

## MEMORANDUM



**Date: May 17, 2022**

**To: Commission on Diversity Awareness**

**Cc: Jessica Vigorito**

**From: Jordan Hollinger, Associate Planner**

**Subject: Flagstaff Regional Plan Update SWOT**

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The Flagstaff Regional Plan is a policy guide, serving as the general plan for the City of Flagstaff and an amendment to the Coconino County Comprehensive Plan. The plan covers a range of topics with information on current conditions, our vision for the future, and carefully developed goals and policies to realize the future vision. The next Flagstaff Regional Plan will be developed over four years, corresponding to four different phases of public participation and development.

At the May Commission on Diversity Awareness meeting, the project team introduced the opportunity for the Commission to provide feed on the Regional Plan via a SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats and during this exercise, the board members can enter in their assessment of the current Flagstaff Regional Plan 2030 and to consider what opportunities or threats could be foreseen in the update process. The specific questions we are asking commissioners to consider are:

**Strengths** - What are the strengths of the Flagstaff Regional Plan 2030 (Current Plan)?

**Weaknesses** - What are the weaknesses of the Flagstaff Regional Plan 2030 (Current Plan)?

**Opportunities** - As we are revising the Flagstaff Regional Plan, what opportunities do we have that we did not in the past?

**Threats** - What could negatively impact the creation or implementation of an updated Regional Plan?

To participate in this activity, members of the commission should follow these steps:

- 1) Review the current Regional Plan – found here: <https://www.flagstaff.az.gov/2945/The-Plan>
  - a. You can also review the attached power point and our regional plan update website – found here: [www.flagstaff.az.gov/regionalplan2045](http://www.flagstaff.az.gov/regionalplan2045)
- 2) Go to <https://join.groupmap.com/CDF-D75-C82> and enter in your SWOT thoughts/ideas in the digital whiteboard (additional instructions with pictures on the last page).
  - a. Please note that the website will ask for an email address when first visiting the site.
  - b. You will also only be able to see your own ideas during the step.
- 3) At a future commission meeting, the project team will return to discuss the items entered and facilitate a rating exercise for the populated ideas. Commissioners will be asked to rate the importance of each idea on a scale from 1-10.
  - a. This step needs to happen during an open meeting format.
- 4) The project team will provide a summary of the exercise to the commission.

We greatly appreciate your willingness to participate in this process. If you would like to provide other comments to the Regional Plan Update team, or have any questions about the SWOT exercise, please email or call Jordan Hollinger at [Jordan.hollinger@flagstaffaz.gov](mailto:Jordan.hollinger@flagstaffaz.gov) or 928-213-2615.

Click the plus symbol to add an idea

**Brainstorm** Let's brainstorm our strengths, weaknesses, opportunities and threats. ×  
Everyone can add Brainstorming individually **You will only see your ideas in this step**

**Strengths :**  
+  
What are the strengths of the Flagstaff Regional Plan 2030?

**Weaknesses :** Tr  
+  
Too many goals and policies

**View**  
✓   
Copy to clipboard  
✓ Pin to top  
Remove idea  
ADDED BY SARA DECHTER A FEW SECONDS AGO

**Opportunities :**  
+  
As we are revising the Flagstaff Regional Plan, what opportunities do we have that we did not in the past?

**Threats :**  
+  
What could negatively impact the updated Regional Plan?

If you want to remove an idea – **right click** on it and select “Remove idea” in the dialogue box that appears.

If you want to edit an idea – **click** on it and select the **edit icon** in the dialogue box that appears.

**Weaknesses** ×

Too many goals and policies

DESCRIPTION  
ADD...

ADDED BY SARA DECHTER 6 MINUTES AGO

Add a comment...