

# Strengths

Characteristics and attributes of the Bloomington Community as it exists today are categorized as strengths when they represent the community's desired future. Generally, strengths are things the community wants to preserve or expand through the community plan, and they may also be the building blocks supporting implementation measures.

## What do you think are Bloomington's most important strengths? Are there any strengths not on the list?

Access to the I-10 freeway

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Ayala Park and Kessler Park

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Bloomington is in the middle of everything but retains a small town feel

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Civic and labor organizations in Bloomington

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Community Health Center on Valley Boulevard

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Fire station and post office located in Bloomington

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Growing community that attracts new residents

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High graduation rates and low drop-out rates at Bloomington High School

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Historic town with historic resources

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New Bloomington Branch Library as part of the new Affordable Bloomington mixed-use project

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Relatively close to higher education institutions

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Relatively close to Kaiser Permanente and Arrowhead Regional Medical Center

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Strong faith-based organizations

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Strong sense of community

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Vacant/ underutilized land & large residential lots could be used for local farming

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Vacant and underutilized land possibly available for development

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# Weaknesses

Characteristics and attributes of the Bloomington Community as it exists today are categorized as weaknesses when they are not part of the community's desired future. Generally, weaknesses are things that the community wants to improve or eliminate, and they may also represent challenges to implementation measures.

## What weaknesses do you think are the most important to overcome? Are there any weaknesses not on the list?

Bedroom community with only 0.5 jobs per household

Bus system is inconvenient and uncomfortable

Community is split by high school attendance zones

Community physically split by the I-10 freeway and the rail yard, with only one, congested crossing (Cedar Avenue)

High percent of residents without a high school diploma and a low percent with a college degree

Homeless population and perception of illegal activity in Ayala Park

Incomplete sidewalk network

Lack of a central place

Lack of a critical mass of population and housing limits the appeal of the area south of the I-10 freeway for retail businesses

Lack of upkeep and maintenance on some properties

Limited number of meeting spaces for community groups & civic organizations

Limited number of parks and small amount of open space

No existing bikeways and no existing public trails

Proliferation of massage parlors along Valley Boulevard

Reliance on septic systems and limitations on new septic systems

Slightly high average commute times

Unattractive image of the community from the I-10 freeway



# Opportunities

Long-term trends, changing market conditions, and actions by other public agencies, organizations, and businesses are categorized as opportunities when they may be beneficial to achieving the community's vision. Usually, but not necessarily always, opportunities represent future occurrences, and the community has little or no influence to ensure that they happen.

## What opportunities do you think are most important for Bloomington's future? Are there any opportunities not on the list?

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Available sewer capacity along Valley Blvd & the potential to expand the capacity

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California's Homemade Food Act allows home-based businesses to produce and sell certain homemade foods

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Demographic shift: retirement of the baby boomers may force jobs to areas with younger populations

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New investment in sewer infrastructure along Valley Boulevard

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New investments in medians along Valley Boulevard and Cedar Avenue

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New investments in widening Slover Avenue

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New residential investment at Affordable Bloomington

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Part of a growing region and part of the Inland Empire urban center spanning Ontario, Riverside, and San Bernardino cities

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Proximity to Ontario Airport and good access to the I-10 freeway make Bloomington an attractive location for logistics and industrial businesses

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Relatively close to two major hospitals representing opportunities for employment and demand for new housing

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Valley Boulevard Specific Plan

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# Threats

Long-term trends, changing market conditions, and actions by other public agencies, organizations, and businesses are categorized as threats when they may hinder, slow, or prevent realization of the community's vision. Usually, but not necessarily always, threats represent future occurrences, and the community has little or no influence to prevent them from happening.

## What threats do you think are most important to avoid in Bloomington's future? Are there any threats not on the list?

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Ability to compete head-on with Rialto and Fontana for desired types of development constrained by infrastructure and municipal classification (unincorporated community, not a city)

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Existing retail shopping centers just beyond Bloomington's borders restrict the potential for new commercial development

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Lower volumes of traffic on Valley Boulevard limits its appeal for retail development

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Limited resources to invest in public facilities and services

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Not connected to regional trails

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Proximity to rail yard and freeway affects air quality

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