

XXX RESONANCE

City of Mesquite

Competitive Benchmarking
Analysis



Agenda

- Introduction
- Competitive Benchmarking Analysis
 - People and Diversity
 - Talent
 - Economic Vitality
 - Innovation
 - Equity
 - Quality of Place
- Questions and Discussion

Introduction



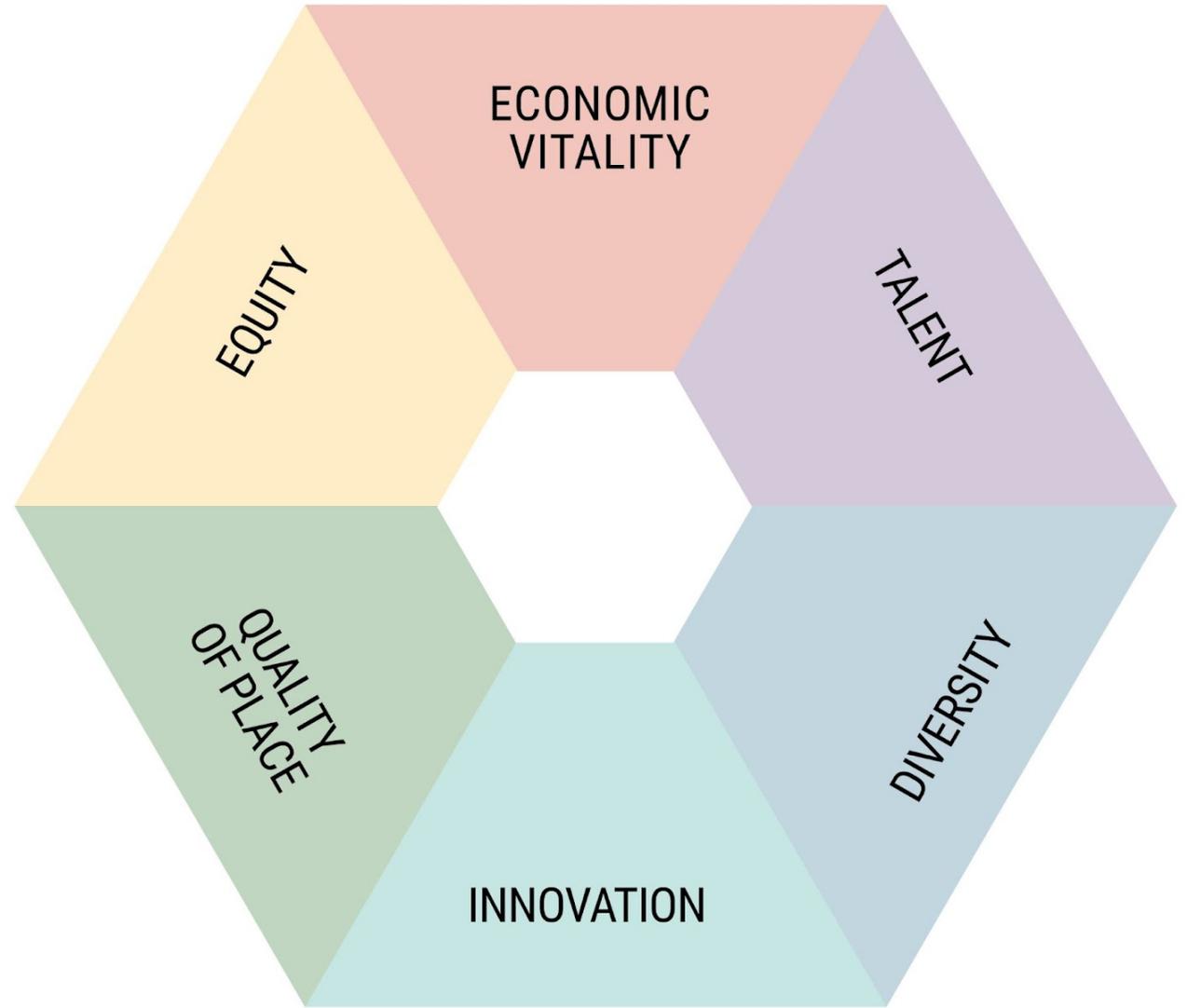
The benchmarking analysis compares the city of Mesquite to 15 peers. It also includes the Dallas Metropolitan Statistical Area (MSA), state and national averages.

Peers were selected based on population size, regional proximity, tax structure, demographic make-up, and key industries.

PEER COMMUNITIES

Cities	
Allen city, Texas	Lewisville city, Texas
Arlington city, Texas	Pasadena city, Texas
Carrollton city, Texas	Pflugerville city, Texas
Cedar Park city, Texas	Plano city, Texas
Dallas city, Texas	Richardson city, Texas
Garland city, Texas	Round Rock city, Texas
Grand Prairie city, Texas	Sugar Land city, Texas
Irving city, Texas	

Mesquite's performance is measured by more than 50 metrics grouped into 6 pillars.



What is a Location Quotient?

An LQ is an analytical statistic that measures a city's specialization relative to the national average.

It is computed as a share of a regional total for a demographic or economic statistic.

Above the US average



LQ 1.0

=

$$\frac{\text{Mesquite IT Employment}}{\text{Mesquite Total Employment}}$$

$$\frac{\text{US IT Employment}}{\text{US Total Employment}}$$



Below the US average

01

People and Diversity

The city's demographic diversity, which creates stronger innovation, global linkages, creates more resilience, and adaptability.

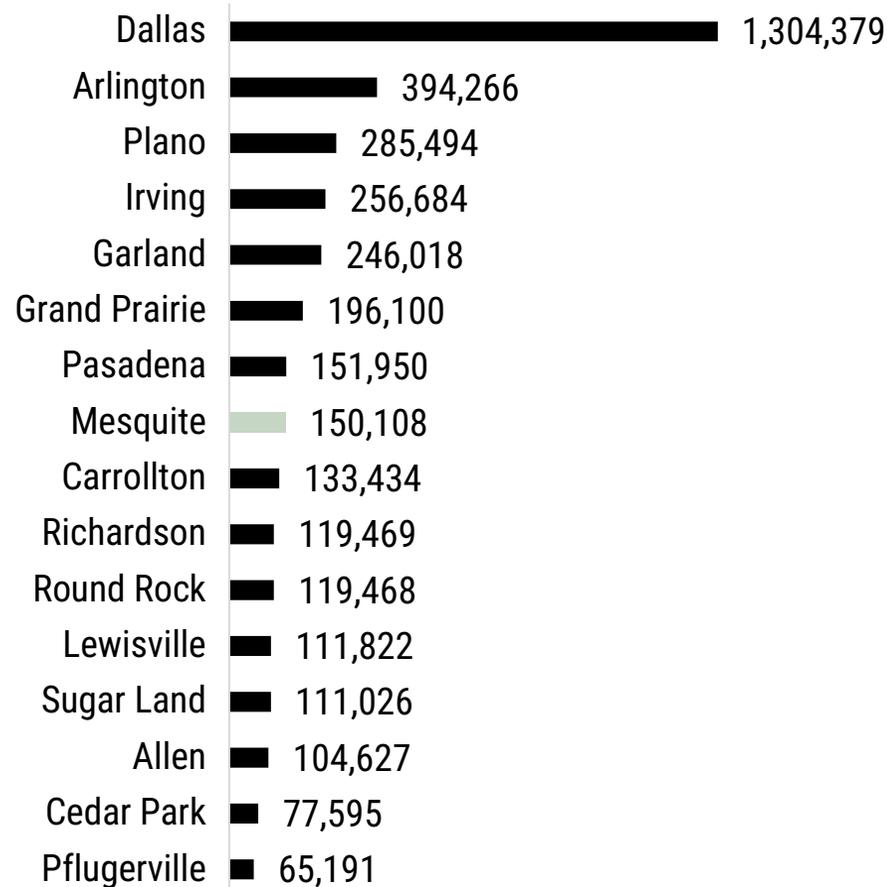
People and Diversity Metrics

- Population size
- Population growth
- Foreign-born population, LQ
- Growth rate of foreign-born population
- Percentage of Black, Indigenous, and People of Color (BIPOC) residents
- Percentage of Black residents
- Percentage of Hispanic residents

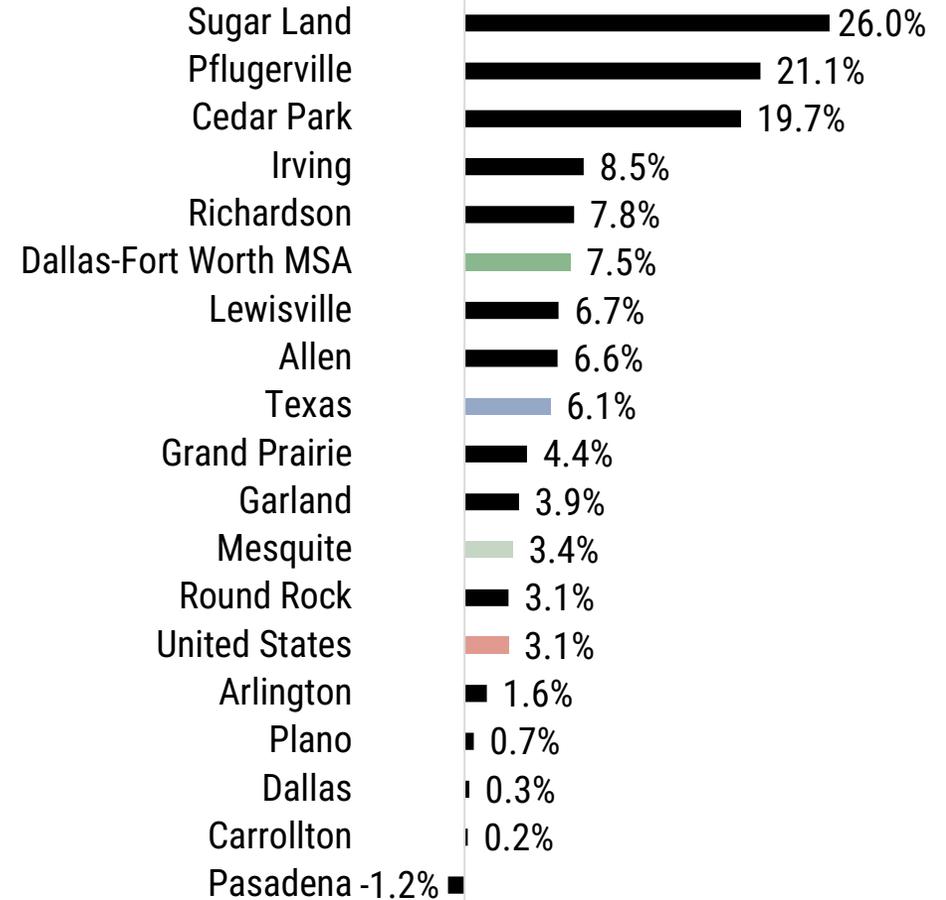


Mesquite is home to 150,000 residents; it grew by 3.4%, slower than the state and DFW average, but higher than the national average.

POPULATION SIZE

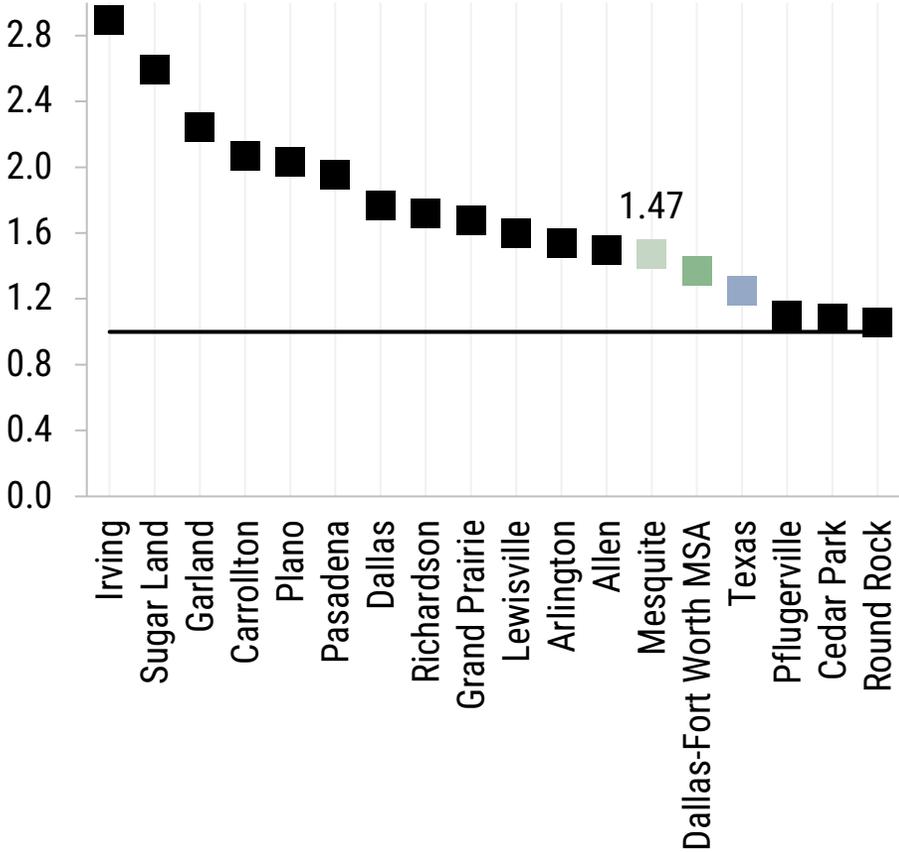


POPULATION GROWTH RATE

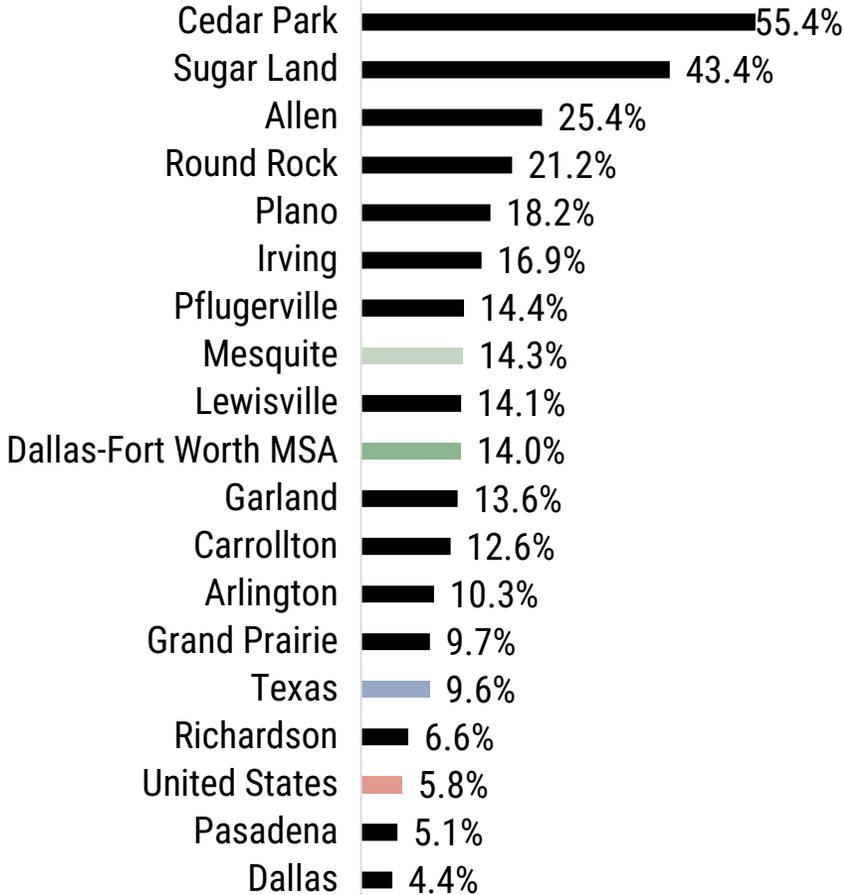


Almost 1 in 5 of the city's residents are foreign-born (28,000), an increase of 14% since 2015.

FOREIGN-BORN POPULATION, LQ

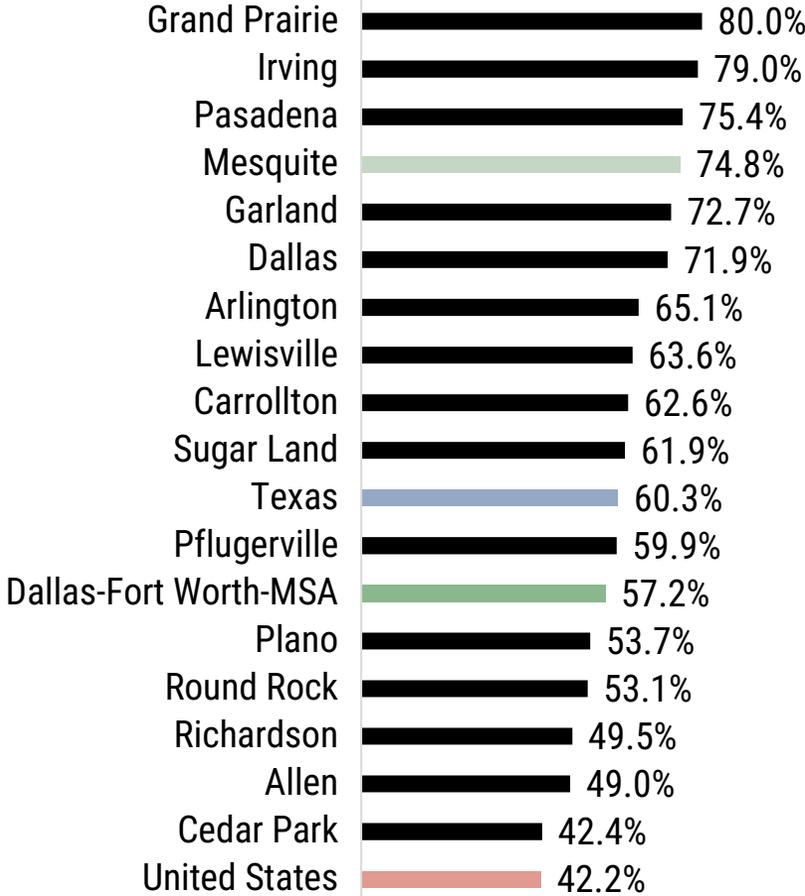


GROWTH RATE OF FOREIGN-BORN POPULATION



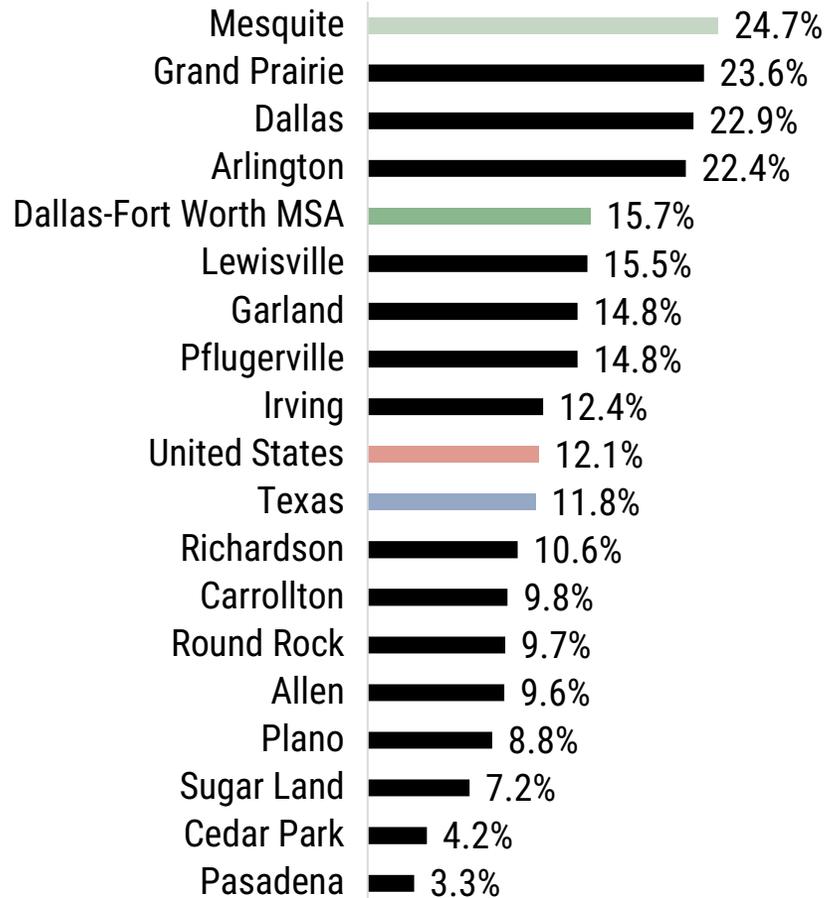
More than 7 in 10 Mesquite residents are BIPOC – a share that is 77% higher than the national average.

PERCENTAGE OF BIPOC RESIDENTS

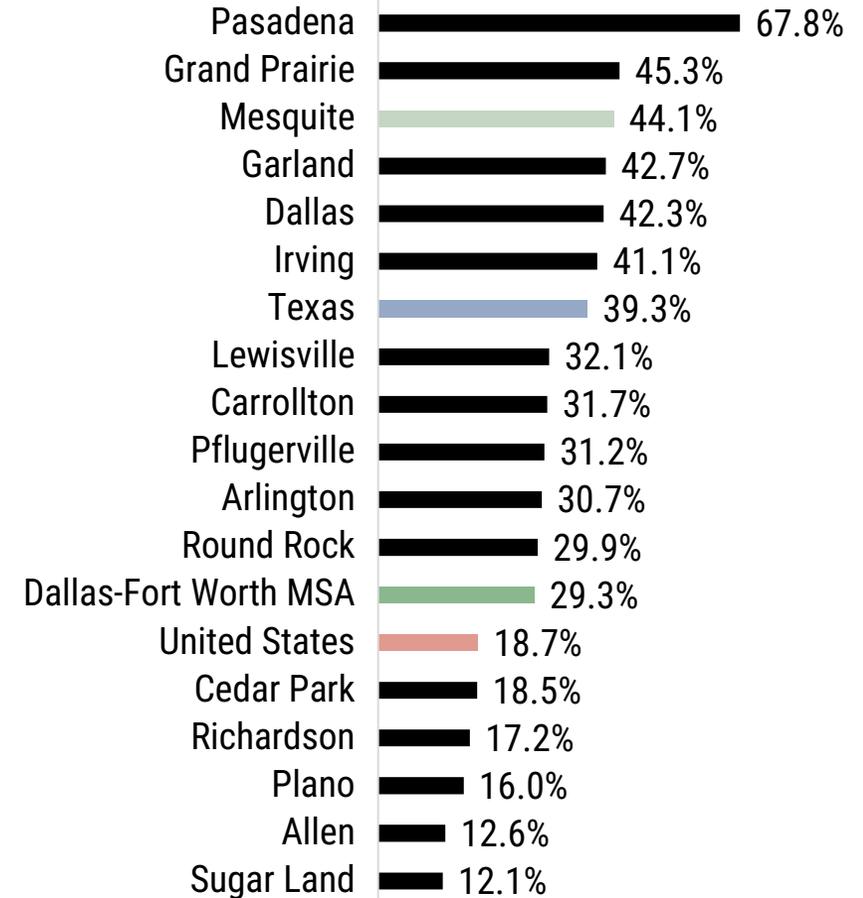


Approximately 25% of the city's residents are Black; 44% are Hispanic.

PERCENTAGE OF BLACK RESIDENTS



PERCENTAGE OF HISPANIC RESIDENTS



PEOPLE AND DIVERSITY

Mesquite represents **2% of the Dallas-Fort Worth MSA population**, and is **growing slower** than the metroplex's average.

Mesquite is **attracting foreign-born individuals** at a rate slightly higher than DFW.

Mesquite is home to a **diverse population** with 75% of its residents being non-

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Population size	8
Population growth	10
Foreign-born population	13
Growth rate of foreign-born population	7
BIPOC residents	4
Black residents	1
Hispanic residents	3

02

Talent

The city's quality and type of the existing workforce –
an important factor for business retention and growth.

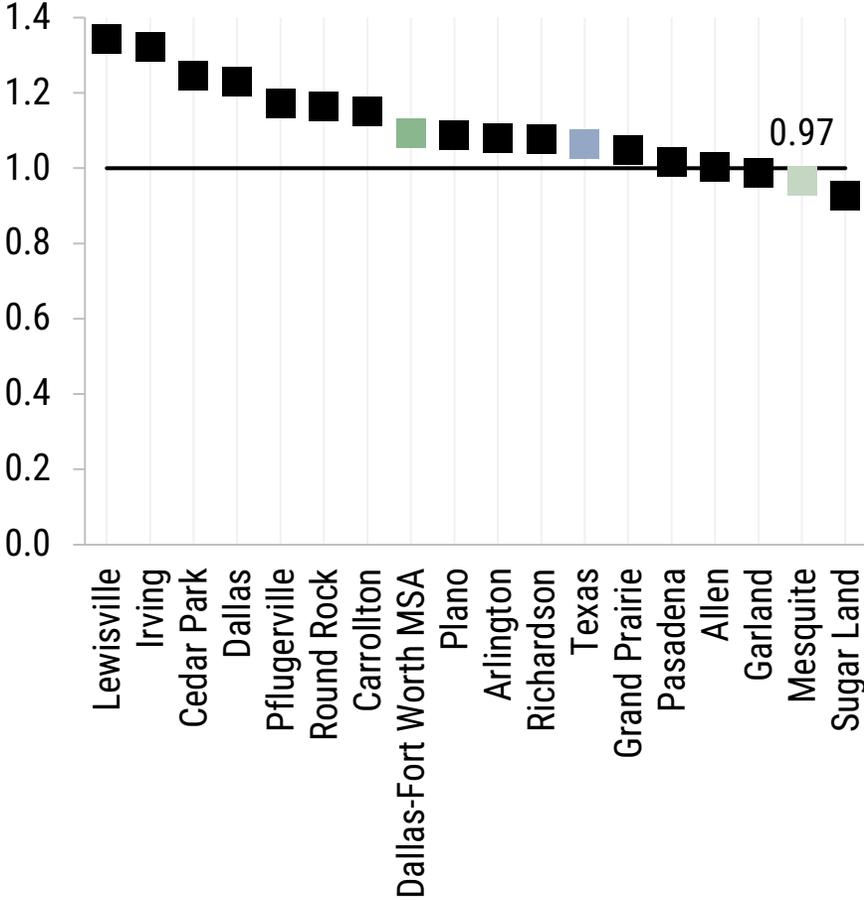
Talent Metrics

- Prime talent pool, LQ
- Percentage of population, by educational attainment
- Bachelor's degree and above, LQ
- Employment by occupational class, LQ
- Growth rate for employment, by occupational class



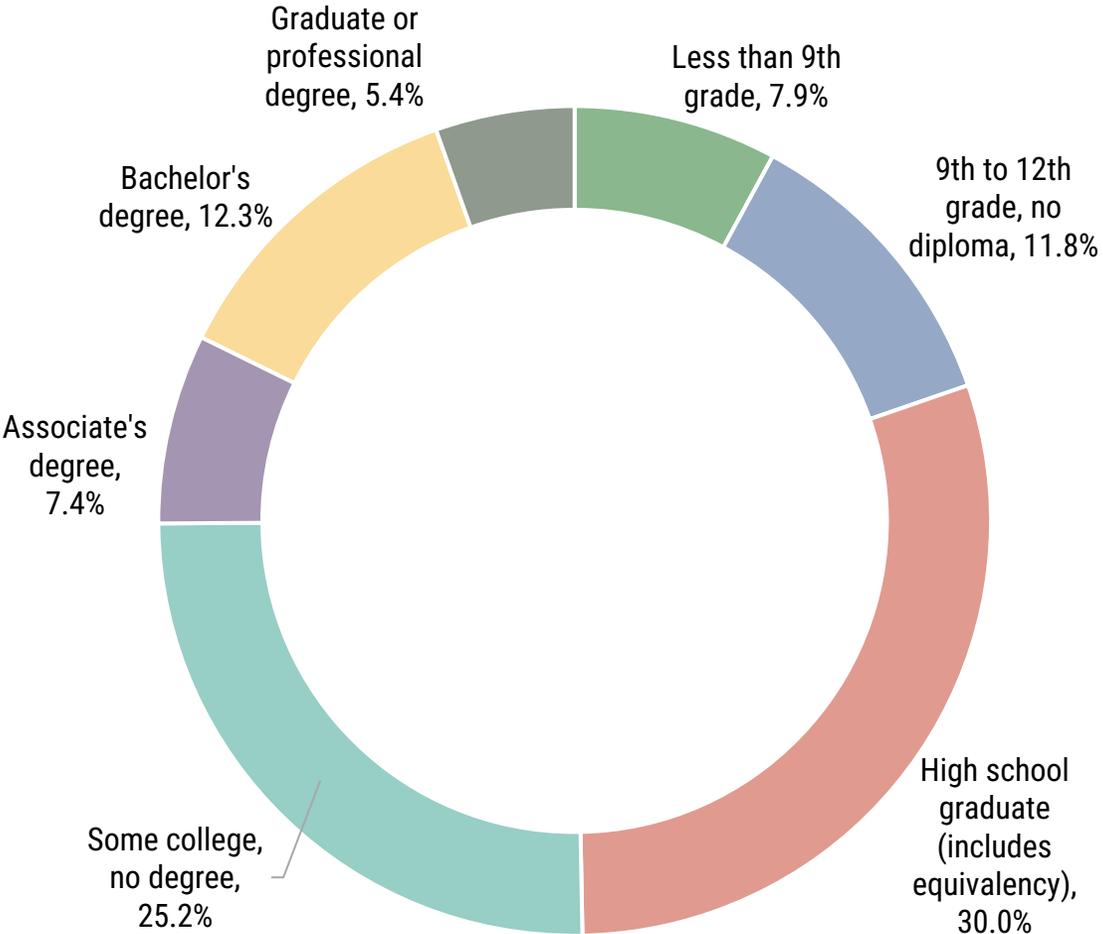
Mesquite's share of the prime talent pool (25-44 years of age) is 3% lower than the U.S. average.

PRIME TALENT POOL, LQ



Half of the residents living in Mesquite have some college education or higher.

EDUCATIONAL ATTAINMENT IN MESQUITE



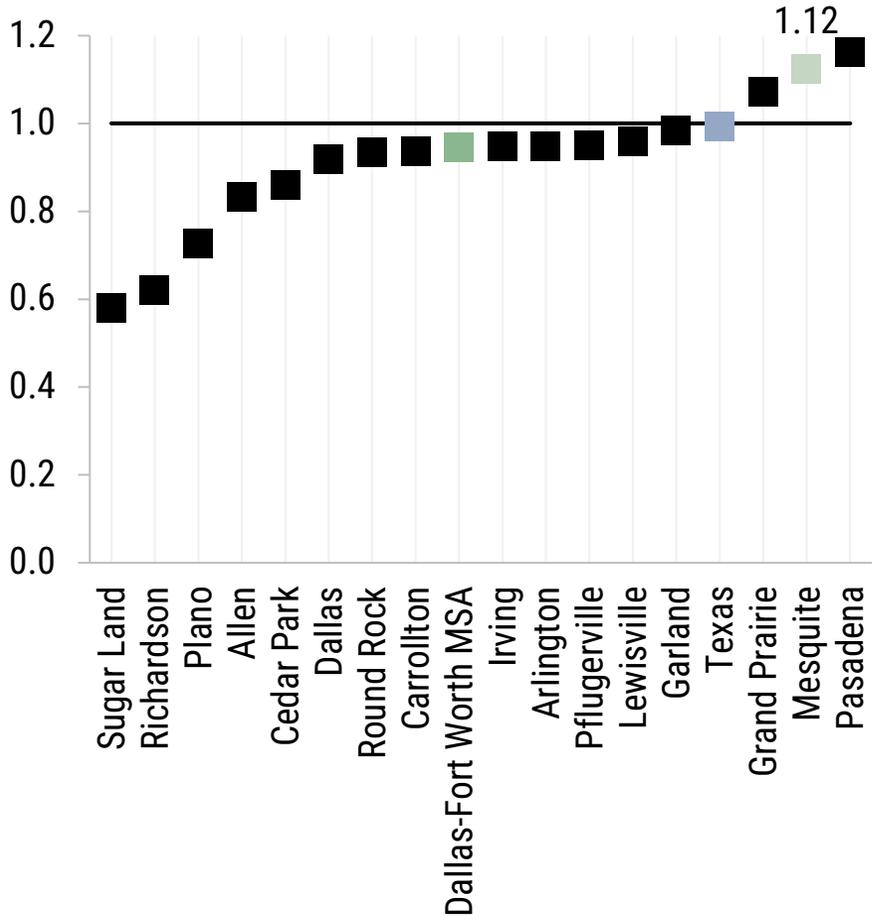
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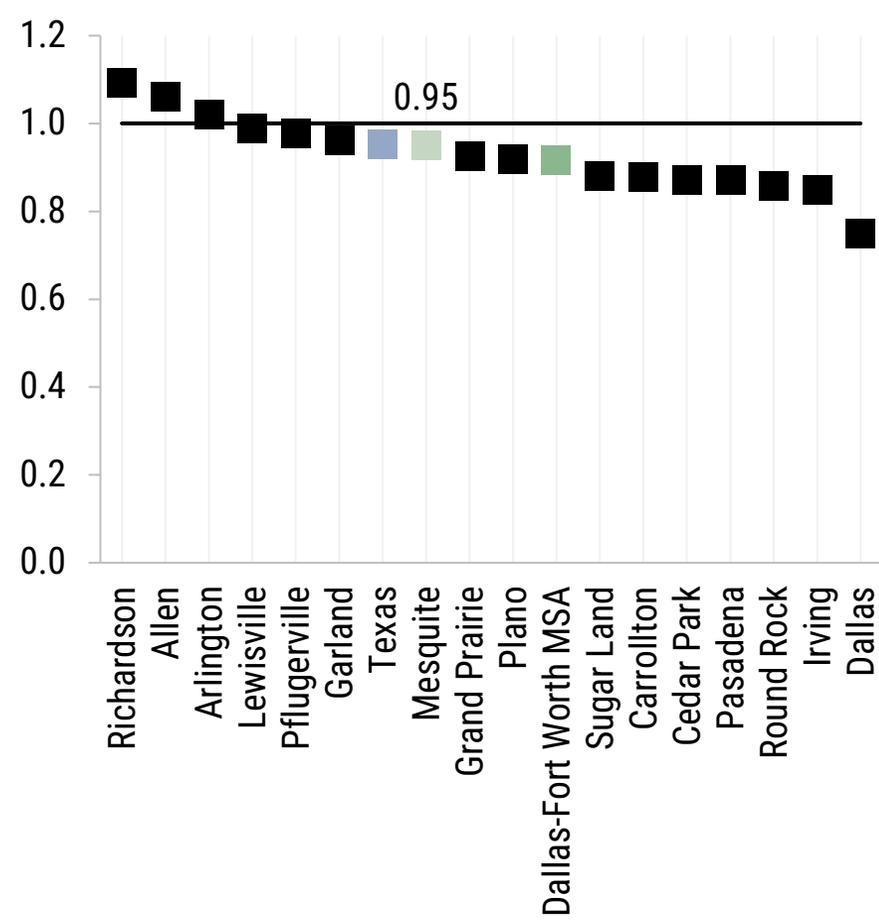
Source: American Community Survey, 2019

Mesquite's share of residents with a high school degree is 12% higher than the national average; associate's degrees is 5% less.

POPULATION WITH A HIGH SCHOOL CERTIFICATE, LQ



POPULATION WITH AN ASSOCIATE'S DEGREE, LQ



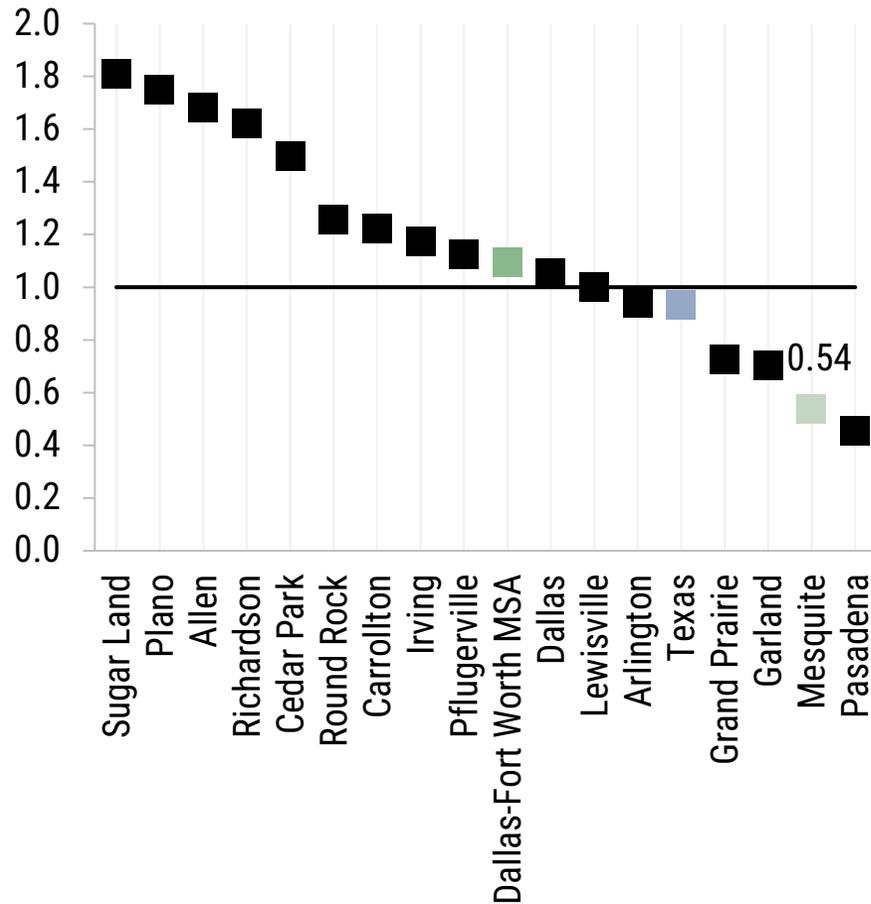
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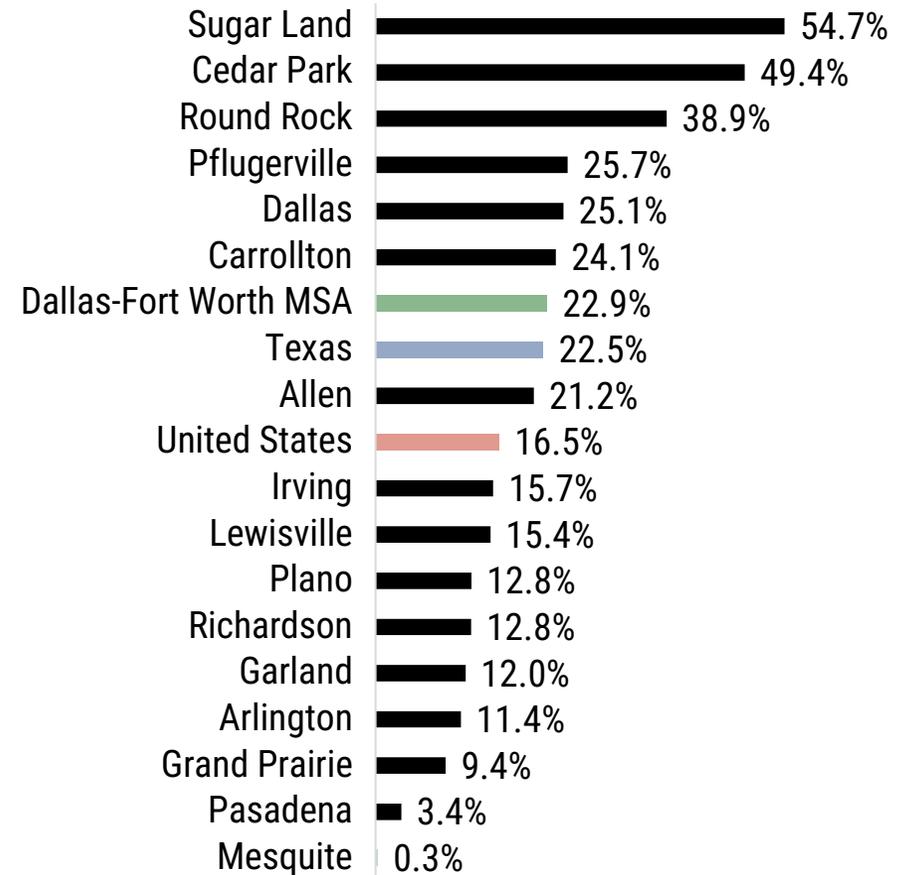
Source: American Community Survey, 2015 & 2020

Mesquite's share of residents with a BA or higher is 46% lower than the national average and slow-growing.

POPULATION WITH A BACHELOR'S DEGREE OR ABOVE, LQ

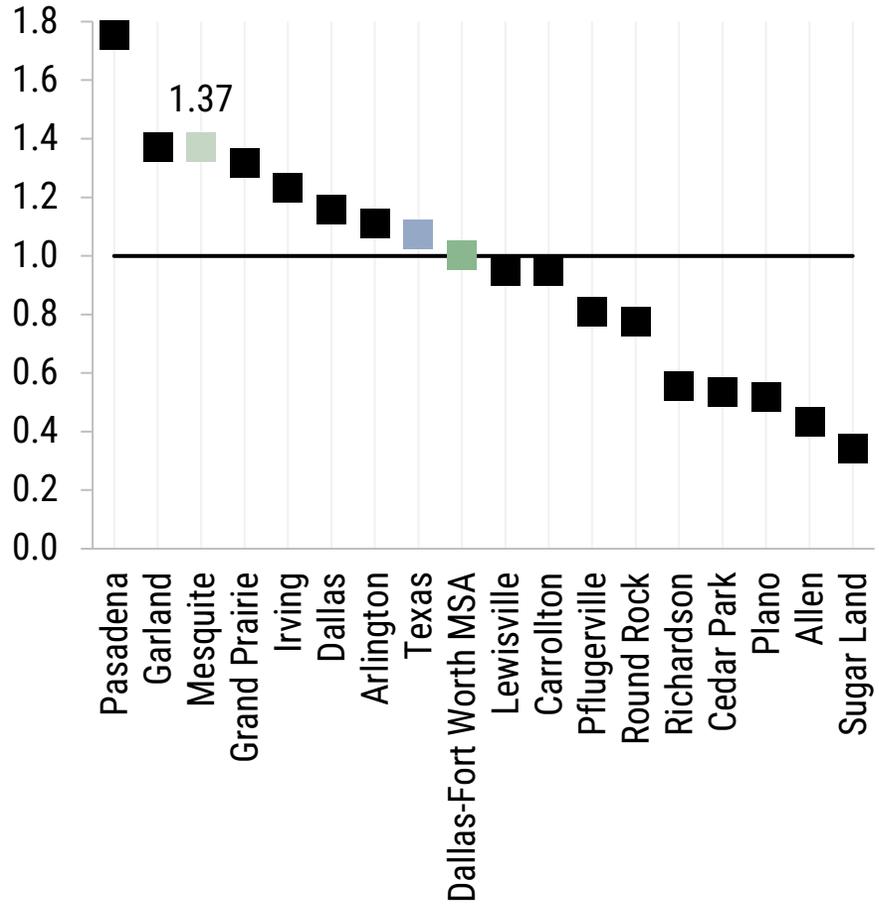


GROWTH IN POPULATION WITH A BACHELOR'S DEGREE OR ABOVE

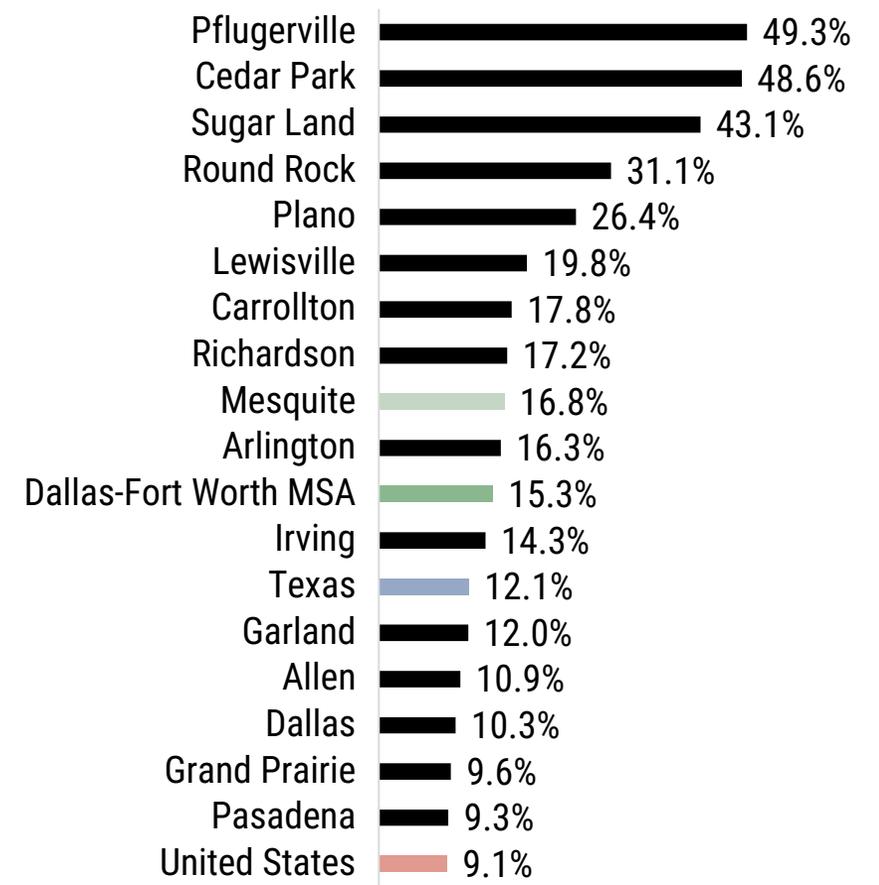


23,000 Mesquite residents are employed in working class occupations; a share that is 37% higher than the U.S. average.

EMPLOYMENT IN WORKING CLASS OCCUPATIONS, LO



GROWTH RATE OF EMPLOYMENT IN WORKING CLASS OCCUPATIONS



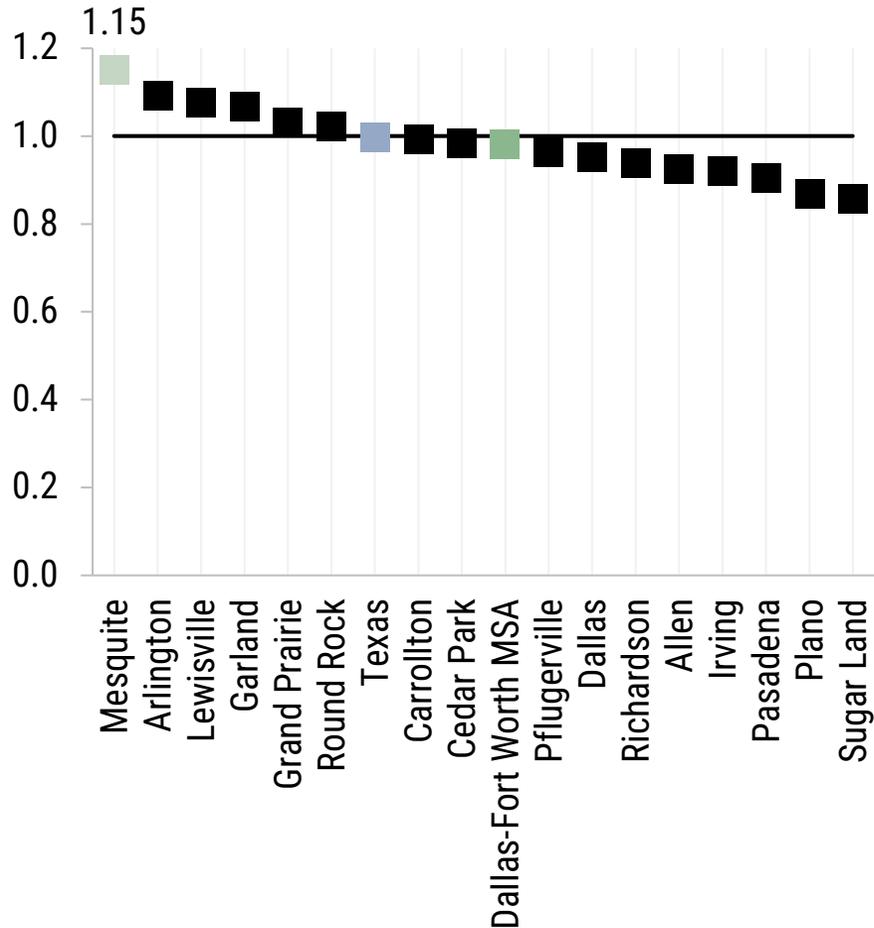
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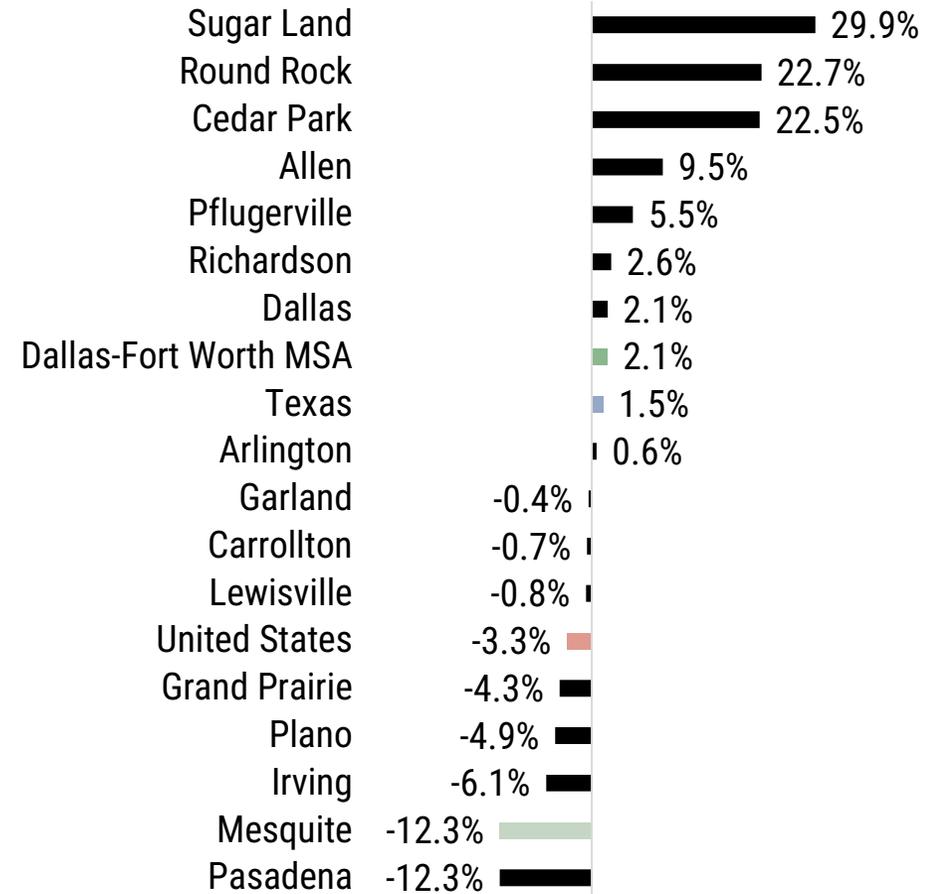
Source: American Community Survey, 2015 & 2020

38,000 Mesquite residents are employed in service class occupations; a share that is 15% higher than the U.S. average.

EMPLOYMENT IN SERVICE CLASS OCCUPATIONS, LQ

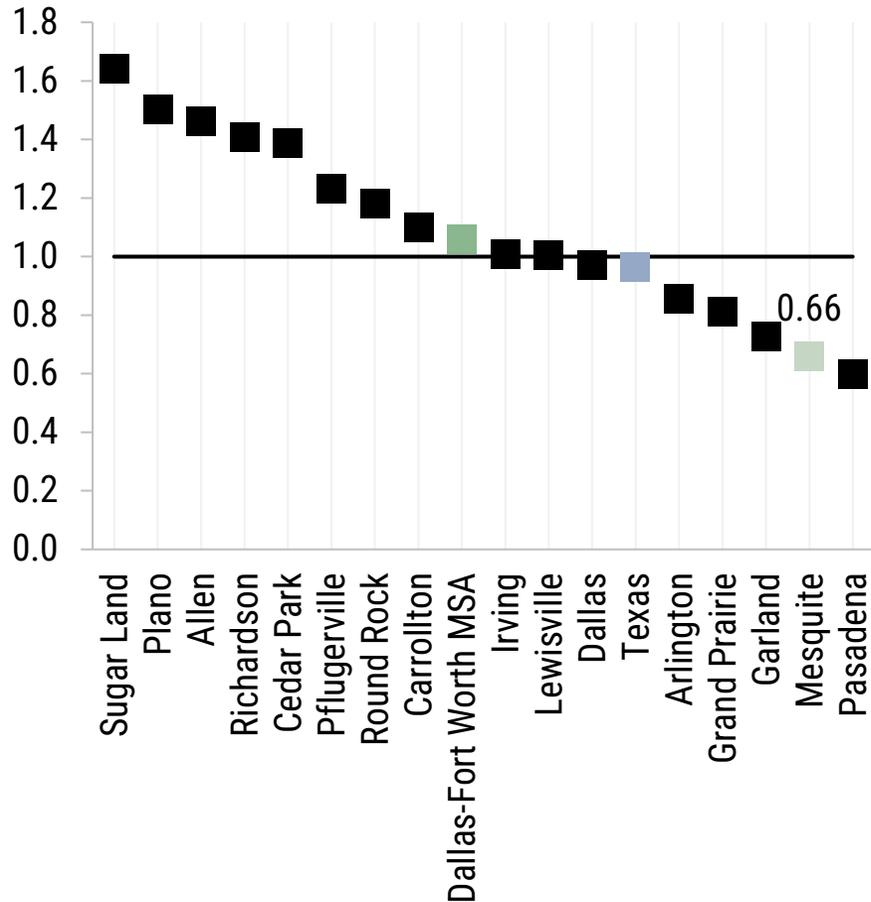


GROWTH RATE OF EMPLOYMENT IN SERVICE CLASS OCCUPATIONS

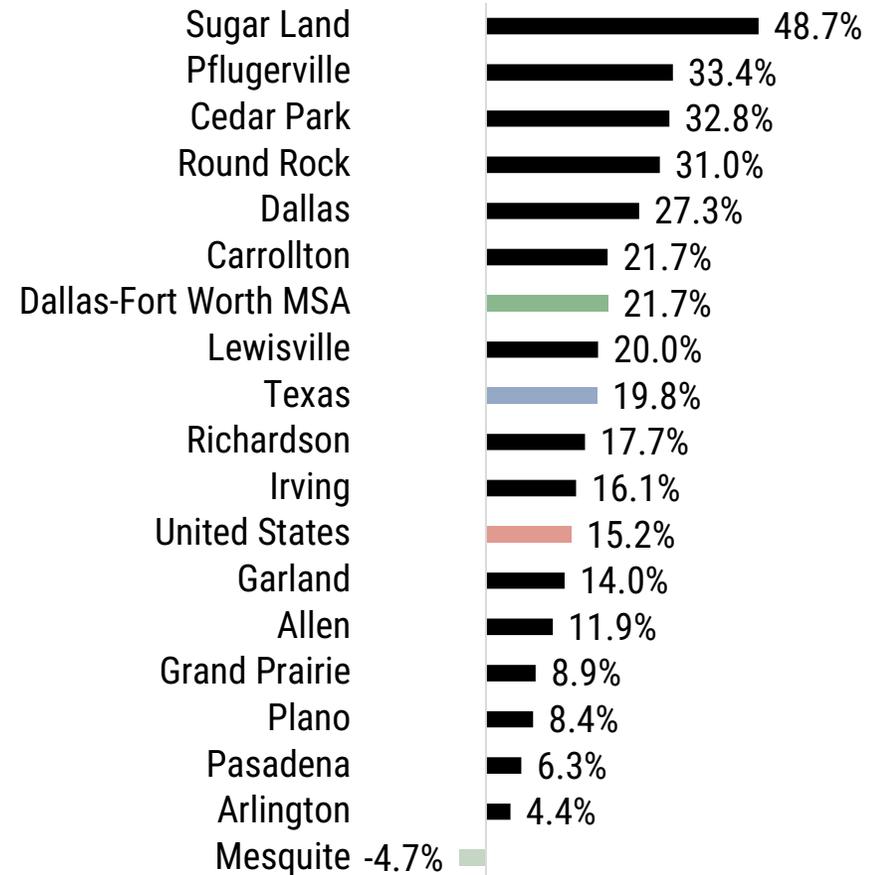


16,000 Mesquite residents are employed in creative class occupations; a share that is 34% lower than the U.S. average.

EMPLOYMENT IN KNOWLEDGE CLASS OCCUPATIONS, LQ



GROWTH RATE OF EMPLOYMENT IN KNOWLEDGE CLASS OCCUPATIONS



TALENT

Educational attainment is 46% lower than the national average in Mesquite and experiencing slow growth.

Mesquite has a **competitive advantage in working class occupations** and saw a growth rate that is 39% higher than the state average.

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Prime talent pool, LQ	15
Bachelor's degree and above	15
Growth in educated population	16
Working class	3
Growth of the working class	9
Service class	1
Growth of the service class	15
Creative class	15
Growth of the creative class	16

03

Economic Vitality

The health of the economy –
a foundation for resilience and prosperity.

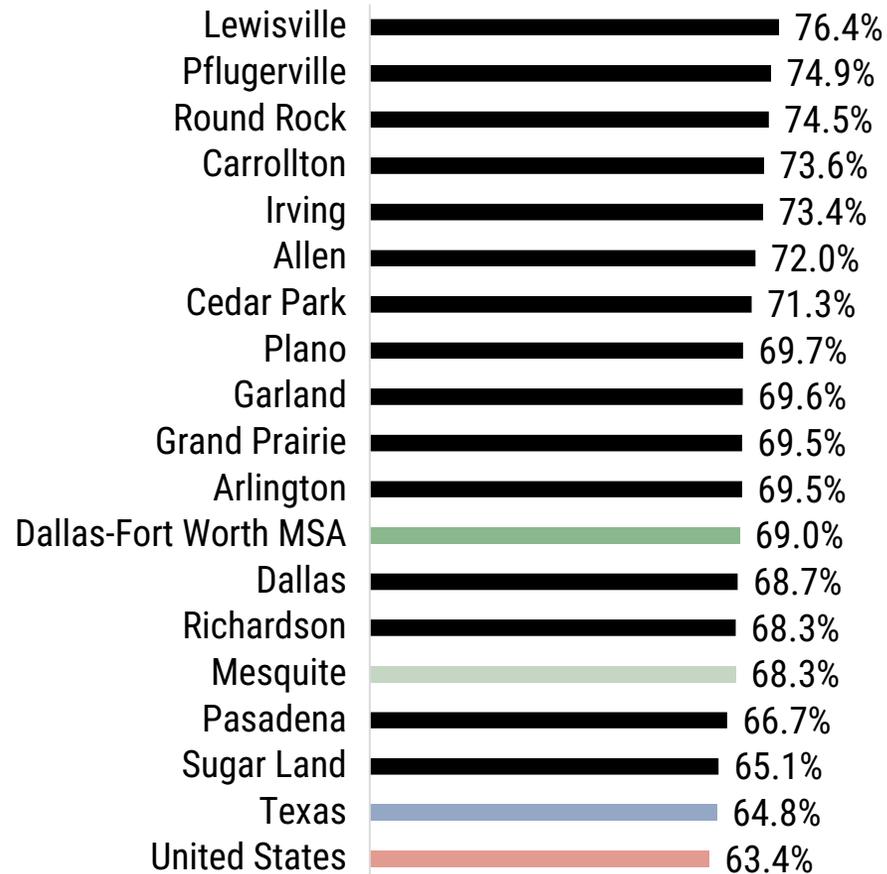
Economic Vitality Metrics

- Labor force participation rate
- Unemployment rate
- Individual median earnings
- Growth in individual median earnings

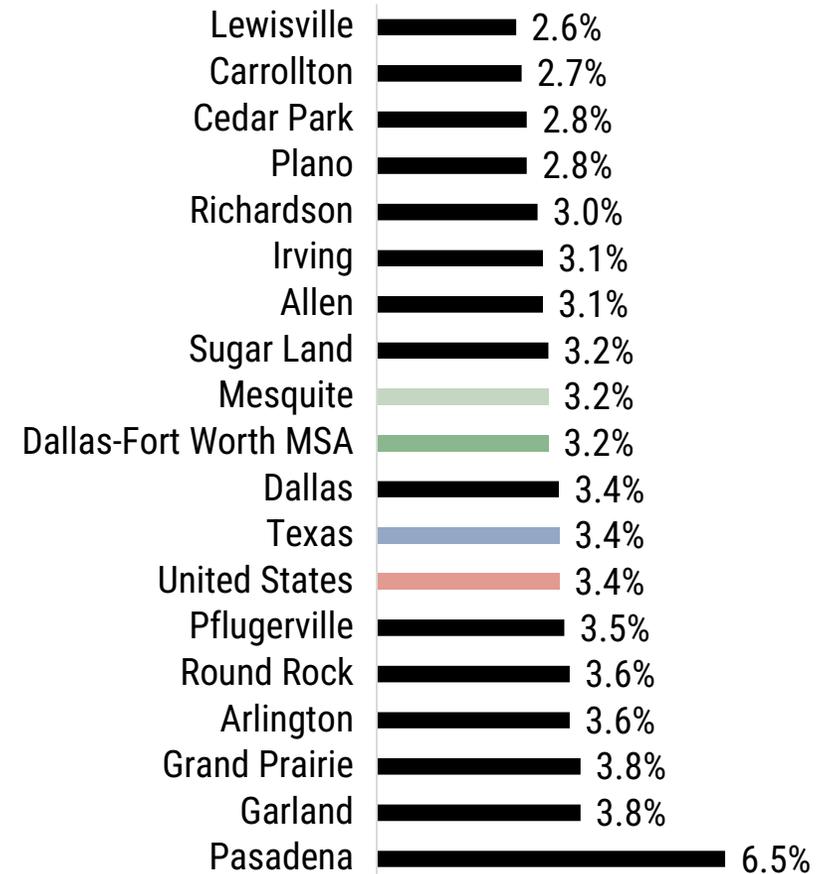


With almost 68% of its population in the labor force, Mesquite ranks 14th among peer cities, however, higher than the state and national averages.

LABOR PARTICIPATION RATE

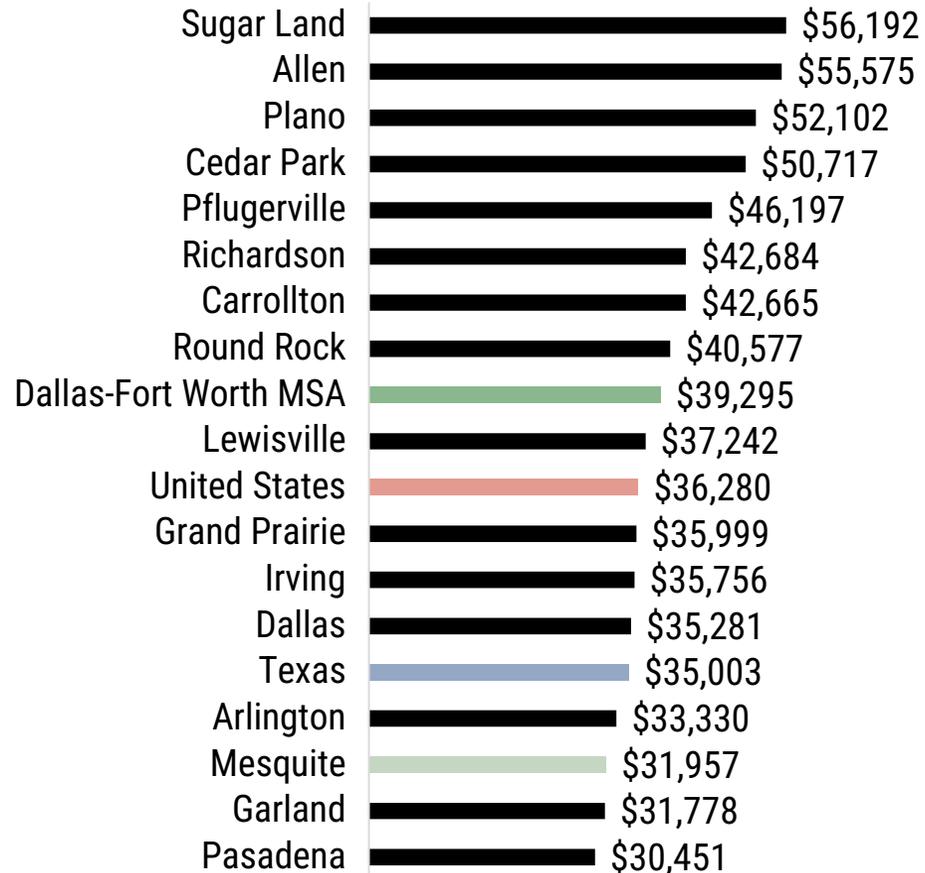


UNEMPLOYMENT RATE

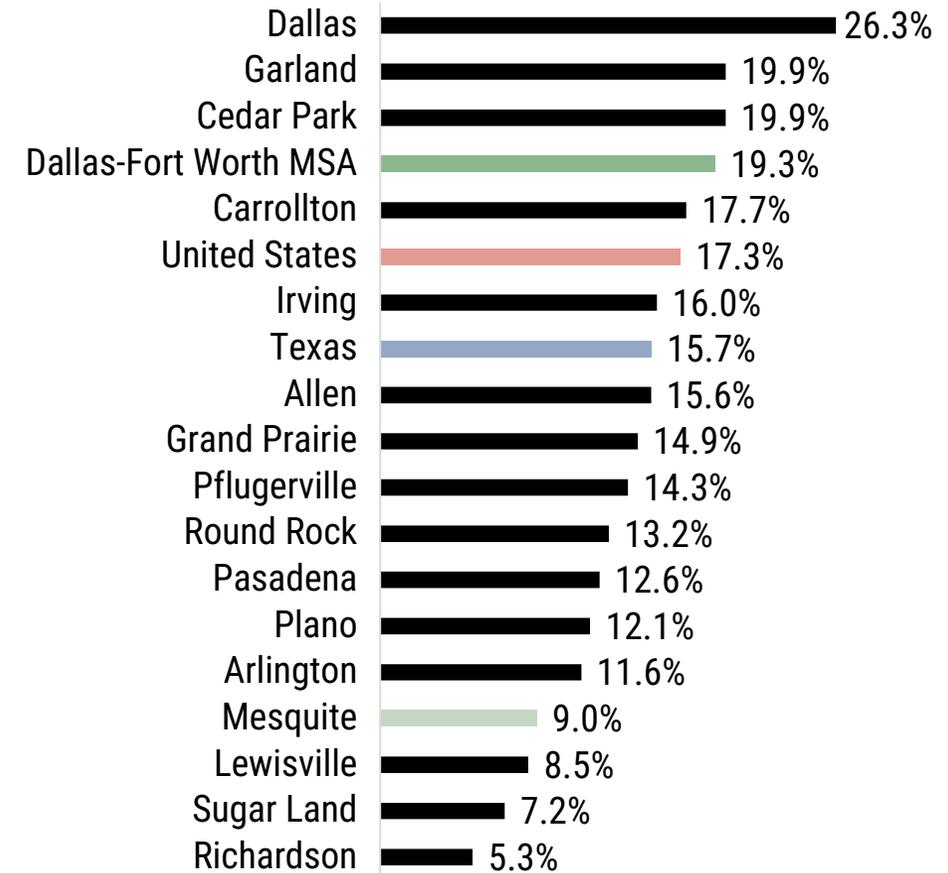


Median earnings in Mesquite are \$3,000 less than the state average; growth is 42% lower than the state average.

MEDIAN INDIVIDUAL EARNINGS



GROWTH OF MEDIAN INDIVIDUAL EARNINGS



ECONOMIC VITALITY

Mesquite has a **labor force participation rate** that is 8% higher than the national average; its **unemployment rate** is on par with the Dallas-Fort Worth MSA.

Mesquite has low and slow-growing **median earnings**.

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Labor force participation rate	14
Unemployment rate	9
Individual median earnings	14
Growth in individual median earnings	13

04

Innovation & Entrepreneurship

The strength of the ecosystem to produce new ideas
and companies.

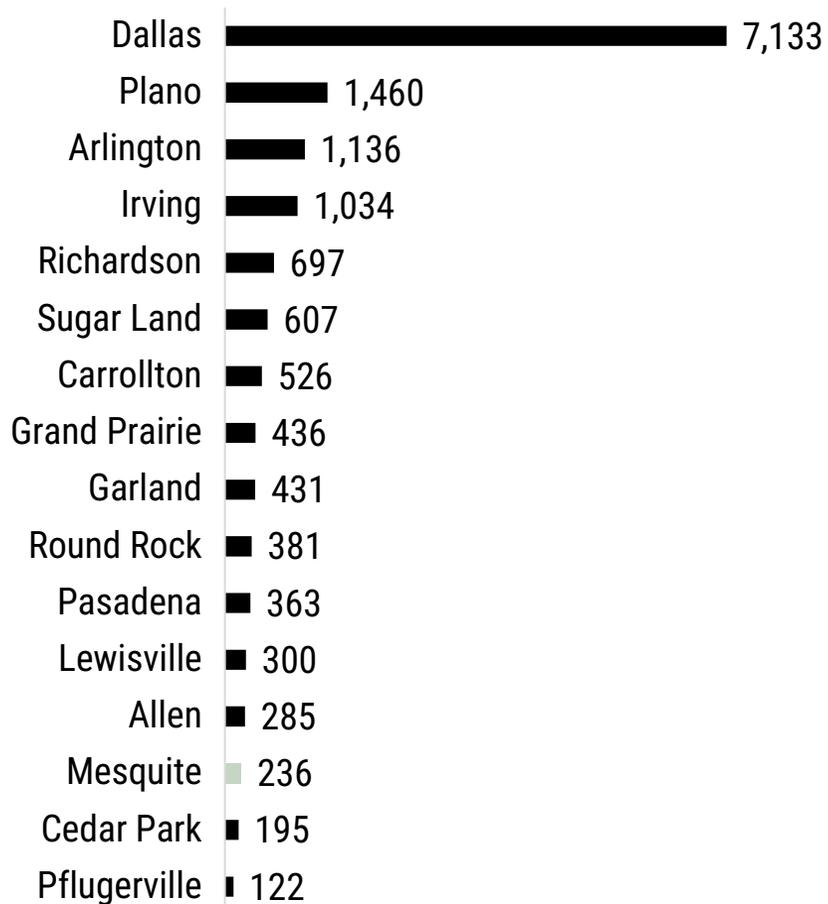
Innovation Metrics

- Number of establishments in the professional, scientific and technical services
- Share of employment in professional services
- Growth of employment in professional services
- Share of foreign-born employment in professional services
- Average download speed
- Average upload speed

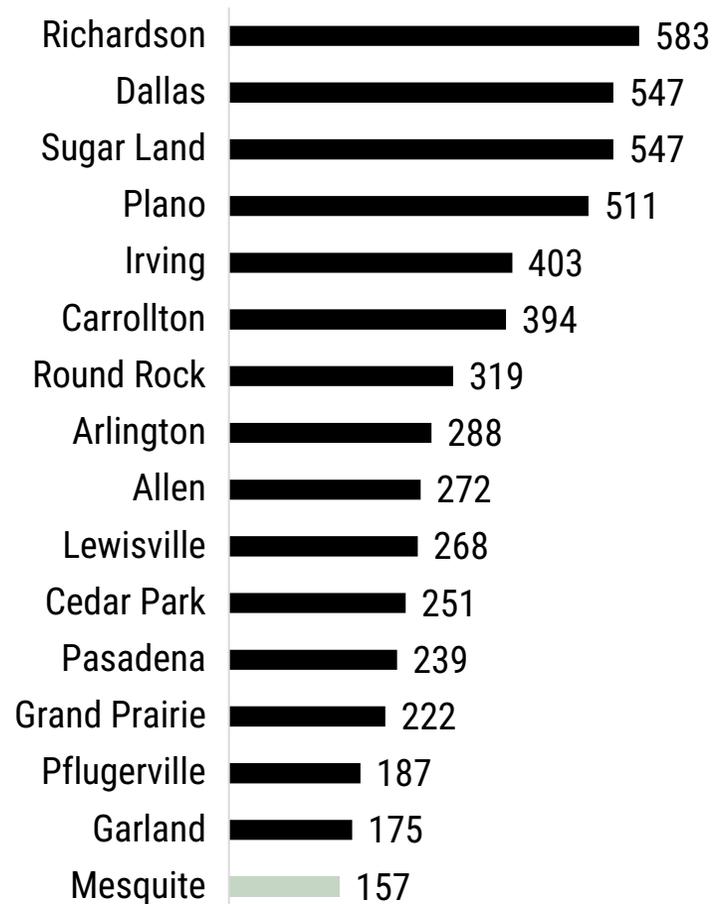


Mesquite ranks 14th for the number of establishments in the professional, scientific and technical services.

NUMBER OF ESTABLISHMENTS IN THE PROFESSIONAL SERVICES

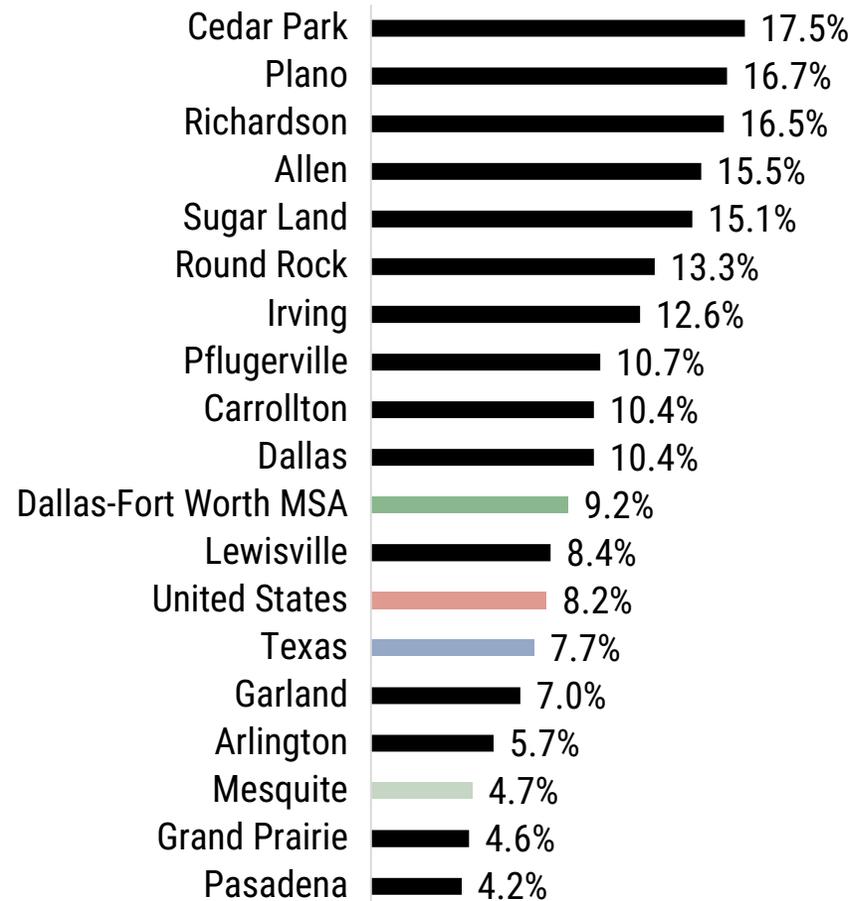


NUMBER OF ESTABLISHMENTS IN THE PROFESSIONAL SERVICES PER 100,000 RESIDENTS

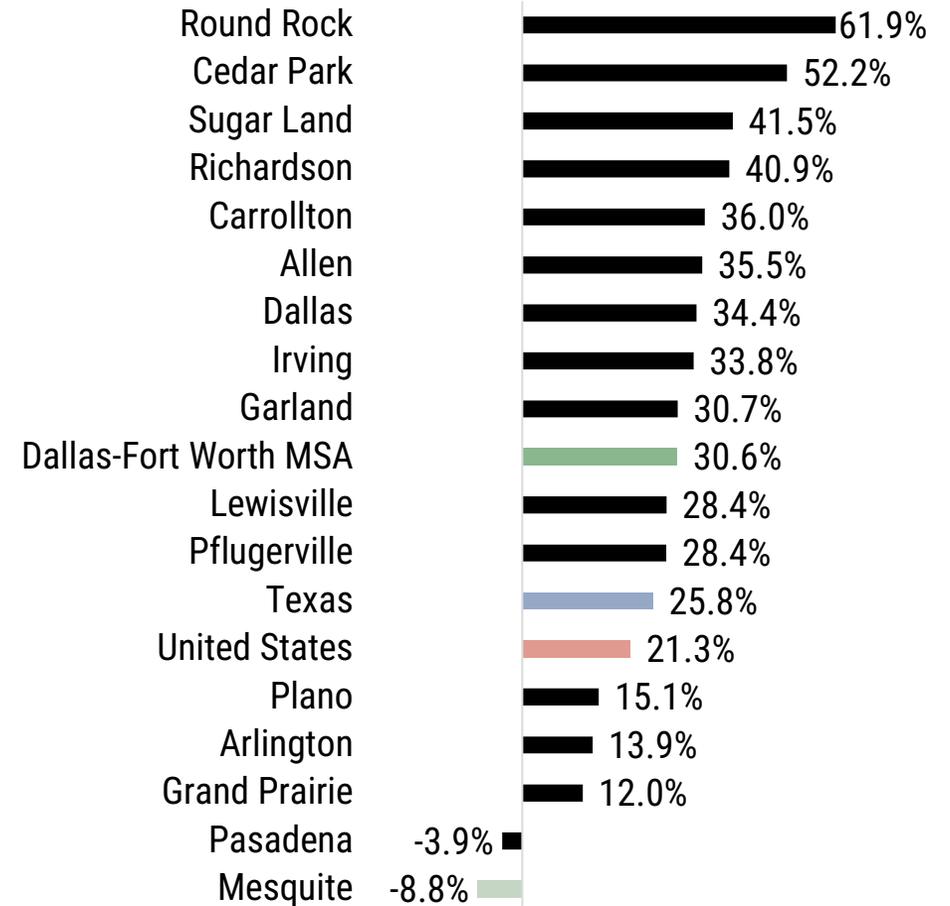


5% of Mesquite residents are employed in professional services - a share 38% lower than that state average.

SHARE OF EMPLOYMENT IN PROFESSIONAL SERVICES

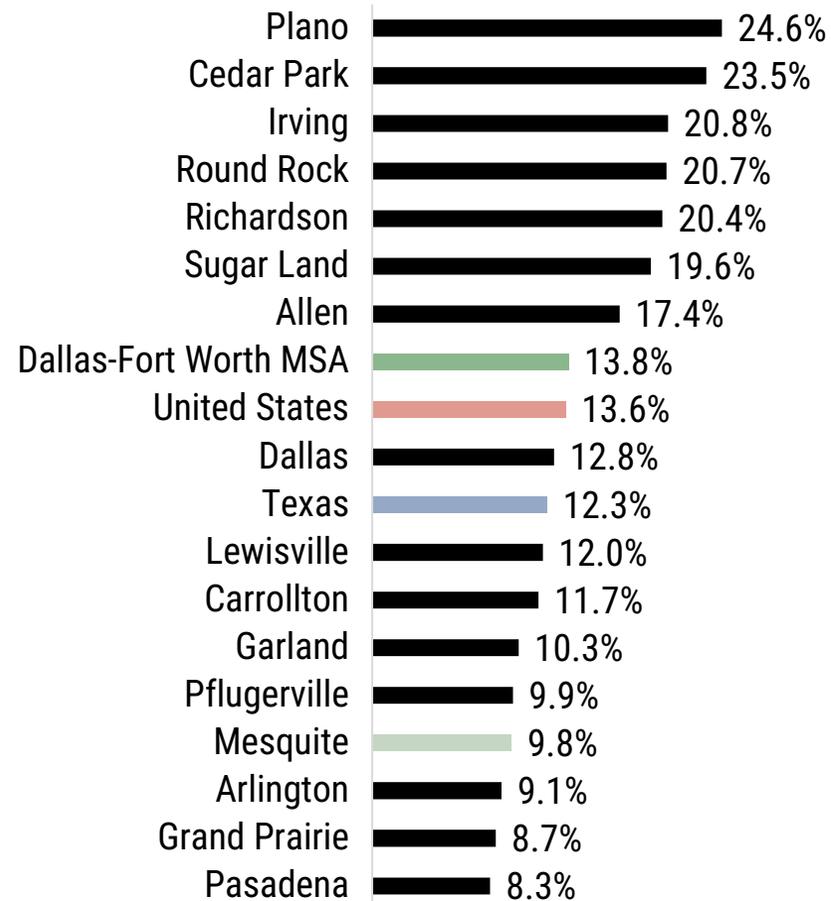


GROWTH OF EMPLOYMENT IN PROFESSIONAL SERVICES



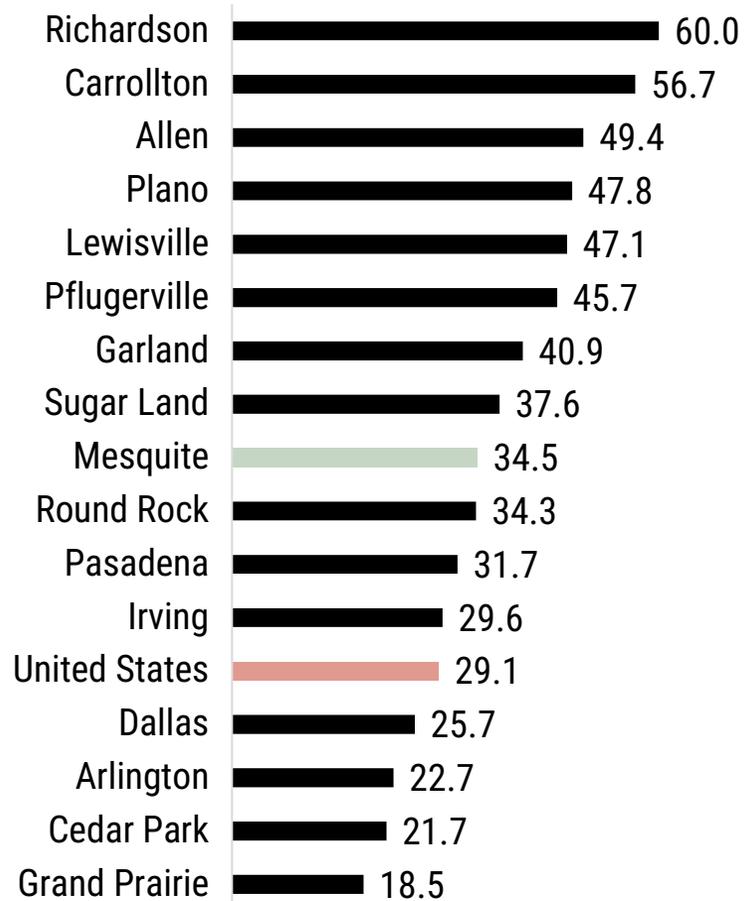
10% of employees in professional services are foreign-born – a share that is 20% lower than the state average.

PERCENTAGE OF FOREIGN-BORN EMPLOYMENT IN PROFESSIONAL SERVICES

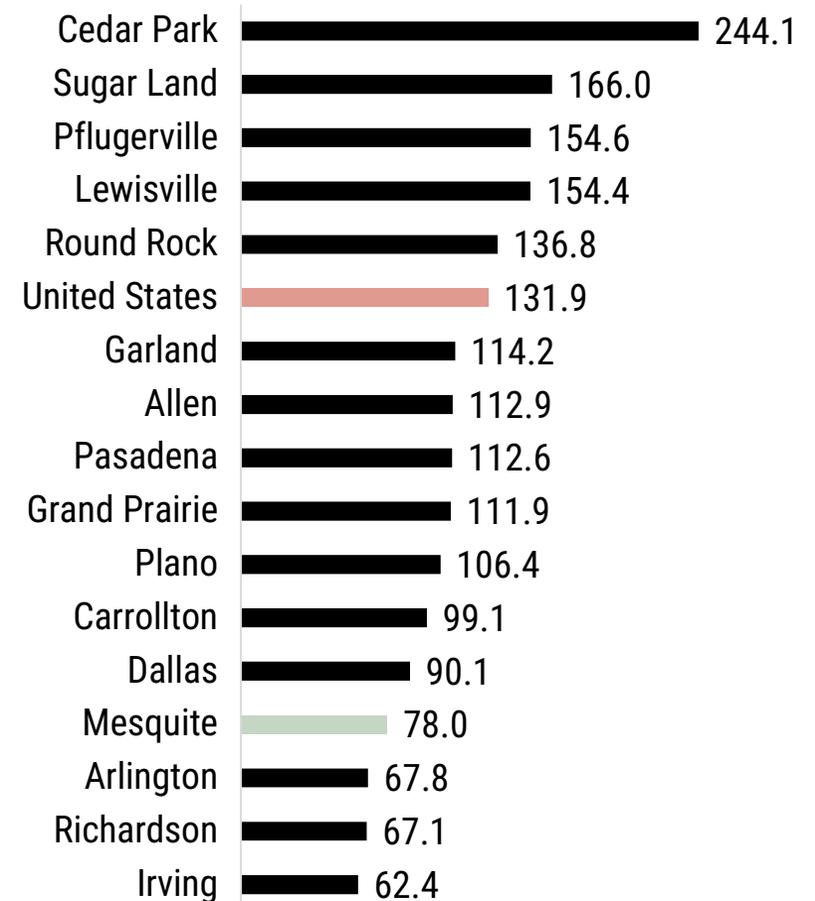


Mesquite has the 9th fastest upload speed among the benchmarks. It ranks 13th for download speed.

AVERAGE UPLOAD SPEED (Mbps)



AVERAGE DOWNLOAD SPEED (Mbps)



INNOVATION

Mesquite has a **small professional services sector** that is not growing.

Mesquite has **sound digital infrastructure** – comparable with other Texas cities.

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Number of establishments in the professional, scientific and technical services	14
Number of establishments in the professional, scientific and technical services per 100,000 residents	16
Share of employment in professional services	14
Growth of employment in professional services	16
Share of foreign-born employment in professional services	13
Average upload speed	9
Average download speed	13

05

Equity

Who is benefitting from growth
within the region.

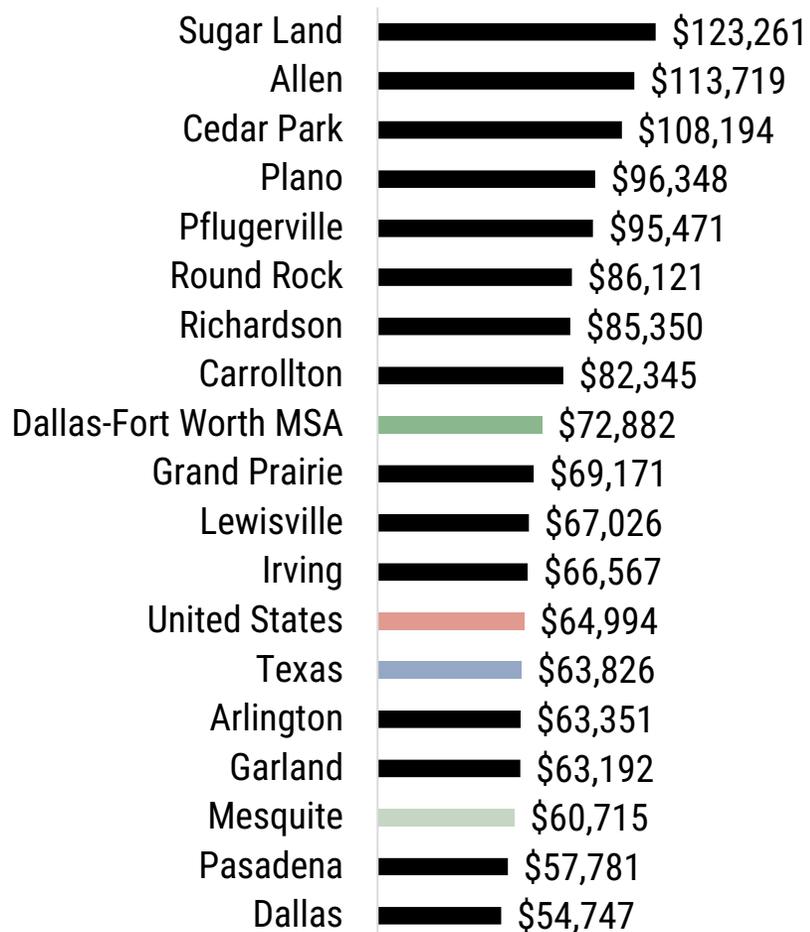
Equity Metrics

- Median household income
- Growth in median household income
- Percentage of residents below poverty level
- Decrease in number of residents below poverty level
- Home ownership rate
- Percentage of home-burdened households
- Percentage of rent-burdened households
- Income inequality
- Median total income, by gender
- Growth in income, by gender

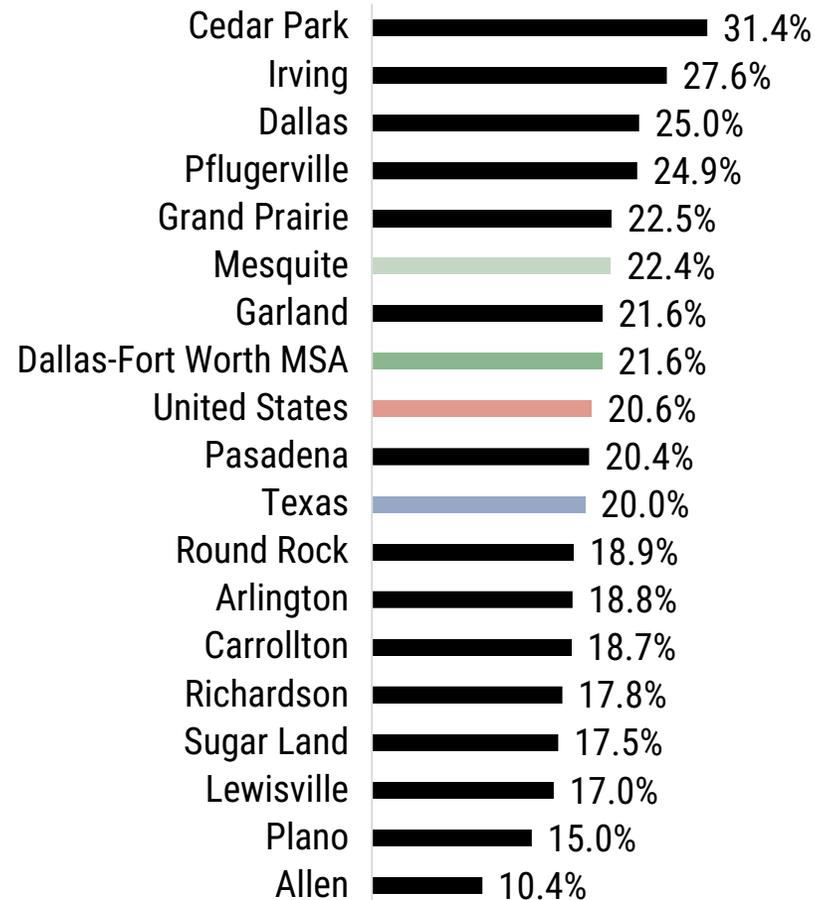


Mesquite's median household income (\$60,715) is 5% lower than the state average but has increased 22% since 2015.

MEDIAN HOUSEHOLD INCOME

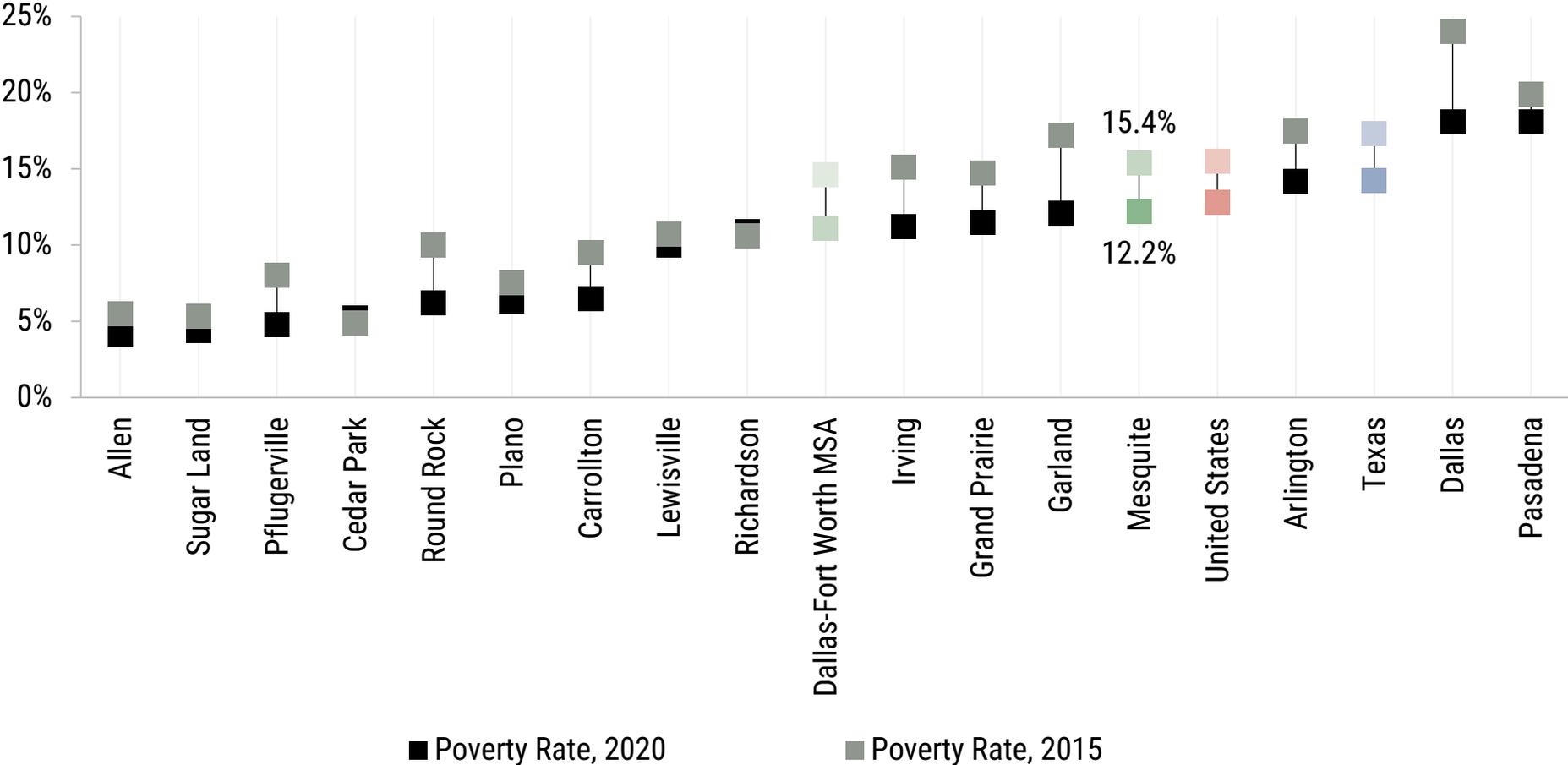


GROWTH RATE IN MEDIAN HOUSEHOLD INCOME



Twelve percent of Mesquite's residents live below the poverty level, comparable with the national average.

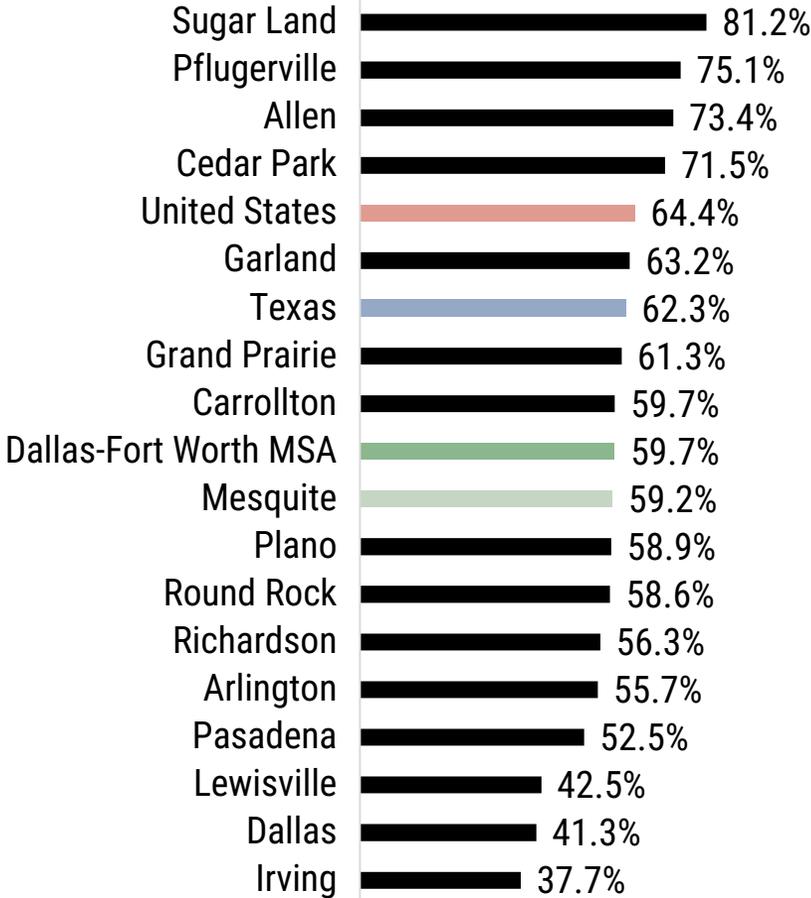
PERCENTAGE OF RESIDENTS BELOW POVERTY LEVEL



Source: American Community Survey, 2015 & 2020

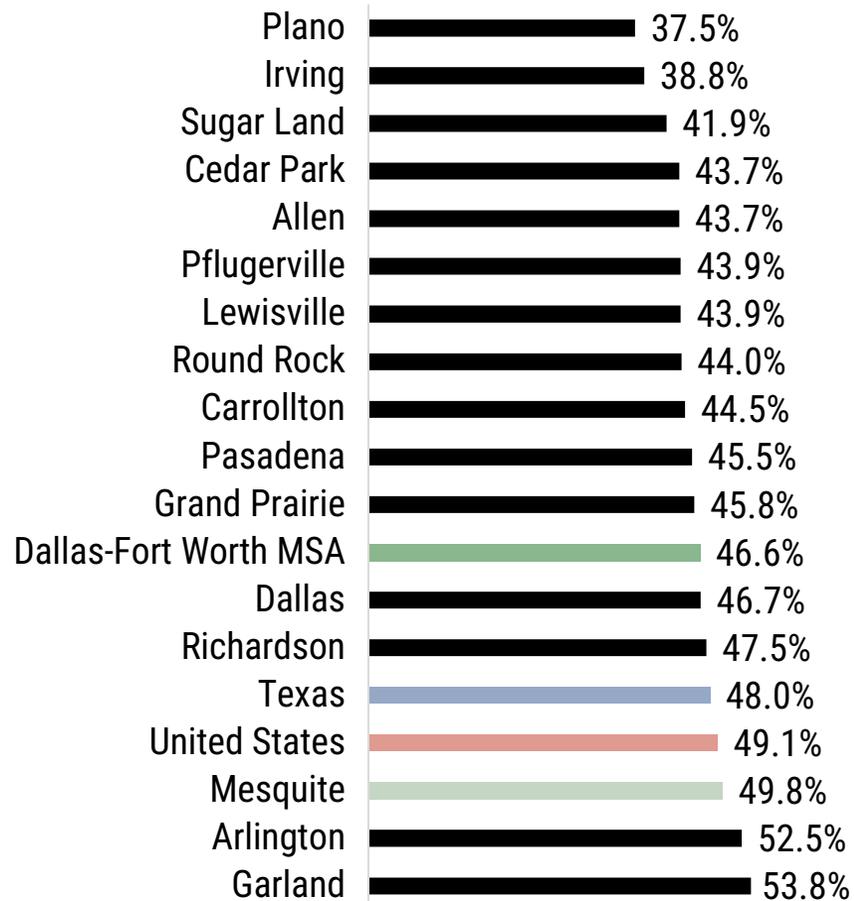
Nearly 6 in 10 Mesquite residents are home owners – a rate comparable with that of the DFW region.

HOME OWNERSHIP RATE

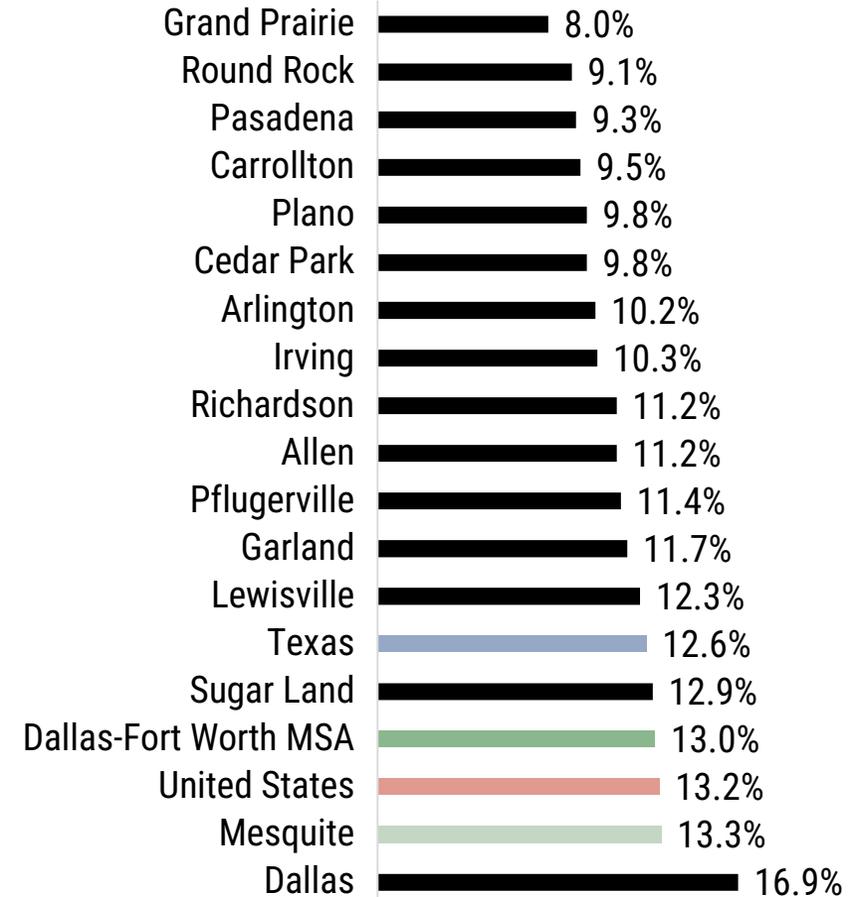


Almost half of renters in Mesquite are rent-burdened, while 13% of owners are home-burdened.

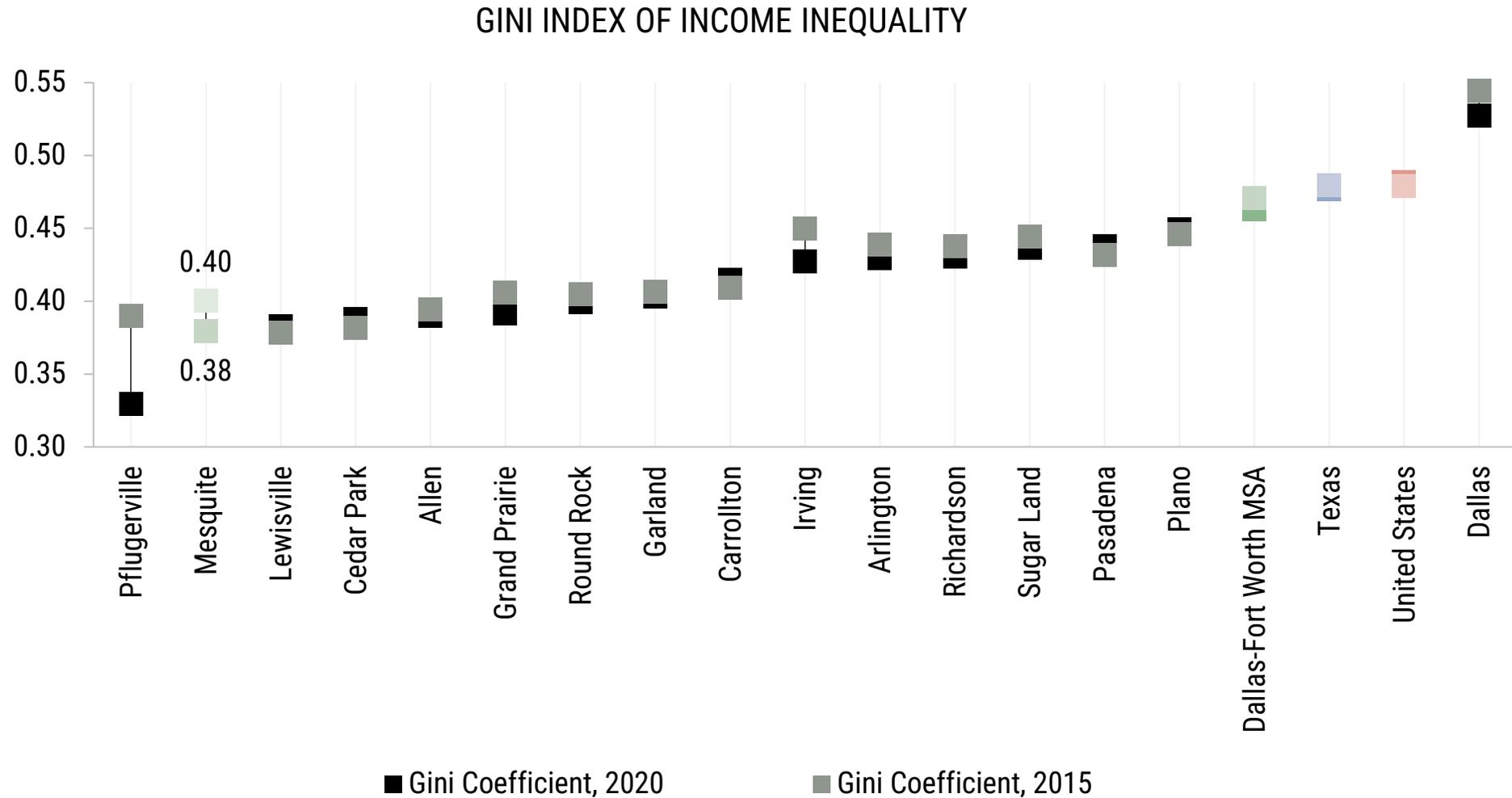
RENT-BURDENED HOUSEHOLDS



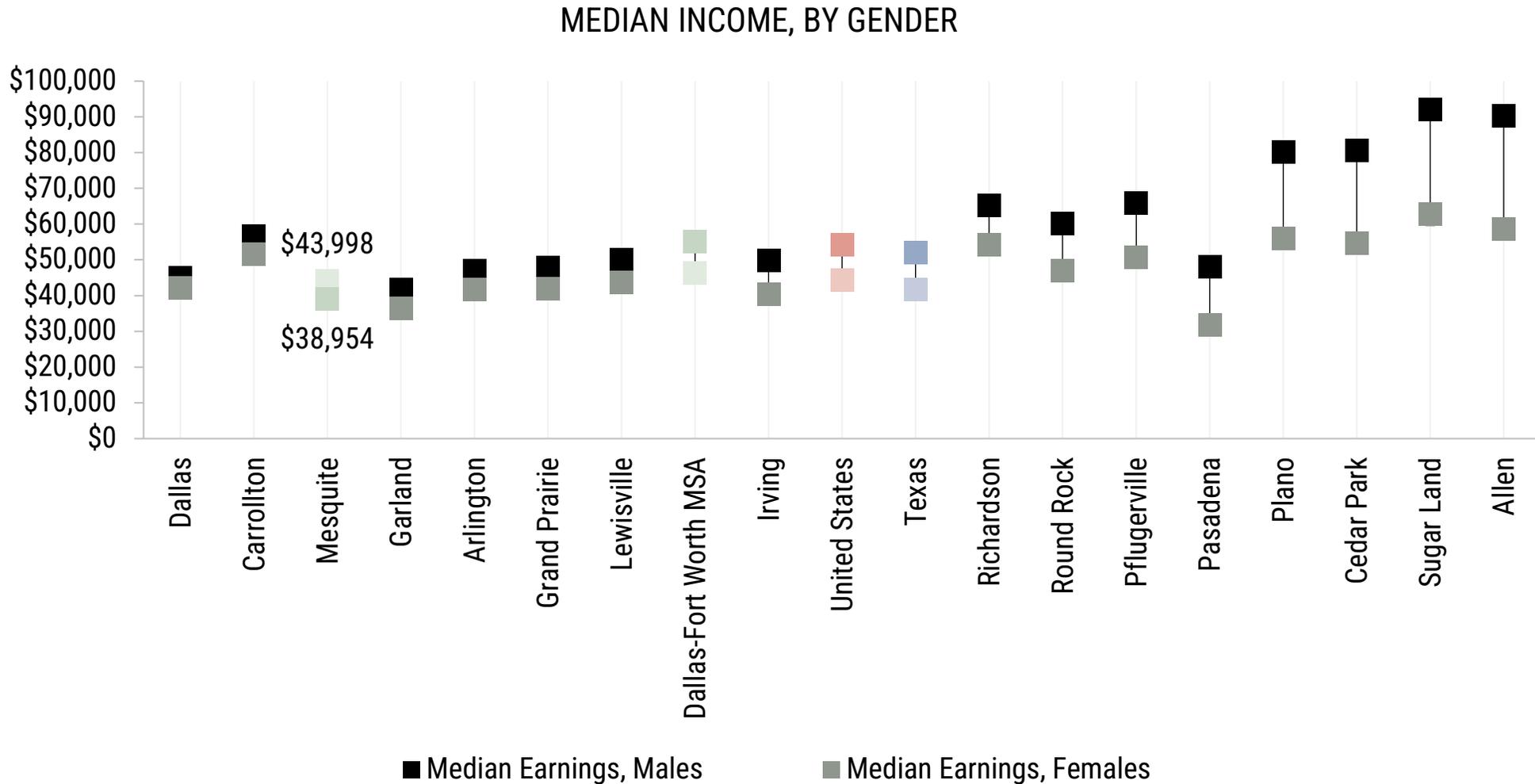
HOME-BURDENED HOUSEHOLDS



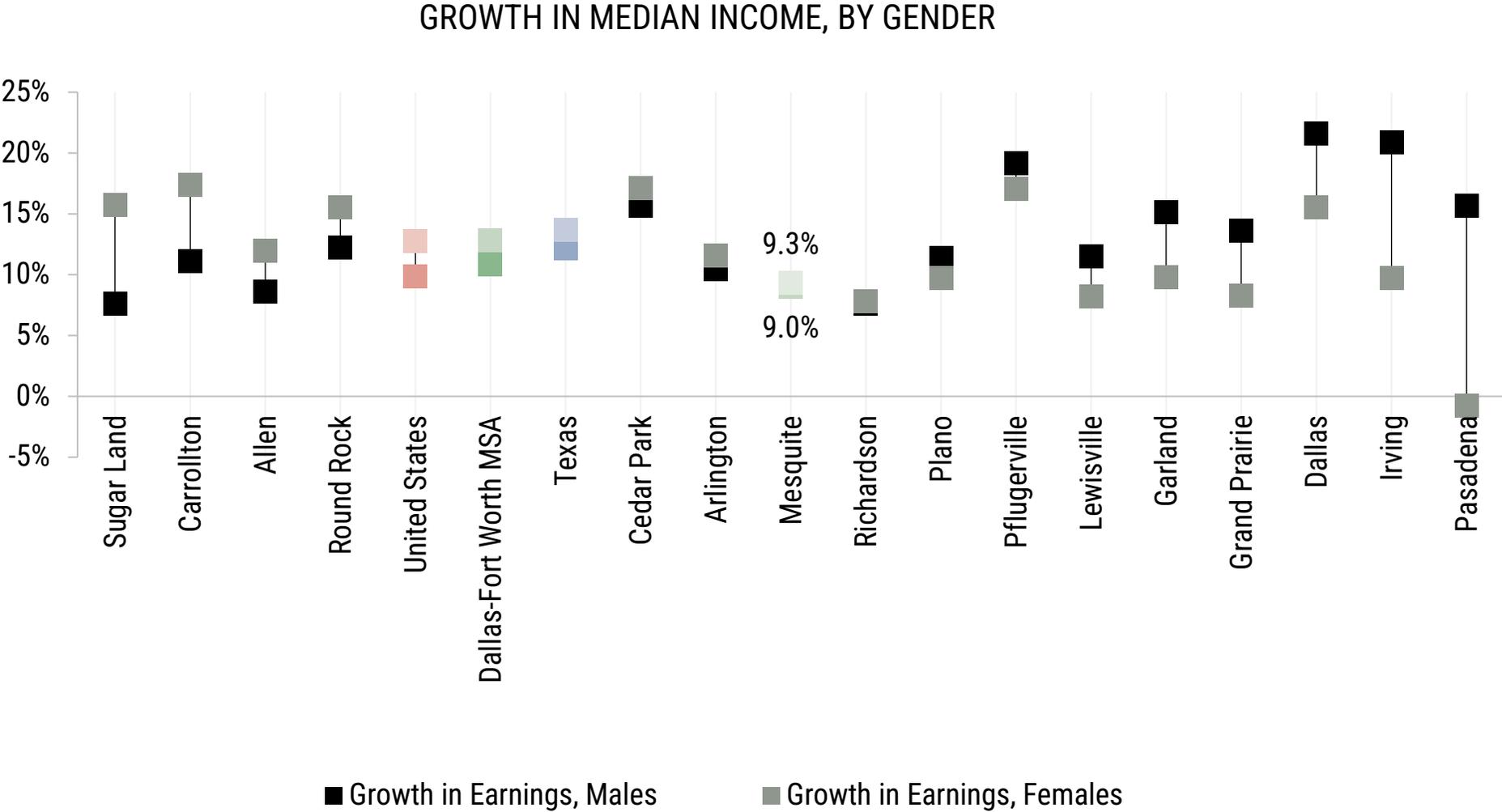
Income inequality in Mesquite is significantly lower than the state and national rates.



Men in Mesquite earn - on average - \$5,000 more than women; this is half the wage gap on the national level.



In Mesquite, male and female incomes are growing at comparable rates.



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Source: American Community Survey, 2015 & 2020

EQUITY

Mesquite has a **low but fast-growing median household income**.

Efforts in recent years have **reduced the poverty levels**.

Mesquite has a **small gender wage gap**.

Housing costs represent a large percentage of residents' incomes, however, the burden is comparable with the national levels.

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Median household income	14
Growth in median household income	6
Percentage of residents below poverty level	13
Decrease in number of residents below poverty level	7
Home ownership rate	8
Percentage of home-burdened households	15
Percentage of rent-burdened households	13
Income inequality	2
Gender wage gap	3
Growth in female incomes	12

06

Quality of Place

An important factor in talent, enterprise, and investment attraction and retention.

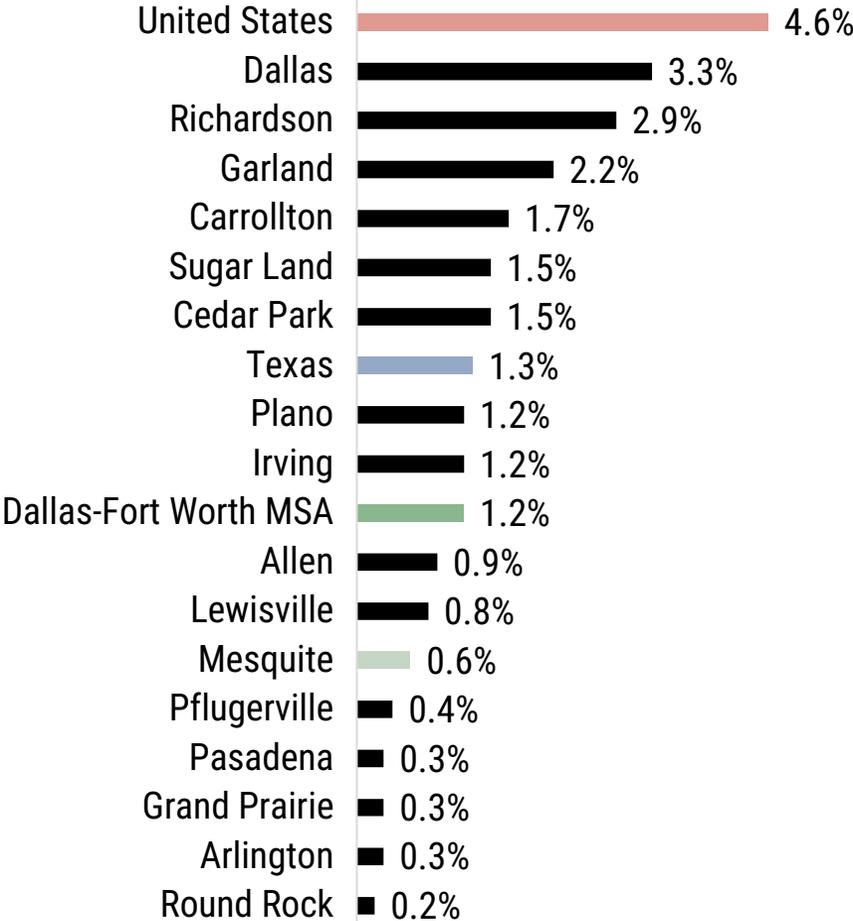
Quality of Place Metrics

- Percentage of the population, by mode of transportation to work
- Median commute time
- Number of healthcare practitioners per 100,000 residents
- Median house price and rent
- Social media and online presence
- Quality of life and tourism experiences



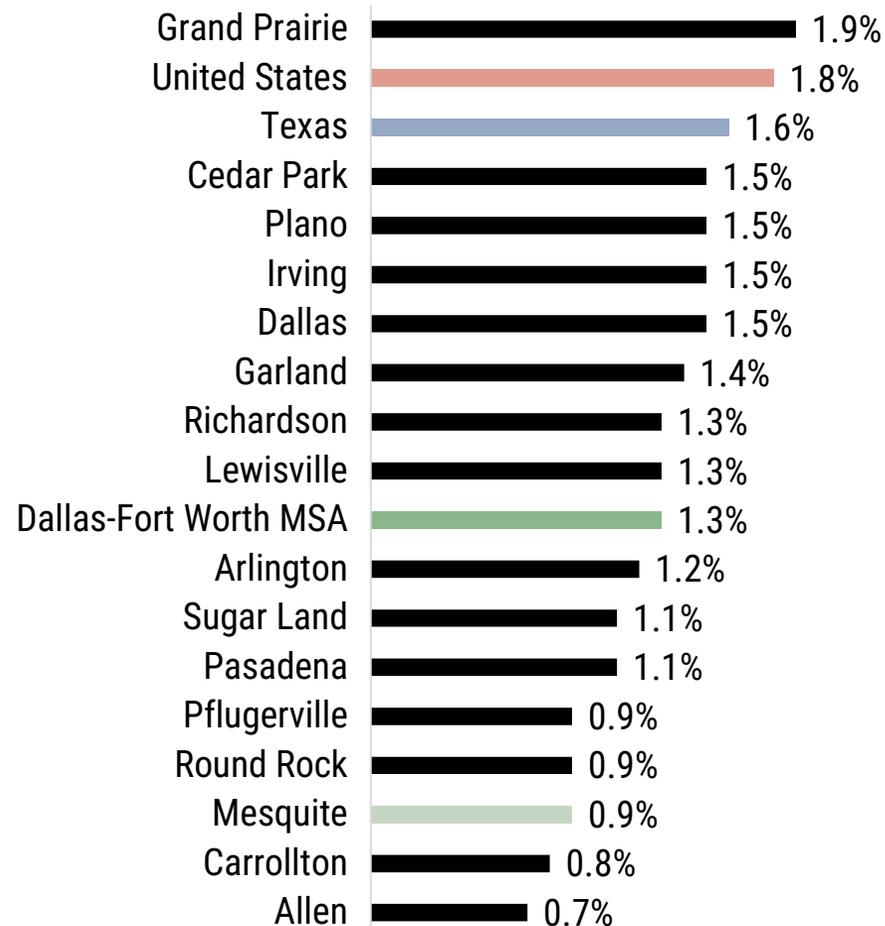
0.6% of Mesquite residents take public transportation to work, 1.2% in the DFW region.

PERCENTAGE OF THE POPULATION WHO TAKE PUBLIC TRANSPORTATION TO WORK

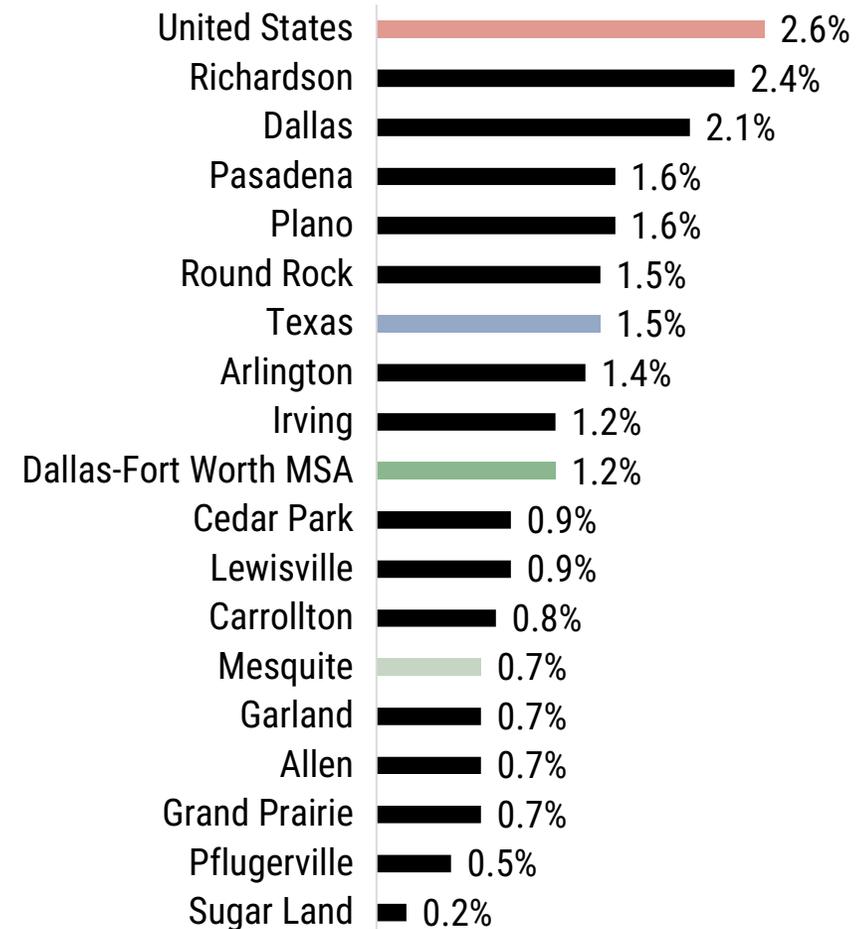


In Mesquite, 0.9% of residents bike to work and 0.7% walk.

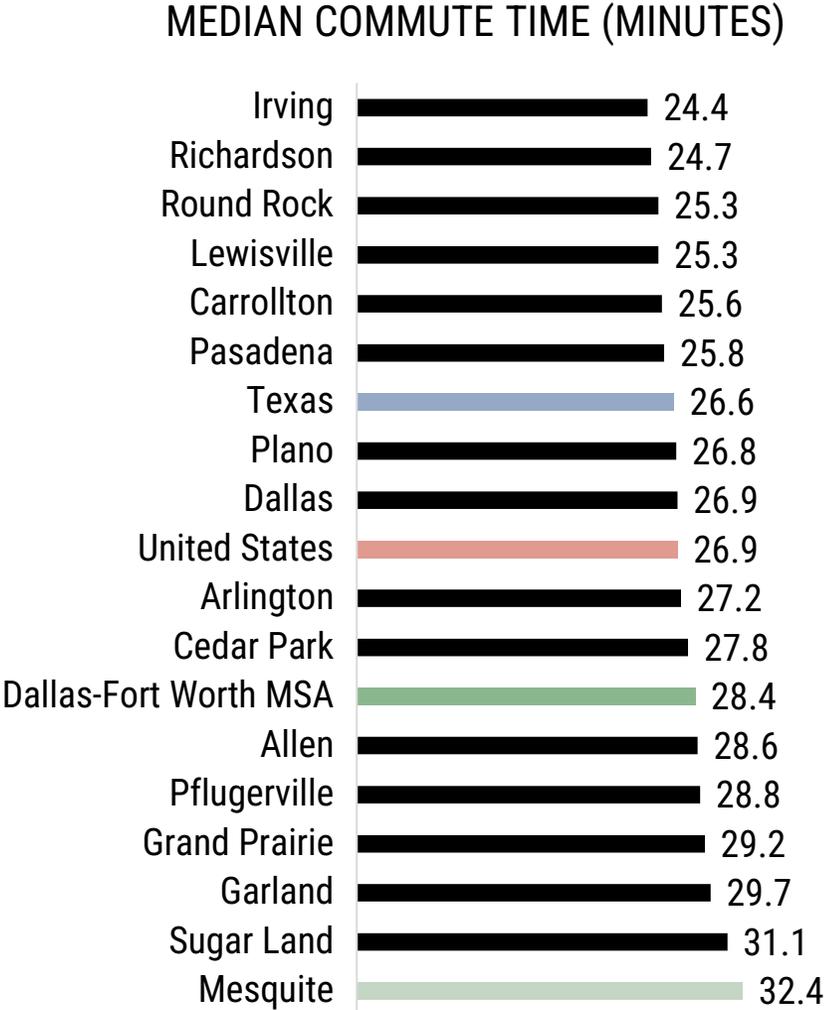
PERCENTAGE OF THE POPULATION WHO CYCLE TO WORK



PERCENTAGE OF THE POPULATION WHO WALK TO WORK

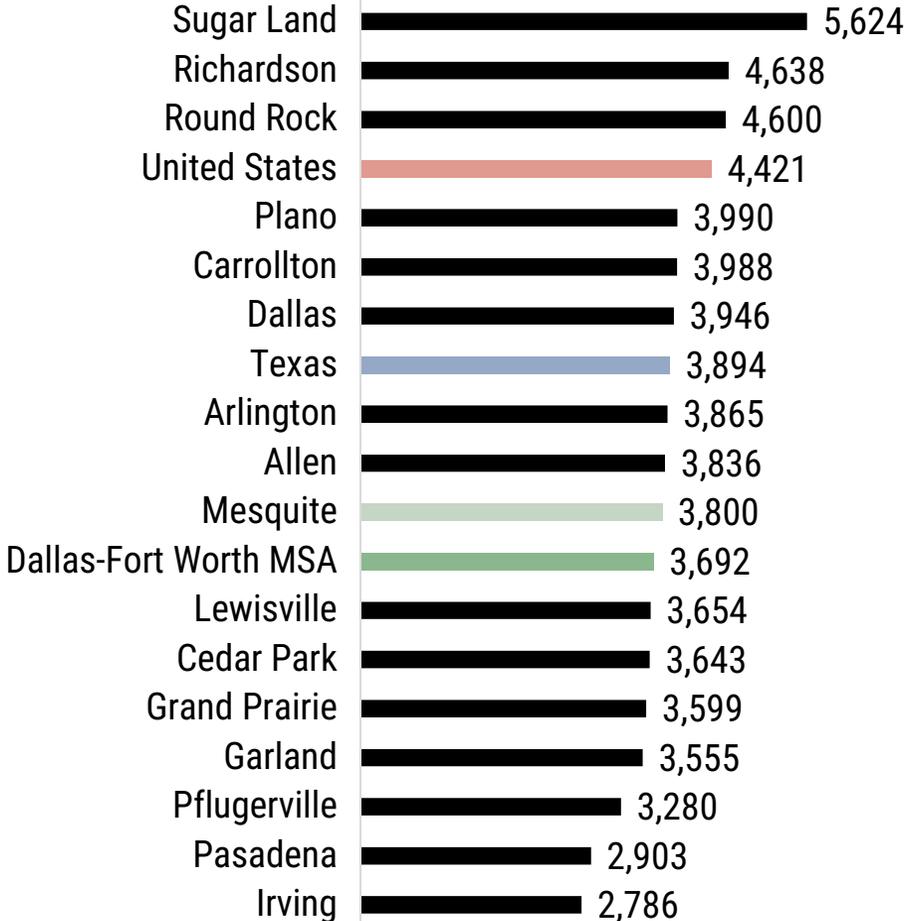


The median commute time in Mesquite is highest among all benchmarks (32 minutes).



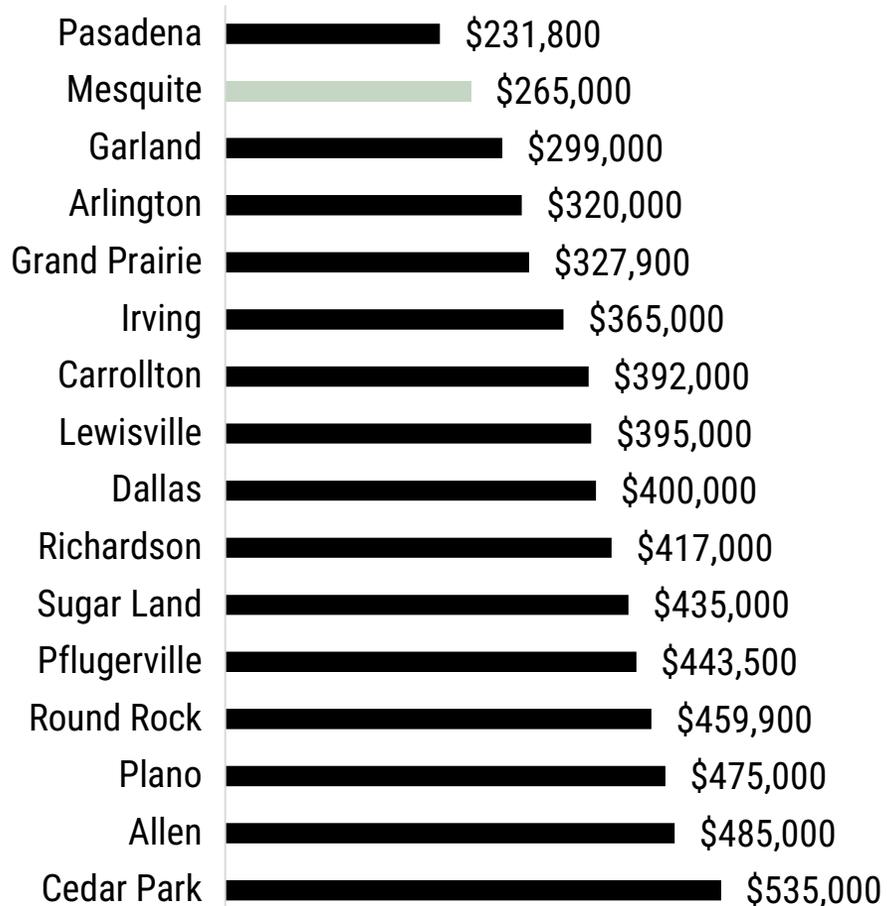
Mesquite has a ratio of healthcare practitioners per capita that is comparable with that of the DFW region.

NUMBER OF HEALTHCARE PRACTITIONERS PER 100,000 RESIDENTS

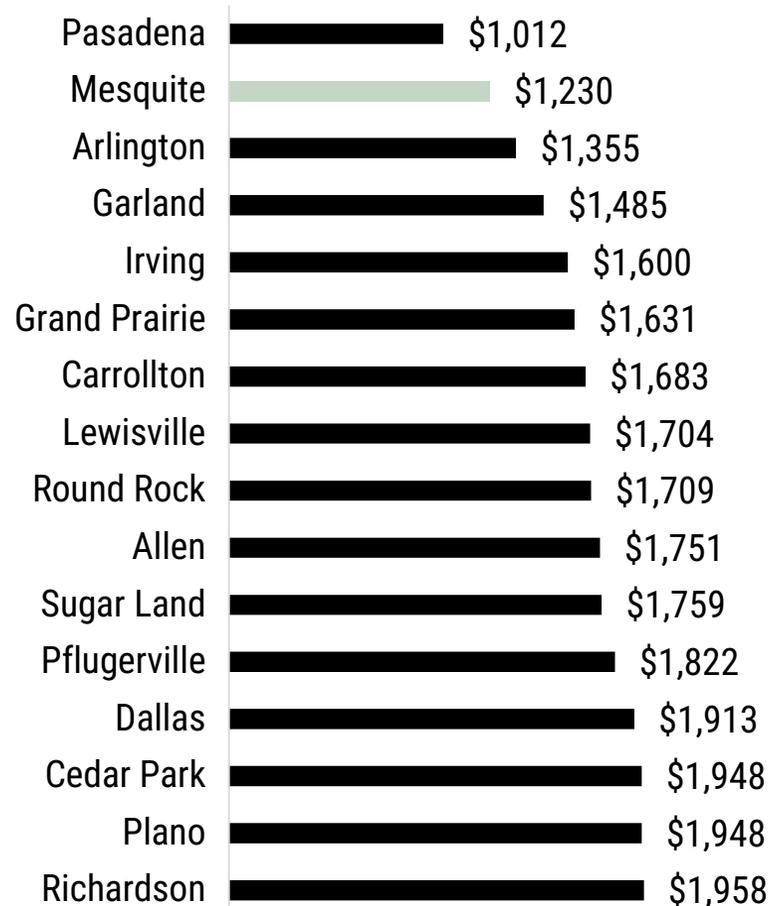


The median house price in Mesquite is \$265,000, the median rent for a 2-bdrm apartment is \$1,230.

MEDIAN LISTING HOME PRICE

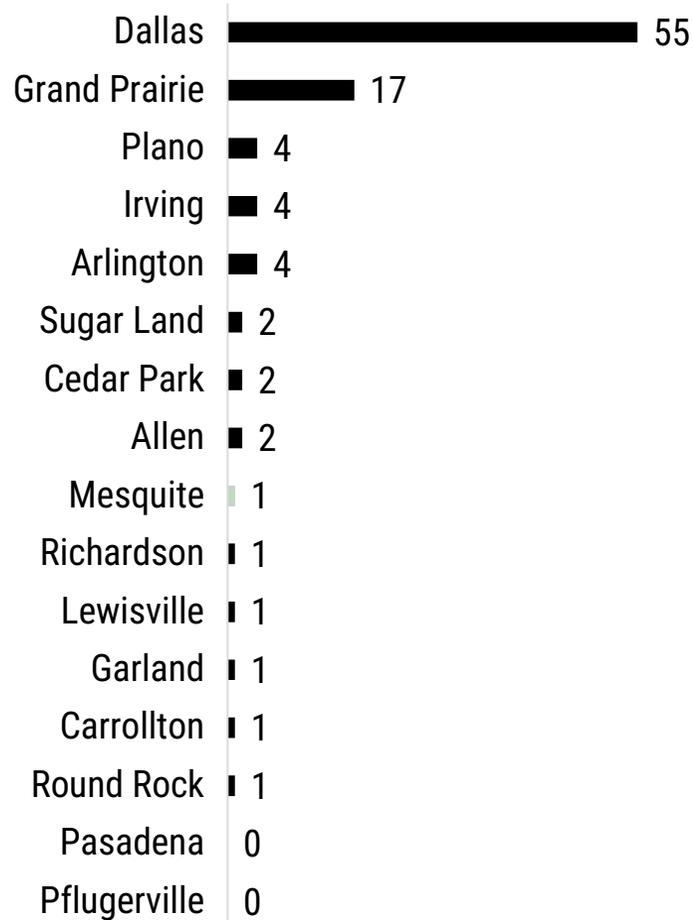


MEDIAN RENT FOR A 2-BDRM APARTMENT

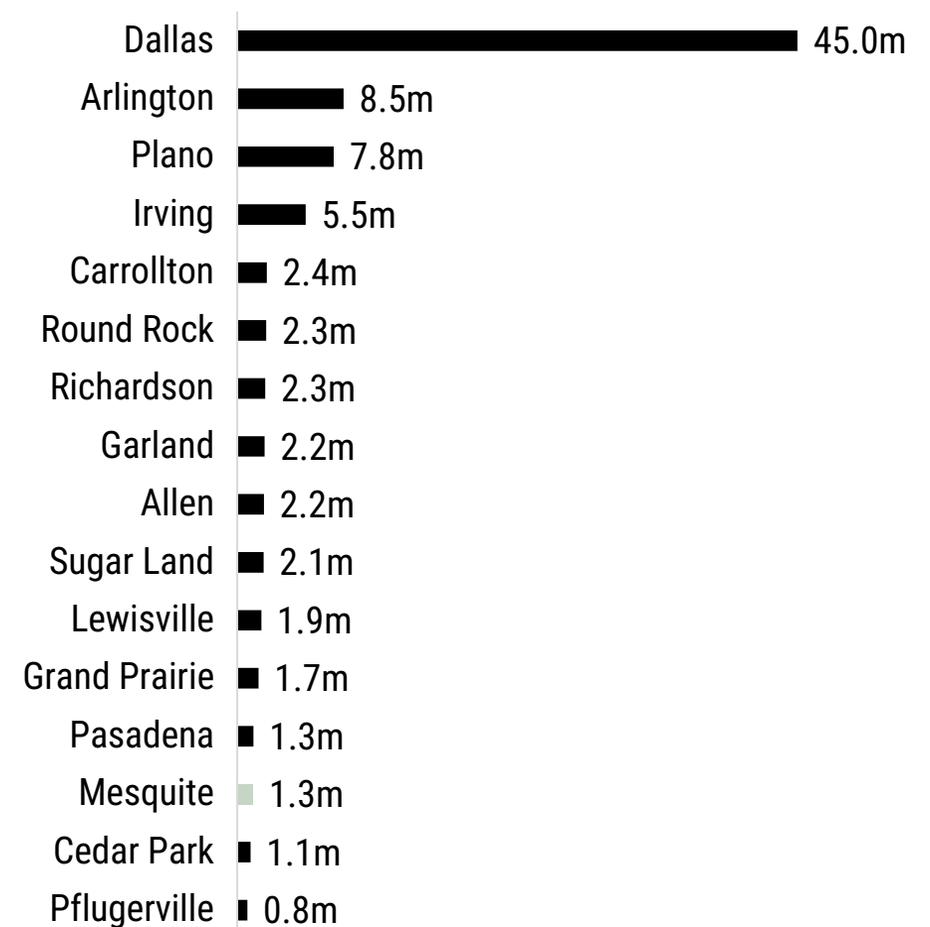


Mesquite ranks 9th and 14th for trending in the news and for availability of content online.

GOOGLE TRENDS SCORE

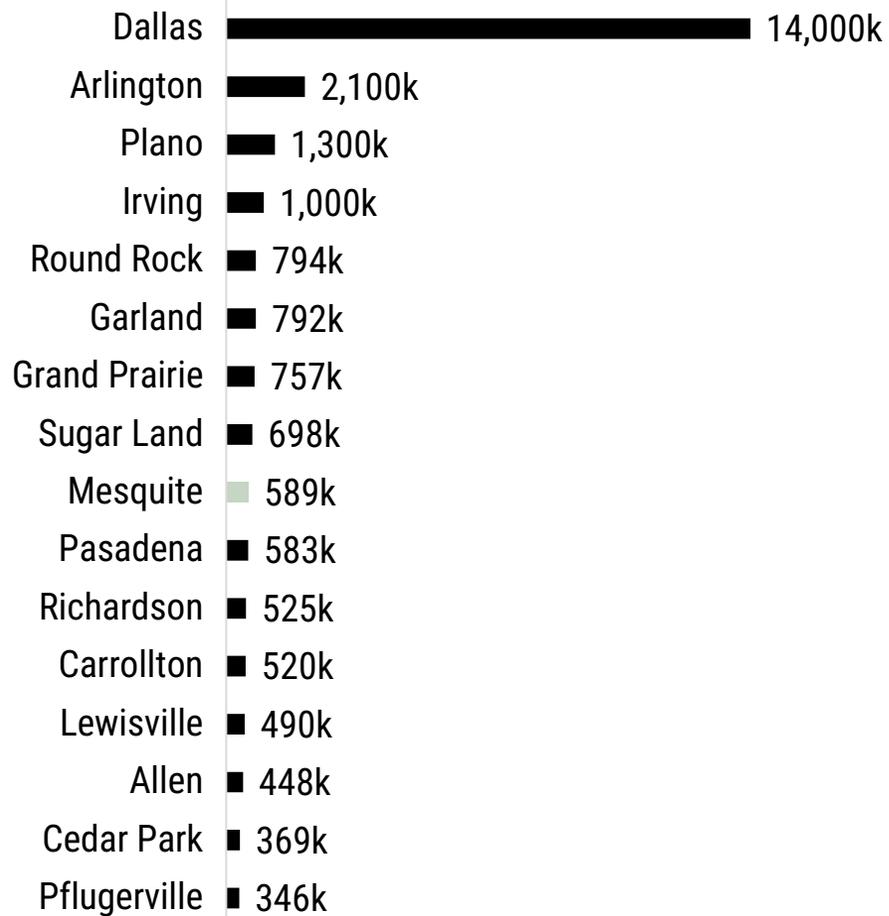


GOOGLE SEARCH RESULTS

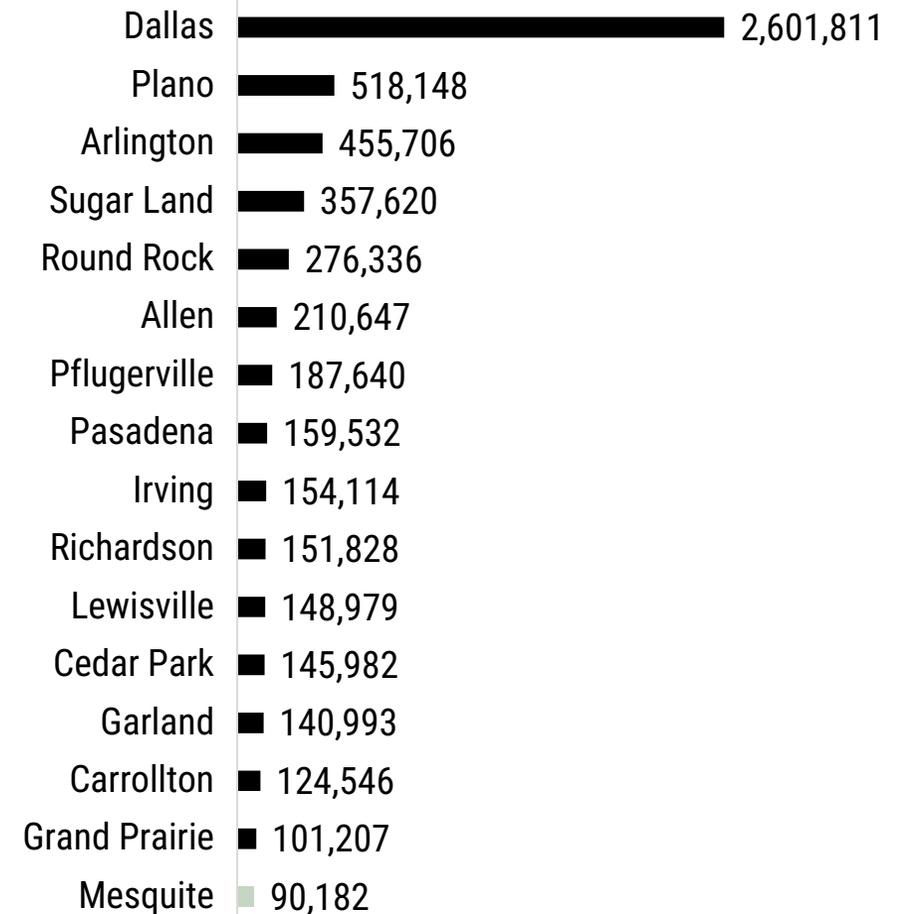


Mesquite ranks 9th for Facebook check-ins and 16th for Instagram hashtags.

FACEBOOK CHECK-INS

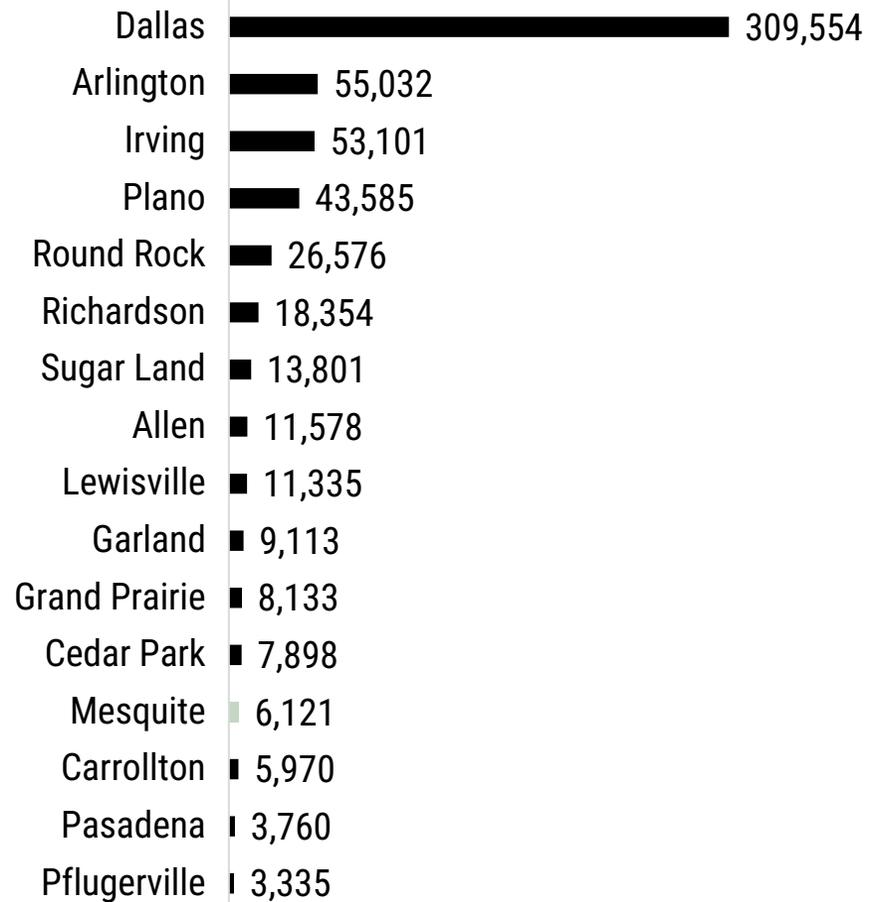


INSTAGRAM HASHTAGS



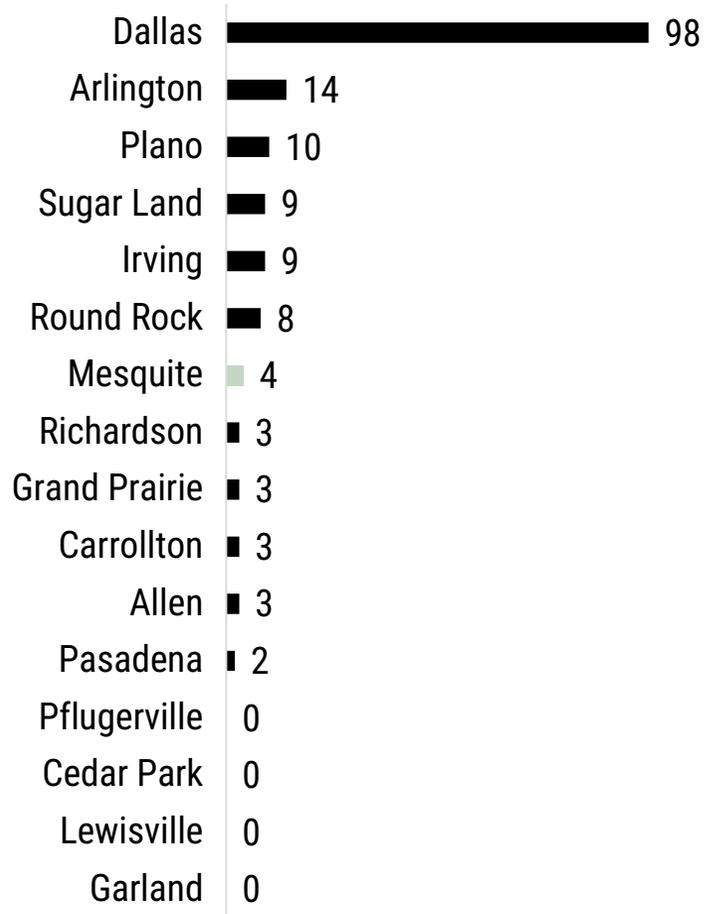
Mesquite ranks 13th for TripAdvisor reviews.

TRIPADVISOR REVIEWS

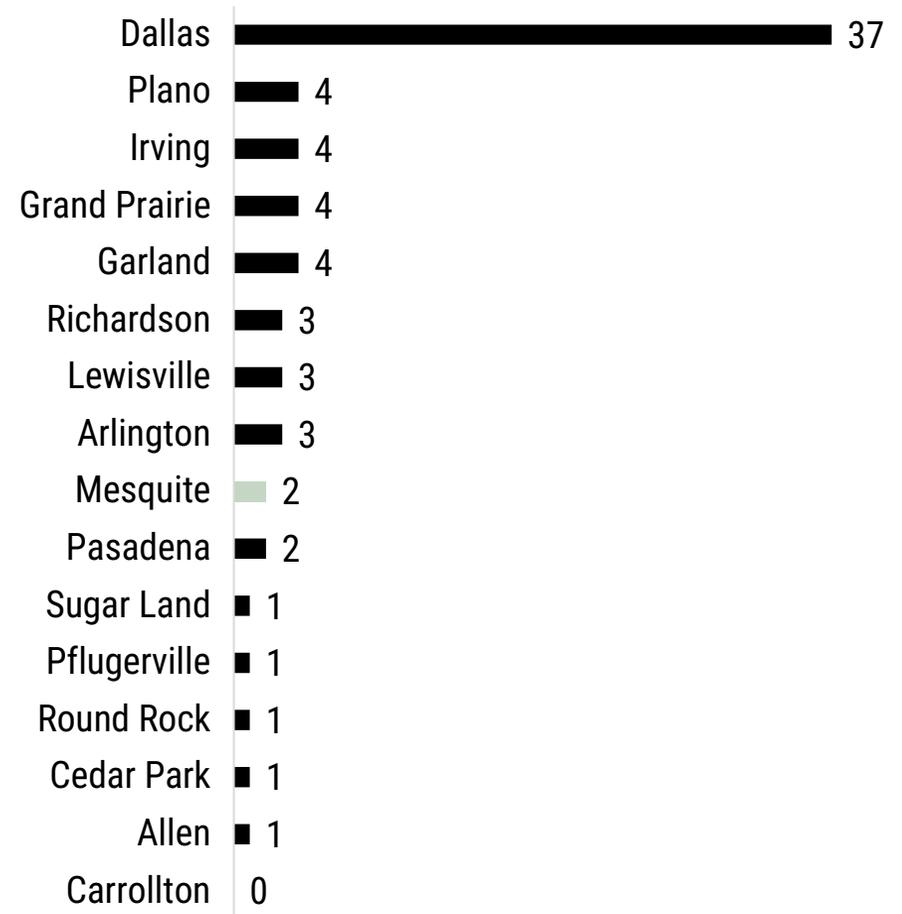


Mesquite ranks 7th for museums, sights, and landmarks, and 9th for theatres and concerts.

NUMBER OF QUALITY MUSEUMS, SIGHTS, AND LANDMARKS



NUMBER OF QUALITY THEATRES AND CONCERTS



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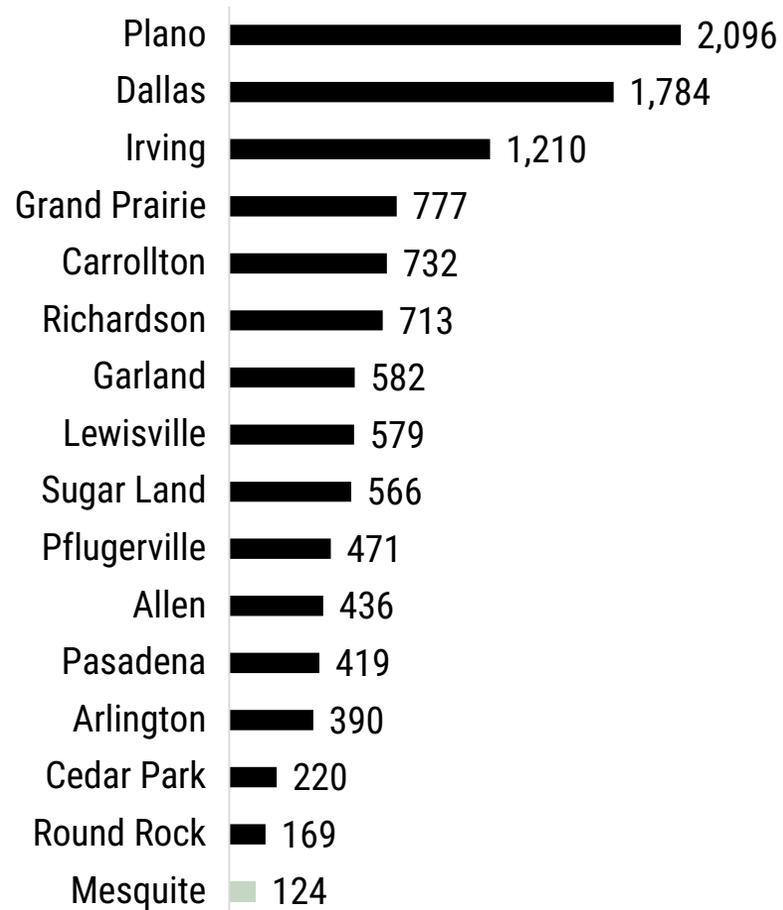
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*Quality experiences refer to those with a star-rating of 4 or more

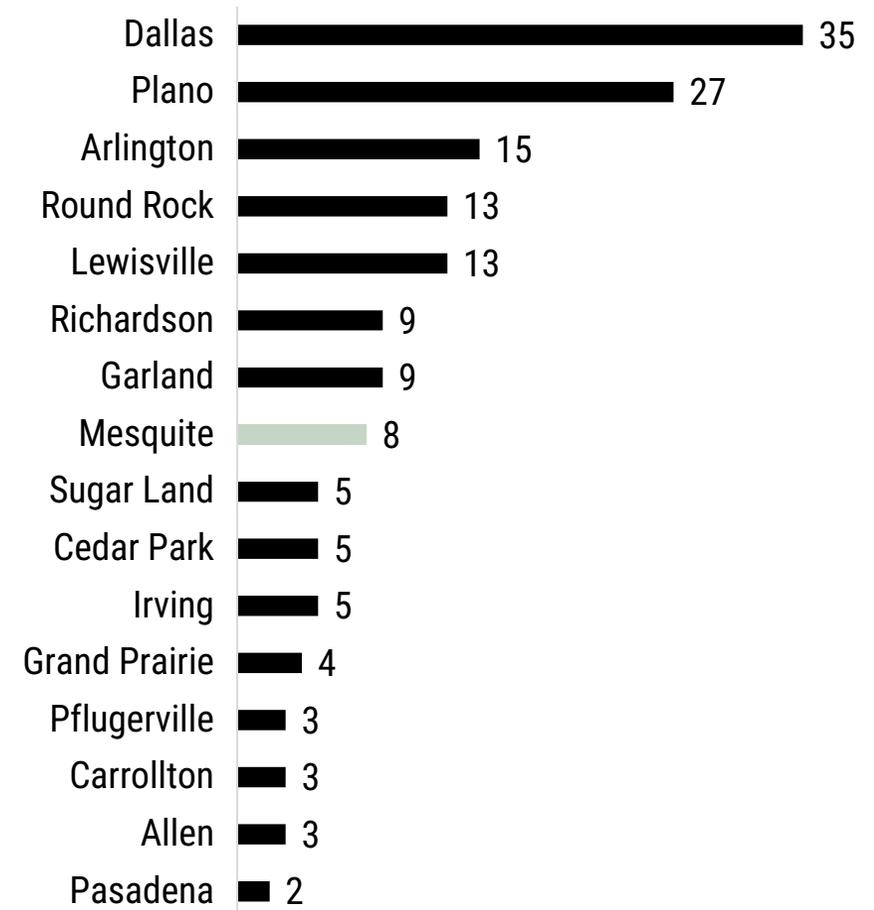
Source: TripAdvisor, 2022

Mesquite ranks 16th for the number of quality restaurants and 8th for the number of quality family activities.

NUMBER OF QUALITY RESTAURANTS



NUMBER OF QUALITY FAMILY ACTIVITIES

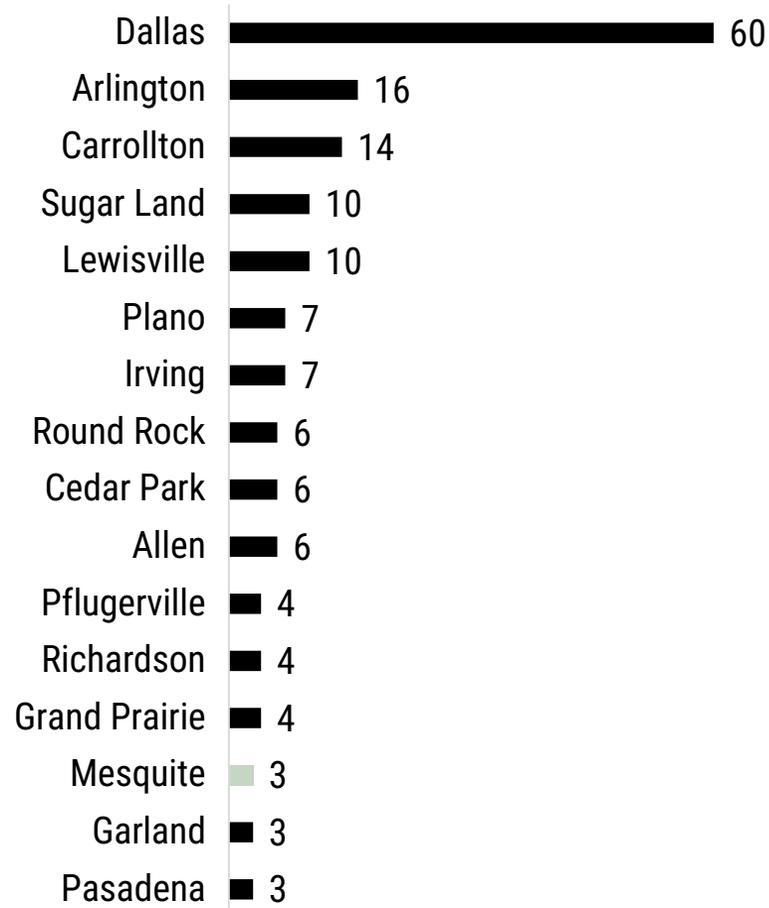


*Quality experiences refer to those with a star-rating of 4 or more

Source: TripAdvisor, 2022

Mesquite ranks 14th for nature, parks, and outdoor activities.

NUMBER OF QUALITY NATURE, PARKS, AND OUTDOOR ACTIVITIES



QUALITY OF PLACE

Home and rent prices in Mesquite are lower than peers.

Mesquite has **good family-friendly activities** but needs to better promote its outdoor activities.

Local engagement on social media is stronger than tourist engagement.

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Percentage of the population who take public transportation to work	11
Percentage of the population who bike to work	14
Percentage of the population who walk to work	11
Number of healthcare practitioners per 100,000 residents	9
Median home price	2
Median rent	2
Google Trends score	9
Google search results	14

QUALITY OF PLACE (cont'd)

SCORECARD

Ranking 1-5		Ranking 6-10		Ranking 11-16	
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METRIC	MESQUITE RANK
Facebook check-ins	9
Instagram hashtags	16
TripAdvisor reviews	13
Number of quality theatres	9
Number of quality restaurants	16
Number of quality nature, parks, and outdoor activities	14
Number of quality family-friendly activities	8
Number of quality museums, sights, and landmarks	7

07

Overall Performance

OVERALL PERFORMANCE

KEY TAKEAWAYS

Mesquite is diverse. The share of non-White residents is 77% higher than the national average.

Mesquite is attracting immigrant talent. Foreign-born individuals have increased in the last 5 years at a rate 2.5x the national average.

Mesquite has a strong working/ production class. The share of employment in working class occupations is 37% higher than the national average and growth is almost 2x the national average.

Mesquite has low earnings. Median earnings are \$4,300 less than the national average.

OVERALL PERFORMANCE (cont'd)

KEY TAKEAWAYS

Mesquite's household incomes are increasing. Mesquite median household income is growing at a rate 9% higher than the national average. Poverty decreased from 15% to 12% in the last 5 years.

Mesquite is equitable. The gender wage gap is half the national average, and the city ranks 2nd among benchmarks for income equality.

Mesquite provides a good quality of life. The city has cultural and recreational amenities but needs more effort to promote its quality of life.



Discussion and Questions

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