



STRATEGIC PLANNING WORKSHOP

**LARGE CONFERENCE ROOM
1503 N. IMPERIAL AVE., SUITE 104
EL CENTRO, CA 92243**

**MONDAY, MARCH 30, 2026
4:00 PM**

CHAIR: KARIN EUGENIO

VICE CHAIR: GIL REBOLLAR

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- I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**
- II. PUBLIC COMMENT PERIOD**
- III. AGENCY BACKGROUND AND RESPONSIBILITIES**
PRESENTATION BY EXECUTIVE DIRECTOR, DAVID AGUIRRE
- IV. REVIEW OF 2014 ICTC STRATEGIC PLAN**
 - A. MISSION STATEMENT
 - B. ACCOMPLISHMENTS
 - C. WHAT HAS NOT BEEN ACCOMPLISHED
 - D. 2020 LEGISLATION
- V. WHAT COULD/SHOULD ICTC DO? INTRODUCE PROCESS**
- VI. SWOT ANALYSIS OF REGIONAL TRANSPORTATION AND ADDITIONAL ISSUES**
- VII. REVIEW/AGREE ON CRITERIA FOR SELECTING PRIORITIES**
- VIII. SELECT SWOT ANALYSIS PRIORITIES/ANALYZE RESULTS**
- IX. SELECT REGIONAL GOALS AND ICTC'S PURPOSE/MISSION**
- X. DISCUSS FRAMEWORK FOR WRITING ACTION PLANS**
- XI. REPORT ON DRAFT ACTION PLANS/NEXT STEPS**

**CITIES OF BRAWLEY, CALEXICO, CALIPATRIA, EL CENTRO, HOLTVILLE, IMPERIAL, WESTMORLAND,
IMPERIAL IRRIGATION DISTRICT AND COUNTY OF IMPERIAL**