S.W.O.T. Analysis

Developed during the Town Council’s Strategic Planning Sessions
on May 18, 2010 and June 28, 2010.

**Strengths:**

1. San Vicente Trail and other trails;
2. ability of people to work together;
3. recreational opportunities that improve health, draw tourists, and cause people to want to move here and contribute to the community;
4. bike paths and walkability with ADA sidewalks;
5. water resources;
6. diversity in people;
7. citizens that work to improve the town and are the best asset for the future;
8. $60,000,000 in infrastructure;
9. water and sewer infrastructure and excess and capacity to help in future to assist outlying communities to connect to the system to protect water resources;
10. extensive distribution system and working on regional water system;
11. communities in county and region work together on common goals, i.e. Southwest Regional Transit District, Southwest Council of Governments, Southwest Solid Waste Authority, etc.;
12. historic districts;
13. public friendly 4 year university;
14. a health care system;
15. high quality of life brings in professionals;
16. central hub as a community with high percentage of affluent, well educated population;
17. education level in community very high;
18. partnerships with businesses to do regional things;
19. moderate climate;
20. JPPO and community service projects that benefit and change the lives of youth;
21. Health Council and supporting entities that address health issues;
22. ability to innovate, i.e. Bike Works, First Born Program;
23. Arts and Culture District;
24. financial stability of the Town due to Town Manager and Town Council;
25. honest Town government and employees that empower citizens to feel confident, to be heard, and to get involved;
26. in the process of implementing affordable housing;
27. the Mayor’s Climate Protection Citizens Advisory Committee and their recommendations to reduce the carbon footprint;
28. the use of electric vehicles by the Town;
29. recycling programs;
30. conservation easements to satisfy the needs of the Trails and Open Space Plan and the Flood Plain Plan;
31. a local expert on stream and run off dynamics;
32. collective regional leadership working toward sustainability of water resources and renewable energy; and
33. a housing plan that identifies the needs for affordable and low income housing; and the internet, CATS, and media services in the area;
34. the new Office of Sustainability and how they would educate the community about energy efficiency;
35. the Town's excellent reputation Statewide due to the Town Council, Town Manager, Town Attorney, and Town Clerk;
36. the Council's ability to take care of business, have progressive debates and remain professional;
37. the Police Department's reporting of crime statistics to the FBI that brings in Federal funds to the Town;
38. the non-profit sectors' contributions to the community and local economy; and
39. eco-tourism revenues due to Town's location.

Weaknesses:

1. larger percentage of people with diabetes and obesity problems; and
2. inequality of infrastructure services in the Town for citizens that still need water, sewer, natural gas, and communication services
3. supporting local businesses and identify Town regulations that were not helping businesses;
4. how the Town was 100 years old and how things on the ground do not fit with today's dreams and desires;
5. leakage of revenues;
6. money being spent outside the community and on the web instead of inside the community;
7. Silver City's crime statistics exceed the national average on various websites because statistics are based on a population of 100,000;
8. the Town's distance from main transportation corridor; and
9. local businesses and restaurants being closed on Sundays.

Opportunities:

1. further development of San Vicente Trail and other trails;
2. a commitment to guide the growth of Town trails and open spaces, recreational opportunities and brownfields in the area;
3. a coordinator for Parks and Recreation or Trails and Open Spaces;
4. facilitate community gardens to promote health and nutrition;
5. sidewalks needed on 32nd Street;
6. assess and audit network and reduce hazards by practicing due diligence, i.e. sidewalk inspections;
7. create standardized hazards form for public to report hazards;
8. accommodate recreationalists, i.e. cyclists, etc.;
9. Big Ditch water resources;
10. maintaining and upgrading roads;
11. good law enforcement agencies that work together on crime and drugs;
12. crime rates comparable to other communities, but need to be better;
13. affordable housing initiative;
14. ability to issue bonds and do something about weaknesses and threats;
15. enhance recycling program and re-use;
16. public reporting of issues and concerns via Town’s website;
17. the paving master plan update on roads in the community;
18. obtain property easements to reduce the chance of local flooding;
19. innovative practices to use runoff water in a beneficial manner;
20. wind and solar energy;
21. creative ways to reach more people; and
22. infrastructure problems on Mountain View Road with issues of property ownership and right-of-ways.
23. create ways to support local business;
24. streamline the process of supporting local business that does no harm to economic opportunities due to extremely lengthy delays in government process;
25. create a position for a business coordinator;
26. create checklist for new businesses and potential entrepreneurs;
27. create a map that identified the location of Town offices, etc.;
28. adjust the Land Use Code to help businesses to get started or expand;
29. attract outside money and keep it circulating within the Town;
30. create culture of conservation and how the department heads could conserve resources and be an example to community;
31. make the Town's buildings more energy efficient;
32. utilize the Town's resources more efficiently through the use of technology throughout the departments;
33. encourage local spending;
34. request State Legislators to lobby to have different population categories for the reporting of crime statistics;
35. provide consistent statistical reports with graphs that offer comparisons of recent months and previous year's activities;
36. support YCC projects; and
37. find other pricing structures that would allow funding to build sidewalks in addition to the gas tax revenues.

Threats:

1. risk of tort claims;
2. tailings by San Vicente Creek, below Big Ditch;
3. crime and drugs; animal cruelty; noise; and
4. outside economic forces.
5. unpredictable regulator issues from the State and Federal government, i.e. changing the scope of projects that increases the costs for the Town;
6. reduced revenues from State from the elimination of cigarette tax revenues to municipalities, hold harmless on food, and the State's requests for return of funds for projects;
7. the volatile energy sector and how money was spent on energy and could be spent on local business;
8. money being spent outside the community and on the web instead of inside the community;
9. Silver City's crime statistics exceed the national average on various websites because statistics are based on a population of 100,000;
10. funding to build sidewalks comes from gas tax revenues from driving cars; and
11. local businesses and restaurants being closed on Sundays.