ASSIGNMENT 5: Issue Identification & Vision Statement

For this week’s assignment, each team will identify major issues (strengths, weaknesses, opportunities and threats) in their respective neighborhoods. In addition, each team will draft a Vision Statement for their neighborhood based on the accumulated analyses to date.

1. ISSUE IDENTIFICATION AND STRENGTHS, WEAKNESSES, OPPORTUNITIES and THREATS ANALYSIS (“SWOT” Analysis)

Based on the neighborhood, socioeconomic and physical analyses from the previous weeks, each team will articulate and present the following requirements for the neighborhood:

A. **Community Assets (Strengths):** What aspects of your chosen neighborhood are desirable and should be retained, strengthened, or expanded upon? Think broadly – these assets include demographic/socioeconomic, physical (locations), infrastructure and other qualities that were evident from your visit to the area, your research, and your analyses.

B. **Community Problems/Issues (Weaknesses):** What are the evident problems and issues that should be addressed in your neighborhood by eliminating, reducing, improving, or modifying? These problems can also span physical examples (e.g., places that appear weak or dangerous, such as intersections, streets, or areas), social (negative community indicators, such as high rents, low incomes), economic, and other categories that you define.

C. **What is Missing or What is Not Fully Utilized (Opportunities):** What is needed in order to begin building a stronger, healthier and more sustainable community? What exists in the neighborhood that is not used to its fullest extent possible or could be repurposed? These include, but are not limited to, physical interventions (e.g., housing, parks, streets), regulatory and programmatic proposals (e.g., zoning, new programs), and social, demographic or organizational (e.g. population characteristics, local or regional organizations around one issue). Note that this question is the foundation for identifying Recommendations, which we will concentrate on in the coming weeks.

D. **Constraints (Threats):** What are the physical, cultural, financial, political constraints and other issues to consider addressing the issues you identify above? What forces are under way (inside and outside of your
neighborhood) that potentially threaten this area? Try to identify who the responsible parties would be the possible solutions to these threats.

2. **VISION STATEMENT**
   Each team will prepare a draft Vision Statement for how it envisions their neighborhood to be in **10 years**. This vision will be the basis for each team’s Goals (next week) and subsequent list of recommendations. Your Vision Statement should be a broad statement but specific enough to address the key issues that have emerged from your analyses. Your Vision Statement should not be more than 50 words. Don’t worry about perfecting the statement – you will continue to have the opportunity to modify and refine your vision statement in coming weeks.

**PRESENTATION FORMAT**
Each Team should prepare a maximum **10-minute, 10-page maximum PPT** presentation (of **50 MB or less**). Remember to put a cover slide with the date, team member names, and any other relevant information. **Each team member is required to present a portion of the presentation.**

Due in class on Monday, April 8, 2013.