

Priority Midland Strategic Framework



Vision	Priority Midland fuels the focused commitment to a higher calling to build Midland into a world-class community.				
Mission	Priority Midland will lead collaboration among elected officials, community leaders and stakeholders to drive solutions and accelerate resourcing for our growing community.				
Guiding Principles	Action	Community	Trust	Teamwork	
Objectives	<p>Education</p> <p>By 2025: Ensure Midland area schools will become the most improved school districts in Texas, and 70% of students will be college or career ready upon high school graduation (based on Texas Education Agency definition).</p>	<p>Health & Wellness</p> <p>By the end of 2025, Midland County will achieve improvements in healthcare system financial sustainability, care delivery, environmental quality, and lifestyle choices to move Midland’s health ranking into the top 10 counties, according to the Robert Wood Johnson Foundation’s (RWJF) annual County Health Rankings (CHR).</p>	<p>Housing</p> <p>By 2025, Midland will increase the affordability and availability of housing to accommodate the needs of our workforce.</p>	<p>Infrastructure</p> <p>By 2021, City and County of Midland ensure necessary maintenance and construction programs to provide required infrastructure that meets forecasted growth on a rolling 5-year cycle.</p>	<p>Quality of Place</p> <p>By 2025: Improve Midland’s competitive advantage by enhancing the physical and cultural environments to make Midland a more vibrant, engaging place to work and live.</p>
Strategies	<ol style="list-style-type: none"> 1. Ensure adequate capacity within our public schools to accommodate the increasing number of students across our rapidly growing community. 2. Enhance academic support programs by non-district personnel/volunteers in Midland area public schools to improve student outcomes. 3. Expand the Educator Pipeline by assisting in the expansion and creation of quality teacher education programs. 4. Increase opportunities for innovative education funding from diverse sources. 	<ol style="list-style-type: none"> 1. Ensure the continued financial stability of, and quality of care provided by, Midland Health. 2. Facilitate development and expansion of existing wellness programs, while educating Midland County on the local resources through enhanced communication methods. 3. Develop a strategy to acquire resources to increase the number of primary care providers in the Midland community by 40 in the next 5 years. 4. Improve specific, modifiable health behaviors – sexually transmitted infections, adult obesity, teen pregnancy, and alcohol-related traffic deaths – to enhance Midland’s position in RWJF’s annual CHR. 	<ol style="list-style-type: none"> 1. Identify and increase the amount of land available to support new housing. 2. Increase the amount of and access to funding to build new and support the affordability of existing housing. 3. Develop new and align existing policies and programs to support additional housing. 	<ol style="list-style-type: none"> 1. Synchronize infrastructure project development between taxing entities and other stakeholders. 2. Identify and leverage both funding and resource opportunities that accelerate project development and construction. 3. Produce and maintain an integrated comprehensive strategic plan for infrastructure with a rolling 5-year project horizon. 	<ol style="list-style-type: none"> 1. Encourage positive attitudes toward Midland by creating and communicating opportunities for people to engage in the community and with others who have common interests. 2. Advocate for and work to implement innovative design, cohesive architecture, connectivity and quality outdoor spaces in the Midland built environment.