



COMMUNITY SERVICES

To: Mayor and Town Council

From: Robyn Battle, Executive Director of Community Services

Through: Harlan Jefferson, Town Manager

Re: Town Council Meeting – January 25, 2022

Agenda Item:

Receive the 2022-2024 Communications and Community Engagement Plan.

Description of Agenda Item:

Town staff has completed the 2022-2024 Town of Prosper Communications and Community Engagement Plan, which outlines goals and actions that will assist the Town of Prosper with informing, engaging, and connecting residents with their Town government. The Town's first comprehensive Communications Plan was submitted in 2019.

The Town recognizes the need for open and two-way communication, particularly as it pertains to providing information, listening to residents, gathering feedback and the expanding use of technology in providing relevant, accurate, and timely information. This plan is intended to serve as a guide to achieve the Town's communication and community engagement goals over the next three years.

The Communications and Community Engagement Plan is a living document intended to be adapted and enhanced as the Town continues to evolve, and as goals are achieved. This plan is expected to change to meet emerging needs, and as communication technology and platforms for resident engagement continue to advance. This plan addresses the changing needs of Prosper's communication strategy, building upon the Town's communication strengths, expanding opportunities for more effective resident engagement, and improving internal communication.

The plan memorializes current communication and community engagement efforts and provides a guide for implementation of future efforts in response to changing goals and priorities, emerging communication trends, new concepts, and opportunities to communicate with the Town's target audiences. As it is written today, the plan is a snapshot of the Town's current communication and community engagement goals and provides a unified approach to achieve those goals.

The updated plan has been expanded to include community engagement tactics that have been added since 2019. A five-year staffing projection helps align proposed programs and program enhancements with the staff resources that will be necessary to implement them.

The plan establishes five specific Goals:

Goal 1: External Communication

Goal 2: Internal Communication

Goal 3: Crisis Communication

Goal 4: Community Engagement

Goal 5: Legislative Advocacy

Each goal is comprised of specific objectives, strategies and tactics that were developed based on Council priorities and staff recommendations. Each tactic has been assigned a performance measure and a target timeline for completion.

Prior to completion, the draft plan was submitted to the Communications and Community Engagement staff, the interdepartmental Communications Team, and the Community Engagement Committee for review and feedback. Completion of the updated plan was identified as an Action Item under Town Council Strategic Goal 3: Financially Responsible Town Providing Exceptional Services.

Town Staff Recommendation:

Town staff requests feedback on the 2022-2024 Communications and Community Engagement Plan. This is an informational item only. No action is required.