

CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION

TCC Strategic Planning Retreat February 10, 2005 – Lake Wheeler Park, Raleigh, NC Agenda

Retreat Objective

- To agree on the strategic goals for CAMPO in our new geographically enhanced region so that we can make recommendations to the TAC on how we should organize and operate in the future

| Time | Segment | Details | Notes |
|---------|--|---|---|
| 9:30AM | Welcome & Introduction | TCC Chair Chip Russell to give welcome participants and share why this retreat is important from his perspective Fountainworks to review Outcome & Agenda and ask participants to introduce themselves | |
| 10:00AM | Brief Background and History of CAMPO | MPO Director Ed Johnson to give brief overview of the history of CAMPO, mission statement, and current CAMPO core mission work requirements. | Provide context, particularly to new members, about what led CAMPO to its current roles and responsibilities today. |
| 10:15AM | CAMPO's Current Terrain | Develop the CAMPO context map – key trends and factors that impact CAMPO region today as well customer services CAMPO provides | Purpose is to provide a common understanding of external forces impact CAMPO and its members work |
| 11:00AM | Break | | |
| 11:15AM | How is CAMPO positioned: Internal Assessment | CAMPO SPOT analysis (Strengths, Problems, Opportunities and Threats) Participants will review and build on Center for Urban Transportation Research executive summary | Participants will rank most important strengths and problems and then brainstorm opportunity ideas for consideration. |
| 12:15PM | LUNCH | Make your own sandwich buffet provided | |
| 12:45PM | Envisioning CAMPO's Future | Breakout groups create magazine cover stories about CAMPO's success in 5 years. | Purpose is to create a common vision (among old and new members) of what success looks like for CAMPO |
| 1:45PM | Goal Setting | Building off the visioning the group will generate 4-6 major goals to accomplish in five years (by 2010) | Participants will build off of all the previous work, generate ideas and then cluster into goal focus areas |
| 2:30PM | CAMPO's Bold Steps | Agree on 5-7 key bold steps for 2005 that will move CAMPO forward | Roles, responsibilities and timeframes will be developed |
| 3:15PM | Wrap Up | Final group comments and next steps for moving forward on retreat action plan | |