

Strengths

Summary	Rank
Culture - heritage, food, festivals, arts, Joie de Vivre, people	1
ULL and the diversity it brings to the area, education	2
Community willingness to be involved, sense of community, family friendly	3
Small town feel with big city amenities, proximity of natural environment	4
Entrepreneurial spirit, technological innovation	5
Recreation/entertainment, beautiful place to live	5
Economic vibrancy, high growth area, support for local businesses	5
Retail hub of the region	6
Ease of mobility	6

Weaknesses

Summary	Rank
Improve pedestrian, bicycle infrastructure and mobility, bad traffic and roads (Johnston Street), poor connections to Upper Lafayette	1
Lack of prioritization of education, poor facilities conditions	2
Zoning/Cityscape, loss of city center, urban design - big boxes are boring (Johnston Street), blight, sprawl, litter	3
Lack of government transparency/accountability, government discord, government not user firendly for new businesses	4
Lack of recreation - outdoors, more parks and green spaces needed	4
Difficult process for in-fill projects, red tape, NIMBYism	5
More parks and green spaces	5
Social issues, race issues	5
Lack of funding sources	5

Opportunities

Summary	Rank
Rich cultural heritage, tourism opportunities through arts, market nationally	1
Support for and from UL Lafayette, need for education reform overall	2
Capitalize on technology innovation / Diversifying industry/economic base but continue to support oil/natural gas industry	3
Roads becoming more efficient (bikes, cars, etc), traffic loop around city, Johnston Street redevelopment	4
Maintaining and attracting young talent by fostering job growth and opportunities in region	5
Collaboration among stakeholders to reach consensus	5
Environmental issues - eco-tourism, expand natural gas, develop horse farm, natural spaces	5
Keep the infusion of small town culture - even with growth	5
Binding together of municipalities	5
Energy efficiency	5

Threats

Summary	Rank
Infrastructure - roads (unattractive), public safety, services, amenities, trails, parks, worsening traffic, not able to keep up with growth	1
Insufficient support for education system, not proactive enough	2
Current land use patterns, need higher density of housing - sprawl and urban decay	3
Lack of true consolidation, current City-Parish structure	4
Politics, self interested factions, Politicians who don't listen to the community	5
Money - Where does money come from, lack of money, Funding mechanism for plans, failure to execute	6
Aging population and the ability to meet seniors needs as they age	7
Workforce	7
Lack of vision/collaboration	7
Lack of education about our community, National negative perception	7
True consolidation of government	7
Social threats - unequal opportunities	7