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PRESS RELEASE

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Town of Prosper Offers New Strategic Planning Dashboard *Residents Can Now Track Progress of Projects and Goals*

PROSPER (October 14, 2021) The Town of Prosper has implemented a new way to track the progress of the annual Strategic Plan. The new Strategic Planning Dashboard outlines the Town Council's short-term and long-term goals and objectives for the future. This new dashboard is accessible to the public and can be found on the Town website or by visiting prospertx.gov/strategic-plan. Through the dashboard, the Town's Strategic Plan is broken down into Goals, Actions and Milestones. Visitors can click on a specific item to view details and progress of each item, which is represented by the percentage of completion along with the status of the item. The dashboard is updated by Town staff each month and can be accessible on demand to check the progress of the Strategic Plan.

The Town Council completed the 2021 Strategic Planning Process in March. This year's process included a series of interviews with Council, worksheets submitted by Town Departments, two meetings with the Town's Management Team a day-long facilitated session with the Town Council and a second follow-up meeting with Council to finalize the plan. The process resulted in a reaffirmation of the Community Vision, a redefined Strategic Vision and a Town Government Mission statement.

The Town Council identified five Strategic Goals to guide the Town over the next five years:

1. Premier Residential Community
2. Investment in Prosper's Future
3. Financially Responsible Town Government Providing Exceptional Municipal Services
4. Successful Dallas North Tollway Development
5. Successful Prosper Downtown Redevelopment

These goals are used by Town staff to guide their efforts over the following year. The Strategic Plan is a primary driver of the Town's budget, so budget requests that are submitted by staff as part of the proposed fiscal year budget must be tied to at least one of the Council's five goals. With input from staff, the Town Council identified 115 Action Items to accomplish as part of the Strategic Plan.

"We are proud to create an opportunity for residents to check the status and view the overall progress of the plan's implementation," said Town Manager Harlan Jefferson. "This adds another layer of transparency and accountability for how budget dollars are being spent." The dashboard is available at prospertx.gov/strategic-plan

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 31,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 70,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."