

OUTREACH AND FEEDBACK

SWOT ANALYSIS

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis is a tool used in planning. The tool aims to understand Copperton's needs and opportunities. This understanding provides the baseline from which the plan is built. Responses gathered from community members at the June 26th Copperton Kid's Parade, at the July 9th Planning Commission meeting, the August 13th General Plan Steering Committee meeting, and the August 24th Town's Day are presented below.

STRENGTHS

- Parks and open areas for socializing
- Town council
- Facebook page
- Lion's Club involvement
- Police sub-station
- Community involvement & activities
- Tight-knit community
- Low-crime
- Quiet
- Dumpster Day
- Historic value; charming unique houses
- Cooler temps. than rest of SL Valley
- Topography: flat roads, great views, breezes

OPPORTUNITIES

- Historic preservation
- Neighborhood watch
- Community clean-up
- Upgrade park facilities & park maintenance
- Cooperation with Rio Tinto
- Signs/painting for parking: to clear space for firetrucks
- More street lighting, esp. in park
- Highway speed limit from 30 to 25 mph
- Collaboration with West Jordan
- Amplify our voice
- University partnerships
- Outdoor barbeques
- Wind energy production
- Solar energy production
- Collaborating with Herriman: expand road to Toelle; increase home values
- Small, neighborhood business/commercial
- UTA Hub
- Stage/ampitheater on school property

WEAKNESSES

- Copper mine involvement: lack of transparency, dust, noise, sirens
- Untidy properties
- Crime
- Bickering
- No dog holding kennel for strays
- No senior services, no schools
- No gas, grocery, etc.; no bus
- Long travel distances
- Narrow streets: + speed reduction, - firetruck access
- Lack of community investment
- Lack of control/political power
- No free TV channels
- Community apathy

THREATS

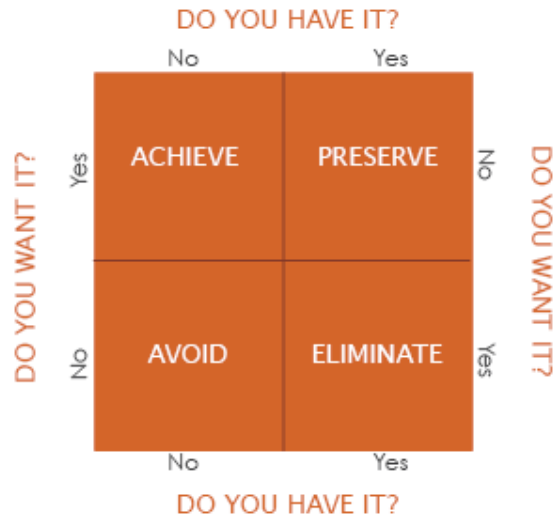
- Over-population
- Urban sprawl & encroaching development
- Crime: car break-ins, graffiti, violence
- Profanity
- Rio Tinto expansion
- Radon
- Speeding on Apex
- Limited land
- Rio Tinto land selling to SoJo or Herriman
- Townhome development
- High density development



OUTREACH AND FEEDBACK

APAE ANALYSIS

An Achieve, Persevere, Avoid, and Eliminate (APAE) analysis is a tool that looks at the interplay between “yes” and “no.” Community members answer yes or no to the questions: “Do we have it?” and “Do we want it?” The answers to these questions guide whether a particular condition, event, or characteristic should be achieved, preserved, avoided, or eliminated. Responses are below.



ACHIEVE

- Community involvement
- Community garden
- Increased police presence, esp. on Dumpster Day & in park between 12am & 3am
- Increased transportation options: if WJ develops west end, network for bus loop
- Increased lighting
- Electronic events sign: to encourage involvement & to communicate sirens
- Library/Community center in offices
- Convenience store
- Senior center
- Water security
- Solar panels
- Repeater/Translator station
- University partnership: low-cost way to achieve projects
- Self-sustaining community
- Gas station: old-fashioned, historic feel
- Convenience store
- Access to hiking in foothills
- Elementary school

AVOID

- Urban sprawl
- New development
- Realtors encouraging home-sales
- High density housing: meaning large apartment complexes
- Water insecurity
- Court trials with larger communities
- Further garbage collection restrictions

PRESERVE

- Parks
- Community feel
- Bingo nights
- Town Days
- Open areas
- Historic housing
- Post-office & boxes
- Fire station
- Copperton Improvement District
- Voucher program
- Dumpster Day

ELIMINATE

- Realtors influencing people to sell houses
- Crime: drugs, graffiti
- Rio Tinto dust & noise
- Current conveyor placement
- Community facebook drama
- Closeness of Rio Tinto fences to community

