

2026 MIDLAND MAYORAL CANDIDATES



PRIORITIES & FIRST-TERM COMMITMENTS | Candidate survey responses

MUNICIPAL PRIORITIES BY AVERAGE RANK

1 = highest priority; 10 = lowest priority among the listed issues. Sorted by average rank.

Issue	Ute Schmid-Jones	Bill Gordon	Average
Cost of living and affordability	3	1	2.00
Housing supply and attainability	2	3	2.50
Food insecurity, homelessness and mental health services	1	7	4.00
Economic development and job creation	7	4	5.50
Community services and recreation	6	6	6.00
Keeping property tax increases as low as possible	10	2	6.00
Waste collection and disposal	4	9	6.50
Infrastructure renewal	9	5	7.00
Environmental sustainability	5	10	7.50
Public safety and emergency services	8	8	8.00

Darker teal = higher priority. Rankings are relative; a lower placement does not mean opposition.

IN THEIR OWN WORDS

Most important first-term action for economic and social prosperity:

Ute Schmid-Jones

“I'd like to inventory, legislate and safely regulate room rentals in my municipality. Finding safe entry level housing for low income workers should be a priority!”

Bill Gordon

“Building Midland's North Star with residents: a community-led strategic plan that sets clear goals for affordability, housing, infrastructure and safety. It will guide every budget and decision, keep taxes at or below inflation, and get the 2,000+ homes we've approved built, bringing jobs and opportunity with them.”

Source: candidate survey responses supplied October 11, 2026. Survey answers only; no endorsement. Midland | 1/2

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POLICY CHOICES | Housing, taxes, investment and municipal accountability

SURVEY QUESTION	Ute Schmid-Jones	Bill Gordon
HOUSING SUPPLY AND ATTAINABILITY		
Reduce development charges and other growth-related fees to encourage attainable ownership and rental housing.	Agree	Strongly Agree
Approval timelines with performance targets	☒	☒
Digital permitting and online approvals	☒	☒
Standardized application requirements	☒	☒
Reducing unnecessary studies and reports	☐	☒
Pre-zoning land for housing	☒	☒
Building more housing in existing communities	☒	☒
Supporting staff recommendations for more housing	☒	☒
Delegating more routine approvals to staff	☒	☒
PROPERTY TAXES INVESTMENT AND JOBS		
Approach to property taxes	Support increases above inflation when necessary to improve services	Keep tax increases at approximately the rate of inflation/consumer price index (CPI)
Priorities for attracting investment and creating jobs	Workforce development and skilled trades Transit improvements Other: Reaching out to communities devastated by wildfires and inviting those who are able to open businesses in our community.	Lower municipal taxes and fees Transit improvements Tourism investment
MUNICIPAL EFFICIENCY ACCOUNTABILITY AND SERVICE DELIVERY		
Comprehensive service and spending review each council term; publicly report savings.	Strongly Support	Support
Tax increases above inflation require public justification and evidence that lower-cost alternatives were considered first.	Support	Support
Expand shared services and joint procurement where costs fall without reducing service levels.	Strongly Support	Strongly Support
Measurable service standards and public performance reporting for planning approvals, permitting and other key services.	Strongly Support	Strongly Support
Modern digital services through one online portal for permits, licences and approvals.	Support	Strongly Support
CAMPAIGN INFORMATION		
Campaign website	Facebook, YouTube,	https://billgordon.ca/platform
Contact email	utesj@sympatico.ca	bill@billgordon.ca

Checked box = selected. Empty box = not selected; this does not indicate opposition. Question labels are condensed; selected answers and written responses are retained. Names are shown as supplied.

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