

## **S.W.O.T. ANALYSIS**

**Strengths – Weaknesses - Opportunities - Threats**

### **WHAT ARE THE STRENGTHS AND ACCOMPLISHMENTS OF THE CITY OF NEVADA CITY SINCE THE FEBRUARY 2018 STRATEGIC PLANNING RETREAT?**

Brainstormed Perceptions:

- Hired an Interim Chief of Police
- Finalized the sale of the National Hotel
- Processed 11 cannabis applications and issued 2 permits
- Created 50 new jobs in Nevada City
- New sidewalk on Nile Street to Pioneer Park
- Implemented the Park Easy Plan
- Stopped some Verizon cell towers for now
- Our staff is working together better than ever and operating efficiently
- Approved cannabis excise tax
- Handled storm drain flows much better this year due to stormwater improvements
- Held a citywide Spring Cleaning
- Canine Officer was transferred to Grass Valley
- Hired a consultant to help with plan check and inspections for the National Hotel
- Nearly complete with the wastewater rate process
- Forming a plan for security surveillance
- Relocated the bus stop away from the National Hotel
- Identified non-compliant AirBnBs and are looking at having an outside party collect the TOT
- We have had meetings with local agencies about homelessness
- In the last year, we have filled a number of leadership positions in the City and they have been very successful
- Approved having a Farmers Market at Pioneer Park on Wednesday evenings – very successful
- Backfilled the Administrative Services Manager position with an internal candidate
- Partnership with Grass Valley Fire Department – sharing a Fire Chief
- Finished the CABY – Proposition 84 to enhance the water system
- The City takes it upon itself to improve the walkability of the city
- Got a cannabis consultant to help with processing applications
- Reached a compromise agreement with LAFCO staff to limit the reduction of the City's sphere of influence
- Providing a prescription pill drop-off
- Implemented a permit fee for cannabis
- Fast response from the Fire Department
- Adopted hours for parks, trails and public property and penalties for violation
- Finished design for drainage improvements at Pioneer Park
- Updated our social media policy
- Close to rolling out social media accounts on Twitter, Instagram and Facebook
- Successful meeting with a possible buyer of the Alpha Building
- Clarified the camping ordinance to enhance enforcement

- Finished the swimming pool project
- Hired two new Police Officers
- Reorganized management of the Sewer and Water Plant
- Held two pedestrian-friendly workshops
- Promoted internally the Department of Public Works Superintendent
- Remodel of the Commercial Street bathrooms
- Good communication between the Department of Public Works and the Water and Sewer Plant
- Filled the Analyst position
- Purchased property to expand Pioneer Park
- Adopted a balanced budget on time
- Completed environment and associated right-of-ways of the Nevada City Bridge—we are currently in design
- Adopted a general route for the Sugar Loaf Trail
- Annexed Sugar Loaf property
- Have preliminary applications for new houses on the west side of town
- Approved the Yuba Bus shuttle stop