These strategic initiatives have been adopted by the City Council to reflect the values and needs of our growing community. They are reviewed and updated annually at the Council Retreat to provide a roadmap for action. Staff works under the direction of Council to implement the initiatives to improve quality of life and prepare for future needs of the City of Midland.

**CITY-WIDE TRAFFIC STUDY**
Set out plan within the year to improve flow of traffic and begin immediate implementation of traffic mitigation efforts.

**TRANSPORTATION NETWORK**
evaluate existing and future traffic conditions for the City and suggest short- and long-term infrastructure improvements to address the increases in traffic volume.

**DEVELOPMENT PROCESSES**
Define a reasonable development process with options to fast track projects at developers’ expense; ensure cost structures are in place that allow development to pay for itself.

**INFRASTRUCTURE EXTENSION**
Create infrastructure extension policies and plans to foster future development in growing parts of the community.

**LAND BANKING**
Develop a policy recommendation that includes partnership with local schools and developers in addition to aggressively pursuing options for future parks, open space and city facilities.

**HOUSING**
Create tax credit strategies and aggressively pursue tax credits for eligible projects.

**COST OF SERVICE**
Complete an internal cost of service fee study through the budget process.

Midland continues to enjoy unprecedented growth and development. The City consistently ranks among the most favorable in the nation in population growth, unemployment rates, per capita income and other measures of economic vitality. Today, we must meet the challenges that rapid prosperity brings while setting the stage to sustain healthy growth in the years to come. We continue to focus on advancing quality of life while encouraging development and laying the groundwork for future generations.