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Home > Transportation Blog

Officials relay communication plan for Mesquite transit switch



By Ray Leszcynski

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A victim of its own two decades of transit success, Mesquite is months out front in communicating its people-moving future to its bus clientele.

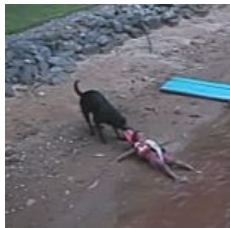
City and STAR Transit staff paired to discuss the communications plan with the Mesquite City Council today, well ahead of the Oct. 1 rollout. The riders' acclaim for Mesquite Transit for the Elderly and Disabled, now at 28,000 trips per year, creates an anxious clientele for the city's next chapter with STAR.

Friday meetings between the city and STAR have been ongoing. [STAR has revised its website to incorporate Mesquite.](#) [The city and STAR linked to a Facebook post from George A. Rice, a city driver excited about his role in the transition.](#)

Social media, the Mesquite schools' radio station, letters to current and waiting-list clientele of the current Mesquite system and color video message boards in the city are all part of the communications strategy.

So are three September public meetings specific to the city's senior centers. [It's a safe bet STAR's first three months in Mesquite outdo the numbers it shared last week with the Balch Springs City Council, where service debuted May 1.](#)

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