

Community Identified Issues

SWOT Analysis

This section contains the results of the SWOT analysis compiled from the community surveys. A SWOT exercise stands for strengths, weaknesses, opportunities, and threats and is used to help gain insight into the community through local knowledge. In the first part, 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 looked at opportunities that the community could take advantage of as 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

- Diversity and experience
- People (2)
- Sense of community (2)
- Resourcefulness
- Independent
- Community heritage
- Great support from neighbors
- Community activities
- Safe and friendly
- Quiet and peaceful atmosphere
- Location – remote enough to experience the beauty of the mountains but close enough to the major population areas that you get the benefits of shopping and services
- One of the few places that kids are still able to play in the neighborhood
- Beautiful town

Weaknesses

- None
- Non-residents
- No central point to coordinate town efforts
- Some “hot heads”
- No public transportation
- No recycling
- Internet, phone and TV service
- Isolated from public services

- Poor infrastructure which causes problems in the winter, especially when people come up for the snow
- Bad and really expensive internet service (2)
- Lack of playground equipment for the kids

Opportunities

- Pulls together well for central efforts
- Continue to pursue our history and develop our community heritage
- Use the community building for cultural events
- Short-term rentals to introduce others to our community
- Update our internet service to give us opportunities to telecommute and reduce our drive time and pollution
- Better recreational opportunities – county park and more investment in infrastructure
- Open areas that could be developed for affordable housing in the county
- A community park

Threats

- Non-residents
- Wild Fires (3)
- Floods (2)
- Earthquakes (2)
- Lack of internet/reliable connectivity (2)
- Poor cell and internet



- Visitor traffic, particularly snow players
- Mismanged recreation by National Forest; no fuels treatment by Redlands/Crafton water boards on their surrounding holdings
- Homeless camps leading to unclean water, fire, theft and insecurity