

# S.W.O.T

**A SWOT analysis helps community developers to determine the strengths on which to build, the weaknesses to avoid or overcome, and the external positive and negative factors that may enable or impede community development efforts.**

## Strengths

- Eastridge Elementary is central to the neighborhood.
- Diverse community, culturally rich.
- Smaller houses, starter home neighborhood.
- Locally-owned businesses.
- Multiple local markets for shopping.
- Vacant land for development.
- Quiet neighborhood.

## Weaknesses

- Crime-theft and drugs.
- Lack of street lighting.
- Slumlords and the deteriorating effect on the rest of the neighborhood.
- NE 24th and the train tracks are unsafe to the community.
- Condition of public parks and lack of community areas to gather.
- Bulk trash.
- Lack of pride & no organized Neighborhood Association.
- Highly industrialized with vacant lots.
- Poor sidewalk conditions
- Older children not integrating as well.
- Water and sewer undersized for new development.
- Lack of timeliness for City services.
- Issues with unsafe drivers speeding throughout the neighborhoods.
- Lack of Police patrol.

## Opportunities

- Building soccer fields as a unifying factor of the neighborhood.
- Vision for vacant land around the neighborhood.
- Access to farmland.
- Ways to make a living through agriculture.
- Support to open small businesses.
- Increased community support – language programs, childcare, etc.
- Ethnic food market or restaurant potential for economic catalyst.
- East gateway Route 66
- Cultural expressions – handcrafts and events for communal celebration.
- Community center.
- Many want to beautify the neighborhood and support the idea of a Neighborhood Clean-Up Day.
- Better jobs that offer upward mobility.

## Threats

- Difficulty cooperating between groups.
- Low levels of English proficiency.
- General negative perception of the neighborhood.
- Lack of access to city government/civic participation.
- Youth leave for better opportunities.
- The crime will increase if people do not take care of their homes or properties.
- Barriers to small business development.
- Few opportunities for upward mobility.
- Lack of pride for the neighborhood will disrupt its ability to grow.