

S.W.O.T. ANALYSIS

Strengths – Weaknesses - Opportunities - Threats

WHAT ARE THE STRENGTHS AND ACCOMPLISHMENTS IN THE PAST THREE YEARS OF THE CITY OF NEVADA CITY AND PROGRESS ON THE GOALS AND OBJECTIVES SINCE THE AUGUST 2018 STRATEGIC PLANNING RETREAT?

Brainstormed Perceptions:

- Passed ballot Measure C
- Passed ballot Measure F
- Resurfaced the swimming pool
- Purchased Pioneer Park House
- We are repairing our roads
- Approved the first reading of the telecom ordinance
- Did a building upgrade at the water treatment plant
- Timely adopted budgets
- Doing monthly communication town halls with the public
- Goat Fund Me and prescriptive grazing is under way for vegetation management
- Entered into an agreement with Grass Valley for fire services
- Implemented a Hotel Incentive Plan
- Adopted a cannabis business ordinance
- We have authorized 17 cannabis businesses with 4 permits issued
- Departments have been successful across the board at applying for and receiving grants
- Completed CABY water projects with grants for \$1.5 million
- Completed the Adams and Nile sidewalks with CMAQ grant for \$400,000
- Maintained a warming shelter agreement
- Got a Department of Water Resources grant for \$587,000
- New roof on the Chamber of Commerce building
- Paved 1½ miles of streets, including portions with new sidewalks
- Approved entitlements for nearly 100 units
- We have done some fire clearing on several City properties (e.g., Sugarloaf, Old Downieville Highway)
- Nevada City, Nevada County and Sierra Roots are all working together and are communicating to work on homelessness
- Initiated a work exchange program with the homeless
- Cannabis Alliance came and spoke about trimmigrants
- Working on a street calming system
- Opened up communication with nonprofits so they are feeding people all in one location at Pioneer Park
- New tenant at 775 Zion Street
- Refurbished the interior of the Police Department
- Updated a lot of equipment in the Police Department (e.g., electric motorcycles)
- Added one additional police position
- Developed a growth and annexation strategy
- Got the Sunset Magazine “Most Livable Town on the West Coast” award

- Two police officers awarded the Lifesaving Medal
- Improved the sewer infrastructure
- Continue to receive clean audit opinions
- Reached agreement with LAFCO to limit reduction of sphere of influence
- Got our social media accounts up and running
- Hosted workshops for pedestrian-friendly streets and got engaging public input
- Approved the design for the bridge on Nevada Street
- Have a conceptual trail route for Sugarloaf
- Remodeled Commercial Street restroom
- Three additional firefighter positions
- We were awarded \$28,000 from Nevada County for picnic area improvements
- We've been all over the world with our Goat Fund Me campaign
- Planning Commission has helped created new jobs (e.g., through cannabis businesses)
- Annexed Sugarloaf
- New roof at Seaman's Lodge
- Drainage improvements at Pioneer Park
- Got a new City Manager
- Backfilled employee vacancies
- Approved adult use for cannabis
- Air Resources Quality Board grant for \$17,500
- CalFire tree mortality grant for \$200,000
- Replaced ½ mile of water line
- Infrastructure improvements at 775 Zion Street
- Passed the hosted, short-term rental ordinance
- Hosted a Town Hall and conducted a survey for the Old Airport Master Plan
- Evaluated diagonal parking on Coyote Street and determined it was not effective
- Wanted to get more parking on existing streets, including Coyote Street, and determined better options (e.g., parking garage)
- Initiating an emergency alert siren
- Brownfields grant for \$200,000
- Developed the beginning of the plan for Commercial Street renovation
- Stopped cell towers from being placed in the Historic District
- Nevada City received California Cultural District designation
- Implemented significant water savings (30%) throughout the City during the drought
- Adopted a formula business ordinance
- Adopted a mobile food vending ordinance