



Town Hall Tuesday: Engagement Summary

Event Description

As part of the engagement process for the City of Mesquite's Strategic and Comprehensive Plan update, the project team attended the City's monthly "Town Hall Tuesdays" event in September to discuss the Strategic and Comprehensive Plans. This event was an opportunity for the community to come together to learn about the initiative and share their input on the initial vision and guiding principles of the Plans.

The event kicked off with a quick introduction from the City Manager, followed by a 10-minute presentation introducing the planning process and work to date. After the presentation, participants were asked to visit the boards stationed around the room and provide feedback on the draft vision and guiding principles. A Q&A session followed the activity, during which participants had the opportunity to ask specific questions of the project team.

The collected input is presented on the following pages, with feedback reproduced verbatim from participants.



Key Takeaways

- Participants generally supported a vision that balances Mesquite's hometown character with future growth and opportunity.
- "Strong Foundation, Strong Mesquite" generated the strongest and most specific feedback, particularly around maintaining what the City already has. Street conditions, lasting road repairs, code enforcement, property upkeep, parks, and reinvestment in existing commercial areas were repeatedly identified as foundational priorities.
- Participants felt that "Opportunity Close to Home" should more clearly reflect the types of opportunities they want to see. Feedback focused on attracting quality retail, restaurants, grocery stores, education and workforce opportunities, while expressing concern about continued growth in warehouses, car washes, and other uses residents feel are already prevalent.
- Feedback on the principles emphasized the need to better reflect residents across generations, particularly younger adults and families.

Public Input Received

Board 1: Help Shape the Future of Mesquite



City of Mesquite
Strategic Plan

Help Shape the Future of Mesquite City of Mesquite Strategic Plan

Plan Estratégico de la Ciudad de Mesquite



The City of Mesquite is developing a Strategic Plan to guide our organization's work, priorities, and actions over the coming years.

Establish clear priorities and measurable goals for City operations.

Align resources and efforts to deliver high-quality services.

Strengthen our organization to better serve the Mesquite community.



La Ciudad de Mesquite está desarrollando un Plan Estratégico para orientar el trabajo, las prioridades y las acciones de la organización en los próximos años.

Establecer prioridades claras y metas que podamos medir.

Usar nuestros recursos y esfuerzos de manera efectiva para brindar servicios de alta calidad.

Fortalecer nuestra organización para servir mejor a la comunidad de Mesquite.



SCAN TO PARTICIPATE

Escanea para participar



MesquitePlan.com

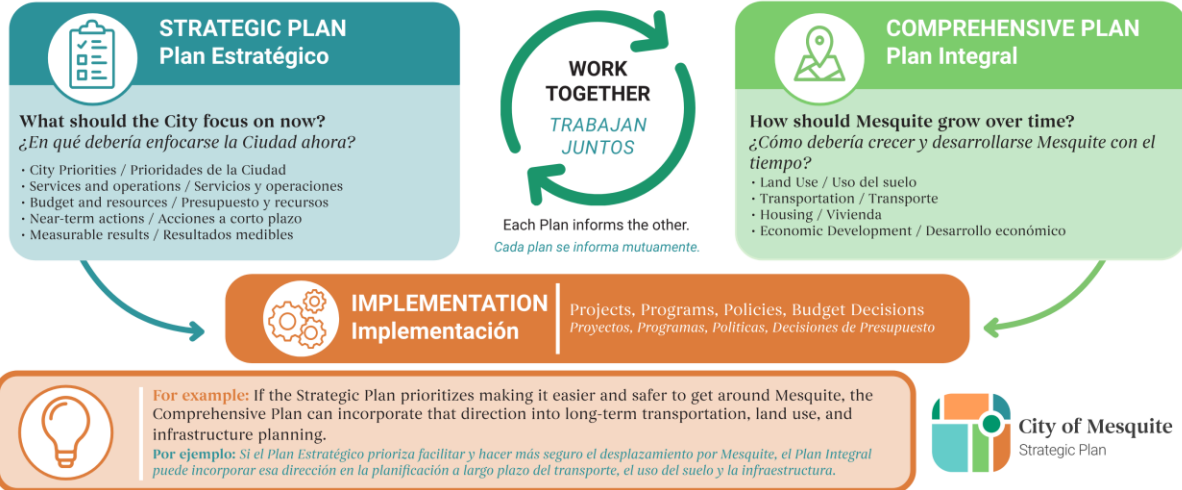
Board 2: Two Plans, One Direction

Two Plans, One Direction

Dos Planes, Una Misma Dirección

Mesquite's Strategic Plan and Comprehensive Plan work together to turn the community's long-term vision into priorities, investments, and action.

El Plan Estratégico y el Plan Integral de Mesquite trabajan juntos para convertir la visión de la comunidad a largo plazo en prioridades, inversiones y acciones.



Board 3: Where do you live and/or work in Mesquite?



Board 4: Proposed Vision Statements

Proposed Vision Statements/ Declaraciones de Visión Propuestas	
Vision Statement Options/ Opciones de Visión	Place a Dot on Your Favorite/ Coloque un punto en su opción favorita
Mesquite is where strong roots and bold possibilities come together to create a vibrant, welcoming community for every generation. <i>Mesquite es un lugar donde nuestras raíces sólidas y las grandes posibilidades se unen para crear una comunidad dinámica y acogedora para todas las generaciones.</i>	● ● ●
Mesquite is a confident and connected city that honors its roots, embraces its diversity, and creates opportunities for people to build their future close to home. <i>Mesquite es una ciudad segura y conectada que honra sus raíces, celebra su diversidad y crea oportunidades para que las personas construyan su futuro cerca de casa.</i>	● ● ● ● ● ●
Mesquite is a community where people feel at home, history has a place and new opportunities open the door to a stronger future. <i>Mesquite es una comunidad donde las personas se sienten en casa, nuestra historia tiene un lugar importante y las nuevas oportunidades abren las puertas a un futuro mejor.</i>	● ● ● ●
Mesquite is a big city with a hometown feel, honoring its past while looking to the future and creating opportunities for people at every stage of life to thrive. <i>Mesquite es una gran ciudad con el ambiente acogedor de una comunidad pequeña, que honra su pasado mientras mira hacia el futuro y crea oportunidades para que las personas prosperen en cada etapa de la vida.</i>	
Mesquite is a big city with a hometown feel, honoring what shaped it while creating a future of opportunity, belonging, and possibility for every generation. <i>Mesquite es una gran ciudad con el ambiente acogedor de una comunidad pequeña, que honra lo que la ha formado mientras crea un futuro lleno de oportunidades, donde todos puedan sentirse parte de la comunidad y donde haya posibilidades para cada generación.</i>	● ● ● ● ● ● ●
Any other thoughts?/ ¿Algún Otro Comentario? 	



Place a dot on your favorite vision statement.

Vision Statement Options	# of Votes
Mesquite is where strong roots and bold possibilities come together to create a vibrant, welcoming community for every generation.	3
Mesquite is a confident and connected city that honors its roots, embraces its diversity, and creates opportunities for people to build their future close to home.	6
Mesquite is a community where people feel at home, history has a place and new opportunities open the door to a stronger future.	4
Mesquite is a big city with a hometown feel, honoring its past while looking to the future and creating opportunities for people at every stage of life to thrive.	0
Mesquite is big city with a hometown feel, honoring what shaped it while creating a future of opportunity, belonging, and possibility for every generation.	7

Board 4: Rooted in Mesquite (Guiding Principle #1)



GUIDING PRINCIPLE #1

Rooted in Mesquite

Con Raíces en Mesquite

Honor the places, traditions, people, and stories that shaped Mesquite while allowing the City's identity to grow with the residents, businesses, neighborhoods, and future generations who call it home today. Preserve what is meaningful about Mesquite's history while embracing a broader, more authentic identity that reflects the full community and strengthens local pride, belonging, and reputation.

Honrar los lugares, las tradiciones, las personas y las historias que han dado forma a Mesquite, mientras permitimos que la identidad de la ciudad siga creciendo junto con sus residentes, negocios, vecindarios y futuras generaciones que llaman a Mesquite su hogar. Preservar lo más valioso de la historia de Mesquite, mientras construimos una identidad más amplia y auténtica que represente a toda la comunidad y fortalezca el orgullo local, el sentido de pertenencia y la buena imagen de la ciudad.

What We Heard So Far

Lo que hemos escuchado hasta ahora

Residents want Mesquite's identity to reflect the people and community that are here today, not only its past.

Los residentes quieren que la identidad de Mesquite refleje a las personas y a la comunidad de hoy, no solamente su pasado.

Mesquite should be recognized for its strengths and character, not defined by perceptions that no longer reflect the community.

Mesquite debe ser reconocido por sus fortalezas y su carácter, y no ser definido por percepciones que ya no reflejan a la comunidad.

People value Mesquite's hometown feel and welcoming sense of community.

La gente valora el ambiente acogedor de Mesquite y su sentido de comunidad.

Restore Pride in this great city.

Downtown, the Rodeo, parks and established neighborhoods are important parts of what makes Mesquite unique.

El centro de la ciudad, el Rodeo, los parques y los vecindarios establecidos son parte importante de lo que hace único a Mesquite.

Mesquite's history and traditions should remain part of its identity as the city grows and changes.

La historia y las tradiciones de Mesquite deben seguir siendo parte de su identidad mientras la ciudad crece y cambia.



#	Comments
1.	Restore pride in this great city.

Board 5: How well does Guiding Principle #1 reflect Mesquite today? What should be added, removed, or changed?



#	Comments
1.	About 50/50 on it. Need more inclusive activities. But what?
2.	Tradition & history is great but regs & zoning should allow evolution of neighborhoods – such as what is happening in Casa Linda area
3.	I like it. Honor the past but look forward.
4.	Mesquite is divided – we need unity and pride and the belief the city is city is working for us.
5.	Tradition is great but we need to grow and be inclusive. GP #1 overall is really good
6.	Create markers around the city reflecting historic sites.
7.	Is there a celebrate Mesquite week? - Walking tours (3-4x a year)
8.	The city could benefit from attracting career driven young adults and young families by offering support programs and resources tailored to their needs.
9.	Love this! How can we make this happen? And how can we keep it up?
10.	Why are so many homes being sold to LLC & businesses?

#	Comments
	Creek Crossing area
11.	We do admire the hometown feel but the city needs to evolve with the residents. Who are we today?
12.	Sounds good

Board 6: Strong Foundation, Strong Mesquite (Guiding Principle #2)



**GP
2**

GUIDING PRINCIPLE #2

Strong Foundation, Strong Mesquite

Una Base Sólida, un Mesquite Fuerte

Reinvest in Mesquite's streets, infrastructure, homes, commercial areas, parks, and public spaces to protect existing assets, strengthen established neighborhoods, and ensure every part of the city reflects long-term care, functionality, and community pride.

This is huge! Our streets all over the city are an embarrassment – empty buildings – no code enforcement in residential neighborhoods.

Reinvertir en las calles, la infraestructura, las viviendas, las zonas comerciales, los parques y los espacios públicos de Mesquite para proteger lo que ya tenemos, fortalecer los vecindarios establecidos y asegurar que cada parte de la ciudad refleje cuidado a largo plazo, funcionalidad y orgullo por nuestra comunidad.

This is huge. People new to the city may only know us for the mall + terrible roads

What we Heard So Far

Lo que hemos escuchado hasta ahora

Residents want streets and infrastructure fixed for the long term, not with temporary "Band-Aid" repairs.

Los residentes quieren calles e infraestructura reparadas para durar, no soluciones temporales o "parches".

Yes!

Aging shopping centers and commercial corridors need new investment and redevelopment.

Los centros comerciales y corredores más antiguos necesitan nueva inversión y revitalización.

Growth should be supported by the infrastructure and City services needed to serve it.

El crecimiento debe estar respaldado por la infraestructura y los servicios municipales necesarios para atenderlo.

*Code Enforcement
Large trees
Covering homes
Streets/alleys*

Older neighborhoods need continued investment and care.

Los vecindarios más antiguos necesitan inversión y cuidado continuo.

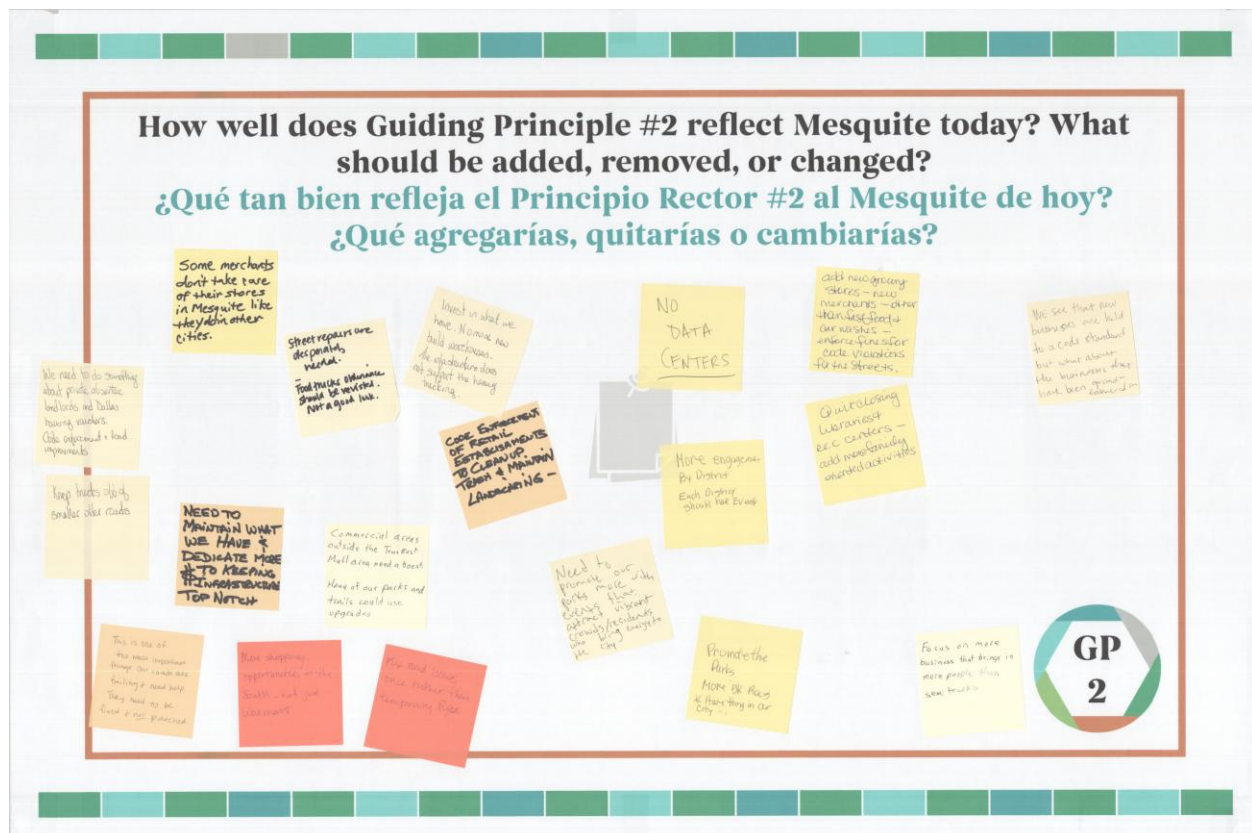
Mesquite should reinvest in the places it already has as much as it plans for new development.

Mesquite debe reinvertir en los lugares que ya tiene al mismo tiempo que planea nuevos desarrollos.



#	Comments
1.	This is huge! Our streets all over the city are an embarrassment – empty buildings – no code enforcement in residential neighborhoods.
2.	Yes!
3.	Code enforcement Large trees covering homes Streets/alleys
4.	This is huge. People new to the city may only know us for the mall + terrible roads

Board 7: How well does Guiding Principle #2 reflect Mesquite today? What should be added, removed, or changed?



#	Comments
1.	We need to do something about private absentee landlords and Dallas housing vouchers. Code enforcement + road improvements
2.	Keep trucks off of smaller older roads
3.	This is one of the most important things. Our roads are failing and need help. They need to be fixed and not patched.
4.	Some merchants don't take care of their stores in Mesquite like they do in other cities.
5.	Need to maintain what we have and dedicate more \$ to keeping infrastructure top notch
6.	More shopping opportunities in the south – not just Walmart
7.	Invest in what we have. No more new build warehouses. The infrastructure does not support the heavy trucking.
8.	Commercial areas outside the Town East Mall area need a boost. Many of our parks and trails could use upgrades
9.	Fix road issues once rather than temporary fixes

#	Comments
10.	Code enforcement of retail establishments to clean up trash and maintain landscaping
11.	Need to promote our parks more with events that attract vibrant crowds/residents who bring energy to the city
12.	Promote the parks More 5k races *Have thing in our city
13.	No data centers
14.	More engagement by district Each district should have events
15.	Add new grocery stores – new merchants – other than fast food and car washes – enforce fines for code violations – fix the streets.
16.	Quit closing libraries and rec centers – add more family oriented activities
17.	Focus on more business that brings in more people than semi trucks
18.	We see that new businesses are held to a code standard but what about the businesses that have been grandfathered in

Board 8: Opportunity Close to Home (Guiding Principle #3)



GUIDING PRINCIPLE #3

Opportunity Close to Home

Oportunidades Cerca de Casas

Create jobs, shopping, dining, entertainment, housing, and everyday services that give residents more reasons and opportunities to build their lives in Mesquite. Strengthen local access to daily needs, expand choices for families and workers, support local businesses, and make Mesquite a place where people can live, work, gather, and enjoy a full quality of life close to home.

Crear empleos, tiendas, restaurantes, opciones de entretenimiento, viviendas y servicios cotidianos que den a los residentes más razones y oportunidades para construir su vida en Mesquite. Mejorar el acceso a lo que las personas necesitan todos los días, ofrecer más opciones para las familias y los trabajadores, apoyar a los negocios locales y hacer de Mesquite un lugar donde las personas puedan vivir, trabajar, reunirse y disfrutar de una buena calidad de vida cerca de casa.

What We've Heard So Far
Lo que hemos escuchado hasta ahora

Residents want more restaurants, shopping and grocery choices in Mesquite.
Los residentes quieren más opciones de restaurantes, tiendas y supermercados en Mesquite.

MAKE Quality

Families should be able to find the housing, services and everyday needs that help them build their lives in Mesquite.
Las familias deben poder encontrar la vivienda, los servicios y lo que necesitan día a día para construir su vida en Mesquite.

Affordable Senior Living

People want more entertainment, activities and places to gather without having to leave the city.
La gente quiere más entretenimiento, actividades y lugares para reunirse sin tener que salir de la ciudad.

Mesquite needs more quality jobs and opportunities for people to work close to home.
Mesquite necesita más empleos de calidad y oportunidades para que las personas puedan trabajar cerca de casa.

Residents want local businesses and unique destinations that give people a reason to spend time and money in Mesquite.
Los residentes quieren negocios locales y lugares únicos que den a la gente más razones para pasar tiempo y gastar su dinero en Mesquite.



#	Comments
1.	I feel we have nothing to offer and want to help. Our schools just barely receive a "B" rating – our streets are awful we have nothing to entice anyone to be here.
2.	Quality
3.	Affordable senior living

Board 9: How well does Guiding Principle #3 reflect Mesquite today? What should be added, removed, or changed?



GP
3

GUIDING PRINCIPLE #3

Opportunity Close to Home

Oportunidades Cerca de Casas

Create jobs, shopping, dining, entertainment, housing, and everyday services that give residents more reasons and opportunities to build their lives in Mesquite. Strengthen local access to daily needs, expand choices for families and workers, support local businesses, and make Mesquite a place where people can live, work, gather, and enjoy a full quality of life close to home.

I feel we have potential to attract more of what our citizens want. We need to build a better Mesquite - one that is more of a place where people can live, work, gather, and enjoy a full quality of life close to home.

Crear empleos, tiendas, restaurantes, opciones de entretenimiento, viviendas y servicios cotidianos que den a los residentes más razones y oportunidades para construir su vida en Mesquite. Mejorar el acceso a lo que las personas necesitan todos los días, ofrecer más opciones para las familias y los trabajadores, apoyar a los negocios locales y hacer de Mesquite un lugar donde las personas puedan vivir, trabajar, reunirse y disfrutar de una buena calidad de vida cerca de casa.

What We've Heard So Far

Lo que hemos escuchado hasta ahora

Residents want more restaurants, shopping and grocery choices in Mesquite. Los residentes quieren más opciones de restaurantes, tiendas y supermercados en Mesquite.

MORE quality

Families should be able to find the housing, services and everyday needs that help them build their lives in Mesquite. Las familias deben poder encontrar la vivienda, los servicios y lo que necesitan día a día para construir su vida en Mesquite.

Affordable Senior living

People want more entertainment, activities and places to gather without having to leave the city. La gente quiere más entretenimiento, actividades y lugares para reunirse sin tener que salir de la ciudad.

Mesquite needs more quality jobs and opportunities for people to work close to home. Mesquite necesita más empleos de calidad y oportunidades para que las personas puedan trabajar cerca de casa.

Residents want local businesses and unique destinations that give people a reason to spend time and money in Mesquite. Los residentes quieren negocios locales y lugares únicos que den a la gente más razones para pasar tiempo y gastar su dinero en Mesquite.



#	Comments
1.	We need to limit car wash, beauty store, \$1 store, and warehouses. We need competitive retail and dining and a <u>nice</u> grocery store
2.	Need better transportation services within the city for young adults. Also, need oversight of small businesses such as party rentals operating out of homes.
3.	Focus on education Bring in training and business entrepreneur type places to train young ones to enter workforce
4.	There are some really great concerts and other artistic events that aren't attended well.
5.	More quality restaurants throughout the city not just near the mall
6.	Less industrial and unused spaces. Create high quality retail and dining that are well kept and new
7.	Promote Town East Mall Too many car washes
8.	Combating negative social media presence will help bring in more businesses

#	Comments
9.	If we're comparing educational access for our students to Plano and North Dallas we're way behind. Is it money?
10.	High-quality housing developments that bring young, fresh energy/working people to put their roots down. In Mesquite we cater primarily to an older demographic and we would benefit from young families
11.	Get our streets fixed – add new grocery stores – make people want to shop in Mesquite. Take pride in our town and in our schools.
12.	Mesquite has most of what we need on a day to day basis. However many business turn over. Need incentive for businesses to redevelop
13.	I also believe that Mesquite needs more competitive retail and dining and an HEB
14.	Opportunities for teens to gather without causing chaos

Board 10: Opportunity Close to Home (Guiding Principle #4)



**GP
4**

GUIDING PRINCIPLE #4

Connected People, Connected Place

Personas Conectadas, Comunidad Conectada

Make it easier, safer, and more convenient to move through Mesquite and connect neighborhoods with jobs, schools, parks, shopping, services, and community destinations. Improve physical connections through better streets, sidewalks, trails, transit access, and gathering places so residents can reach daily needs, move between neighborhoods, and feel more connected to the city as a whole.

Hacer que moverse por Mesquite sea más fácil, seguro y conveniente, conectando los vecindarios con empleos, escuelas, parques, tiendas, servicios y lugares de encuentro. Mejorar las conexiones en toda la ciudad con mejores calles, banquetas, senderos, acceso al transporte público y espacios para reunirse, para que los residentes puedan llegar fácilmente a lo que necesitan cada día, trasladarse entre vecindarios y sentirse más conectados con toda la ciudad.

What We Heard So Far

Lo que hemos escuchado hasta ahora

People want safer, better-maintained streets that make it easier to get around Mesquite.
La gente quiere calles más seguras y mejor cuidadas que faciliten moverse por Mesquite.

Yes

Neighborhoods should be better connected to schools, parks, jobs, shopping, and everyday services.
Los vecindarios deben estar mejor conectados con escuelas, parques, empleos, tiendas y servicios cotidianos.

Residents want more options for getting around, including better walking connections and public transportation.
Los residentes quieren más opciones para movilizarse, incluyendo mejores conexiones peatonales y transporte público.

Mesquite's strong regional location should be matched by strong connections within the city.
La excelente ubicación regional de Mesquite debe complementarse con buenas conexiones dentro de la ciudad.

Parks, trails, Downtown and gathering places can help connect people as well as places.
Los parques, senderos, el centro de la ciudad y los lugares de reunión pueden conectar tanto a las personas como a los distintos lugares.



#	Comments
1.	Yes

How well does Guiding Principle #4 reflect Mesquite today? What should be added, removed, or changed?

¿Qué tan bien refleja el Principio Rector #4 al Mesquite de hoy? ¿Qué agregarías, quitarías o cambiarías?

Sticky Notes:

- Does Mesquite address land? I'm not sure what we do to connect it via road network in our City.
- Connect with transportation they have to come either way would be useful to connect what areas to some other things
- Safety + transportation for the elderly in our community needs attention
- Add Restrictions to commercial trucks in Resident neighborhoods (later truck/motorway)
- Road Taxi's: AUTOMATED VEHICLES WILL MAKE MUCH FASTER CONCRETE.
- In order to keep the city safe we should limit parking including temporary
- Neighborhoods should be better connected. Keep streets off of city streets.
- Evaluate lighting in neighborhoods -> some get really dark making them unsafe
- Better Communication Methods
- Ditto on Roads
- Airport Shuttle Service - baseball + DFW
- To allow air traffic through business district
- Parking powder must place limits on how often you can visit.
- Public transit - more vehicles are going to use the system / Public transportation comes before private cars.
- We need dirt - in more than one spot (low)
- So many big houses, yards, lawns and patios.
- Less focus on trails & transit. We need to fix roads NOT patch holes
- Yes yes, yes!

Circular Graphic: A circle divided into four colored segments (green, yellow, red, blue) with the number 4 in the center.

#	Comments
1.	I feel Mesquite is divide and I'm not sure what to do to correct it. We have no pride in our city.
2.	Better communication methods
3.	Yes, yes, yes!
4.	Less focus on trails and transit. We need to FIX roads NOT patch them
5.	I think this needs to say something specifically about gearing street connections to be designed around residents. There's a lot of areas of the city that seem to be connecting/serving industrial needs @ residents' expense at the moment
6.	Add restrictions to commercial trucks in resident neighborhoods (safer streets/neighborhoods)
7.	Robo taxis & automated vehicles will make much transit obsolete
8.	Safety and transportation for the elderly in our community needs attention
9.	Ditto on roads
10.	So many big trucks, warehouses and potholes

#	Comments
11.	In order to keep the city safe we should limit nightlight, including house parties
12.	Airport shuttle service – Lovefield & DFW
13.	Connect with transportation. Star transit or some other service would be useful to connect retail areas to some senior living communities and other strategic locations
14.	We need Dart – in more than one spot (bus)
15.	Walking tracks in south mesquite Keep semis off of city streets
16.	GP4 excellent ideas
17.	Evaluate lighting in neighborhoods Some get really dark making them unsafe
18.	Is there an online Mesquite Business directory

Board 12: A Place for Every Generation (Guiding Principle #5)



GUIDING PRINCIPLE #5

A Place for Every Generation Un Lugar para Cada Generación

Keep Mesquite safe, welcoming, and attainable while creating the housing, amenities, services, gathering places, and opportunities that allow people at every stage of life to thrive. Support families, young people, older adults, longtime residents, and new residents by preserving affordability, strengthening neighborhood character, improving access to daily needs, and making Mesquite a place where people can put down roots and stay their whole lives.

Mantener a Mesquite como una ciudad segura, acogedora y accesible, con viviendas, servicios, lugares de encuentro y oportunidades que permitan a las personas prosperar en cada etapa de la vida. Apoyar a las familias, los jóvenes, los adultos mayores, quienes han vivido aquí por muchos años y los nuevos residentes, manteniendo opciones al alcance de todos, fortaleciendo el carácter de los vecindarios, facilitando el acceso a lo que las personas necesitan cada día y haciendo de Mesquite un lugar donde puedan echar raíces y quedarse toda la vida.

What We Heard So Far

Lo que hemos escuchado hasta ahora

Mesquite should remain a safe, welcoming and affordable place to call home.
Mesquite debe seguir siendo un lugar seguro, acogedor y accesible para vivir.

Families want more activities, parks, and places for children and young people.
Las familias quieren más actividades, parques y lugares para niños y jóvenes.

Mesquite should be a place where people can put down roots, raise a family, and choose to stay over time.
Mesquite debe ser un lugar donde las personas puedan establecerse, formar una familia y elegir quedarse con el paso de los años.

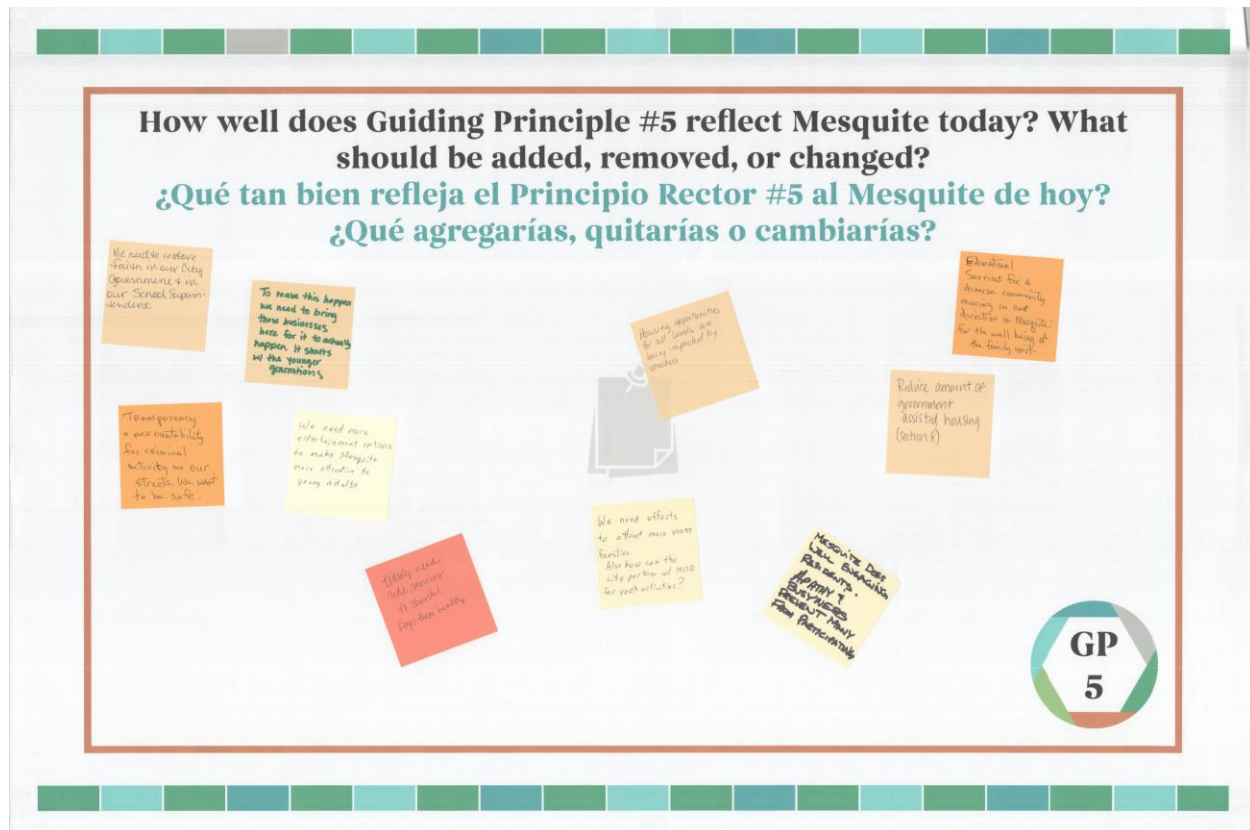
Residents need housing choices that work for different ages, incomes and stages of life.
Los residentes necesitan opciones de vivienda para diferentes edades, ingresos y etapas de la vida.

Older adults and people with different mobility needs should be able to reach services and stay connected to the community.
Los adultos mayores y las personas con diferentes necesidades de movilidad deben poder llegar a los servicios y mantenerse conectados con la comunidad.



City of Mesquite
Strategic Plan

Board 13: How well does Guiding Principle #5 reflect Mesquite today? What should be added, removed, or changed?



#	Comments
1.	We need to restore faith in our city government and in out school superintendent
2.	To make this happen we need to bring these businesses here for it to actually happen. It starts w/ the younger generations
3.	Educational services for a diverse community moving in one direction in Mesquite: for the well being of the family unit
4.	Transparency and accountability for criminal activity on our streets. We want to be safe.
5.	Mesquite does well engaging residents. Apathy and busyness prevent many from participating
6.	We need more entertainment options to make Mesquite more attractive to young adults
7.	We need efforts to attract more young families. Also can the city partner w/ MISD for youth activities?

#	Comments
8.	Elderly need ride services to church! Keeps them healthy
9.	Reduce amount of government assisted housing. (Section 8)
10.	Housing opportunities for all levels are being impacted by vouchers

Board 14: Shape the Future Together (Guiding Principle #6)



GUIDING PRINCIPLE #6

Shape the Future Together Construyamos Juntos el Futuro

Build trust by engaging residents, businesses, employees, and community partners in meaningful ways, listening to diverse perspectives, and communicating decisions clearly and openly. By strengthening partnerships, following through on commitments, and delivering measurable results, Mesquite will foster shared ownership of the City's future.

Generar confianza involucrando a los residentes, negocios, empleados y organizaciones de la comunidad de manera significativa, escuchando diferentes puntos de vista y comunicando las decisiones de forma clara y abierta. Al fortalecer nuestras alianzas, cumplir nuestros compromisos y lograr resultados que se puedan ver y medir, Mesquite fomentará un sentido de responsabilidad compartida por el futuro de la ciudad.

What We Heard So Far

Lo que hemos escuchado hasta ahora

Residents want clearer and more consistent communication from the City.
Los residentes quieren una comunicación más clara y constante por parte de la Ciudad.

More residents and voices should be included in conversations about Mesquite's future.
Más residentes y más voces deben ser parte de las conversaciones sobre el futuro de Mesquite.

People want to know that their participation and input can make a difference.
La gente quiere saber que su participación y sus opiniones pueden hacer una diferencia.

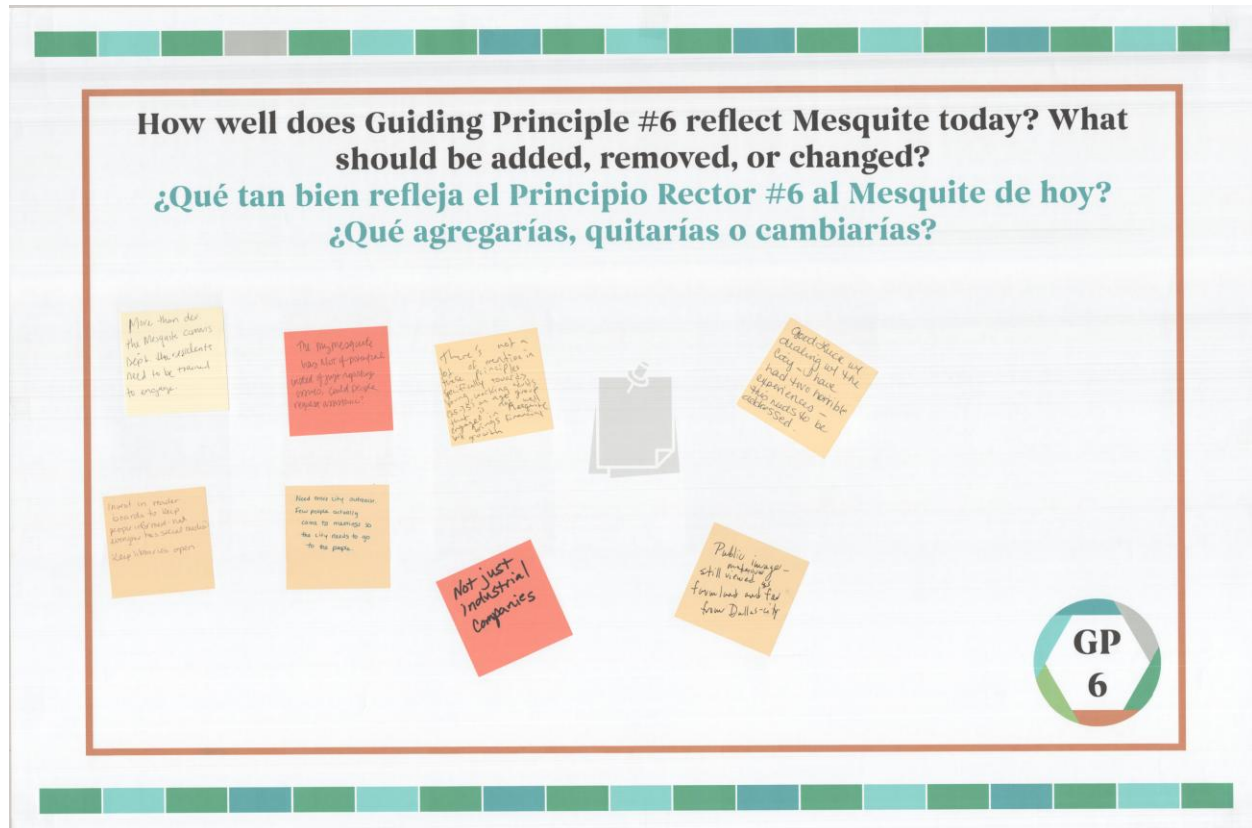
Mesquite should look ahead, anticipate challenges and make decisions with the future in mind.
Mesquite debe mirar hacia el futuro, anticipar los desafíos y tomar decisiones pensando en lo que viene.

The City needs to reach people where they already are, including neighborhoods, schools, and community events.
La Ciudad necesita acercarse a las personas donde ya están, incluyendo vecindarios, escuelas y eventos comunitarios.



City of Mesquite
Strategic Plan

Board 13: How well does Guiding Principle #6 reflect Mesquite today? What should be added, removed, or changed?



#	Comments
1.	More than dev. The Mesquite comms dept. the residents need to be trained to engage.
2.	Good luck w/ dealing w/ the city - I have had two horrible experiences - this needs to be addressed.
3.	Public image - make over still viewed as farmland and far from Dallas-city.
4.	There's not a lot of mention in these principles specifically towards young, working adults (25-35) an age group that is not well engaged in Mesquite but brings financial growth
5.	Invest in reader boards to keep people informed - not everyone has social media Keep libraries open
6.	The MyMesquite has a lot of potential Instead of just reporting issues, could people request assistance?
7.	Not just industrial companies

#	Comments
8.	Need more city outreach. Few people actually come to meetings so the city needs to go to the people.

Questions/comments from the Q&A

1. On the stakeholder interviews, we say we will interview HOAs + others, who are others?
2. What about our firm? Have we done this work before?
3. Data centers???
4. Suggestion: No thru truck signs
5. How do we contact Solterra – they don't have an HOA yet
6. Is there anywhere we can see the past strategic plans? And the follow through?
7. City streets – how will city fix that?
8. Lets have a family night at the library – young families
9. Will there be interaction with the school district?
10. How do we know this plan wont sit on the shelf?
11. Will Mesquite invest in me? New generation choosing Mesquite – inefficiency of public transit (feels deceived by options)
12. If we had public transit, it would help our quality of life
13. Disappointed Mesquite is not part of DART – come to modern day
14. Streets are as if you are off-roading