



COUNCIL KEY FOCUS AREA: HIGH PERFORMING CITY TEAM



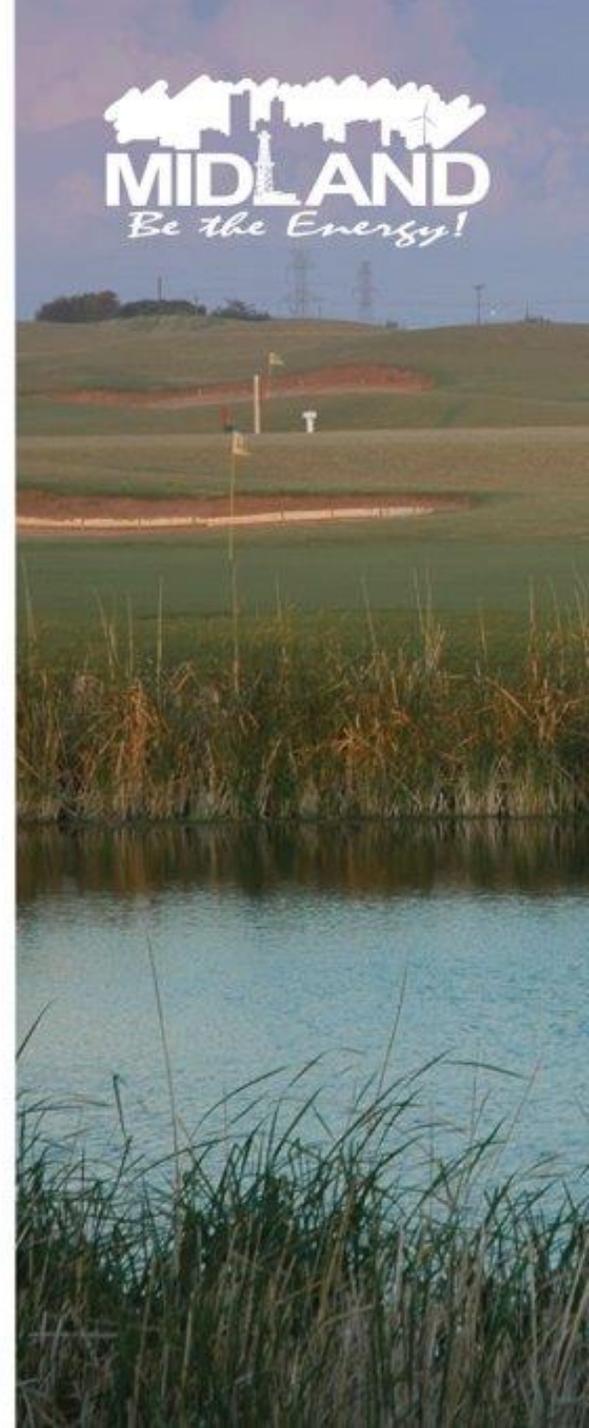
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A HIGH-PERFORMING CITY TEAM DRIVES SUCCESS

- A high-performing city team is cultivated, promoting **collaboration, innovation, and excellence** in delivering essential services
- Collaboration builds **shared goals**, innovation drives **meaningful change**, and excellence ensures **continuous improvement** and accountability.
- Align efforts with the **City's Strategic Plan**

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STRATEGIC CONNECTIONS

Goal 4: Transparent + Consistent Communication

- ***Strategies 4.1, 4.2, 4.3***
- Transparent and efficient communication strengthens trust and teamwork

Goal 5: Provide Sound Governance + Fiscal Management

- ***Strategies 5.1, 5.3, 5.4, 5.6, 5.10***
- A skilled and engaged workforce adapts to challenges and seeks continuous improvement



HIGH-PERFORMING TEAM: RESULTS THROUGH COLLABORATION

Improving Community Safety

- **Action:** Through an ordinance change, streamlined the secure process for **vacant + dangerous buildings**
- **Result:** *Vaughn Building successfully + efficiently secured; costs recovered, process is replicable*



HIGH-PERFORMING TEAM: RESULTS THROUGH COLLABORATION



Prioritizing Park Maintenance

- **Action:** The Engineering + Parks Departments collaborated on the “**Potholes in Parks**” project

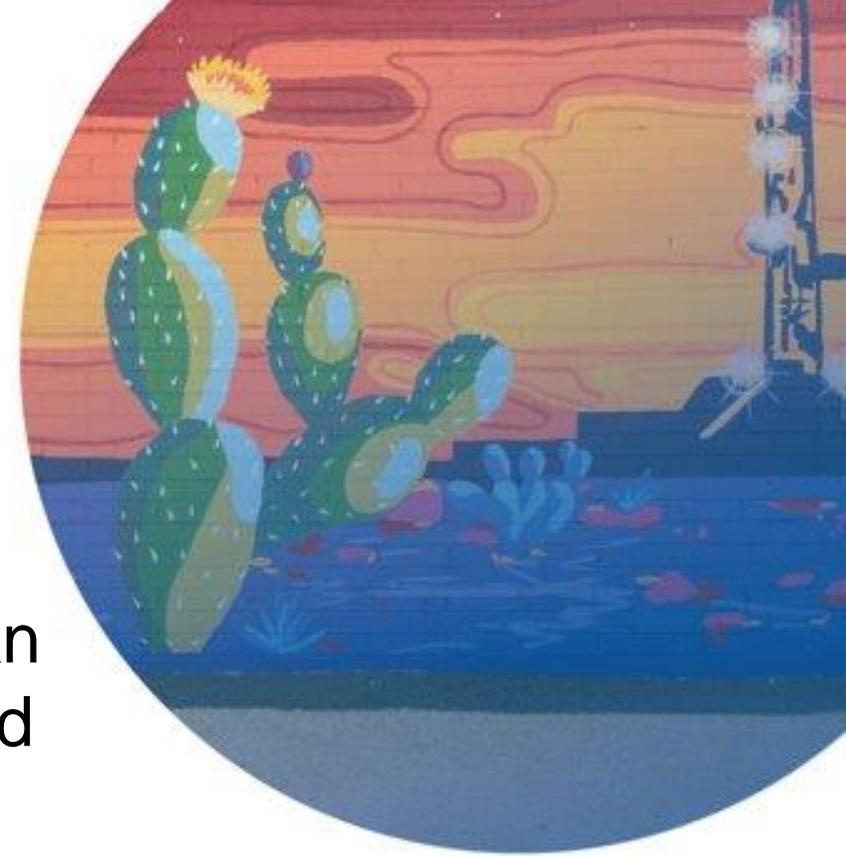
- **Result:** *2,386 potholes filled, improving park safety, access, and user experience; notably, 1,000 of those were filled within 30 days*



HIGH-PERFORMING TEAM: RESULTS THROUGH COLLABORATION

Investing in Recreational Opportunities

- **Action:** UTPB and the City collaborated with Odessa, the MPO, and other stakeholders to plan the 19-mile **Wildcatters Trail** connecting Midland and Odessa
- **Result:** *Partnership secured over **\$6.7 million** in grant funding to initiate the project*



HIGH-PERFORMING TEAM: RESULTS THROUGH COLLABORATION

Driving Growth with New Opportunities

- **Action:** The City, MDC, and private sector partners collaborated to finalize development agreements for catalyst projects in Downtown and West Midland
- **Result:** *Omni flag secured for the downtown hotel; now in design*
- **Result:** *Texas's largest Costco broke ground*



HIGH-PERFORMING TEAM: RESULTS THROUGH **INNOVATION**

Facilitating Growth through Efficient Permitting

- **Action:** By implementing **lean process management and leveraging technology**, communication and transparency among reviewing departments improved
- ***Result:*** *Commercial + residential permit issuance times have been **reduced by more than half***



HIGH-PERFORMING TEAM: RESULTS THROUGH **INNOVATION**

Better Communication, Faster Solutions

- **Action:** Implemented SeeClickFix, leveraging technology to **improve communication** between the City and residents, and streamline issue reporting
- **Result:** *Over **90%** of resident requests resolved within their designated **service level agreement** since October*

HIGH-PERFORMING TEAM: RESULTS THROUGH INNOVATION

Saving Water, Preventing Problems

- **Action:** Implemented satellite leak detection system to **proactively address major leaks** before line breaks occur

- **Result:** *Water leakage has been reduced from 25% to 11%, with 26 major leaks resolved since implementation*



HIGH-PERFORMING TEAM: RESULTS THROUGH EXCELLENCE

Safer Streets, Safer Neighborhoods

- **Action:** The Police Department **prioritized proactive law enforcement** by implementing targeted safety initiatives, like the Safe Passage Initiative to reduce traffic collisions and address speeding
- **Result:** *These efforts contribute to the lowest levels of crimes like robbery, assault, burglary, and larceny since 2021, a **10.4% overall decrease in crime since 2023**, and the fewest traffic collisions in four years*



HIGH-PERFORMING TEAM: RESULTS THROUGH EXCELLENCE



Responsible Fiscal Management

- **Action:** The Finance Department prioritizes transparency, accuracy, and excellence, as reflected in its preparation of the 2023 Annual Comprehensive Financial Report

- **Result:** *The City was issued a “clean” audit with no findings for the first time in 20 years*



HIGH-PERFORMING TEAM: RESULTS THROUGH EXCELLENCE

Responsible Planning for Future Needs

- **Action:** 5-year budget forecasts were developed to guide planning and prioritize critical infrastructure investments
- **Result:** *These forecasts facilitated the creation of 5-Year **Capital Improvement Plans**, and their associated funding plans, for the golf course, airports, solid waste, and water and sewer systems*



MISSION

Deliver exceptional services and promote a high quality of life and place for ALL our citizens.

