



Tabling at Monarch Fest: Engagement Summary

Event Description

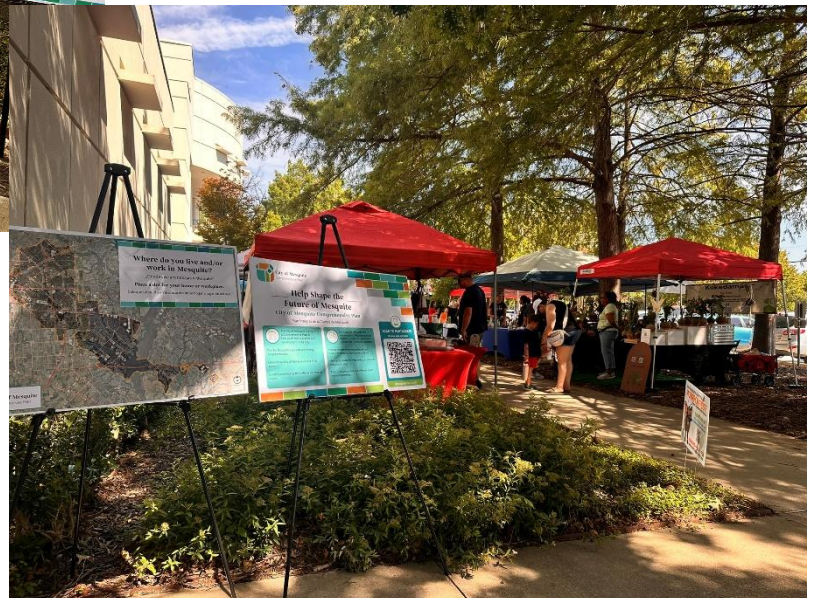
As part of the engagement process for the City of Mesquite's Strategic and Comprehensive Plan update, the project team participated in the City of Mesquite's Monarch Fest by hosting a pop-up engagement to collect feedback from residents. The event was held on July 11, 2026, at the Mesquite Arts Center, with the project team present from 10:00 a.m. to 12:30 p.m. The engagement activity featured four interactive display boards designed to inform residents and visitors about the project while gathering their input.

Board #1 provided an overview of the project and included a QR code linking participants to the project website. Board #2 invited attendees to place a dot on a map indicating the general area where they live or work. This activity helped the project team assess whether engagement efforts were reaching residents across all areas of the City.

Boards #3 and #4 focused on a SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercise, encouraging participants to share their perspectives on Mesquite's future.

Key Takeaways

- Overall appreciation for the community feel of Mesquite and the wide variety of community amenities, such as parks and city events.
- Mobility concerns related to major intersections, truck traffic, and street conditions. Many participants noted that this was due to temporary street repairs that do not withstand use (i.e., potholes).
- Emphasis on expanding the range of retail and dining options, especially in the southern portions of the City, where new development is coming in. Participants noted wanting healthier food options and maintaining retail diversity that is consistent with household income.
- Proximity to Dallas and growth in the North Texas region were noted as both an opportunity and a threat. Some saw this as an opportunity for Mesquite to benefit from the growth, while others noted the trend of companies leaving Dallas and moving farther north, posing a threat to Mesquite's own economy.



Public Input Received

Board 1: Help Shape the Future of Mesquite



City of Mesquite
Comprehensive Plan

Help Shape the Future of Mesquite

City of Mesquite Comprehensive Plan
Plan Integral de la Ciudad de Mesquite



The City of Mesquite is preparing a Comprehensive Plan to help guide future growth and development in the City.

Plan for thoughtful growth and strong neighborhoods.

Enhance quality of life for residents of all ages.

Create a community that reflects our shared vision.



La Ciudad de Mesquite está preparando un Plan Integral para ayudar a orientar el crecimiento y desarrollo futuros de la ciudad.

Planear un crecimiento que beneficie a todos y fortalezca nuestros vecindarios.

Mejorar la calidad de vida de las personas de todas las edades.

Crear una comunidad que refleje la visión que compartimos.



SCAN TO PARTICIPATE
Escanea para participar

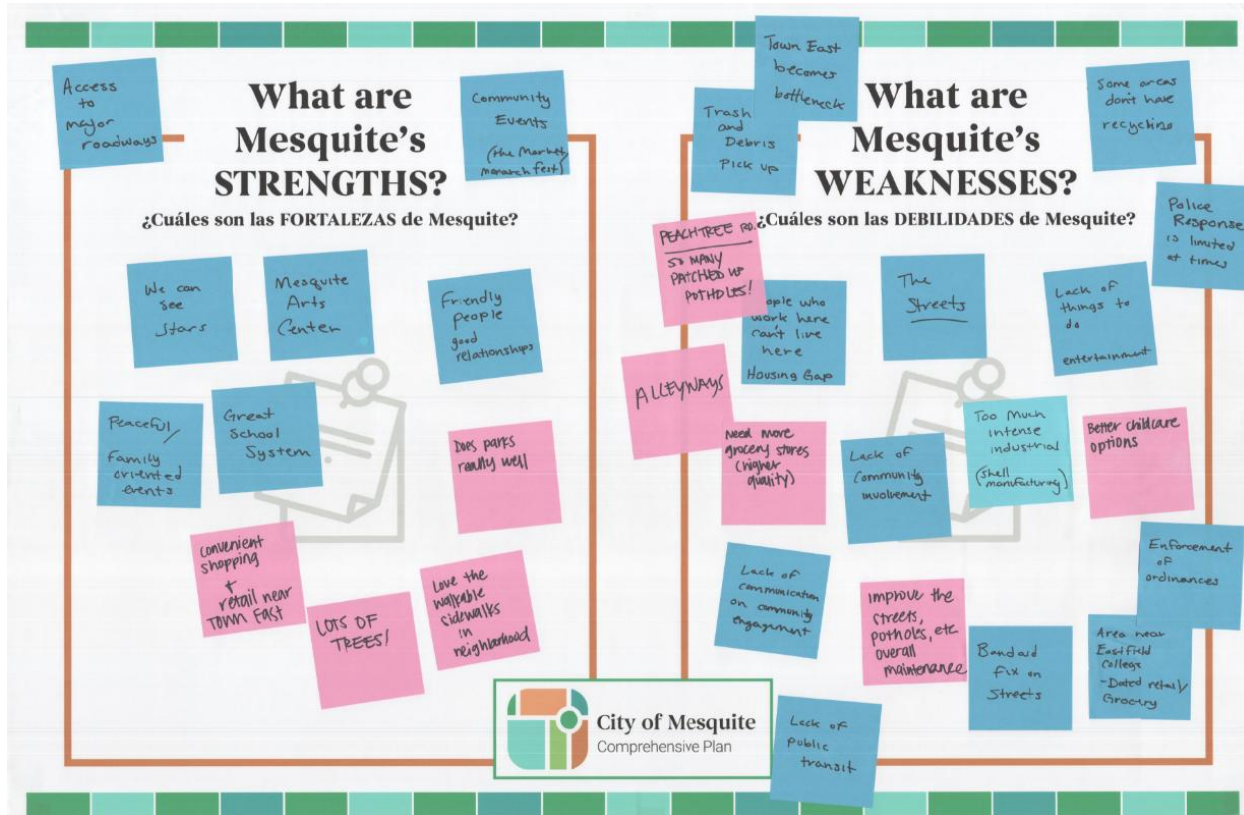


MesquitePlan.com

Board 2: Where do you live and/or work in Mesquite?



Board 3: Strengths and Weaknesses



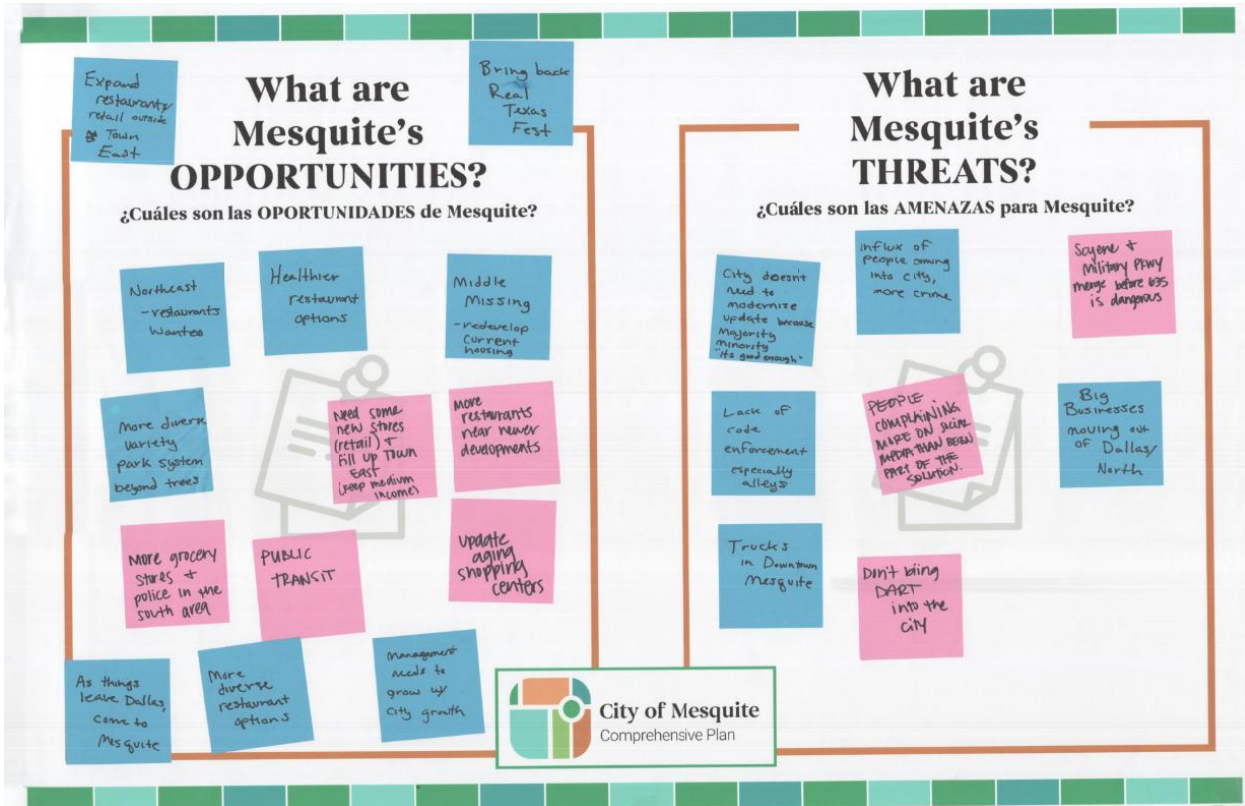
What are Mesquite's STRENGTHS?

#	Comments
1.	Access to major roadways
2.	Community events (the Market/Monarch Fest)
3.	We can see the stars
4.	Mesquite Arts Center
5.	Friendly People Good relationships
6.	Peaceful/family oriented events
7.	Great school system
8.	Does parks really well
9.	Convenient shopping & retail near Town East
10.	Lots of trees!
11.	Love the walkable sidewalks in neighborhood

What are Mesquite's WEAKNESSES?

#	Comments
1.	Town East becomes bottleneck
2.	Trash and debris pick up
3.	Some areas don't have recycling
4.	Peachtree Rd. So many patched up potholes!
5.	People who work here can't live here Housing gap
6.	The streets
7.	Lack of things to do Entertainment
8.	Police response is limited at times
9.	Alleyways
10.	Need more grocery stores (higher quality)
11.	Lack of community involvement
12.	Too much intense industrial (Shell manufacturing)
13.	Better childcare options
14.	Lack of communication on community engagement
15.	Improve the streets, potholes, etc. overall maintenance
16.	Bandaid fix on streets
17.	Enforcement of ordinances
18.	Area near Eastfield College - Dated retail/grocery
20.	Lack of public transit

Board 4: Opportunities and Threats



What are Mesquite's OPPORTUNITIES?

#	Comments
1.	Expand restaurants/retail outside Town East
2.	Bring back Real Texas Fest
3.	Northeast; Restaurants wanted
4.	Healthier restaurant options
5.	Middle missing - Redevelop current housing
6.	More diverse variety park system beyond trees
7.	Need some new stores (retail) & fill up Town East (Keep stores medium income [affordable])
8.	More restaurants near newer developments
9.	More grocery stores and police in the south area
10.	Public transit
11.	Update aging shopping centers
12.	As things leave Dallas, come to Mesquite
13.	More diverse restaurant options
14.	Management needs to grow w/ city growth

What are Mesquite's THREATS?

#	Comments
1.	City doesn't need to modernize update because majority minority "its good enough"
2.	Lack of code enforcement especially alleys
3.	Influx of people coming into city, more crime
4.	Scyene and Military Pkwy merge before 635 is dangerous
5.	People complaining more on social media than being part of the solution
6.	Big businesses moving out of Dallas/North
7.	Trucks in Downtown Mesquite
8.	Don't bring DART into the city