

**Outcome of SWOT Exercise
October 22, 2011**

	RATING	# of votes
STRENGTHS		
Responsible/receptive City Government	19	5
Watershed Management	17	5
Location, location, location	17	5
Conservation incentives: water, L&P	15	4
Recycle Program	14	4
Open Spaces	14	4
Farmers Market / Local ag	12	5
Cultural diversity	10	2
Social capital (interest)	7	3
Historic Preservation	5	2
Trails	5	1
Autonomous/local control	5	2
Educated	4	2
Engaged	3	1
Bike Lanes	3	1
Concentrated downtown	3	1
Community Garden	2	1
Low power rates	2	1
Pacific's green buildings	2	2
Diversity of age; trending younger	2	1
Trimet	2	1
Local Supply of food	1	1
Boards & Commissions	1	1
Dairy Creek Community Food Web		0
local businesses - diverse		0

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WEAKNESSES		
lack of local jobs	38	10
outdated building codes	18	5
Education of individual sustainability practices	16	6
70% commuters -- not engaged in community	15	3
lack of local food options	13	3
lack of education for incentives/financing for sustainable improvements	12	3
Lack of full service retail	10	4
lack of public transportation intra-city; light rail connection	9	4
lack of connected sidewalks/bike trails	8	2
Infrastructure for electric cars	8	3
lack of financing sustainable home improvements	7	3
baseline of greenhouse gas	4	2
Funding for public education	4	3

limited energy audits/performance measurements, tools	4	2
Lack of access to higher education	3	1
Education of recycling practices/opportunities beyond curbside	2	1
Bike lanes only on main arterials	0	0
barriers to get local food into local institutions		0

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OPPORTUNITIES		
Educate benefits of sustainability to all stakeholders	28	7
Develop long-term strategy	19	6
Greenhouse gas inventory	15	4
Define benefits to stakeholders	13	4
Establish sustainable culture	12	5
Sustainability Commission formed	10	2
encourage sustainable development in buildings/practices	9	3
Support new business	9	2
Work w/Waste Management to expand recycling	7	2
Develop sustainability criteria for capital improvements and developments (Site Design)	5	3
Forming Eco Districts	5	3
Teaching sustainability in schools include community as model	5	2
Facilitating private investment in housing alternatives	4	1
promote/increase access to sustainability options	4	2
Celebrating sustainability	4	1
Establish sustainable incentives	3	3
Develop intra-city transportation	3	1
Support local shopping/business campaign	3	2
Create more walkable/complete neighborhoods	3	2
Complete emerald necklace/trails	0	0
Promote/support low-cost educational opportunities	0	0
Evaluate/acknowledge business sustainability practices	0	0
Promote neighborhood gardens	0	0
PCC/local education access	0	0
Regional collaboration	0	0
Bike sharing	0	0
Tap into community knowledge (seniors)	0	0
Branding/marketing FG as a sustainable community		0

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THREATS		
Lack of awareness of true cost of sustainability	33	8
Resistance to change	26	7
Changing behavior	25	6
Difficulty of education message/information overload	16	6
Old codes	15	4
Failure to match branding with core values	13	3
Not thinking long-term	12	5
Outcomes remain too abstract	11	6
Apathy/ignorance	6	4
Profit motive	6	3
Lack of resources	3	2
Regional government	1	1