high-quality manner. If the availability of trained and experienced staff is an issue, it is recommended to explore partnerships with neighboring cities as well as specialized community organizations to better serve residents with special needs throughout the region.

Adult Athletics

The area of adult athletics is currently limited in Prosper because of available field space. Currently there is only men’s softball that is offered but even this program must be held on a youth turf field. While it is common to hear from the community the desire to see more adult athletic programming, often there is a challenge to sufficiently fill these programs with participants. Aside from the need to evaluate development of additional facilities to support adult athletics in Prosper, it is recommended to explore potential partnerships with nearby and adjacent communities for combined adult athletic programs that would likely have much better participation levels. Potentially partnering with Celina, Frisco, and/or Little Elm to provide/ participate in a larger scale adult athletic program could be a great way to grow into this area of programming without the risk of large expense resulting in little or insufficient interest and participation.

Outdoor Recreation

Outdoor recreation may be the area of parks and recreation that has developed and evolved the most over the past half-decade, due to its role in maintaining recreation opportunities during the COVID-19 pandemic. The role that outdoor recreation plays in most parks and recreation agencies is constantly changing, as staff work to adapt to what their residents would like to see offered.

National Trends in Outdoor Recreation

Results from the 2023 SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. These activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2020, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (57.8 million), Road Bicycling (44.5 million), Freshwater Fishing (42.6 million), Camping within ¼ mile of Vehicle/Home (36.1 million), and Recreational Vehicle Camping (17.8 million).

Five-Year Trend

From 2015-2020, Day Hiking (55.3%), BMX Bicycling (44.2%), Skateboarding (37.8%), Camping within ¼ mile of Vehicle/Home (30.1%), and Fly Fishing (27.3%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-31.4%), In-Line Roller Skating (-18.8%), Archery (-13.5%), and Traditional Climbing (-4.5%) to be the only activities with decreases in participation.

One-Year Trend

The one-year trend shows almost all activities growing in participation from the previous year. The most rapid growth being in Skateboarding (34.2%), Camping within ¼ mile of Vehicle/Home (28.0%), Birdwatching (18.8%), and Day Hiking (16.3%). Over the last year, the only activities that underwent decreases in participation were Adventure Racing (-8.3%) and Archery (-2.7%).

National Trends in Water Sports / Activities

The most popular water sports / activities based on total participants in 2020 were Recreational Kayaking (13.0 million), Canoeing (9.6 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.

Five-Year Trend

Over the last five years, Surfing (40.7%), Recreational Kayaking (36.9%) and Stand-Up Paddling (21.7%) were the fastest growing water activities. White Water Kayaking (3.5%) was the only other activity with an increase in participation. From 2015-2020, activities declining in

participation most rapidly were Boardsailing/Windsurfing (-28.2%), Water Skiing (-22.7%), Jet Skiing (-21.8%), Scuba Diving (-21.0%), Sea Kayaking (-18.5%), and Sailing (-15.0%).

One-Year Trend

Similarly, to the five-year trend, Surfing (28.2%) and Recreational Kayaking (14.2%) also had the greatest one-year growth in participation, from 2019-2020. Activities which experienced the largest decreases in participation in the most recent year include Boardsailing/Windsurfing (-9.8%), Sea Kayaking (-5.4%), and Water Skiing (-4.8%)

Detailed Outdoor Recreation Participation Rates

Supporting these statistics are the findings from the recently completed 2021 Outdoor Recreation Participation Report, conducted in 2020 by the Outdoor Industry Foundation. The results are shown in the table below. Participation is measured in millions of people and percentage of total U.S. population.

Activity	Participation (millions)	Percent of Population
Running, Jogging and Trail Running	63.8	21%
Hiking	57.8	19%
Freshwater, Saltwater and Flyfishing	54.7	18%
Road Biking, Mountain Biking and BMX	52.7	17.3%
Car, Backyard, Backpacking and RV Camping	47.9	15.8%

The table below detail the most popular outdoor activities in 2020 by reported personal income and age segment.

Interest Level	Under \$25,000	\$25,000-\$49,000	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+
1	Fishing	Fishing	Hiking	Hiking	Hiking
2	Hiking	Hiking	Fishing	Working Out w/ Weights	Working Out w/ Weights
3	Camping	Camping	Camping	Fishing	Yoga
4	Working Out w/ Weights	Working Out w/ Weights	Working Out w/ Weights	Cardio Fitness	Cardio Fitness
5	Yoga	Yoga	Cardio Fitness	Working Out w/ Machines	Working Out w/ Machines

Interest Level	Ages 6 - 12	Ages 13 - 17	Ages 18 - 24	Ages 25 - 34	Ages 35 - 44	Ages 45 - 54	Ages 55 - 64	Ages 65+
1	Basketball	Basketball	Running	Running	Hiking	Hiking	Hiking	Fishing
2	Soccer	Fishing	Yoga	Hiking	Yoga	Fishing	Fishing	Hiking
3	Fishing	Running	Hiking	Cardio Fitness	Camping	Working Out w/ Weights	Working Out w/ Weights	Working Out w/ Machines
4	Camping	Camping	Working Out w/ Weights	Yoga	Cardio Fitness	Camping	Working Out w/ Machines	Working Out w/ Weights
5	Baseball	Hiking	Cardio Fitness	Working Out w/ Weights	Working Out w/ Weights	Cardio Fitness	Cardio Fitness	Swimming Fitness

Youth / Teen / Young Adult Programming

Some of the national trends in youth programming are centered around both new technology and a new understanding of how children play, accessibility for all participants, and the role of parents within that space.

In terms of accessibility, interactive and sensory play has become much more important and widely available across parks and recreation agencies in the United States. Some of the national trends in interactive and sensory play include:

- *Nature Immersion: Partner with an educational farm or nature center to offer a full-day or half-day program where children play and learn in a natural environment, fostering connection with nature, sensory development, and gross motor skills.*
- *Sensory Play Oasis: Dedicate a designated park space or indoor room filled with various sensory experiences like light projections, textured surfaces, bubble blowers, and calming soundscapes for exploration and self-regulation.*
- *“Build Your Own Adventure Trail” - Create an interactive trail where children can use recycled materials and natural elements to build bridges, tunnels, and play structures, encouraging collaborative building and creative problem-solving.*

Many agencies are turning to technology to advance the way that participants play. This technology and play fusion, while costly, can allow an agency to become a leading competitor in a region by offering exclusive experiences based on technology that allows for new and improved playing. This includes:

- *Augmented Reality (AR) Scavenger Hunts: Facilitate the use of an AR app for families to explore designated parks or historical sites, encounter virtual creatures, or learn local history through interactive prompts.*

- *STEAM Play Zone: Combine science, technology, engineering, arts, and mathematics through interactive exhibits, robotics challenges, coding workshops, and creative STEAM-themed play spaces.*
- *Family Drone Coding and Piloting Workshops: Offer introductory workshops where families learn to code and control small drones in a fun and engaging way.*

Lastly, Intergenerational and Community-Oriented Programs are becoming more popular in and out of the Parks and Recreation space. Allowing for parents and grandparents to get involved in the way their children and grandchildren play is often the optimal method of ensuring repeat participation in programming. Some of the trends around this include:

- *“Grandparents and Grandkids Get Wild” Program: Organize nature walks, gardening workshops, or storytelling sessions where seniors share their knowledge and experiences with younger children, fostering intergenerational bonding and cultural exchange.*
- *“Junior Park Rangers” Program: Train older children as “junior park rangers” to assist park staff with tasks like trail maintenance, birdwatching surveys, or educational activities, promoting environmental stewardship and leadership skills.*
- *“Tiny Chefs” Cooking Classes: Partner with local farmers markets or restaurants to offer cooking classes for young children and their families, focusing on healthy ingredients, local agriculture, and basic culinary skills.*

Trends in Teen/Young Adult Programming

Posing a completely different challenge within itself, teen and young adult programming has seen evolving trends centered around finding ways to get participants in the door. Meeting this demographic in the middle can prove difficult; however, many agencies have worked to find a balance of what teens and young adults want to see within Parks and Recreation programming, including ideas like the following:

- *Entrepreneurship programming:*
 - » *Partner with local businesses and entrepreneurs to provide mentorship, resources, and workspace for teens interested in starting their own businesses.*
 - » *Offer workshops on business planning, marketing, finance, and legal aspects of starting a business.*
 - » *Organize pitch competitions and networking events for teens to connect with potential investors and collaborators.*
- *Maker Spaces:*
 - » *Provide access to instruction, technology, equipment, and supplies for different skilled trades including those that are technology, art and design, music, and carpentry focused through classes or workshops.*
 - » *Organize events and competitions that are challenged based for makers to display their skills.*
- *Mental Health & Wellness Initiatives:*
 - » *Partner with mental health professionals and organizations to offer workshops and resources on topics like stress management, anxiety reduction, and positive self-image.*
 - » *Create a peer support network and connect teens with mentors who have overcome similar challenges.*
 - » *Organize mindfulness workshops and yoga classes to promote mental well-being and relaxation.*
- *Media & Technology Academies:*
 - » *Partner with media professionals and technology companies to offer workshops and training in areas like video production, podcasting, social media management, and coding.*
 - » *Provide access to equipment and software for teens to create their own media projects and content.*

- » *Organize contests to highlight teen talent and creativity.*
- *Environmental Stewardship Programs:*
 - » *Partner with environmental organizations and local businesses to lead projects like tree planting, river cleanups, and sustainable gardening.*
 - » *Offer educational workshops on environmental issues and sustainable practices.*
 - » *Organize eco-tours and outdoor adventures to connect teens with nature and inspire environmental awareness.*
- *Arts & Culture Exchange Programs:*
 - » *Partner with international organizations and local artists to offer cultural exchange programs and workshops for teens.*
 - » *Provide opportunities for teens to learn about different cultures through art, music, dance, and language immersion.*
 - » *Organize international exchange trips and cultural festivals to promote global understanding and collaboration.*
 - » *Set up a recording studio for teens and young adults to learn to record music for themselves or a singing group. This can also be a space to learn to play an instrument.*

Arts and Culture Programming

Arts and cultural programs, especially for agencies serving a relatively diverse community, have seen an increased demand and importance over the past decade. Some recent trends in the field include:including ideas like the following:

- Youth Arts and Cultural Programming
 - » Local universities or research institutions can help agencies to offer STEM-focused workshops, science demonstrations, or robot-building sessions led by scientists and engineers.
 - » Museums and art galleries can allow agencies to offer interactive learning experiences for children within museum exhibits or organize art workshops based on current exhibitions.
 - » Children’s theatre companies can be partnered with to offer drama and theatre workshops led by professional actors and directors, fostering creativity and self-expression in young children.
- Young Adult Arts and Cultural Programming
 - » Active & Creative Expression:
 - Collaborate with local sports teams and dance studios by offering fitness classes or sports programs with a creative twist, like dance aerobics or parkour training.
 - Partner with local organizations and nonprofits centered around the Arts to plan workshops on filmmaking, music production, or creative writing with renowned artists.
 - » Civic Engagement & Leadership:
 - Work with Museums and local historic and cultural organizations to organize volunteer projects related to local history preservation or oral history documentation.
 - Connect with environmental organizations to build trails, plant trees, or conduct clean-up projects with teens, fostering environmental awareness and leadership skills.
 - » Tech Innovation & Entrepreneurship:
 - Partner with universities or local businesses to offer workshops on coding, app development, or startup basics. Host competitions and connect teens with mentors.

• Adult and Senior Arts and Cultural Programming

- » Wellness & Fitness Adventures:
 - Partner with yoga studios and outdoor outfitters to organize guided hikes or paddleboarding trips with yoga or mindfulness sessions incorporated.
 - Collaborate with senior centers and health organizations to offer gentle exercise classes like chair yoga or water aerobics in community centers.
- » Lifelong Learning & Cultural Immersions:
 - Work with local Community Theatres to organize acting workshops or host theater nights focusing on mature themes and historical periods.
 - Connect with the local Orchestras to offer music appreciation classes or behind-the-scenes tours of the orchestra for active adults.
- » Intergenerational Activities & Mentorship:
 - Partner with schools and youth organizations to organize workshops where active adults can share their skills and experiences with teens, like gardening or cooking classes.
 - Connect with local historical societies or museums to develop programs where active adults can interview and record the stories of senior citizens, preserving local history and fostering intergenerational bonds.

PROGRAM STRATEGY ANALYSIS

Age Segment Analysis

For this report, an Age Segment Analysis was completed by Core Program Area, exhibiting an over-arching view of the age segments served by different program areas, and displaying any gaps in segments served. It is also useful to perform an Age Segment Analysis by individual programs to gain a more nuanced view of the Department’s programming data. The table below depicts each Core Program Area and the most prominent age segments they serve. Under each Core Program Area, a ‘P’ was indicated if that program serves a certain age segment as its Primary demographic or an ‘S’ as its Secondary demographic.

Age Segment Analysis						
Core Program Area	Preschool (5 and under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Age Programs
Active Adult					P	
Adult Athletics				P		
Arts				S	S	
Educational		P		S	P	
General Fitness	S	S		P	P	
Inclusive / Adaptive	P	P	P			
Social Recreation					P	
STEM		P				
Travel					P	
Wellness		S	S	P	P	
Youth Sports	S	P				

Based on the age demographics of the Prosper community, current program offerings seem to be well-aligned with the community’s age profile. Prosper does a great job of having offerings for all ages, as well as offering programs for more specific age groups. With an upward-trending population of older adults and seniors, the Active Adult and Adult Athletics core program areas are crucial to serving those groups. Prosper also does well to serve younger populations with many core program areas, including Youth Sports, STEM, Arts, Educational, and a multitude of other programs.

The Department has also done a good job catering to the remainder of the community by ensuring all age segments have dedicated programming geared towards them; however, more work could be done in serving preschool and teen-age demographics. Moving forward, it is recommended that the Department continues introducing new programs with specific age demographics in mind to address any potential unmet needs in the future.

Staff should continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It would be best practice to establish a plan including what age segment to target, establish messaging, identify which marketing method(s) to utilize, create a social media campaign, and determine what to measure for success before allocating resources towards a particular effort.

Program Lifecycle Analysis

A Program Lifecycle Analysis involves reviewing each program offered by the Department to determine the stage of growth or decline for each. This provides a way of informing strategic decisions about the overall mix of programs managed by the Department to ensure that an appropriate number of programs are “fresh” and that relatively few programs, if any, need to be discontinued. This analysis is not based on strict quantitative data, but rather, is based on staff members’ knowledge of their programs. The following table shows the percentage distribution of the various lifecycle categories of the Department’s programs. These percentages were obtained by dividing the number of programs in each individual stage with the total number of programs listed by staff members.

Lifecycle Analysis				
Stages	Description	Actual Programs Distribution		Recommended Distribution
Introduction	New program; modest participation	9%		
Take-Off	Rapid participation growth	16%	81%	50% - 60% Total
Growth	Moderate, but consistent participation growth	56%		
Mature	Slow participation growth	19%	19%	40%
Saturated	Minimal to no participation growth; extreme competition	0%		
Decline	Declining participation	0%	0%	0% - 10% Total
No-Go	Cancelled programs	0%		

Overall, the Lifecycle Analysis depicts a majority concentration of programs in their early lifecycle stages. Approximately 81% of all programs fall within the beginning stages (‘Introduction’, ‘Take-Off’, & ‘Growth’), with 56% of those programs being specifically in the Growth stage. It is recommended to have 50%-60% of all programs within these beginning stages as they provide the Department an avenue to energize its programmatic offerings, so the Department is well above the quota. These stages ensure the pipeline for new programs is there prior to programs transitioning into the ‘Mature’ stage, which, according to staff, 19% of all program offerings in Prosper fall. This stage anchors a program portfolio, and it is recommended to have roughly 40% of programs within this stage in order to achieve a stable foundation.

Additionally, none of the assessed programs are identified as being ‘Saturated’, ‘Declining’, or ‘No-Go’ (cancelled). It is a natural progression for programs to eventually transition into Saturation and Decline Stages. However, it is recommended to have just 0%-10% of programs in the ‘Declining’ stage and if programs begin to reach these stages rapidly, it could be an indication that the quality of the programs does not meet expectations, or that there is not as much of a demand for those programs. As programs enter the ‘Declining’ stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, the Department should modify these programs to begin a new lifecycle within the ‘Introduction’ stage or replace the existing programs with new programs based upon community needs and trends.

Staff should complete a Program Lifecycle Analysis on an annual basis and ensure that the percentage distribution closely aligns with desired performance. Furthermore, the Department could include annual performance measures for each Core Program Area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.

Program Classification

Conducting a classification of services analysis informs how each program serves the overall organization mission, the goals and objectives of each Core Program Area, and how the program should be funded regarding tax dollars and/or user fees and charges. How a program is classified can help to determine the most appropriate management, funding, and marketing strategies.

Program classifications are based on the degree to which the program provides a public benefit versus a private benefit. Public benefit can be described as everyone receiving the same level of benefit with equal access, whereas private benefit can be described as the user receiving exclusive benefit above what a general taxpayer receives for their personal benefit.

For this exercise, the Department used a classification method based on three categories: Essential Services, Important Services, and Value-Added Services. Where a program or service is classified depends upon alignment with the organizational mission, how the public perceives a program, legal mandates, financial sustainability, personal benefit, competition in the marketplace, and access by participants. The following graphic describes each of the three program classifications.

VALUE-ADDED SERVICES

Department Could Provide; with additional resources, it adds value to community, it supports Essential & Important Services, it is supported by the community, it generates income, has an individual benefit, can be supported by user fees, it enhances the community, and requires little to no subsidy.

IMPORTANT SERVICES

Department Should Provide; if it expands & enhances core services, is broadly supported & used, has conditional public support, there is a economic / social / environmental outcome to the community, has community importance, and needs moderate subsidy.

ESSENTIAL SERVICES

Department Must Provide; if it protects assets & infrastructure, is expected and supported, is a sound investment of public funds, is a broad public benefit, there is a negative impact if not provided, is part of the mission, and needs significant (or full) subsidy.

With assistance from staff, a classification of programs and services was conducted for all the recreation programs offered by the Department. The results presented in the following table represent the current classification distribution of recreation program services. Programs should be assigned cost recovery goal ranges within these overall categories.

Program Classification Distribution		
Essential	Important	Value-Added
0%	67%	33%

As the Department continues to evolve to better meet the community's needs, there could be an added benefit to managing the services if they all were classified according to the Cost Recovery Model for Sustainable Services depicted below.



Given the broad range of cost recovery goals (i.e., 0%-40% for Essential Services or 40%-80% for Important Services), it would be helpful to further distribute programs internally within sub-ranges of cost recovery as depicted above. This will allow for programs to fall within an overall service classification tier while still demonstrating a difference in expected/desired cost recovery goals based on a greater understanding of the program's goals (e.g., Pure Community Services versus Mostly Community Services or Community and Individual Mix versus Mostly Individual Mix).

Cost Recovery

Cost recovery targets should at least be identified for each Core Program Area at a minimum, and for specific programs or events when realistic. The identified Core Program Areas would serve as an effective breakdown for tracking cost recovery metrics including administrative costs. Theoretically, staff should review how programs are grouped for similar cost recovery and subsidy goals to determine if current practices still meet management outcomes.

Currently, the Department utilizes cost recovery in some, but not all core program areas. For example, while Youth Programs have developed cost recovery goals and tracked cost recovery metrics, other core program areas like Senior Services and Adult Sports do not have any goals, while other core program areas like Libraries are free by design.

Determining cost recovery performance and using it to make informed pricing decisions involves a three-step process:

1. Classify all programs and services based on the public or private benefit they provide (as completed in the previous section).
2. Conduct a Cost-of-Service Analysis to calculate the full cost of each program.
3. Establish a cost recovery percentage, through Department policy, for each program or program type based on the outcomes of the previous two steps and adjust program prices accordingly.

The following provides more details on steps 2 & 3.

Understanding the Full Cost of Service

To develop specific cost recovery targets, full cost of accounting needs to be created on each class or program that accurately calculates direct and indirect costs. Cost recovery goals are established once these numbers are in place, and the Department’s program staff should be trained on this process. A Cost-of-Service Analysis should be conducted on each program, or program type, that accurately calculates direct (i.e., program-specific) and indirect (i.e., comprehensive, including administrative overhead) costs. Completing a Cost-of-Service Analysis not only helps determine the true and full cost of offering a program, but it also provides information that can be used to price programs based upon accurate delivery costs. The illustrates the common types of costs that must be accounted for in a Cost-of-Service Analysis.



The methodology for determining the total Cost-of-Service involves calculating the total cost for the activity, program, or service, then calculating the total revenue earned for that activity. Costs (and revenue) can also be derived on a per unit basis. Program or activity units may include:

- Number of participants
- Number of tasks performed
- Number of consumable units
- Number of service calls
- Number of events
- Required time for offering program/service

Agencies use Cost-of-Service Analyses to determine what financial resources are required to provide specific programs at specific levels of service. Results are used to determine and track cost recovery as well as to benchmark different programs provided by the Department between one another. Cost recovery goals are established once Cost-of-Service totals have been calculated. Program staff should be trained on the process of conducting a Cost-of-Service Analysis and the process should be undertaken on a regular basis.

Actual cost recovery can vary based on the Core Program Type, and even at the individual program level within a Core Program Area. Several variables can influence the cost recovery target, including lifecycle stage, demographic served, and perhaps most important, program classification. It is normal for programs within each Core Program Area to vary in price and subsidy level. The program mix within each Core Program Area will determine the cost recovery capabilities.

With approved cost recovery goals, annual tracking, and quality assurance, actual cost recovery will improve. Use the key performance indicator on the previous page and update it annually to include the cost recovery goal and the actual cost recovery achieved. Each Core Program Type can be benchmarked against itself on an annual basis.

Cost Recovery Best Practices

Cost recovery targets should reflect the degree to which a program provides a public versus individual good. Programs providing public benefits (i.e., Essential programs) should be subsidized more by the Department; programs providing individual benefits (i.e., Value-Added programs) should seek to recover costs and/or generate revenue for other services. To help plan and implement cost recovery policies, the consulting team has developed the following definitions to help classify specific programs within program areas.

- *Essential programs category is critical to achieving the organizational mission and providing community-wide benefits and therefore, generally receive priority for tax-dollar subsidization.*
- *Important or Value-Added program classifications generally represent programs that receive lower priority for subsidization.*
 - » *Important programs contribute to the organizational mission but are not essential to it; therefore, cost recovery for these programs should be high (i.e., at least 80% overall).*
 - » *Value-Added programs are not critical to the mission and should be prevented from drawing upon limited public funding, so overall cost recovery for these programs should be near or more than 100%.*

Pricing

Pricing strategies are another mechanism agencies can use to influence cost recovery. Overall, the degree to which the Department uses various pricing strategies is rather varied, with different areas of the Department utilizing different approaches to program pricing. However, pricing tactics are primarily concentrated in family/household status, by cost recovery goals, and by the customer’s ability to pay.

Currently, there are 6 Core Program Areas that share the largest variety of pricing strategies at 3 out of 10. These programs include Adult Athletics, Arts, Educational, STEM, Youth Sports, and Travel. Moving forward, the Department should consider implementing some additional strategies, when deemed appropriate, such as location rates or prime/non-prime time rates, as they are both valuable strategies when setting prices. However, it is important to know where the Department is currently having success in terms of pricing; while finding extra earned revenue is necessary, maintaining a good balance of program costs without creating a price barrier for lower income participants should remain a priority.

Staff should continue to monitor the effectiveness of the various pricing strategies they employ and adjust as necessary. It is also important to regularly monitor for local competitors as an increase in programming competition may alter program pricing. The table below details pricing methods currently in place by each Core Program Area and additional potential strategies to be implemented over time.

Pricing Strategies										
Core Program Area	Age Segment	Family / Household Status	Residency	Weekday/ Weekend	Prime / Non-Prime Time	Group Discounts	By Location	By Competition (Market Rate)	By Recover Goals	By Customer's Ability to Pay
Active Adult										X
Adult Athletics								X	X	X
Arts		X								X
Educational		X								X
General Fitness										X
Inclusive / Adaptive										X
Social Recreation										
STEM		X							X	X
Travel								X	X	X
Wellness									X	X
Youth Sports		X							X	X

Marketing and Promotion

When forming new and maintaining existing programs and services, utilizing effective marketing strategies is an integral step in securing appropriate and significant attendance and engagement from the community. Based on the feedback from staff of the Department, the table below illustrates the methods currently being used within each Core Program Area.

Pricing Strategies														
Strategies	Program Guide (print)	Program Guide (online)	Website	Phone Enabled Site	Social Media	Apps	Flyers / Brochures	Direct Mail	Email Blasts	PSA's	Paid Ads	Radio (paid or free)	TV (paid or free)	SMS / text Message Marketing
Present	X	X	X	X	X		X	X	X	X	X			
Not Present						X						X	X	X

The Department utilizes a broad range of marketing strategies to get the word out, including some strategies used across all core program areas (like the Department’s website, flyers and brochures, email blasts, and QR codes).

It should be noted that the Consultant Team observed Prosper’s Parks and Recreation Department is progressive in its marketing and promotions efforts, utilizing several strategies across a diverse set of media. Additionally, it is noted that the Department’s management of its social media platforms is consistent and a reliable avenue for increasing and maintaining program participation.

Program Strategy Recommendations

In general, the Department program staff should continue the cycle of evaluating programs on both individual merit as well as the program mix as a whole. This can be completed at one time on an annual basis, or in batches at key seasonal points of the year, as long as each program is checked once per year. The following tools and strategies can help facilitate this evaluation process:

Mini Business Plans

The consulting team recommends that Mini Business Plans (2-3 pages) for each Core Program Area be updated on a yearly basis. These plans should evaluate the Core Program Area based on meeting the outcomes desired for participants, cost recovery, percentage of the market and business controls, Cost-of-Service, pricing strategy for the next year, and marketing strategies that are to be implemented. If developed regularly and consistently, they can be effective tools for budget construction and justification processes in addition to marketing and communication tools.

Program Development & Decision-Making Matrix

When developing program plans and strategies, it is useful to consider all of the Core Program Areas and individual program analysis discussed in this Program Assessment. Lifecycle, Age Segment, Classification, and Cost Recovery Goals should all be tracked, and this information, along with the latest demographic trends and community input, should be factors that lead to program decision-making. Community input can help staff focus in on specific program areas to develop new opportunities for various target markets including the best marketing methods to use.

A simple, easy-to-use tool similar to the figure below will help compare programs and prioritize resources using multiple data points, rather than relying solely on cost recovery. In addition, this analysis will help staff make an informed, objective case to the public when a program in decline, but beloved by a few, is retired. If the program/service is determined to have strong priority, appropriate cost recovery, good age segment appeal, good partnership potential, and strong market conditions the next step is to determine the marketing methods by completing a similar exercise as the one seen below.

Marketing & Promotion Methods			
Program Idea (Name or Concept):			
Marketing Methods	Content Developed	Contact Information	Start Date
Activity Guide			
Website			
Newspaper Article			
Radio			
Social Media			
Flyers - Public Places			
Newspaper Ad			
Email Notification			
Event Website			
School Flyer/Newsletter			
Television			
Digital Sign			
Friends & Neighbors Groups			
Staff Promotion @ Events			

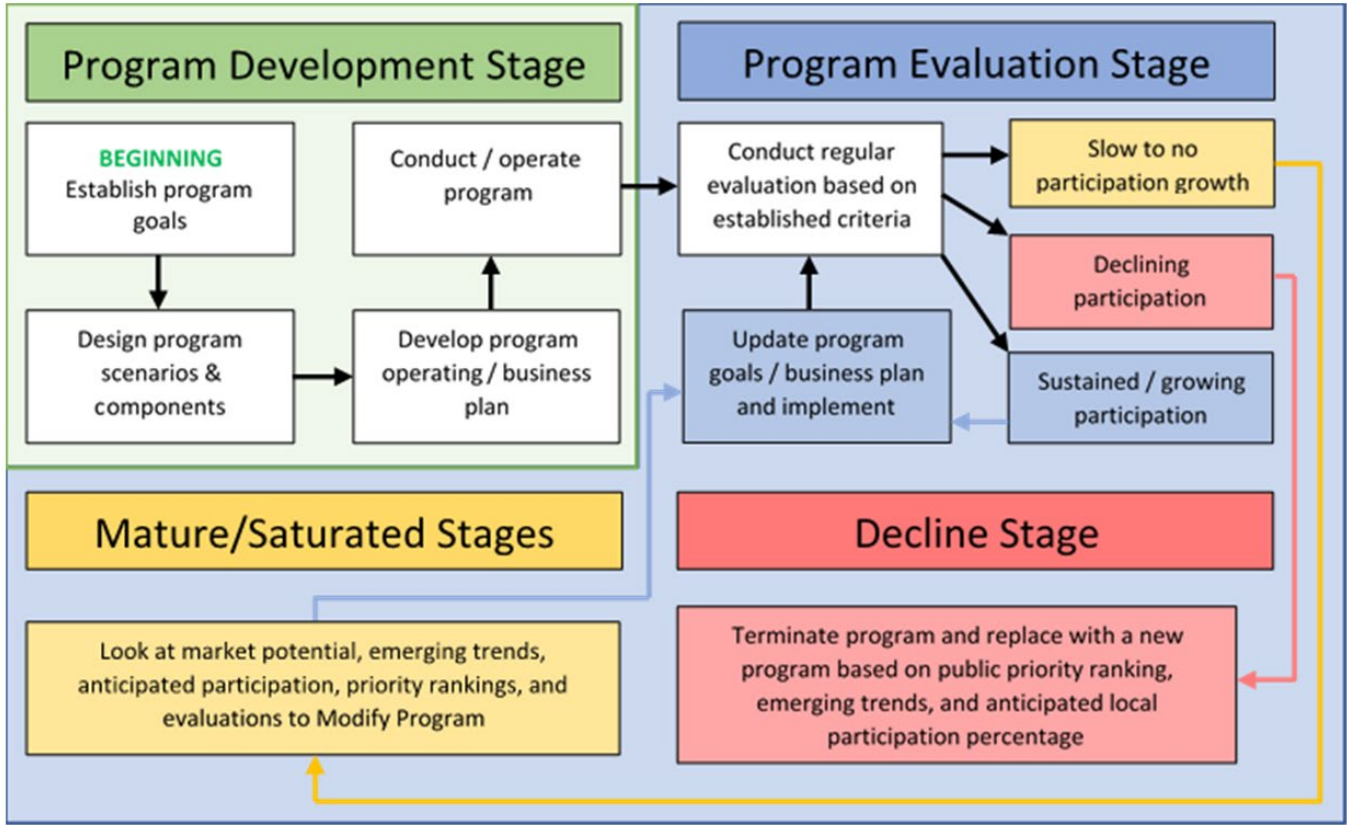
Internal Factors			
Priority Ranking:	High	Medium	Low
Program Area:	Core	Non-core	
Classification	Essential	Important	Discretionary
Cost Recovery Range	0-40%	60-80%	80+%
Age Segment	Primary	Secondary	
Sponsorship/Partnership			
Potential Partnerships	Monetary	Volunteers	Partner Skill
Potential Sponsors	Monetary	Volunteers	Sponsor Skill
Market Competition			
Number of Competitors			
Competitiveness	High	Medium	Low
Growth Potential	High	Low	



Program Evaluation Cycle (with Lifecycle Stages)

Using the Age Segment and Lifecycle analysis, and other established criteria, program staff should evaluate programs on an annual basis to determine program mix. This can be incorporated into the Program Operating/Business Plan process. A diagram of the program evaluation cycle and program lifecycle is found in the figure below. During the Introductory Stages, program staff should establish program goals, design program scenarios and components, and develop the program operating/business plan. Regular program evaluations will help determine the future of a program.

If participation levels are still growing, continue to provide the program. When participation growth is slowing (or non-existent) or competition increases, staff should look at modifying the program to re-energize the customers to participate. When program participation is consistently declining, staff should terminate the program and replace it with a new program based on the public's priority ranking and/or program areas that are trending nationally/locally, while taking into consideration the anticipated local participation percentage.





8

NEEDS ASSESSMENT



Focus Group Meetings (2)
March 27, 2024

Citizen Survey
1,540 Respondents

Needs Assessment

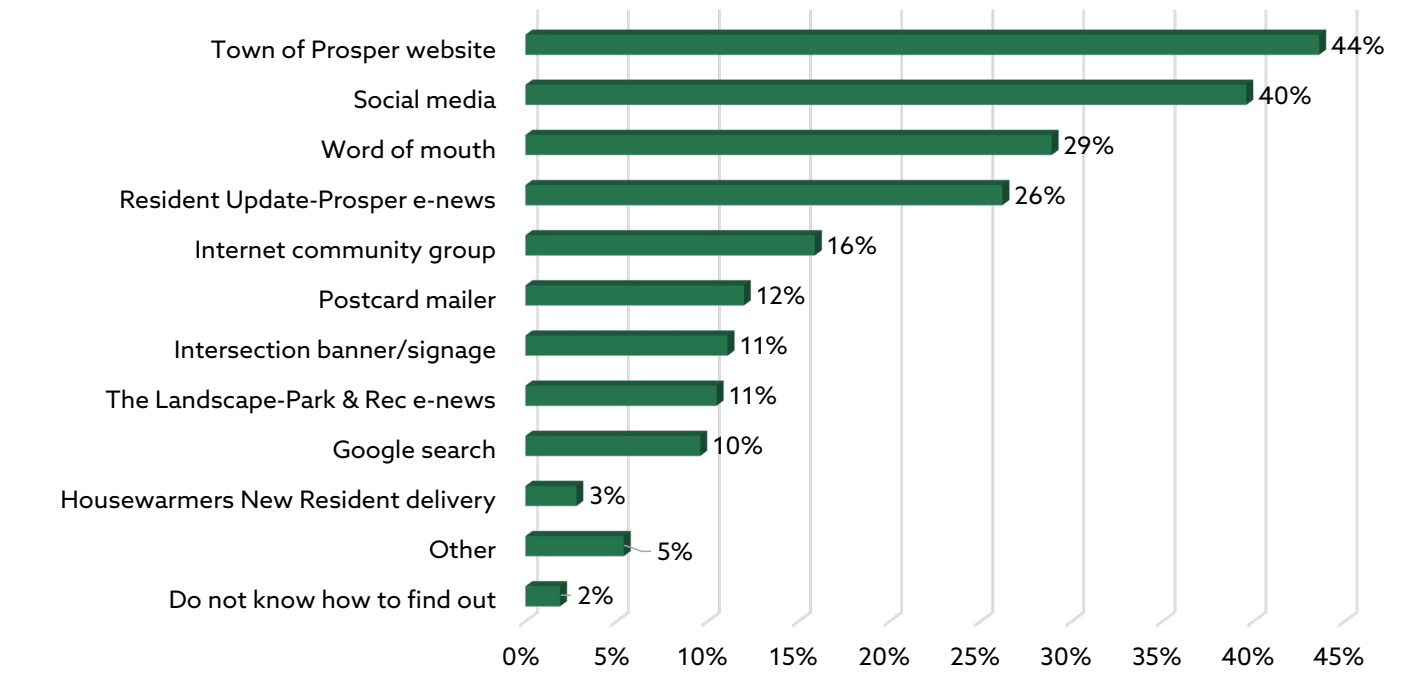
National Service Research (NSR) completed a comprehensive research study for the Town of Prosper as part of the Comprehensive Parks, Recreation & Open Space Master Plan. An important aspect of the Master Plan was to conduct a demand and needs assessment which involved citizen input. The purpose of the needs assessment study was to provide a foundation for the Master Plan that will provide guidance based upon citizen needs and priorities. NSR worked closely with Dunaway Associates and the Town of Prosper staff throughout the research process.

In order to complete this study effort, National Service Research and Dunaway conducted two Focus Group meetings on March 27, 2024. A summary of these discussions are included herein. The survey sampling plan included mailed postcards to 4,000 household addresses. The postcard message directed residents to the online survey. The survey was posted on the Prosper website and various social media sites. Postcards were mailed April 16, 2024. The survey opened April 16 and closed May 19, 2024.

A total of 1,540 respondents completed the entire survey. All questions were optional to answer, therefore, the number of respondents varied on each question from 1,976 to 1,540. The margin of error of this sample size at a 95% confidence level is plus or minus 2.6%. The Town of Prosper has approximately 15,000 households, therefore, 10% of the households completed a survey.

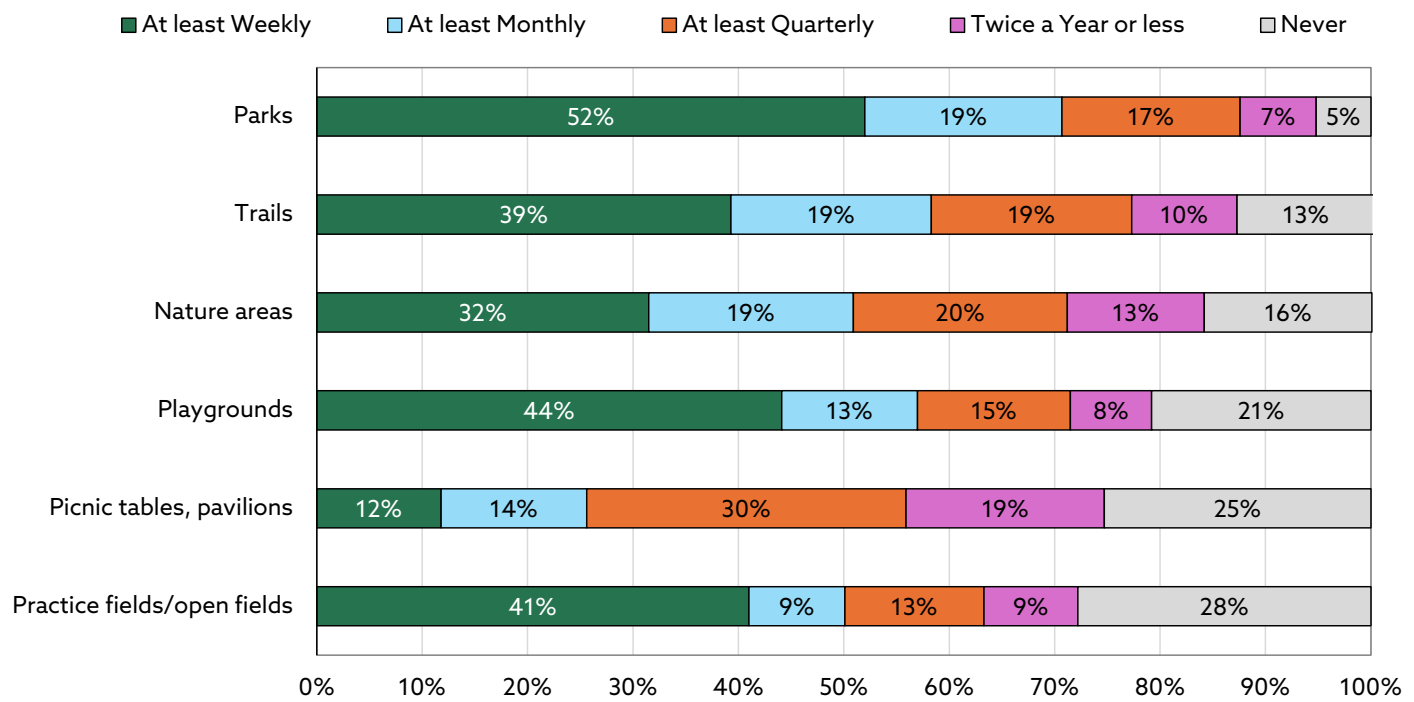
AWARENESS OF PARKS, RECREATION FACILITIES AND RECREATION PROGRAMS IN PROSPER

44% of survey respondents find out about parks, recreation facilities and programs through the Town of Prosper website and 40% through social media.



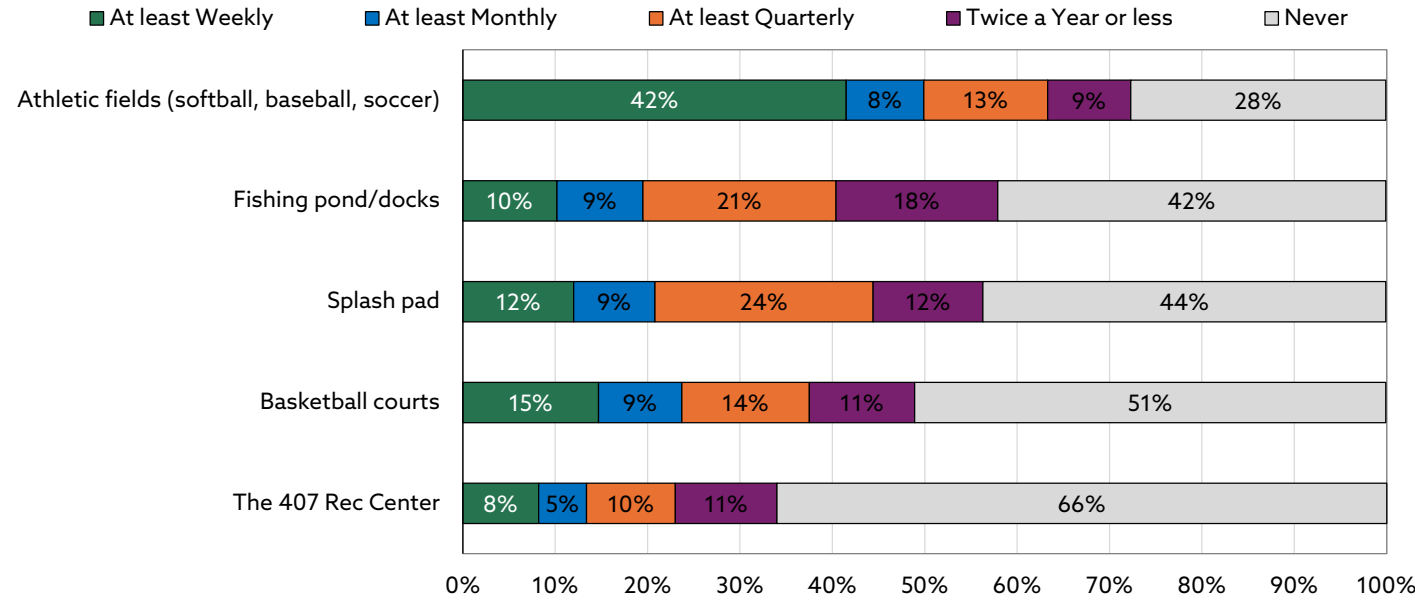
FREQUENCY OF USE - TOWN OF PROSPER FACILITIES

This chart depicts the most frequently used park facilities in Prosper.



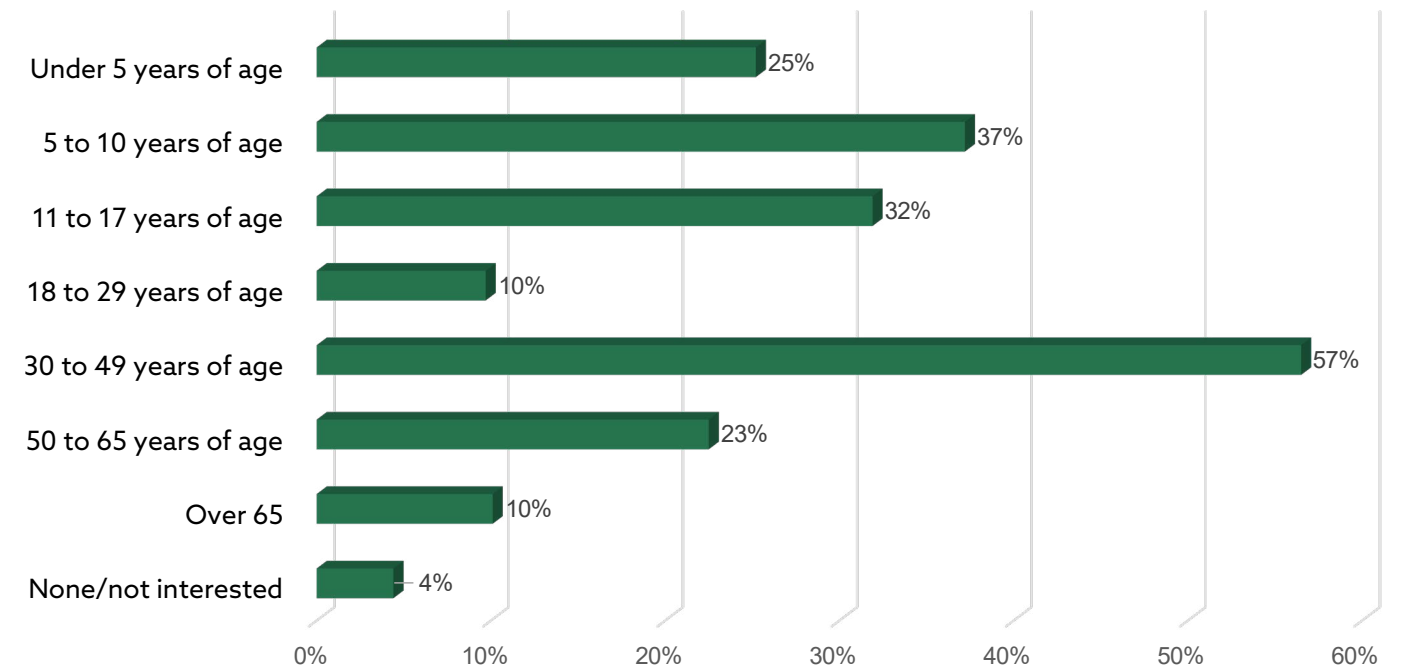
FREQUENCY OF USE - TOWN OF PROSPER FACILITIES

This chart depicts facilities used by 34% to 72% of respondents.



AGE GROUPS INTERESTED IN TOWN OF PROSPER RECREATION OR LEISURE PROGRAMS

All age groups have interest in participating in a Town of Prosper recreation or leisure program. 57% of respondents 30 to 49 years of age have interest in a recreation or leisure program in Prosper.



PROGRAMS OF INTEREST

These are the programs household members would be most interested in participating.

Program/Event	%
Art / Music / Food Festivals	48
Pickleball	43
Nature / Outdoor Programs	39
Youth Sports	35
Soccer	33
Tennis	33
Youth Programs / Camps	32
Active Adult Programs - Free	32
Family Programs	32
Aquatic Programs	31
Health / Wellness Groups	30
STEM Programs	29
Races (5K, 10K, etc.)	29
Basketball	27
Arts & Crafts Programs	27
Music / Dance Programs	26
Biking / Cycling Programs	26
Adult Sports Leagues	25
Sand Volleyball	23
Parent / Child Programs	23
Fishing	22
Cricket	20
Pilates	20
Climbing Wall	20

Program/Event	%
Teen Programs / Camps	20
Preschool/Toddler Programs	19
Active Adult Programs - Paid	18
Active Adult Events	18
Baseball	18
Badminton	17
Football	17
Multicultural Events	16
Archery	13
Cornhole Tournaments	13
Disc Golf	12
Active Adult Day Trips	12
Softball	10
Skateboarding	8
Esport Programs	7
Horseshoes	6
Lacrosse	5
Adaptive / Special needs Programs	4
Rugby	1
Other	6
None / Not Interested	1

PROSPER PARK FACILITY PRIORITIES

The mean score is a weighted calculation of the 4, 3, 2,1 scores excluding the no opinion responses. The priority rank lists the respondents (top three summed together) most important facilities or amenities.

Facility	4 - Very Important	3	2	1 - Not Important	No Opinion	Mean Score
Add Shade to Park Playgrounds	70	16	8	5	1	3.53
Additional Hike, Bike, Walk Trails	63	20	10	5	2	3.43
Additional Trail Connections Throughout Prosper	60	20	10	7	2	3.37
Open Spaces / Natural Spaces	58	22	13	5	1	3.36
Multipurpose Recreation Center	55	19	13	9	4	3.25
Playgrounds	54	20	15	8	2	3.23
Indoor Athletic Complex (for active sports, no meeting rooms)	50	22	14	10	4	3.17
Aquatic Center	45	20	16	15	4	2.98
Picnic Areas / Pavilions	34	30	25	9	2	2.92
Water Features (fishing ponds, fountains, etc.)	32	25	27	13	3	2.78
Sprayground	34	21	19	21	4	2.70
Leisure Outdoor Swimming Pool	35	17	18	27	4	2.62
Performing Arts Center	27	24	22	22	5	2.60
Amphitheater	24	26	25	20	5	2.56
Dog Park	25	17	22	29	7	2.41
Outdoor Exercise Equipment in Parks and Along Trails	25	19	23	29	4	2.41
Nature Surface Trails, Tracks (for BMX, Pump Track, etc.)	20	17	21	33	9	2.25
Skate Park	12	14	22	44	9	1.94
Disc Golf	9	13	21	45	11	1.84

PROSPER ATHLETIC / SPORT PRIORITIES

In order to help direct future departmental actions for Prosper, these are the athletic/sport priorities that respondents felt were most important.

Facility	4 - Very Important	3	2	1 - Not Important	No Opinion	Mean Score
Pickleball	34	23	20	17	6	2.79
Soccer Fields	32	23	19	18	8	2.76
Practice Athletic Fields	30	24	20	17	9	2.73
Tennis Courts	30	24	22	17	7	2.71
Basketball Courts	24	25	22	20	9	2.58
Baseball Fields	21	20	24	24	11	2.44
Sand Volleyball Courts	18	21	24	27	10	2.33
Football Fields	18	20	24	29	9	2.29
Softball Fields	15	19	24	28	14	2.24
Racquetball Courts	11	15	24	38	12	1.99
Cricket Fields	20	5	13	49	13	1.96
Archery Range	11	15	22	40	12	1.95
Skate Park	11	14	20	45	10	1.90
Lacrosse Fields	5	12	25	42	16	1.77
Esports	6	8	14	50	22	1.64
Rugby Fields	2	5	18	57	17	1.43

PROSPER FUTURE INDOOR FACILITY AMENITY PRIORITIES

If Prosper were to build a future indoor facility, these are the amenities respondents felt were most important, listed in rank order.

Program/Event	4 - Very Important	3	2	1 - Not Important	No Opinion	Mean Score
Basketball, Pickleball, Tennis, Badminton Spaces	62	20	10	6	2	3.40
Exercise, Fitness Area, Group Class Area	62	19	10	8	1	3.35
Connecting Trails to the Facility	52	23	13	9	3	3.21
Outdoor Aquatics Adjacent to Recreation Center	51	22	13	11	3	3.16
Indoor Aquatics (lap lanes, splashpad, activity pool)	50	19	14	13	4	3.11
Indoor Play Area for All Abilities	44	24	17	10	5	3.07
Space for Teens & Programs	42	28	17	10	3	3.06
Indoor Walking, Jogging Track	45	24	14	15	2	3.00
Space for Young Children & Programs	43	24	18	12	3	3.00
Space for Seniors & Programs	35	26	20	14	5	2.87
Childcare (infant, toddler, youth spaces)	28	20	21	25	6	2.56
Multiuse Space for Events, Banquets	24	23	21	25	7	2.49
Interactive Features	18	20	23	24	15	2.36
Gymnastics Area	14	20	27	30	9	2.21
Dry Sauna	21	15	17	39	8	2.19
Dance Studio	16	18	24	33	8	2.19
Meeting Rooms	12	12	24	46	6	1.91

FUNDING PRIORITIES

Respondents ranked “develop new parks and facilities” and “develop new trails and trail connections” as their top two funding priorities.

Program/Event	4 - Very Important	3	2	1 - Not Important	No Opinion	Mean Score
Develop New Parks and Facilities	54	27	13	5	1	3.31
Develop New Hike, Bike, Walk, Jog Trails and Trail Connections	53	23	13	9	2	3.24
Acquire Land for Open Space, Natural Areas	52	22	15	9	2	3.20
Build a Multipurpose Recreation Center	46	23	17	12	2	3.05
Enhance Park Maintenance	33	32	24	7	3	2.94
Build an Aquatic Center and/or Natatorium	37	21	17	22	3	2.75
Provide Additional Recreation Programs, Classes	25	31	25	16	3	2.68
Renovate Existing Parks and Facilities	22	29	32	14	2	2.61
Provide Special Events	17	24	27	28	4	2.32

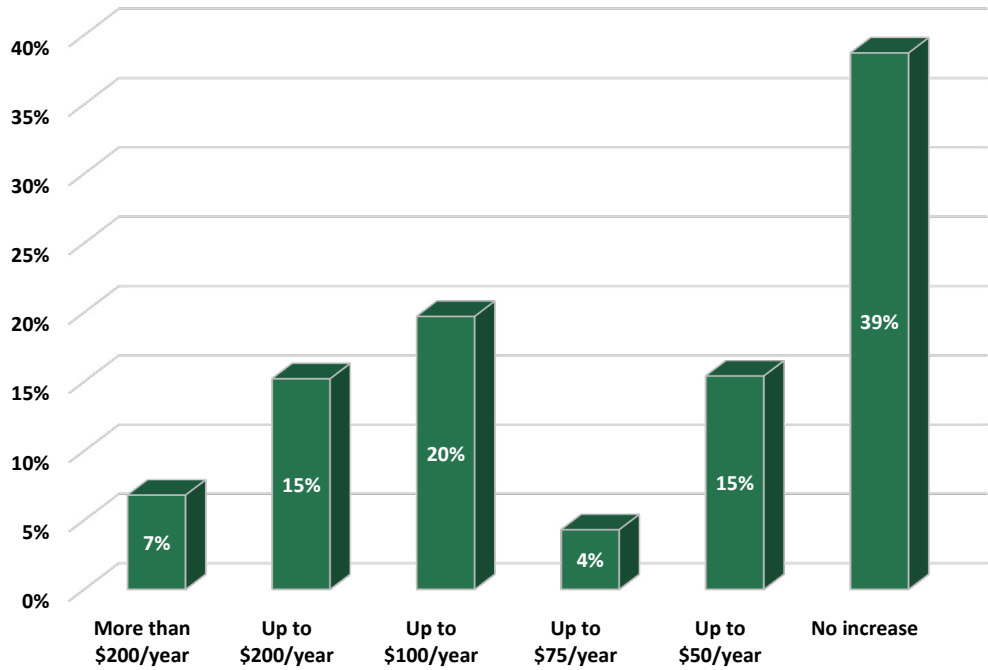
FUNDING OPTIONS - SUPPORT

Respondents had strong support for sponsorships and increased park improvement fees for developers as a funding strategy to pay for developing and maintaining park and recreation facilities/amenities.

Program/Event	4 - Very Important	3	2	1 - Not Important	No Opinion	Mean Score
Sponsorships (private contributions for programs, supplies, equipment, etc.)	59	24	10	5	2	3.39
Increased Park Improvement Fees for Developers	46	27	15	8	4	3.16
Voter Approved Bond Programs	40	24	19	14	3	2.92
Increased User Fees	28	29	21	21	1	2.65
Increased Property Taxes	5	6	15	71	3	1.42

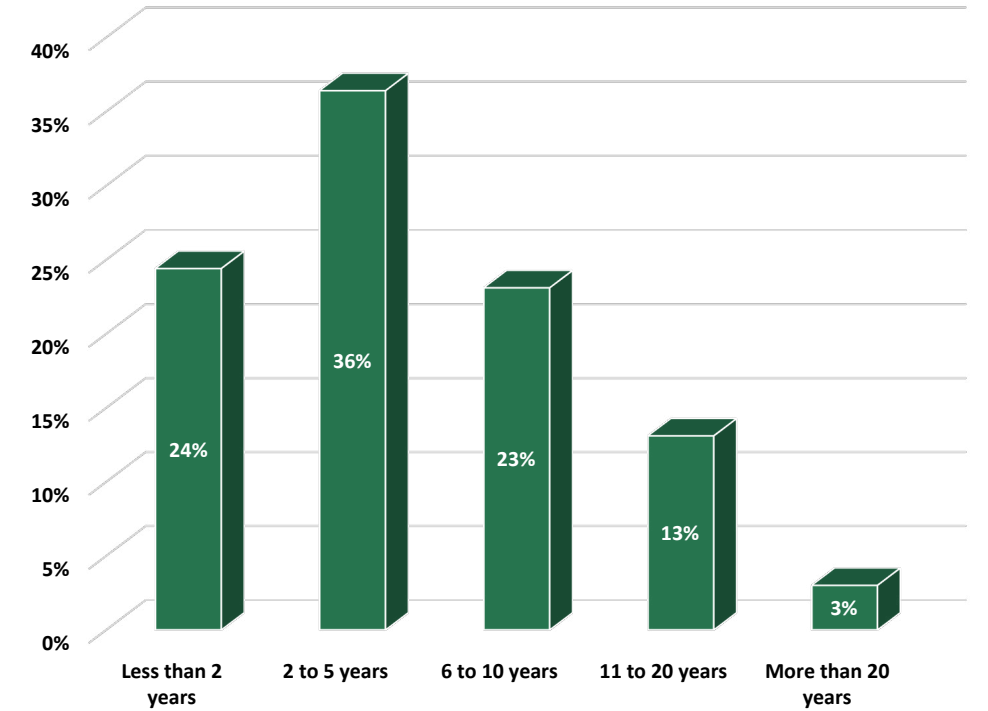
WILLING TO PAY

61% of respondents are willing to pay additional property taxes annually to help fund the improvement priorities suggested in this survey.



HOW LONG HAVE YOU BEEN A RESIDENT OF PROSPER?

The mean years respondents have lived in Prosper is 5.4 years.





8

PRIORITY RANKINGS



Citizen Survey

Town Parks &
Recreation Department

Park Board

Dunaway Team

Higher Priorities

Moderate Priorities

Lower Priorities

Priority Rankings

Setting clear priorities for the park system is essential to creating a practical Master Plan. This approach helps Town leaders understand the importance of annual budgeting and the strategies necessary to meet the needs of the Prosper community. The priorities presented here are based on a comprehensive evaluation of existing resources and input from a citizen survey, with the priorities ranked according to the community's most pressing needs.

RANKING PROCESS

After completing the citizen survey during the needs assessment phase, a structured method for ranking priorities was employed. This process incorporated insights from the citizen survey, Town Council, Town staff, and the Dunaway team, with the following weighted values assigned:

Citizen Input / Survey Results (55%)

Reflecting the specific needs and requests of the Prosper community gathered from the citizen survey.

Town Parks and Recreation Department Staff (15%)

Based on the insights of park staff regarding recreation programs and resource demands.

Park Board (15%)

Addressing the specific needs as recognized by the Park Board related to recreation programs and resource demands.

Dunaway Team (15%)

Offering recommendations based on the Dunaway planning team’s assessment of Prosper’s unique needs, current park resources, demographic profile, and future recreational demands.

The resulting priority rankings are categorized into three groups: High Priority, Moderate Priority, and Lower Priority. A summary of these priorities for Prosper can be found in the table on the following page.

Rank	Priorities	Higher	Moderate	Lower
1	Additional Trail Connections Throughout Prosper	•		
2	Additional Hike / Bike / Walk / Jog / Run Trails	•		
3	Multipurpose / Multigenerational Recreation Center	•		
4	Add Shade to Park Playgrounds	•		
5	Open Spaces / Natural Areas	•		
6	Picnic Areas / Pavilions	•		
7	Playgrounds	•		
8	Indoor Athletic Complex (for Active Sports)		•	
9	Sprayground / Water Splashpads		•	
10	Water Features (Fishing Pond, Fountains)		•	
11	Aquatic Center		•	
12	Dog Park		•	
13	Amphitheater		•	
14	Natural Surface Trails / Tracks (for BMX, Pump Track, etc.)			•
15	Leisure Outdoor Swimming Pool			•
16	Performing Arts Center			•
17	Outdoor Exercise Equipment in Parks and/or Along Trails			•
18	Disc Golf			•
19	Skate Park			•



In anticipation for a future multigenerational recreation center, citizens were asked to rank amenities they felt to be most important. The following are the results in rank order:

Rank	Priorities	High
1	Exercise, Fitness Area, Group Class Area	•
2	Basketball, Pickleball, Tennis, Badminton Spaces	•
3	Outdoor Aquatics Adjacent to Recreation Center	•
4	Indoor Aquatics (lap lanes, splashpad, activity pool)	•
5	Indoor Walking, Jogging Track	•
6	Connecting Trails to the Facility	•
7	Space for Young Children & Programs	•
8	Space for Teens & Programs	•
9	Indoor Play Area for All Abilities	•
10	Multiuse Space for Events, Banquets	•
11	Space for Seniors & Programs	•
12	Childcare (infant, toddler, youth spaces)	•
13	Dry Sauna	•
14	Meeting Rooms	•
15	Gymnastics Area	•
16	Dance Studio	•
17	Interactive Features	•



IMPLEMENTATION PLAN

9



Funding Sources

- Town of Prosper
- Private Organizations
- Grants
- Partnerships

High Priorities

- Additional Trail Connections
- Additional Hike / Bike / Jog / Run Trails
- Multipurpose / Multigenerational Recreation Center
- Add Shade to Park Playgrounds
- Open Spaces / Natural Areas
- Picnic Pavilions
- Playgrounds

Implementation Plan

OVERVIEW

The Town of Prosper is well-positioned for continuing to develop a balanced park system that enhances the quality of life for both residents and visitors. To successfully implement this Master Plan, the Town can be creative in securing funding to implement the Action Plan.

The following pages outline various funding sources that can supplement the Town’s financial resources, along with an Action Plan to guide annual budgeting and facility development. Town staff should evaluate the annual accomplishments to track progress and adjust priorities in response to evolving community needs.

PROPOSED ACTION PLAN

The Proposed Action Plan outlines a clear path for addressing high-priority park facility needs and identifies potential funding sources for future improvements. It is recommended that Town leaders implement the plan in coordination with other departments and conduct annual evaluations to track progress. As funding becomes available, the project schedule can be adjusted at the Town’s discretion to accelerate certain initiatives. This flexibility will enable the Town to advance projects as needed and create opportunities to allocate resources toward long-term improvements.

FUNDING SOURCES

One of the biggest challenges for Town leaders in implementing the Action Plan will be prioritizing new capital dollars for needed park renovations, expansions, and new amenities. To add to the town’s available financial resources, Prosper has an opportunity to pursue a wide range of other sources that would help fund the various capital improvements as outlined. Some of the funding sources described on the following pages can be part of a holistic strategy by Town leaders.

ADVERTISING

This funding source comes from the sale of advertising on park and recreation related items such as the Town’s program guide, on scoreboards, and other visible products or services.

CORPORATE SPONSORSHIPS

This funding source comes from corporations that invest in the development or enhancement of new or existing facilities. Sponsorships are also successfully used for special programs and events.

FEES / CHARGES

This funding source comes from fees for use of a facility or participation in a Town sponsored recreational program.

FOUNDATIONS / GIFTS

This funding source comes from tax-exempt organizations who give donations for specific facilities, activities, or programs. These may include capital campaigns, fundraisers, endowments, sales of items, etc.

FRIENDS ASSOCIATIONS

This funding source comes from friends groups that raise money typically for a single focus priority. This may include a park facility or program that will better the community they live in.

GENERAL FUND

This funding source is the primary means in providing for annual capital programs, improvements, and infrastructure upgrades.

GENERAL OBLIGATION BONDS

This funding source comes from bond programs approved by the citizens for capital improvements within the parks system.

GRANTS - TPWD OUTDOOR PROGRAM

This funding source comes from grants for the acquisition & development of outdoor recreational facilities.

GRANTS - TPWD RECREATIONAL TRAILS PROGRAM

This funding source comes from grants for the development of new trails or trail extensions.

GRANTS - TRANSPORTATION ENHANCEMENT (TXDOT)

This funding source comes from grants for the development of new trails or trail extensions.

HOTEL / MOTEL FUNDS

This funding source comes from taxes accrued for local hotels and motels in Prosper.

INTERLOCAL AGREEMENTS

This funding source comes from contractual agreements with other local units of government for the joint-use of indoor or outdoor recreational facilities.

IRREVOCABLE TRUSTS

This funding source comes from individuals who leave a portion of their wealth for a trust fund. The fund grows over a period of time and is available for the Town to use a portion of the interest to support specific park facilities as designated by the trustee.

NAMING RIGHTS

This funding source comes from leasing or selling naming rights for new indoor facilities or signature parks.

PARK DEDICATION FEE

This funding source comes from private developers who give land for public parks. This may include land along drainage corridors that can be developed for greenbelts & trails.



PARK IMPROVEMENT FEES

This funding source comes from fees assessed for the development of residential properties with the proceeds to be used for parks and recreation purposes.

PARTNERSHIPS

This funding source comes from public/public, public/private, and public/not-for-profit partnerships.

PERMITS (SPECIAL USE PERMITS)

This funding source comes from allowing other parties to use specific park property that involves financial gain. The Town either receives a set amount of money or a percentage of the gross from the service that is being provided.

PRIVATE DONATIONS

This funding source comes from private party contributions including funds, equipment, art, and in-kind services.

RESERVATIONS

This funding source comes from revenue generated from reservations of parks and facilities. The reservation rates are fixed and apply to group shelters, meeting rooms, and sports fields.

REVENUE BONDS

This funding source comes from bonds used for capital projects that will generate revenue for debt service where fees can be set aside to support repayment of the bond.

SALES / 4B TAX (1/2 CENT)

This funding source comes from a voter approved sales tax that goes toward parks & recreational improvements.

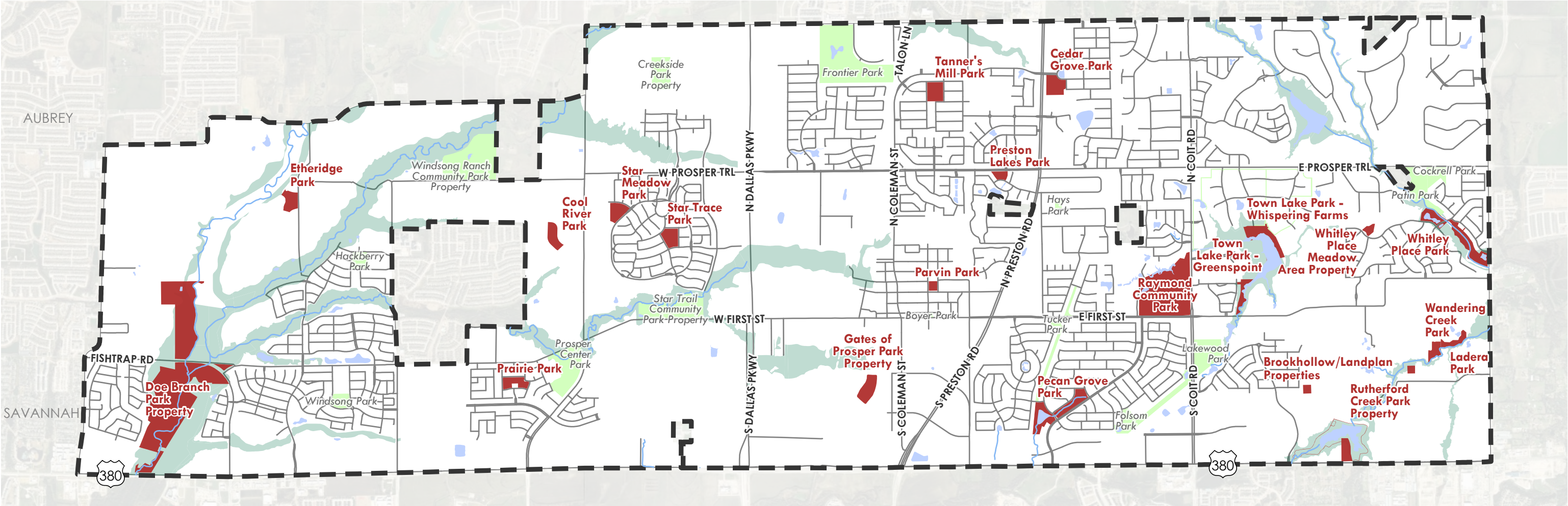
SPECIAL FUNDRAISERS

This funding source comes from annual fundraising efforts to help toward specific programs and capital projects.

VOLUNTEERISM / IN-KIND DONATIONS

This funding source provides indirect revenue support when groups or individuals donate time to help construct specific park improvements (signs, playgrounds, nature trails, etc.)

HIGHER PRIORITIES BY PARKS



Additional Hike / Bike / Jog / Run Trails

- Parvin Park
- Pecan Grove Park
- Star Trace Park
- Town Lake Park - Whispering Farms
- Brookhollow/Landplan Properties
- Doe Branch Park Property
- Ladera Park
- Raymond Community Park
- Rutherford Creek Park Property
- Cool River Park

Add Shade to Park Playgrounds

- Etheridge Park
- Gates of Prosper Park Property
- Prairie Park
- Preston Lakes Park
- Star Meadow Park
- Star Trace Park
- Tanner's Mill Park
- Raymond Community Park
- Rutherford Creek Park Property
- Cool River Park

Open Spaces / Natural Areas

- Cedar Grove Park
- Etheridge Park
- Town Lake Park - Greenspoint
- Town Lake Park - Whispering Farms
- Whitley Place Park
- Brookhollow/Landplan Properties
- Doe Branch Park Property
- Raymond Community Park
- Rutherford Creek Park Property
- Cool River Park
- Wandering Creek Park
- Whitley Place Meadow Area Property

Picnic Areas / Pavilions

- Cedar Grove Park
- Etheridge Park
- Gates of Prosper Park Property
- Parvin Park
- Pecan Grove Park
- Preston Lakes Park
- Star Meadow Park
- Star Trace Park
- Tanner's Mill Park
- Brookhollow/Landplan Properties
- Doe Branch Park Property
- Raymond Community Park
- Rutherford Creek Park Property
- Cool River Park
- Whitley Place Meadow Area Property

Playgrounds

- Cedar Grove Park
- Etheridge Park
- Gates of Prosper Park Property
- Parvin Park
- Brookhollow/Landplan Properties
- Raymond Community Park
- Rutherford Creek Park Property
- Cool River Park

IMPLEMENTATION PLAN

(Possible locations as noted: pending future funding and budgets)

Higher Priority Items			Existing Park Facility Locations																												Future Park Facility Locations													
Action Plan Item		Budget Ranges	Boyer Park	Cedar Grove Park	Chapel Hill Hike & Bike	Cockrell Park	Etheridge Park	Folsom Park	Frontier Park	Gates of Prosper Park Property	Hackberry Park	Hays Park	Lakes of La Cima Hike & Bike Trail Area (East)	Lakes of La Cima Hike & Bike Trail Area (West)	Lakewood Park	Parvin Park	Patin Park	Pecan Grove Park	Prairie Park	Preston Lakes Park	Prosper Center Park	Star Meadow Park	Star Trace Park	Tanner's Mill Park	Town Lake Park - Greenspoint	Town Lake Park - Whispering Farms	Tucker Park	Whispering Farms Hike & Bike Area	Whitley Place Park	Windsong Park	Brookhollow/Landplan Properties	Cool River Park	Creekside Park Property	Doe Branch Park Property	Ladera Park	Raymond Community Park	Rutherford Creek Park Property	Star Trail Community Park Property	Wandering Creek Park	Whitley Place Meadow Area Property	Windsong Ranch Community Park Property			
1	Additional Trail Connections Throughout Prosper	\$550,000 - \$1,000,000 per mile																																										
2	Additional Hike / Bike / Jog / Run Trails	\$550,000 - \$1,000,000 per mile														✓		✓					✓			✓						✓	✓		✓	✓			✓	✓				
3	Multipurpose / Multigenerational Recreation Center	Varies																																										
4	Add Shade to Park Playgrounds	\$75,000 - \$150,000 range					✓			✓										✓	✓		✓	✓	✓								✓				✓	✓						
5	Open Spaces / Natural Areas	Varies		✓			✓																			✓	✓			✓			✓	✓				✓	✓			✓	✓	
6	Picnic Areas / Pavilions	\$100,000 - \$250,000		✓			✓			✓						✓		✓	✓		✓		✓	✓	✓							✓	✓		✓		✓	✓			✓			
7	Playgrounds	\$450,000 - \$650,000		✓			✓			✓						✓			✓														✓	✓				✓	✓					

IMPLEMENTATION PLAN

(Possible locations as noted: pending future funding and budgets)

MODERATE PRIORITY ITEMS			PARK FACILITY LOCATIONS																								FUTURE PARK FACILITY LOCATIONS																	
ACTION PLAN ITEM		Budget Ranges		Boyer Park	Cedar Grove Park	Chapel Hill Hike & Bike	Cockrell Park	Etheridge Park	Folsom Park	Frontier Park	Gates of Prosper Park Property	Hackberry Park	Hays Park	Lakes of La Cima Hike & Bike Trail Area (East)	Lakes of La Cima Hike & Bike Trail Area (West)	Lakewood Park	Parvin Park	Patin Park	Pecan Grove Park	Prairie Park	Preston Lakes Park	Prosper Center Park	Star Meadow Park	Star Trace Park	Tanner's Mill Park	Town Lake Park - Greenspoint	Town Lake Park - Whispering Farms	Tucker Park	Whispering Farms Hike & Bike Area	Whitley Place Park	Windsong Park	Brookhollow/Landplan Properties	Cool River Park	Creekside Park Property	Doe Branch Park Property	Ladera Park	Raymond Community Park	Rutherford Creek Park Property	Star Trail Community Park Property	Wandering Creek Park	Whitley Place Meadow Area Property	Windsong Ranch Community Park Property		
8	Indoor Athletic Complex (for active sports)	Varies																																										
9	Sprayground / Water Splashpads	\$750,000 - \$1,500,000																							✓							✓												
10	Water Features (Fishing Pond, Fountains)	Varies																	✓																		✓	✓						
11	Aquatic Center	Varies																																										
12	Dog Park	\$5000,000- \$1,000,000																																					✓					
13	Amphitheater	Varies									✓																										✓							

IMPLEMENTATION PLAN

(Possible locations as noted: pending future funding and budgets)

Lower Priority Items		Park Facility Locations																								Future Park Facility Locations																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

(Budget ranges are estimates and subject to change.)

			ACTION ITEM	BUDGET RANGE
HIGHER PRIORITIES	1	Additional Trail Connections Throughout Prosper		\$550,000 - \$1,000,000 per mile
	2	Additional Hike / Bike / Walk / Jog / Run Trails		\$550,000 - \$1,000,000 per mile
	3	Multipurpose / Multigenerational Recreation Center		Varies
	4	Add Shade to Park Playgrounds		\$75,000 - \$150,000 range
	5	Open Spaces / Natural Areas		Varies
	6	Picnic Areas / Pavilions		\$100,000 - \$250,000
	7	Playgrounds		\$450,000 - \$650,000
MODERATE PRIORITIES	8	Indoor Athletic Complex (for Active Sports)		Varies
	9	Sprayground / Water Splashpads		\$750,000 - \$1,500,000
	10	Water Features (Fishing Pond, Fountains)		Varies
	11	Aquatic Center		Varies
	12	Dog Park		\$5000,000- \$1,000,000
	13	Amphitheater		Varies
LOWER PRIORITIES	14	Natural Surface Trails / Tracks (for BMX, Pump Track, etc.)		\$400,000 - \$5000,000 per mile
	15	Leisure Outdoor Swimming Pool		Varies
	16	Performing Arts Center		Varies
	17	Outdoor Exercise Equipment in Parks and/or Along Trails		\$7,500 - \$15,000 each
	18	Disc Golf		\$20,000 - \$30,000
	19	Skate Park		Varies

FUNDING SOURCES																									
Advertising	Corporate Sponsorships	Fees / Charges	Foundation / Gifts	Friends Associations	General Fund	General Obligation Bonds	Grants - TPWD Outdoor Program	Grants - TPWD Recreational Trails Program	Grants - Transportation Enhancement (TXDOT)	Grants - Transportation Enhancement	Hotel / Motel Funds	Interlocal Agreements	Irrevocable Trust	Naming Rights	Park Dedication Fee	Park Improvements Fee	Partnerships	Permits (Special Use Permits)	Private Donations	Reservations	Revenue Bonds	Sales 4B Tax (1/2 Cent)	Special Fundraisers	Tax Incremental Financing (TIF)	Volunteerism / In-Kind Donations
	o		o	o	o	o	o	o	o	o	o	o		o			o		o		o	o			o
	o		o	o	o	o	o	o	o	o	o	o		o			o		o		o	o			o
	o				o	o								o					o		o	o			
o	o		o	o	o	o	o							o			o		o		o	o	o		
	o	o	o		o	o	o							o	o	o	o		o		o	o			
o	o		o	o	o	o	o					o		o				o	o		o	o			
o	o		o	o	o	o	o					o		o				o	o		o	o			
	o		o	o	o	o					o			o	o	o	o		o	o			o		
	o	o			o	o								o	o	o	o		o		o	o			o
o	o	o	o		o	o						o		o				o	o				o		
	o				o	o								o					o		o	o	o		
o	o		o	o	o	o	o	o	o							o	o					o	o		o
	o		o	o	o	o	o										o	o						o	
o	o		o		o	o								o	o	o		o					o		

INDOOR RECREATION RECOMMENDATIONS

The Town of Prosper is rapidly growing and has done well in developing parks and outdoor recreation amenities to meet the needs of the community over the last several years. Continued outdoor park development will be required in future years as noted in the needs assessment of this master plan. Beyond outdoor amenities, the type of recreational assets that are not currently present in Prosper are sufficient indoor facilities to meet community needs. This is a natural evolution of the growing parks and recreation system as indoor facilities are typically very expensive to design, construct and operate. It is to be expected this element of the Town’s parks and recreation system be slower to be developed.

As discovered through the various forms of community engagement in this planning process, the time has come for the Town of Prosper to more intentionally explore the development of indoor recreation facilities that represent a balance of meeting community needs and the resources available within the Town to afford these facilities. This will likely require a phased approach which should be taken into consideration for siting and facility design.

Indoor Recreation Center

Based on a thorough assessment of community needs and the current inventory of parks and recreation assets in Prosper, the following priorities emerged. Note that the #2 and #3 priorities out of the top five are related to indoor recreation facilities.

- 1. Additional hike, bike and walk trails
- 2. Multipurpose recreation center
- 3. Indoor athletic complex (for active sports, no meeting rooms)
- 4. Additional trail connections throughout Prosper
- 5. Playgrounds

Additionally, indoor recreation amenities were further evaluated with the community and more specific priorities were identified. These are outlined in the table below.

		Priority Rank
1	Exercise, Fitness Area, Group Class Area	•
2	Basketball, Pickleball, Tennis, Badminton Spaces	•
3	Outdoor Aquatics Adjacent to Recreation Center	•
4	Indoor Aquatics (lap lanes, splashpad, activity pool)	•
5	Indoor Walking, Jogging Track	•
6	Connecting Trails to the Facility	•
7	Space for Young Children & Programs	•
8	Space for Teens & Programs	•
9	Indoor Play Area for All Abilities	•
10	Multiuse Space for Events, Banquets	•

These findings suggest that a modest-sized (40,000 - 50,000 sf.), multipurpose recreation center should initially include the following amenities that also are reasonably efficient to operate:

- 1. Fitness area and studio space: A small fitness area with free weights, and weight and exercise machines would be highly utilized, as well as 2-3 studios in which fitness and dance classes can be conducted.
- 2. Multipurpose indoor courts (basketball, pickleball, badminton): It is recommended that the initial facility have a total of two (2) full-sized basketball courts for these multiple use opportunities.
- 3. Indoor walking/jogging track: These are highly valued amenities in indoor recreation centers and can be incorporated on a second floor around and within the gym space.
- 4. Multipurpose rooms: It is recommended to include a small number (2-3) of multipurpose classroom spaces that are versatile in size configurations. This would be multiple rooms that could be expanded into a larger room for more diverse uses by the Department and the community.
- 5. Administrative, storage and common areas: Any facility should have sufficient space for administrative offices and equipment and supply storage. Additionally, thoughtfully designed common areas such as an entry foyer and game area would be equally important.

It would be optimal if this is a facility in which phased expansion can be possible in future years. Those expansions could include but not be limited to:

- Indoor/outdoor aquatic facilities
- Expanded gym space
- Expanded fitness and studio space
- Indoor playground
- Indoor sport courts
- Indoor athletic fields

These developments should only be considered when the Department and Town has the financial capacity to not only make these capital investments but also to operate them.





Appendix

Focus Groups Meeting Notes	184
Citizen Survey Instrument	186
Citizen Survey Postcard	193

TOWN OF PROSPER - PARKS, RECREATION & OPEN SPACE MASTER PLAN

5:30PM/7PM FOCUS GROUP NOTES - MARCH 27, 2024

5:30pm Notes – 9 participants Special needs, inclusive facilities, P.I.P surfacing, unified sports (Hope Park)

- Softball baseball
 - » Facility needs – game play artificial turf, HOA parks for practice, equal needs
 - » Programming needs – all seasons, age groups, etc.
 - » Public restroom use for practices
- Expand trail network plus connections
 - » Add rest stops, trees, outdoor fitness along trails
- Indoor recreation
 - » Multipurpose, multigenerational
 - » Exercise areas
 - » Basketball gym
 - » Aquatics
 - » Meeting rooms
 - » Like Frisco Athletic Center
- Sand volleyball
- Tennis, pickleball courts
- Litter control – create culture of care for public spaces
- Ages 5 and under – facilities beyond Frontier or larger community parks
 - » Shade over playgrounds
 - » Natural areas – off leash areas (Erwin Park in McKinney example)
 - » Skate park
 - » Pump track
 - » Adult sports leagues
 - » Festival space, events, concerts
 - » Town Lake access, improvements

7pm Notes – 13 participants

- Sand volleyball
- Pickleball
- Performance stage – outdoor and indoor
- Pavilion – outdoor event space – movies, symphonies, etc.
- More football facilities
- More baseball facilities
- Smaller fields for youth
- Skatepark
- Cricket
- Badminton
- CTE/Maker space
- Arts & Culture Center
- Large Prosper events done very well – 2 per year – music, shopping, parking logistics
- Recreation/Community Center
 - » After school youth programs
 - » Like Frisco Athletic Center
 - » Multipurpose/multigenerational
 - » Basketball, pickleball, volleyball spaces
 - » Workspaces
 - » Meeting spaces
 - » Pool/aquatics/competition
 - » Water park/recreational water
 - » Splash pads
 - » Multiuse space – events, banquets, dances for 150+ people, flexible space/rentals
- Expand trail network connections
- Farmers Market
- Joya Park – Farmers Branch and The Lawn – Little Elm – Examples
- Small Botanic Garden space
- Tennis courts
- Miniature golf
- More downtown activities

CITIZEN SURVEY INSTRUMENT



Dear Resident,

The Town of Prosper is currently updating your Parks, Recreation & Open Space Master Plan and we need your help by filling out this survey! Your input will help guide our parks and recreation planning efforts for the next 5 to 10 years. Please take a few minutes to complete this important survey. Your answers will remain anonymous. Please complete one survey per household.

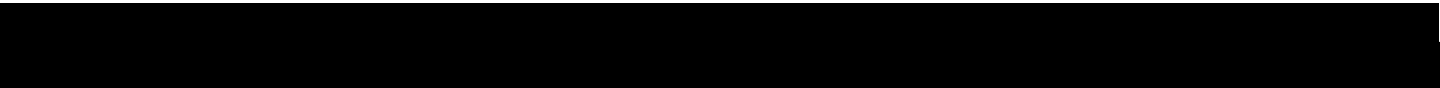
Thank you for taking time to participate in this important survey effort.

Sincerely,

Dan Baker, Director of Parks and Recreation, Town of Prosper

Town of Prosper Park System Overview

The Town of Prosper has 634 acres of park land, 52 miles of trails, nature areas, nineteen playgrounds, a splash pad, fishing ponds/docks, lighted soccer, baseball & softball fields, backstops, multipurpose fields, as well as basketball courts, several picnic pavilions, and picnic tables.



1. How do you find out about parks, recreation facilities and recreation programs in the Town of Prosper? (Check all that apply)
- 1☐ Town of Prosper website – prosper.tx.gov

2☐ The Landscape – Park & Rec monthly e-news

3☐ Resident Update – Town of Prosper weekly e-news

4☐ Social media (Facebook, Instagram, Twitter)

5☐ Postcard mailer

6☐ Intersection banner / signage

7☐ Housewarmers New Resident delivery

8☐ Internet community group

9☐ Word of mouth / friend

10☐ Google search

11☐ Other _____

12☐ Don't know

2. How often do you or other household members use or visit the park facilities listed below in the Town of Prosper?

Frequency of Use (Check ONE answer for each)	At least once a week	At least once a month	Several times per year	Once a year or less	Never Don't use
Parks	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Trails	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Natural areas	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Playgrounds	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Athletic fields (softball, baseball, soccer)	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Practice fields/open fields	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Basketball courts	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Splash pad	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Fishing pond/docks	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
Picnic tables/pavilions	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
The 407 Rec Center	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

3. Which age groups in your household would be interested in participating in a Town of Prosper Recreation or Leisure Program? (Check all that apply)

- 1☐ Under 5 years of age

2☐ 6 to 10
- 3☐ 11 to 17

4☐ 18 to 29
- 5☐ 30 to 49

6☐ 50 to 65
- 7☐ Over 65

8☐ None

4. Which of these would you and your household members (of any age) be MOST INTERESTED in participating? (Check all that apply)

ACTIVITIES, EVENTS AND PROGRAMS OF MOST INTEREST			
01 ☐ Baseball	13 ☐ Skateboarding	25 ☐ Teen programs/camps	37 ☐ Music/dance programs
02 ☐ Basketball	14 ☐ Sand Volleyball	26 ☐ E-sport programs	38 ☐ Health/wellness programs
03 ☐ Softball	15 ☐ Pickleball	27 ☐ Youth sports	39 ☐ Aquatic programs
04 ☐ Soccer	16 ☐ Races (5K, 10K, etc.)	28 ☐ Youth programs/camps	40 ☐ STEM programs
05 ☐ Football	17 ☐ Adult sports leagues	29 ☐ Parent/child programs	41 ☐ Multi-cultural events
06 ☐ Tennis	18 ☐ Biking/cycling programs	30 ☐ Family programs	42 ☐ Nature/outdoor programs
07 ☐ Horseshoes	19 ☐ Disc golf	31 ☐ Active adult programs-free	43 ☐ Adaptive/special needs programs
08 ☐ Cricket	20 ☐ Rugby	32 ☐ Active adult programs-paid	44 ☐ Other
09 ☐ Lacrosse	21 ☐ Climbing wall	33 ☐ Active adult day trips	45 ☐ None/not interested
10 ☐ Archery	22 ☐ Cornhole tournaments	34 ☐ Active adult events	
11 ☐ Badminton	23 ☐ Fishing	35 ☐ Art/music/food festivals	
12 ☐ Pilates	24 ☐ Preschool/toddler programs	36 ☐ Arts & crafts programs	

5a. Prosper Parks and Recreation Department is establishing priorities to help direct future departmental actions. How important is it for Prosper to consider adding or expanding the facilities listed below?

(Rate EACH facility on a scale from 1 to 4 with 4 being very important and 1 being not important)

	4 - Very	3 -	2 -	1 - Not	No opinion/
	Important			Important	Not familiar
A – Multipurpose/multigenerational recreation center.....	4.....	3.....	2.....	1.....	☐
B – Amphitheater	4.....	3.....	2.....	1.....	☐
C – Aquatic Center.....	4.....	3.....	2.....	1.....	☐
D – Leisure outdoor swimming pool	4.....	3.....	2.....	1.....	☐
E – Spray ground/water splash pads.....	4.....	3.....	2.....	1.....	☐
F – Disc Golf	4.....	3.....	2.....	1.....	☐
G – Dog Park.....	4.....	3.....	2.....	1.....	☐
H – Additional trail connections throughout Prosper	4.....	3.....	2.....	1.....	☐
I – Additional hike/bike/walk/jog/run trails	4.....	3.....	2.....	1.....	☐
J – Skate park	4.....	3.....	2.....	1.....	☐
K – Natural surface trails/tracks (for BMX, pump track, etc.)	4.....	3.....	2.....	1.....	☐
L – Open spaces/natural areas.....	4.....	3.....	2.....	1.....	☐
M – Outdoor exercise equipment in parks and/or along trails	4.....	3.....	2.....	1.....	☐
N – Picnic areas/pavilions.....	4.....	3.....	2.....	1.....	☐
O – Playgrounds.....	4.....	3.....	2.....	1.....	☐
P – Add shade to park playgrounds.....	4.....	3.....	2.....	1.....	☐
Q – Indoor athletic complex (for active sports, no meeting rooms or classrooms).....	4.....	3.....	2.....	1.....	☐
R – Water features (fishing ponds, fountains, etc.).....	4.....	3.....	2.....	1.....	☐
S – Performing arts center.....	4.....	3.....	2.....	1.....	☐
T – Other needs (.....)	4.....	3.....	2.....	1.....	☐

5b. Which **THREE** facilities/amenities above are the **MOST** important to you for the Parks and Recreation Department to focus on within the next five years? (Write in the letter to the left of the facility in the blanks) 1st _____ 2nd _____ 3rd _____

6a. Prosper Parks and Recreation Department is establishing **athletic/sport** priorities to help direct future departmental actions. How important is it for Prosper to consider adding the athletic/sport facilities listed below?

(Rate EACH facility on a scale from 1 to 4 with 4 being very important and 1 being not important)

	4 - Very	3 -	2 -	1 - Not	No opinion/
	Important			Important	Not familiar
A – Softball fields	4.....	3.....	2.....	1.....	☐
B – Soccer fields.....	4.....	3.....	2.....	1.....	☐
C – Tennis courts.....	4.....	3.....	2.....	1.....	☐
D – Football fields.....	4.....	3.....	2.....	1.....	☐
E – Pickleball courts.....	4.....	3.....	2.....	1.....	☐
F – Baseball fields.....	4.....	3.....	2.....	1.....	☐
G – Basketball courts	4.....	3.....	2.....	1.....	☐
H – Skate park (skateboarding, BMX, pump track).....	4.....	3.....	2.....	1.....	☐
I – Lacrosse fields.....	4.....	3.....	2.....	1.....	☐
J – Practice athletic fields.....	4.....	3.....	2.....	1.....	☐
K – Racquetball courts	4.....	3.....	2.....	1.....	☐
L – Cricket fields.....	4.....	3.....	2.....	1.....	☐
M – Rugby fields	4.....	3.....	2.....	1.....	☐
N – Sand volleyball courts.....	4.....	3.....	2.....	1.....	☐
O – Archery Range.....	4.....	3.....	3.....	1.....	☐
P – E-sports	4.....	3.....	3.....	1.....	☐
Q – Other athletic needs (.....)	4.....	3.....	3.....	1.....	☐

6b. Which **THREE ATHLETIC** facilities above are the **MOST** important to you for the Parks and Recreation Department to focus on within the next five years? (Write in the letter to the left of the facility in the blanks) 1st _____ 2nd _____ 3rd _____

7a. If the Town of Prosper were to build a FUTURE INDOOR FACILITY, how important is it for Prosper to consider including the amenities listed below? (Rate EACH facility on a scale from 1 to 4 with 4 being very important and 1 being not important)

	4 - Very Important	3 - Important	2 - Somewhat Important	1 - Not Important	No opinion/Not familiar
A – Exercise/fitness area/group fitness class area.....	4	3	2	1	☐
B – Basketball, pickleball, tennis, badminton spaces.....	4	3	2	1	☐
C – Meeting rooms.....	4	3	2	1	☐
D – Childcare (infant, toddler, youth spaces).....	4	3	2	1	☐
E – Space for young children & programs.....	4	3	2	1	☐
F – Space for teens & programs.....	4	3	2	1	☐
G – Space for seniors & programs.....	4	3	2	1	☐
H – Indoor play area for all abilities.....	4	3	2	1	☐
I – Indoor walking/jogging track.....	4	3	2	1	☐
J – Dry sauna.....	4	3	2	1	☐
K – Dance studio.....	4	3	2	1	☐
L – Indoor aquatics (lap lanes, splash pad, activity pool).....	4	3	2	1	☐
M – Outdoor aquatics adjacent to recreation center (water park, play structures, pavilion rentals, lap lanes, lazy river, splash pad, concession areas.....	4	3	2	1	☐
N – Interactive features.....	4	3	2	1	☐
O – Gymnastics area.....	4	3	2	1	☐
P – Multiuse space for events, banquets, dances, etc.....	4	3	2	1	☐
Q – Connecting trails to the facility.....	4	3	2	1	☐
R – Other (.....)	4	3	2	1	☐

7b. Which THREE INDOOR facilities above are the MOST important to you if a future indoor facility were built in Prosper? (Write in the letter to the left of the facility in the blanks) 1st _____ 2nd _____ 3rd _____

8. To assist the Town of Prosper in developing future funding priorities, rank how you feel the funding should be prioritized.

(Rate EACH on a scale from 1 to 4 with 4 being a TOP PRIORITY and 1 being a LOW PRIORITY.)

	4 - Top Priority	3 - Somewhat Top Priority	2 - Somewhat Low Priority	1 - Low Priority	No opinion/Not familiar
A – Enhance park maintenance.....	4	3	2	1	☐
B – Provide additional recreation programs/classes.....	4	3	2	1	☐
C – Build a multipurpose/multigenerational recreation center.....	4	3	2	1	☐
D – Renovate existing parks and facilities.....	4	3	2	1	☐
E – Develop new parks and facilities.....	4	3	2	1	☐
F – Acquire land for open space, natural areas.....	4	3	2	1	☐
G – Develop new hike/bike/walk/jog trails & trail connections.....	4	3	2	1	☐
H – Provide special events.....	4	3	2	1	☐
I – Build an Aquatic Center and/or natatorium.....	4	3	2	1	☐

9. In order to develop and maintain the park and recreation facilities/amenities you have suggested herein, how strongly would you support EACH of the funding options listed below.

(Rate EACH option on a scale from 1 to 4 with 4 being strong support and 1 being low support.)

	4 - Strong Support	3 - Somewhat Support	2 - Somewhat Low Support	1 - Low Support	No opinion/Not Familiar
Increased user fees (paying a fee to use a facility/program).....	4	3	2	1	☐
Sponsorships (private contributions for programs, supplies, equipment, etc.).....	4	3	2	1	☐
Voter approved bond programs.....	4	3	2	1	☐
Increased park improvement fees for developers.....	4	3	2	1	☐
Increased property taxes.....	4	3	2	1	☐

10. How much more per year in additional property taxes would you be willing to pay in order to fund the improvement priorities you have suggested in this survey?

1 ☐ More than \$200/year	3 ☐ Up to \$100/year	5 ☐ Up to \$50/year
2 ☐ Up to \$200/year	4 ☐ Up to \$75/year	6 ☐ No increase

11. In which area do you reside?

1 ☐ West of Dallas North Tollway	3 ☐ East of Preston Rd.
2 ☐ Between Dallas North Tollway and Preston Rd.	4 ☐ Live outside the Town limits of Prosper

12. How long have you been a resident of Town of Prosper?

1 ☐ Less than 2 years	2 ☐ 2 to 5 years	3 ☐ 6 to 10 years	4 ☐ 11 to 20 years	5 ☐ Over 20 years
--	---	--	---	--

13. Which youth age groups are represented in your household? (Check all that apply)

☐ 0 to 5 years of age

☐ 6 to 10 years of age

☐ 11 to 17 years of age

☐ 18 to 24 years of age

☐ No children in household

14. How many persons, including yourself, reside within your household?

☐ One☐ Two☐ Three☐ Four☐ Five or more

15. Your age?

☐ 19 or under☐ 20 to 24

☐ 25 to 34

☐ 35 to 44

☐ 45 to 54

☐ 55 to 64

☐ 65 to 74

☐ 75 or older

16. Your race/ethnicity?

☐ African American/Black☐ South Asian

☐ East Asian

☐ Hispanic/Latino

☐ Native Hawaiian or other Pacific Islander

☐ White/Caucasian

☐ Native American

☐ Two or more races

☐ Other_____

17. Your gender?

☐ Male☐ Female☐ Prefer not to answer

18. Provide any other comments you would like to share.

192

CITIZEN SURVEY POSTCARD

SHAPE THE FUTURE OF PROSPER PARKS

PROSPER PARKS & RECREATION IS UPDATING ITS PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

YOUR INPUT IS VITAL TO THE PROCESS!

TAKE THE SURVEY TODAY:
PROSPERTX.GOV/PARKSMASTERPLAN

THE SURVEY WILL REMAIN OPEN UNTIL MAY 19, 2024.

Parks & Recreation | 409 E. First St., Prosper, TX | 972-569-1160 | prosper.tx.gov/parksandrec

PROSPER PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

193