



2025 State of the Community

Mayor David F. Bristol

January 23, 2025

Prosper Town Council



**Craig
Andres**

Council Member,
Place 2

**Jeff
Hodges**

Council Member,
Place 5

**Marcus
Ray**

Mayor Pro-Tem,
Place 1

**David
Bristol**

Mayor

**Amy
Bartley**

Deputy Mayor Pro-Tem,
Place 3

**Chris
Kern**

Council Member,
Place 4

**Cameron
Reeves**

Council Member,
Place 6



STRATEGIC VISION

Strategic Visioning Priorities

ACCELERATION OF INFRASTRUCTURE

- Work with the Capital Improvement Subcommittee to identify gaps in the Town's infrastructure and ensure that it meets the demands of a growing community.
- Utilize all available financial methods (Bonds, Certificates of Obligation, Capital Dedicated Fund, Grants, etc.) to fund projects.
- Work with the Capital Improvement Subcommittee to plan for a future bond program and/or pay-as-you-go program.

1

DEVELOPMENT OF DOWNTOWN PROSPER AS A DESTINATION

- Collaborate with the Downtown Business Alliance, Community Engagement Committee, Downtown Committee, and Prosper EDC to implement the Downtown Master Plan.
- Pursue a mix of public and private developments as catalysts for office, retail, restaurants, entertainment, housing, and outdoor events.

2

ENSURE THE TOWN'S COMMERCIAL CORRIDORS ARE READY FOR DEVELOPMENT

- Ensure US 380 and Dallas North Tollway are primed and ready for development.
- Develop long-term strategies for land use, landscaping, lighting, and traffic.
- Leverage partnerships with TxDOT, NTTA and private development.
- Prioritize infrastructure to meet demand, using incentives when appropriate.

3

CONTINUE TO PROVIDE EXCELLENT MUNICIPAL SERVICES

- Strive to be a high-performing organization focused on continuous improvement, best practices, and benchmarking.
- Develop a culture of excellence and provide the financial resources necessary to support these goals.
- Provide a welcoming and respectful environment for residents, visitors, and Town employees.

4

WORK TOWARDS A GROWING AND DIVERSIFIED TAX BASE

- Collaborate with Prosper EDC and be adaptable to changing market conditions.
- Place an emphasis on corporate, medical, and life-sciences sectors.
- Utilize metrics to create resiliency strategies against market changes.

5

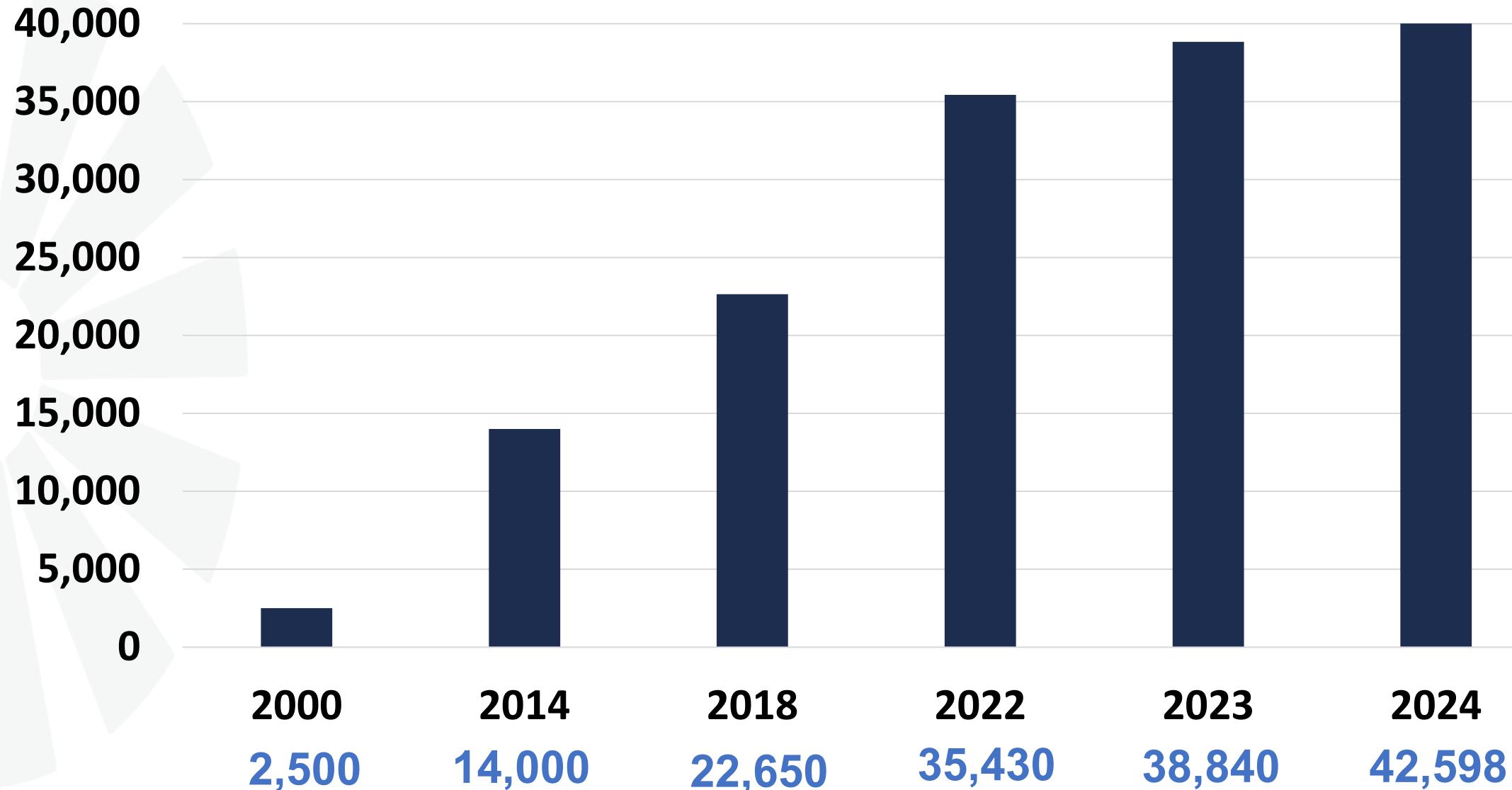
1. Acceleration of Infrastructure
2. Development of Downtown Prosper as a Destination
3. Ensure the Town's Commercial Corridors are Ready for Development
4. Continue to Provide Excellent Municipal Services
5. Work Towards a Growing and Diversified Tax Base

ProsperTx.gov/strategicvision

An aerial photograph of Prosper, Texas during dusk. The town hall, a large brick building with a prominent clock tower, is visible on the right. In the center, several large grain silos stand tall. The town is surrounded by a mix of green fields and some industrial buildings in the distance. The sky is a gradient of orange, yellow, and blue.

LIVING IN PROSPER

Population Growth



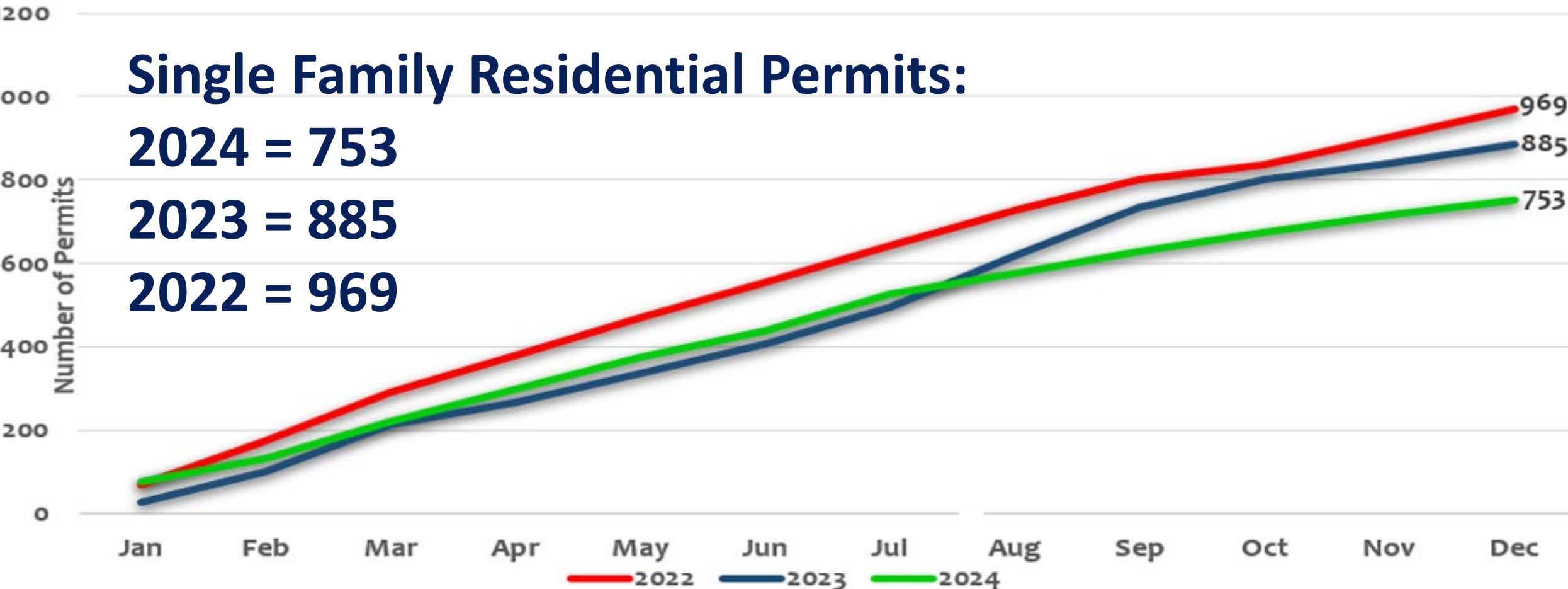
Single Family Residential Permits: 753

Single Family Residential Permits:

2024 = 753

2023 = 885

2022 = 969





BUDGET HIGHLIGHTS

Key General Fund Revenue Drivers

- Property Tax, Sales Tax, Development Fees and Franchise Fees represent over **90% of all revenue**
- Property values experienced healthy **growth of 26%** with slightly more from new growth than on existing property
- Sales Tax is projected to **grow 8.6%**
- Development Fees are projected to **decline 15%** due to a slowdown in new permits; overall activity remains healthy
- Franchise Fees are expected to **grow 11%** due to growth of residents and businesses

Key Budget Highlights for FY 2024-2025

- **Total FY 2024-2025 Operating budget: \$102.6M**
- **General Fund: \$52.8M** to maintain high-quality public services.
- **Public Safety: \$3.3M** for Crime Control and **\$3.5M** for Fire Control and Emergency Medical Services Special Purpose District.
- **Enterprise Funds: \$42.9M** for solid waste, water, sewer utilities and Storm Drain Utility Fund.

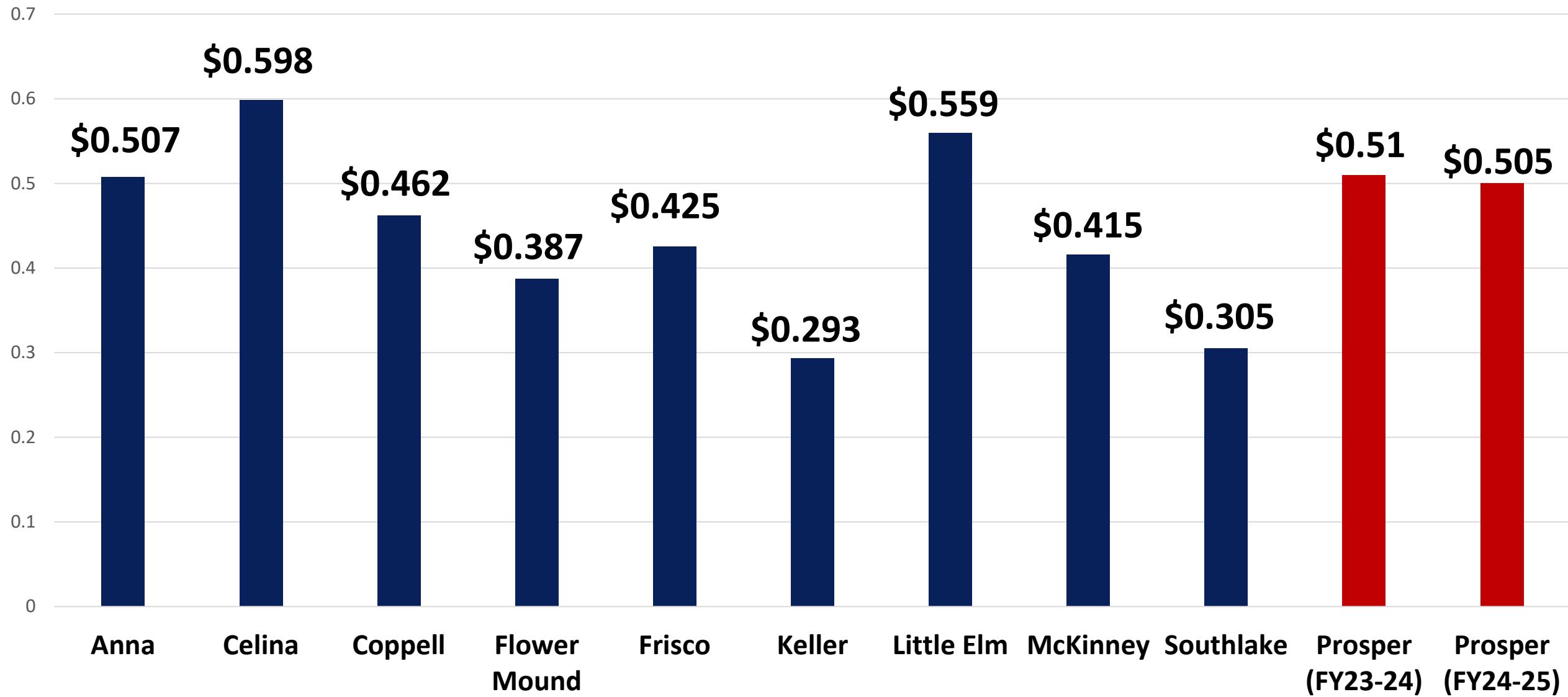
Key Budget Highlights for FY 2024-2025

- **General Debt Service Appropriations** for the coming fiscal year:
\$18.5M
- **Governmental Capital Projects** added for the year total **\$51.4M**
- **Homestead exemption increased** to **17.5%** (from 15%) to support homeowners (8.61% average of comparison)
- **Tax Freeze:** Prosper offers a tax freeze for eligible residents.

Learn more at **prospertx.gov/budget**

Benchmarking FY24-25 Tax Rates

FY 24-25 Property Tax Rates



The background of the slide is a grayscale aerial photograph of a highway interchange. The interchange features multiple levels of roads and ramps. To the right, there is a residential area with numerous houses and lawns. In the distance, a river or body of water is visible. The overall image has a slightly grainy, documentary feel.

INFRASTRUCTURE

Accelerating Infrastructure

2020 Bond Election was a 10-year program for \$210 million

- **\$110 million** (53%) issued in the first three years of the program
- **\$161 million** (77%) will have been issued by 2025

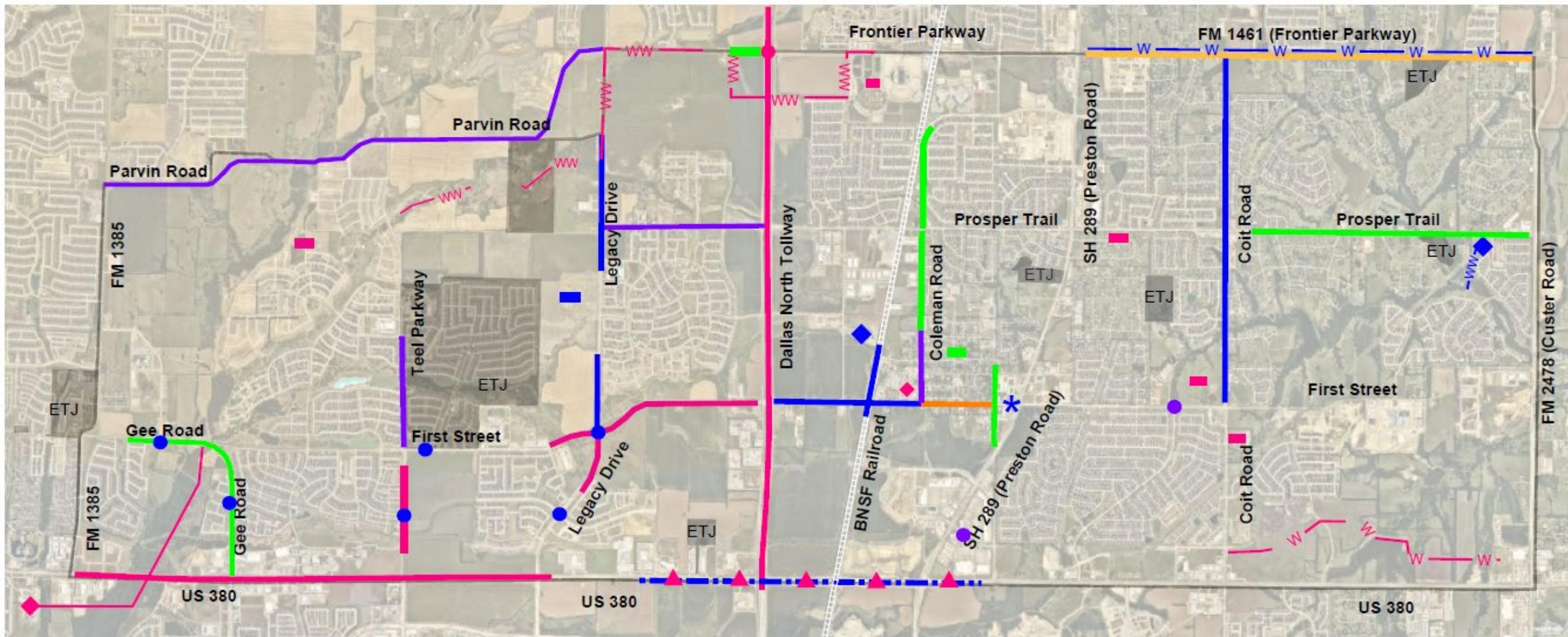
What does this mean?

- Early completion of 2020 Bond Program
- Potential \$150M Bond Election as early as 2025 for new roads, parks, facilities and public safety

2020 GO Bond Program (in Millions)

Proposition	Series 2021	Series 2022	Series 2023	Series 2024	Series 2025	Series 2026	Series 2027	Series 2028+	Total Authorized
A. Public Safety Facility Projects	18	0.6	-	10.2	-	0.75	-	0.45	30
B. Parks and Recreation Projects	2.2	2.83	9.8	10.9	-	0.2	-	4.07	30
C. Streets and Transportation Projects	19.8	30.22	27.16	15.3	17.95	25.75	12.55	1.26	150
Total	40	33.65	36.96	36.4	17.95	26.7	12.55	5.78	210

FY 2025-2029 Capital Improvement Plan (Construction Schedule)



prosperx.gov/projectupdates

Transportation Projects – recently completed

Gee Road (First Street – Windsong Retail); First (Teel Parkway – Gee Road): \$12M

- Additional two lanes on both roadways with improved median
- Additional 3rd lane on Gee Road from First Street to Denton Way (allow 2 NB lanes)
- Construction began Spring 2023
- Completed Spring 2024



Transportation Projects – recently completed

Teel Parkway (US 380 – First Street): **\$6M**

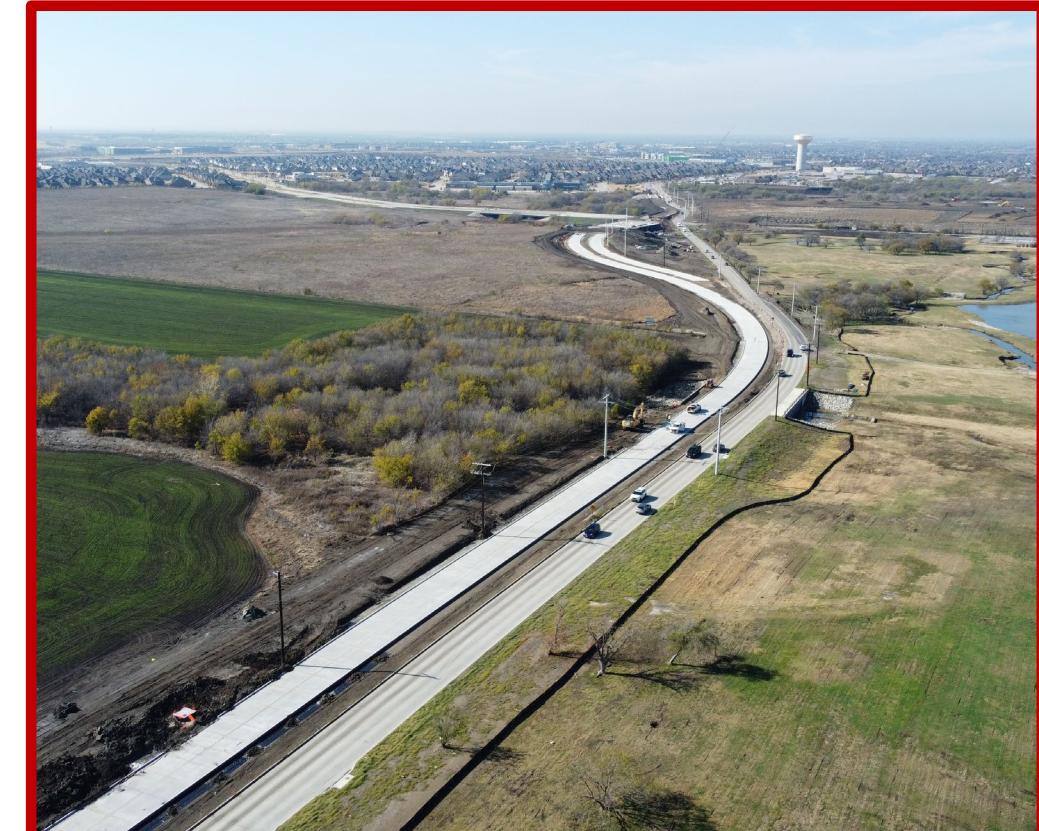
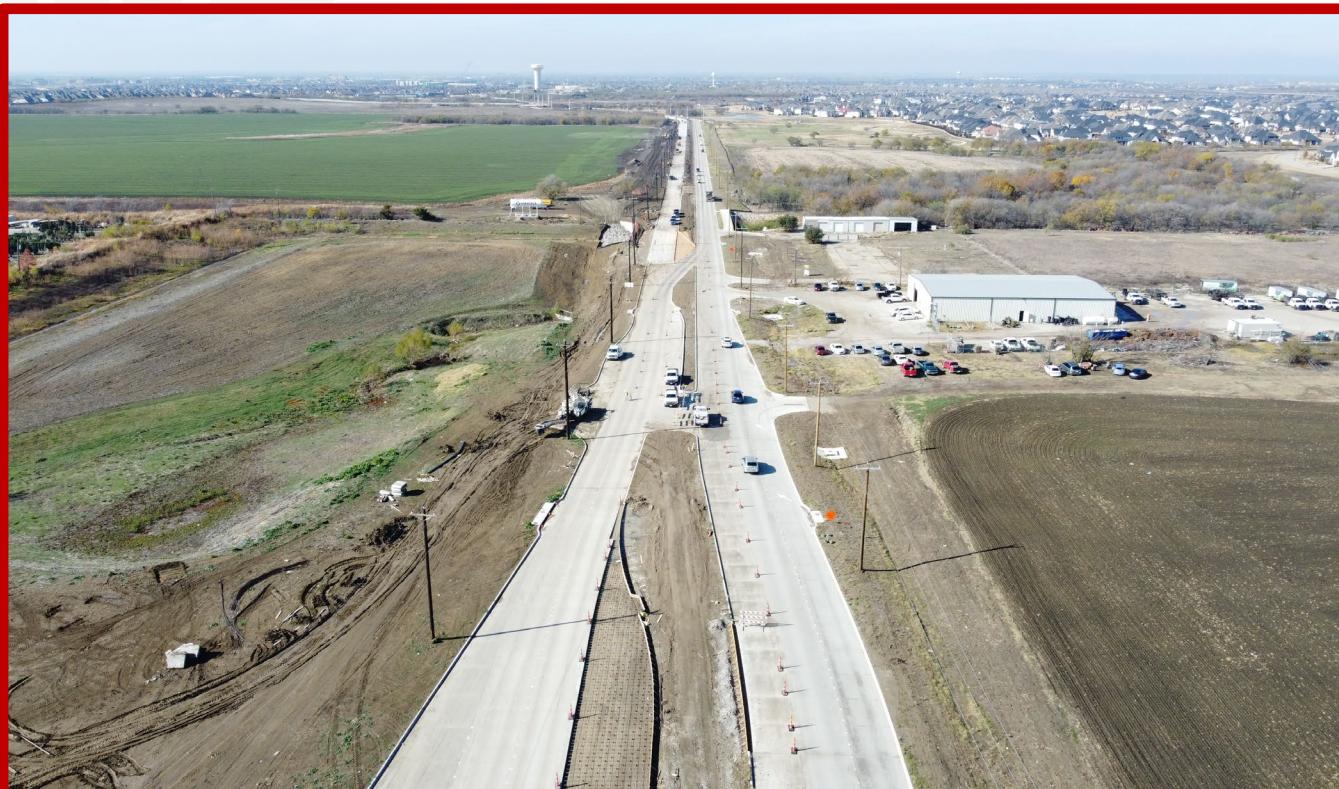
- Additional two lanes with improved median
- Provides improved access to US 380 and Richland High School
- Construction began Winter 2023/2024
- Opened to traffic in Summer 2024
- Completed Fall 2024



Transportation Projects – under construction

First Street (Stuber Elementary – Dallas North Tollway): \$32M

- Replacing existing two lanes asphalt with new four lanes and improved median
- Construction began Spring 2023
- Anticipated completion date: Spring 2025



Transportation Projects – under construction



Legacy (Prairie Road – First Street): \$11M

- New four lanes with improved median
- Provides alternative connection to US 380
- Construction began Spring 2024
- Anticipated completion date: Spring 2025



First Street (DNT – Coleman): \$25M

- Replacing existing two lanes asphalt with new four lanes and improved median
- Roundabout at the intersection of Coleman to replace all-way stop
- Design complete and ROW acquisition underway
- Construction to begin Summer 2025
- Anticipated completion date: Winter 2026/2027

Coit Road (First – Frontier/FM 1461): \$24M

- Replacing existing two lanes asphalt with new four lanes (ultimately six lanes) and improved median
- Design complete and ROW acquisition underway
- Intent to accelerate construction to begin Phase 1 (First – Prosper Trail) in Spring 2025 from original schedule of Winter 2027/2028.

Transportation Projects - TxDOT

US 380 (Legacy Drive – CR 377 in Denton) – under construction

\$178M

- Replacing existing four lanes with new six lanes
- Includes overpasses in Prosper: Legacy Drive, Teel Parkway, FM 423/Gee Road
- Construction began Winter 2021/2022
- TxDOT accelerated timeline to be substantially complete by the end of 2025!

FM 1461/Frontier Parkway (Preston Road – CR 165 McKinney) – utility relocation

\$46M

- Replacing existing two lanes asphalt with new four lanes (ultimately six lanes)
- Town to complete its required water line relocation: Winter 2025/2026
- Construction to begin Fall 2027
- Anticipated completion date: Fall 2030

Transportation Projects - NTTA

Dallas North Tollway (US 380 – FM 428 in Celina): \$360M

- New eight lanes with overpasses in Prosper: Lovers Lane, First Street, Prosper Trail, Frontier Parkway
- Construction began February 2024
- Anticipated completion Fall 2027

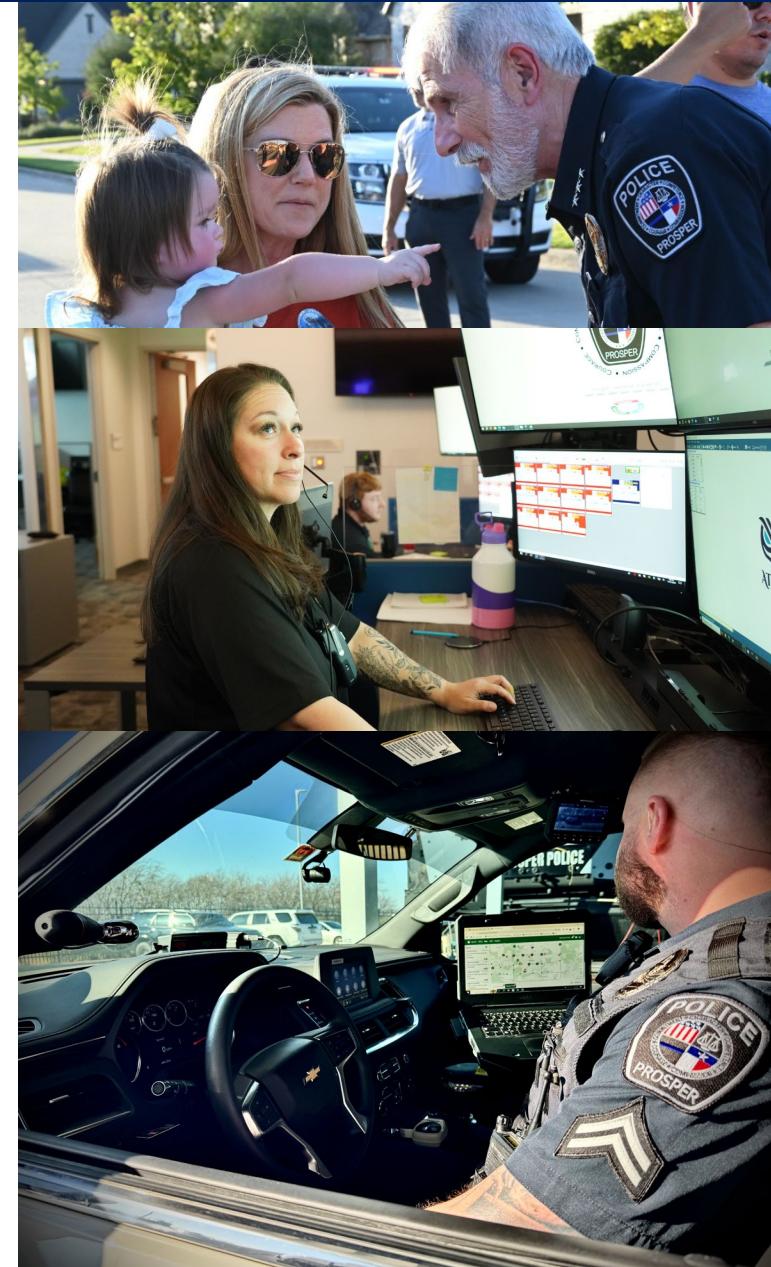


A dark, slightly blurred background image of a police officer in uniform. The officer is wearing a dark blue uniform with a visible "POLICE" patch on the sleeve and a badge on the chest. The badge features an American flag design and the words "PROSPER TEXAS POLICE".

PUBLIC SAFETY

Department Activity in FY 2024:

- **11,820** Citizen Generated Calls (+15%)
- **12,530** Officer Initiated Calls (+13%)
- **9,680** Traffic Stops (+15%)
- **528** Arrests (+22%)
- **3,300** Citations Written (+6%)



Since Flock System Implementation:

- **25 arrests** made from vehicle stops related to Flock Hits in 2024
- **10 Stolen vehicles** recovered in 2024
- **2 Illegally possessed firearms** seized in 2024
- **15,513 total “hotlist” alerts** since May 1, 2023
- **7.6M license plate scans** per month
- Numerous suspect vehicles identified, all related to criminal offenses



Public Safety – Police

Flock Safety Camera System FY 2025 Expansion

- **16 Additional License Plate Readers**
- **4 Trailers** with Live feed cameras to assist with special events and deterrence in enforcement areas
- **6 Live cameras** added to Frontier Park
- **Flock911** to stream calls directly to officers' vehicles + **Drone-First-Responder (DFR) Program**



Public Safety – Fire Rescue

Fire Station 4 Update

- Design complete for new Station 4 on Prosper Trail near Cockrell Elementary
- Groundbreaking Ceremony on January 15
- Construction expected to begin Spring 2025



Public Safety – Fire Rescue

Prosper Fire Rescue ISO Class 1 Status Renewed

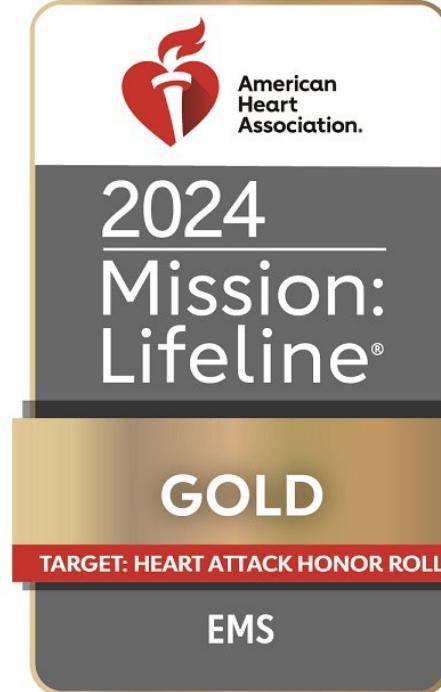
- **ISO Class 1 Rating Maintained:** Reflects the highest standard in fire protection, showcasing excellence and dedication to community safety.
- **Public Protection Classification (PPC):** ISO Class 1 approved by the State Fire Marshal's Office, effective May 1, 2025.
- **Evaluation Areas:** Rating based on emergency communication systems, fire department capabilities, water supply, and community risk reduction.
- **Community Benefits:** High ISO ratings contribute to lower insurance premiums and demonstrate a commitment to best practices in training, strategic planning, and resource optimization.



Public Safety – Fire Rescue

American Heart Association Gold-Level Award

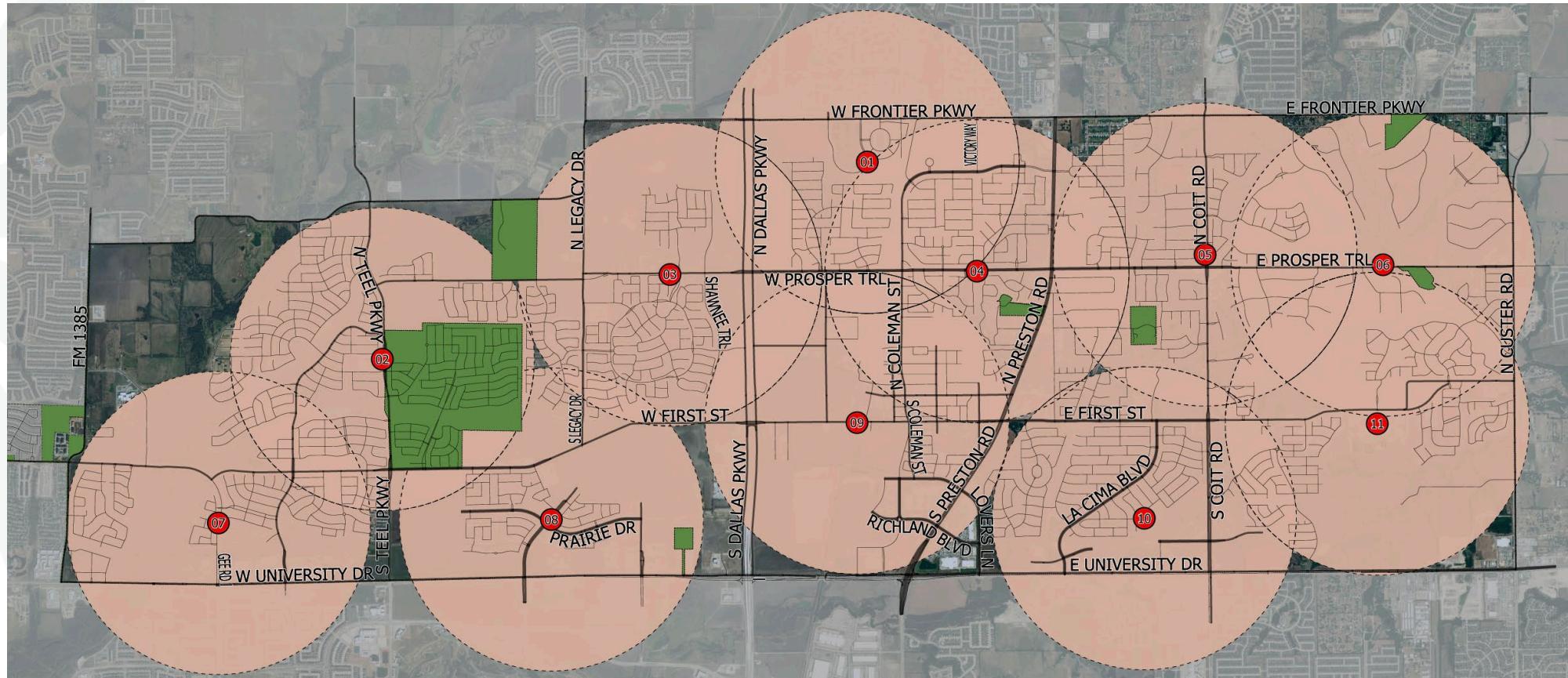
- Recognized for excellence in pre-hospital cardiac and stroke care
- Awarded annually since 2019
- One of 254 EMS agencies nationwide to receive the systems of Care Award for efficient patient transport



Public Safety – Fire Rescue

Outdoor Warning Sirens (OWS)

- Added 11th siren near Walnut Grove High School
- Upgraded existing sirens with advanced technology for enhanced performance





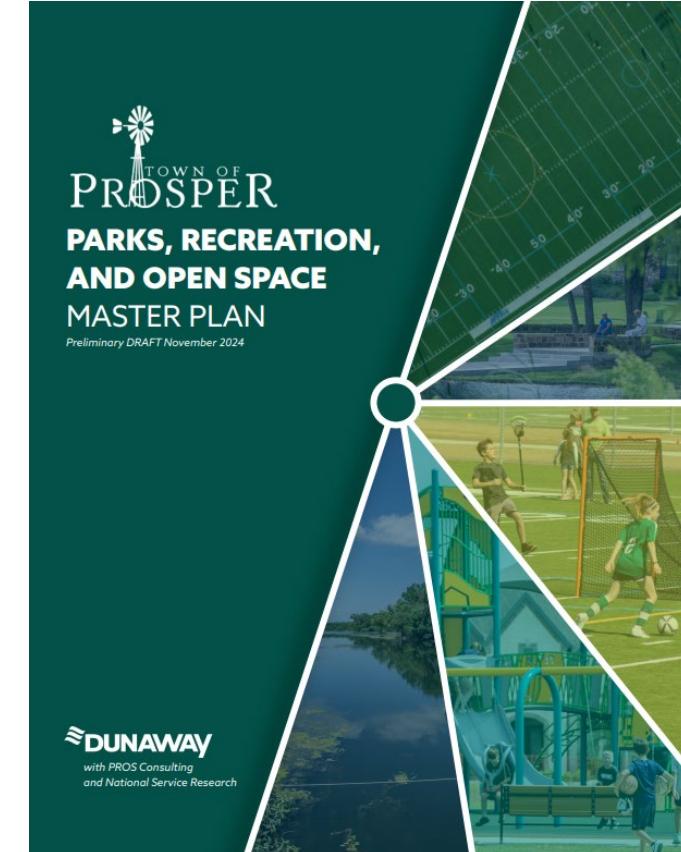
PARKS & FACILITIES

Parks & Recreation Master Plan

- Comprehensive blueprint to guide the evolution of Prosper's park system
- Recommendations for land acquisition, park expansion, development, and programming for all ages
- Resident Survey was conducted from April 18 to May 19, 2024

Status:

- Benchmarking study is **complete**
- Recreation Program Analysis is **complete**
- Priority Rankings based on the Survey results **developed**
- Four Advisory Committee meetings held in 2024
- Staff is currently reviewing the Final Master Plan
- Plan to be presented to Town Council January 28
- Learn more at **prospertx.gov/parksmasterplan**



Parks Projects

Lakewood Park

- Park Amenities: pickleball, basketball, cricket pitch, lighted multi-use sports fields, playground expansion, restroom and parking
- Sport Courts **100% complete**
- Irrigation system **100% complete**
- Parking lot **100% complete**
- Completion of this bond-funded project: November 19, 2024



Parks Projects

Raymond Community Park

- Construction began Spring 2024
- Detention Pond Excavation **complete**
- Storm drainpipe install **complete**
- Restroom & Concession building **50% complete**
- Parking paving **complete**
- Park Amenities include baseball and multipurpose fields, pickleball courts, tennis courts, multi-use fields, hike and bike trail, restrooms, playground, & pavilion
- Anticipated completion date: Summer 2025



Parvin Park (Downtown Park)

- Discovery phase and survey work is **complete**
- Next steps – **50% of Site Plans** have been submitted and reviewed



2025 Event Calendar

EVENT	DATE
Prosper Fishing Derby	February 22
Mayor's Coffee for Active Adults	March 12
P-Town Throwdown Pickleball Tournament	March 29
Downtown Block Party	April 5
National Day of Prayer	May 1
Memorial Day Ceremony	May 26
Pride in the Sky	July 1
Celebrate Prosper	October 4
Mayor's Luncheon	October 15
Arbor Day Celebration	November 7
Veterans Day Honor Run	November 8
Sensory Santa + Shoppe	December 2
Prosper Christmas Festival	December 6



Community Library Input

Extensive Community Engagement:

Input from over 600 residents via surveys, focus groups, and leadership interviews highlighted aspirations for a vibrant library tailored to Prosper's growth.

Key Community Priorities:

- Small group study rooms and multipurpose spaces.
- Interactive children's areas, teen-friendly zones, and maker spaces.
- Outdoor reading and program areas.

Opportunities for Growth:

Larger Facility, expanded collection, and additional operating hours.



Community Library Strategy for Future Space

Innovative Design:

Flexible, multipurpose spaces to accommodate diverse uses like study, community gatherings, and STEM-focused maker spaces.

Sustainability and Accessibility:

Energy-efficient, inclusive designs, and sensory-friendly areas.

Community-Centered Vision:

The library is envisioned as a cornerstone of Prosper, supporting education, creativity, and lifelong learning.





COMMERCIAL DEVELOPMENT

Unified Development Code

Unified Development Code

Town staff is working with a consultant to create a Unified Development Code, which will include updates and consolidate many codes and ordinances across various departments.



Development Cases

Development Cases

- Ninety-seven (97) development applications approved by the Planning & Zoning Commission
- Eighteen (18) zoning cases approved by Town Council
- Prosper Arts District



Ordinance Amendments

Ordinance Amendments

- Updated Development Standards for the Following:
 - Electrical Code
 - Wall Signs
 - Screening Requirements for Trash and Recycling Collection Areas
 - Criteria for Automobile Sales/Leasing of Used Vehicles
 - Drive-Through Development Standards
 - Multifamily Development Standards
- Adopted Commercial Drone Delivery Hub Ordinance





150+

Certificates of Occupancy

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W

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WHOLESALE

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and several more this year...



DOWNTOWN MASTER PLAN

Downtown Master Plan

Downtown Master Plan

- Downtown Advisory Committee Appointed November 2023
- **\$900K** allocated for downtown improvements
- View the Downtown Master Plan at <https://downtown-prosper.com/>



Downtown Improvements

- Public parking signs
- Wrapped tree lights
- Benches and trash receptacles
- Stained concrete walkway





Downtown Monumentation Master Plan



SECONDARY GATEWAY AND ICON -
LOOKING EAST AT BROADWAY & MAIN

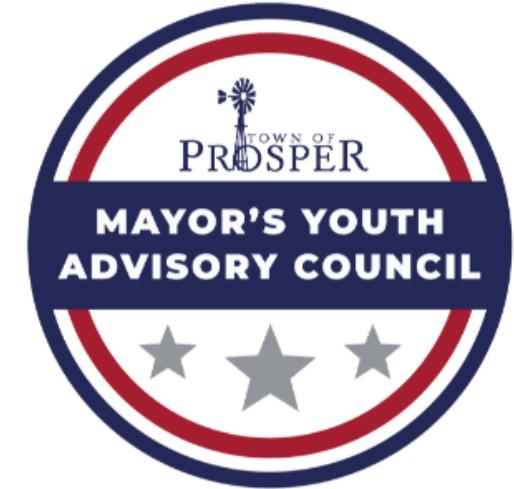


SECONDARY GATEWAY AND ICON -
BIRDS-EYE VIEW LOOKING NE AT BROADWAY & MAIN

Mayor's Youth Advisory Council

Mayor's Youth Advisory Council (MYAC)

- 20 High School Juniors and Seniors
- Monthly meetings run from September - May



Program Goals

- Build positive relationships between students, elected officials, and Town staff
- Create a forum for student leaders to communicate important issues to Town leaders
- Collaborate with others to identify problems and propose solutions
- Inspire future Town leaders to serve their community
- Exposure to various career opportunities in local government

Partners in Faith

- Representatives from over 20 faith-based communities
- Meets quarterly



PROSPER
**PARTNERS
IN FAITH**

Program Goals

- Combine skills and resources to serve the people of Prosper
- Develop a network of leaders who can respond to community needs
- Identify community challenges and work collaboratively to find solutions
- Provide a positive example of community-centered leadership
- Gain a greater understanding of the diverse beliefs, cultures, and world views in our community



Prosper Exchange | March 24

Prosper Exchange

March 24 | Town Council Chambers | 6:30PM

Topic: Population growth and its impact on resources and services, with a particular emphasis on water availability. Key discussions will include the need for water in residential and business development, existing capacity challenges, water source expansion, and associated costs.



The Prosper Exchange promotes civic participation through honest dialogue and civil discourse across a range of challenging issues.

2024 Year in Review Video





Stay Connected



prospertx.gov/news



Thank you!

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