City of El Segundo
Strategic Planning Survey
Committees, Commissions and Boards

The City Council will be holding a Strategic Planning Session on June 11, 2019 to discuss how its strategic priorities align with the budget for the upcoming fiscal year. Input from the City’s committees, commissions and boards are being sought in advance of this meeting. The existing goals in the City’s Strategic Plan are listed in this document and we would like to know what you consider as strengths, weaknesses, opportunities, and threats (SWOT) for the upcoming year.

Thank you for your continuous engagement,

Greg Carpenter        Drew Boyles
City Manager          Mayor

Name of Commissioner, Committee or Board Member completing this survey: [Signature]

Thank you for participating in this survey. This document is an official public document of the City of El Segundo, is subject to the Public Records Act, and the results will be posted on the City’s website.

STRATEGIC GOALS

- Enhance Customer Service and Engagement
- Support Community Safety and Preparedness
- Develop as a Choice Employer and Workforce
- Develop Quality Infrastructure and Technology
- Champion Economic Development and Fiscal Sustainability
Please score the items in the below S.W.O.T. analysis using the **Scoring Scale:**

5 = very important, 4 = important, 3 = neutral, 2 = not important, 1 = unnecessary

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Are there any other Strengths, Weaknesses, Opportunities, or Threats that are not listed above and are either “very important” or “important” to you?

**Strengths:** Continual support of the Arts.

**Weaknesses:** A uniform notification system to all of ET Segundo Pe. Chevron, air, all violent crimes, etc. Nixie is not consistent, nor timely.

**Opportunities:** Increased crime, scamming elderly, overall community safety with few patrolling ESPD.

**Threats:**

Please tell us your top priority for the City in the upcoming year:

Continued transparency with city leaders, creating opportunities to be heard as a community leader/member (i.e. Town Halls, emails, social media).
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Greg Carpenter  
City Manager

Drew Boyles  
Mayor

Name of Commissioner, Committee or Board Member completing this survey: Brian Mitchell

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**Strengths:** Growing interest in the city as a go to place...restaurants, museums, and related. Reasonably active interest amongst citizens to continue to evolve the city to make it a more interesting place to live and work.

**Weaknesses:** External perception issues. City is associated with LAX and Chevron, not LA Times and HighTech/Media. City comms may be missing some opportunities to re-brand ES as a progressive city where younger people want to live and work.

**Opportunities:** ES should redouble efforts to beautify downtown and other areas of the city. Visitors are impressed with the energy of "restaurant row". How to leverage that positive energy is an opportunity ES should take advantage of.

**Threats:** LAX, LAX, LAX, LAX, LAX, LAX

Please tell us your top priority for the City in the upcoming year:

Developing a significant revenue source to support public art and culture projects and events.
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Greg Carpenter
City Manager

Drew Boyles
Mayor

Name of Commissioner, Committee or Board Member completing this survey: Janice Merva

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**Strengths:**

**Weaknesses:**

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**Threats:**

Please tell us your top priority for the City in the upcoming year:

As a Library Board Member I hope to assist in enhancing the scope of library services.
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Greg Carpenter                     Drew Boyles
City Manager                        Mayor

Name of Commissioner, Committee or Board Member completing this survey: Matthew Tompkins
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