



Community Identified Issues

DRAFT

SWOT Analysis

A SWOT analysis stands for strengths, weaknesses, opportunities, and threats and is used to help gain insight into the community through local knowledge. Survey participants identify their communities' biggest strengths, such as community assets like a library or community center, along with their biggest weaknesses, which could be a lack of open space or high rates of internal crime. Next, survey participants identified opportunities that the community could look to take advantage of as a part of the community plans process. This builds off of what was identified in the strengths and weaknesses portion. Lastly, participants identify external threats to the community. These are generally concerns that are outside of the control of community members, such as natural disasters or changes in economic conditions.

Strengths

- Sense of caring neighbors/each other (5)
- Caring for the town (3)
- Knowing your neighbors and caring about them (5)
- Most people are comfortable living in a town with very few services
- Bike path between Trona and Pioneer Point
- Community pool
- Senior Center (2)
- Trona Care (3)
- Trona Care is cleaning up streets and properties in the community
- Trona rest stop encourages Death Valley tourists to stop in the community
- Teamwork and the unity of the people (5)
- The people (11)
- Strong family and friend bonds who are willing to come together to clean up Trona year after year
- People helping others (2)
- Strong religious connection
- Children
- Gem and Mineral show
- Charity of time, helpfulness
- Tight knit, everyone knows everyone.
- Searles Valley Minerals
- Lot of our family lives here
- The plant
- Schools (3)
- Trails
- Drive-in restaurant
- Tight-knit community (8)
- People coming together (3)
- Surrounded by beautiful desert
- Seniors
- People working to make positive changes
- The fire department is very involved
- Local organizations are trying to create more community involvement
- Volunteers (2)
- VFW, Elks, the various churches in town
- Small town family atmosphere (5)
- Many people come together to clean-up the town and keep it graffiti free (3)
- Town pride (2)
- Support for school sports
- The history (2)
- A core of citizens that care deeply about our little town and want to see it prosper and return to some of its former glory
- Jobs available if you are a hard worker
- Clean air
- Low housing costs (2)
- College fairly close by

Strengths (cont.)

- Excellent library staff who always help get materials and books you order
- Community who cares about environment
- Community has a good base of acceptance for all walks of life
- Desert people look out for each other. Extreme living conditions do not let you drive by without checking on someone stuck at the side of the road.
- We keep an eye out for our senior citizens
- Tourists come to Death Valley, Wagon Wheel, Trona Pinnacles
- The love of desert activities
- Local businesses (2)
- Self-reliance
- Long-term home and business owners

Weaknesses

- Lack of health services
- Lack of police protection (15)
- Lack of code enforcement (6)
- Lack of job opportunities (2)
- We are shrinking in size
- Too many abandoned properties that invite vandalism (12)
- The appearance of the town is run-down (3)
- Unusable bike path (2)
- Trona rest stop needs maintenance
- Lack of participation from the sheriff
- Lack of help from county to demolish abandoned homes and structures to clean up the community (4)
- Lack of give back from plant
- Lack of parks and playgrounds (5)
- Lack of civic/community involvement (2)
- Poverty
- Welfare

- Squatters (3)
- Vandalism (5)
- Drugs (12)
- Theft (11)
- High sewer and water fees
- Nothing for the children to do
- No real grocery store
- Lack of public transportation (5)
- Lack of financial opportunities
- Lack of youth programs (3)
- High county fees that do not reflect work in the area
- Few social services for seniors and needy
- Nothing to do for our youth
- Arsonists
- The school
- Don't have a town doctor
- Garbage/trash (2)
- Poorly maintained roads
- Lack of funding or resources/supports for programs for young children and families
- Lack of involvement by the young
- Graffiti
- Lack of street lights (2)
- There aren't stop signs on many streets in the Argus area
- Not coming together to clean up the community
- Outsiders who are lazy
- New comers who are lawless and prey on the citizens and property here
- There are little to no resources
- Bigger cities send their trash to here which causes more problems.
- High crime
- Lose dogs, many are aggressive
- All the burnt houses and people's mess in their yards

Weaknesses (cont.)

- Lack of hotels, restaurants, etc.
- Lack of caring
- Lack of property management or maintenance
- To many rules and regulations concerning removal of burned out buildings
- Taking care on those who are encouraged to move to Trona because it's cheap but who are not employed and just live on the system making everything else look lousy because they won't take care of their property.

Opportunities

- Employment at the plant (3)
- The main chemical company in town does almost nothing for this community
- A park which could include a basketball court, possibly tennis court, swings, slides, skate park, playground, etc. (6)
- A major hotel chain
- Searles Valley Minerals
- Tourists/ tourism (3)
- School activities gives kids opportunities that they wouldn't have in larger schools (3)
- More drug education
- Support for those trying to become sober
- Better support for the sheriff
- activities for everyone
- Jobs (2)
- None (5)
- community gatherings
- teaching our children a skill
- Open public land to play and hunt, quiet surroundings, learn volunteerism
- This is a beautiful desert!

- Opportunity for the County to help out the residents of Trona (4)
- Opportunity to raise a family in a quiet town, solid foundation for your kids to grow up with
- Using its history to beautify the Trona area and Searles Valley with its mining Heritage
- Community center opening (5)
- A lot of empty houses could be sold cheap so people could buy them and fix them to get new people with school she kids to hopefully move here
- An old church building has become available and may be an opportunity to become a new community center
- The youth programs and activities (5)
- Creating a safer town with possibly having street lights throughout the town.
- law enforcement on duty at night
- Having our law enforcement become more involved with the people
- More law enforcement
- More medical facilities and emergency services
- Friendly small town, but really needs help from county
- Community involvement Making changes
- Trona Care/Neighborhood Watch program.
- The opportunity to clean the town up and look better to the outside
- Sports , things for kids to be active in
- The Trona Care program
- Trona Care, Sports, empty lots to build playgrounds, etc.
- Sticking together and standing up to the recent string of break ins and theft
- Business
- More senior facilities

Opportunities (cont.)

- The nearness to natural wonders tourists come to see all year long. Death Valley, Trona Pinnacles, Wagon Wheel, Poison Canyon. It is not at all unusual to have film crews here. I sometimes hope San Bernardino County gets the revenues for this since films are shot in San Bernardino County. Ridgecrest is Kern County, so that would be inappropriate for them to reap those revenues. The films and commercials could be a source of revenue, as well as bringing more people here as tourists.
- Businesses and other people are beginning to see the value of the town and the area around it and as a result we have seen more tourism in the spring and summer
- We have a wonderful summer pool.
- The gem and mineral show brings visitors from around the world (2)
- Gateway to Death Valley (2)
- Hiking and canyon adventures
- Public Transportation
- Improvement of the bike path with solar lighting so people can see when using it at night.
- Improvement of the streets.
- Main opportunities for Trona to clean and remove destroyed homes

Threats

- More and more services being taken away
- The plants closing
- Continued decline of services from the county and the company (3)
- More arson and vandalism
- High water and sewer fees which fewer and fewer must bear the cost to provide (3)

- People moving away causing properties to be abandoned and increasing blight
- A lot of break ins, domestic violence, drug sale/use that go “un noticed
- Drugs (26)
- Gangs (4)
- Lack of opportunities (2)
- Increased violence and property damage
- Increased influx of residence who are not in Trona to love the community, but rather because of the cheap cost of living
- Theft (10)
- Vandalism (5)
- Welfare people (2)
- Jobs going away (3)
- County fees sending low income families away from becoming property owners
- Not enough law enforcement/officers only being on duty from 10am - 10pm (12)
- Arson (4)
- Again the lack of Interest apathy funding and pushing people to come to live to Searles Valley because his less expensive therefore we get drugs and all kinds of things that are not desirable for a community to grow.
- There is nothing in this town for kids to do and that has always been that way
- New community members (or young teens) that do not respect the town and find ways to vandalize or steal property
- Decaying property, as well as home owners not caring and taking pride in their property brings property values down.
- Lack of support from various agencies
- The lack of faith the majority of this community has for its law enforcement
- The county not providing essential services



Threats (cont.)

- Better medical facilities and emergency services
- The state and county moving more people to Trona to save money on welfare (2)
- Young kids with nothing to do
- All the home owners who just let property be in disrepair and be ugly
- County code enforcement
- No assistance
- Lack of interest by law enforcement (except the newest member of our local force) in finding and prosecuting law breakers
- lack of public transportation
- Crime (3)
- Squatters