



City of East Palo Alto

AGENDA

DATE POSTED: Thursday, Jan 8, 2009

Time:3:00p.m.

By: Minette Warren

CITY OF EAST PALO ALTO STRATEGIC PLANNING RETREAT

Monday, January 12, 2009 – 11:15a.m. – 6:00p.m.
2415 University Avenue, East Palo Alto, CA
East Palo Alto City Council Chambers

10:30 Coffee/Tea/Snacks

11:15 Call to Order and Roll Call

Approval of Agenda

Welcome, Purpose of the Retreat and Public Comment – Rubin Abrica, Mayor

Introduction of the Facilitator and Recorder – Alvin James, City Manager

Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda – Marilyn Snider, Facilitator – Snider and Associates

Introductions of the Group

What Are the Strengths of the City of East Palo Alto?

What Are the City of East Palo Alto's Internal Weaknesses/Challenges?

What Are the External Factors/Trends (e.g., economic, political, demographic, technological, environmental, attitudinal) that Will/Might Have an Impact on the City of East Palo Alto in the Next Three Years:

- **Positively (opportunities)?**
- **Negatively (threats)?**

Develop a Mission/Purpose Statement (one sentence that states why the city government exists and for whom)

Identify Three-Year Goals (what needs to be accomplished)

- **Brainstorm Goals**
- **By Consensus, Select 4 or 5 Goals**

Identify Six-Month Strategic Objectives (how the goals will be addressed initially – by when, who will be accountable, for what specific, measurable results) for each of the Three-Year Goals

Next Steps/Follow-Up Process to Monitor Progress on the Goals and Objectives (including setting a date for a 6-month update of the plan and a date for determining the city manager and city attorney evaluation criteria and process)

Summary of the Retreat and Closing Remarks

6:00 Adjourn

Please come for refreshments at 10:30. The meeting will begin promptly at 11:00 a.m. There will be a mid-afternoon break with a group lunch at 1:00. No cell phone calls/ audible pagers/scheduled meetings during the retreat please. Bring your calendar.