



## ELLENSBURG TRANSIT ADVISORY COMMITTEE STRATEGIC PLANNING

Monday, November 10, 2025, 10am - 2pm  
Hal Holmes

### Meeting Outcomes:

1. Review and discuss draft vision, mission, and values statements.
2. Review data and discuss implications for strategic priorities.
3. Conduct SWOLT (Strengths, Weaknesses, Opportunities, Limitations and Threats) Analysis and discuss implications for strategic priorities.

### Agenda:

10:00	Welcome & Introductions (name, role, and why you are involved in ETAC)
10:15	Overview of agenda activities and structure
10:25	Roles and Responsibilities of ETAC – Ryan Lyyski
10:35	Development of group agreements
10:50	Overview of strategic planning framework and why it is important
11:00	Mission, Vision, Values review (small groups and discussion)
12:00	<b>Lunch Break</b>
12:30	Presentation of data and discussion
1:00	SWOLT – (Strengths, Weaknesses, Opportunities, and Threats) analysis (small groups, rotating stations, and discussion)
1:45	Next steps and wrap up
2:00	Adjourn