

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
Scenic highways	Inaccessible government	Put policies in place to protect us from dev. Impacts (zoning, ord., etc)	Air quality
Agriculture	Shopping	Learn from others' mistakes re development	Casinos
History	Lack of job opportunities	Economic Development	State legislature regulatory requirements
Unbuilt Natural environment	Transportation/congestion/access	Heritage Tourism	Large employers/undiverse employment
Arrested architecture	Children/youth activity (lack of)	Small enough to have County-wide communication	Unused forests (extraction & recreation)
Climate	School buildings deficiencies	Vacant commercial properties	Big box
Way of life	Higher education (lack of)	Wild & scenic for the Mokelumne River	Increasing poverty
Coming home-topophilia	Devisive politics	Educated work force- can develop it	Lack of child care in support of employee needs
People interaction	Topography (development types) (ag viability)	Eco-tourism	Competition for sales tax
Accessible government	Elderly isolated	Natural resources-economic development	Lack of overall county plan
Recreational opportunities	Lack of industry	Agri-tourism	Bedroom community. Jobs/housing imbalance
Rural character	Lack of parks	Entrepreneurialism	Unviable/unsustainable economy-blight
Base of foothills	Aging infrastructure	Better collaboration among "redneck" & green necks"	Criminal activity/gangs
Safe environment	Limited community around high schools	Government regionalization-less territorialism-more collaboration	Sprawl (usable space)
Distinct communities	Local services lacking in community district	Promote the intra government collaboration: Each works with the other	Mismatch between government funds and expectations
Community involvement	Big box	Near State Capitol & urban area	Acceptance of "generic" design/ dilution of sense of place
Walkable downtowns	Light pollution from development	Design standards & recognition of our character	Quality work force housing (lack of)
Small, manageable	Casino led	Railroad (S.P.I)	Low expectations
People diversity	Brewery/pubs (as economic drivers)	Balance of jobs/housing	Safety (wildfire/traffic) urban interface
Wild life habitat	Balkanized communities	Control growth the way we want	Lack of a constituent voice
Our colors and light	Large area/limited population	"Takers" not "Makers"- think/act that we have to take what comes	Closure of Preston Correctional Facility
Dark skies--stars!!	"Anywhere USA" development	Lack of political clout in Sacramento Lack of constituent voices	

Flora & fauna	Excessive government		
Federal and State Regulations	Senior services/ facilities (including medical)		
Live, work, play as families and friends	Lack of personal financial investment		
Airport	Generational entrenchment		
	Undercounted population (lack of democratic input)		

<b>Amador County</b>	<b>Amador City</b> Smallest incorporated city in California	<b>Sutter Creek</b>	<b>Martell</b>
Agrarian/Ranching	Quaint	Historical	Ugly drive-ins
Friendly, Caring Beautiful	Out of the way	Sutter Gold Mine	Industrial area
No Political vision	Andrae's	Shops, walking	Shopping center
No Leadership	Tiny, old	No traffic now	Shopping
Great vistas, Historical res	Small, mining	Amador High School	Shopping
21 Century thinking =	Old	Wine	Shopping
healthy communities +	Adorable, Andrae's	Stuffy-overpriced	Wal-Mart, Burger King
environment	Antiques	\$\$\$\$ Shopping	A good start
Lacks cohesiveness	Quaint	Very historic	Necessary retail
Lacks community partners	Saved and Preserved	Snobby charm	Nothing special
Wine, rural	Tiny	Settled	Clustered place
Needs to dbl in size	Cute, Andrae's	Self conscious, charmir	Ugly blight
Redneck, isolated	Charming	Jewel of Mother Lode	Yuck-poor planning
Rural Natural beauty	Very small	Knight Foundry	A mess
Rural, Gold Rush	Small, rural	Gold Rush town	Ugly
Nothing exciting	Much improved	Sophisticated	Commercial
Shenandoah is nice	Busy highway	Nice downtown	Shopping center
No cooperation	Historic	Split personality	Transition industry
Rural for how long?	Artistic	In trouble	Very messy
One ft in past + one in futu	Very small	Historic	Commercial
No jobs	Amador Creek, old 49	Historic architecture	Mangled, good shopping
Need work	Big wheels	Very chaotic	Corporate shopping
No planning	Quaint, restored	Tourist	Busy
Well preserved	Andrae's	Charming tourist	Anywhere USA
Rural in transition- preserv	Nice	Main Street	Shopping
Very Republican	Mining history	Quaint	Anywhere America
Paradise	Gold mines, Andrae's	Quaint	Too much lighting
Motherlode	Compact	Quaint	Unfortunate planning
Quiet, Endangered	Small	Tourist haven	Destroyed
Wonderful	Confined	Great history	Hodge-podge
Isolated	Hilly, small	Development ruining	Eclectic mix
Tourism	Quaint	Village	Sutter Creek & Jackson
Beautiful	Touristy	Hometown	Folsom
Sml county		Great potential	Shopping
Home-good place to live		Vulnerable, corrupt	Busy commercial
Generous, safe		Historic	Bad intersection
Home-good place to live		Tourist attraction	Business
Mining, minerals		Well preserved	Folsomesque
Unexplored, genuine		Antique stores	
Rolling country		New beginning	
Next		Potential beautiful	
Natural beauty		Starting to sprawl	
Rural			

<b>Jackson</b>	<b>lone</b>	<b>Jackson Valley</b>	<b>Camanche</b>
Crossroads	Potential	Agriculture	Isolated
County seat	Main Street	Lake Amador	Lake
Hub	Crossroads	Pastoral	Unknown
What a shame	Reinventing itself	Peaceful	Bedroom community
Kennedy Mine	Preston Castle	Agriculture	Boating
Moving forward	Cleaned up	Rolling hills	Spread out
Center pretentious	Intersection, mixed	Narrow roads	Hot, wasted
Highways	Howard Park, dry	Unique	Lake
Vacant, empty	Cops and robbers	Beautiful, open Ag land	desolate, arid
Big city	Prison, improving	Agriculture	Water, recreation
Empty downtown	Gold, clay, mining	Water, soil	Golden Hills
Ugly, sad	Clay mining history	Beautiful, open Ag land	Isolated, water
Historic downtown dist	No there there	Agriculture	Vacationers
Unfortunate	Pleasant	Buena Vista	Dry
Struggling	Prison	Very pretty-in Spring	Parched, flat
Abandoned	Stifled potential	Agriculture	Dry, sparse
Busy	Regional Park	Agriculture	Lake, recreational
Go to Martell	Mule Creek	Being assaulted	N. of Camanche res
Losing-good buildings	Elephant in room	Agriculture	Very lost
Historic Main St.	Preston	Water, bio-mass	Recreation
Kennedy, Argonaut	"Real" small town	Irrigation Dist	Unfinished
Losing ground	At crossroads, bright	Farming	Poor but growing
Mining	future	Farming	Recreation
Busy	Better	Quarry, wineries	Poor planning
Struggling to survive	Cute downtown, prison	Rural	Wide open
Slowly dying	Historic Main St.	Agriculture	Lake
Nice downtown	Transition	Rural	Hot, dry
Bed and Breakfasts	Risk of cookie cutter	Where is it?	Lake Camanche
Vacant stores	Opportunities	No casino	Stark, lakes
Unappealing	Low country	Small stopping place	Lake
Central city	Train rail	? Location ?	Rural, open
Small business, hospita	Sleepy, emerging		Ill-defined
Gold mines	Preston		Lake, trailer park
Empty, government	Family, community		Yuck
Jackson Rancheria	Castle, dead on weekends		Quiet, affordable
Ill-defined	Love it, needs to grow		Unincorporated
Downtown, Mel's	Community based		
Thriving	Moving forward		
Amador Co. hub	Charming, vital		
In trouble	Preston, Mule Creek		
Hurting	Real Amador		
County seat			
Largest city in AC			
Museum			

<b><i>Plymouth</i></b>	<b><i>Fiddletown</i></b>	<b><i>River Pines</i></b>	<b><i>Cook's Station to Caple Lake</i></b>
Fair	Remote, integrated	Drugs	Kirkwood
Fair	Fragile	Drugs	Silver Lake
Fair	Quiet, rural	Drugs	Alpine
Fair	Small & far away	Drugs	Other worldly
Fairgrounds	No reason to go	Small lots	Scenic
Wineries	Small, old	Forgotten	Whiz by
Possibilities	Remote, historical	Is it in county?	Hwy 88
Trailer park	Fiddles	No reason to go there	Unattractive
County fair	Funky, history	Cute place	Mountain
Wine, fairgrounds	Fiddle, lodge	Never been there	Sports
RV park, fair	Funky	Where?	Outdoors
Dirty little town	Quiet, rundown	Hillbilly	Trees, scenery
Interesting, valuable	Historic	Remote, unknown	Hwy 88
Serving region	Historic	Cosumnes River	Beautiful
AC fairgrounds	Rural history	Old resort site	Recreation
Gateway to Shenandoa	Very far away	Disrepair, discord	Beautiful, clean
Conflict, potential	Park & community ctr	Don't know area	Vacation route
Potential casino	Quaint, mixed	Remote, poor	Beautiful
Rural	Agriculture	Warn out	Timber land
Stuck in time	Rural Chinese buildings	Old 40's recreation	Scenic
Potential	Agrarian	Where is it?	Recreation
Quiet	Fiddlers jam, Chinese	Cross walk	Very scenic
Work in progress	Crumbling, by-passed	Refer pines	Upcountry
Ag and wine country	Windy roads	Left out	Beautiful scenery
Next elephant	Nothing there	1920's-30's resort style	Long View
Fair, Shenandoah	Chew Kee Store	Wooded	High country
Up and coming	Old	Run down, druggy	Beautiful
Bombed out, potential	Big Fiddle	A missed opportunity	Recreation
Grapes	Adorable	Far away	Recreation
Needs help	Aging	Unappreciated	Beautiful, open
Zin		Revitalization	Sierra, granite
Agrarian			Upcountry
Armpit, fair			Lost, vista points
Friendly, good wine			Middle of Nowhere
Flat			Nice, open
Trying, divided			Camping, fishing
Expanding			High country heaven
Has potential			High Sierra
Potential			Mountain Views
Taste Restaurant			Recreation
Underutilized			
Ready			

### ***Pine Grove***

Integrated, gateway  
No center  
Not familiar  
Nice, civic minded  
88 Burgers, Schoolhouse  
Busy hwy town  
Small town  
Ice cream  
Hwy 88 drive  
Strip development  
The bypass  
Independent minded  
Vacation route  
Congested  
Town  
Rural, contemporary  
Very neurotic  
Rural sprawl  
Stretched-no identity  
Ice cream  
Nice  
Home  
Failed businesses  
Good rural/Business mix  
Strip development  
Upcountry, frontier  
Low density  
Isolated  
Rural living  
Upcountry  
Incorporate

### ***Pioneer***

Golf course  
Mountain getaways  
Doesn't draw me  
Upcountry  
Tiger Creek  
Messy  
No thanks  
Passing thru  
Old mill site  
Golf  
River  
Strip commercial  
Small  
Vacation route  
Mixture  
Almost a town  
Rural transition  
Very lost  
Rural sprawl  
Upcountry  
Nice  
Needs community focus  
Mish mash of design  
Timber  
Strip commercial  
Remote, why  
Evergreen  
Roadside  
Not much there  
Outskirts  
Upcountry  
Status quo

### ***Volcano***

Self sufficient  
Sense of place  
St. George  
Falling down, I love it  
Theater  
Daffodil Hill, VTC  
Great eatery  
Cave, Indians  
Quaint  
Small mining town  
Historical, play  
Gem, needs historical preservation  
Huell Howser  
Worth a visit  
Good niche  
Historic  
Historic  
Close knit  
Very colorful  
Tourist  
Sleepy, good buildings  
Historic  
Quainter than S.C.  
Cute  
Tight community  
Lack of potential  
Great community  
Perfect  
Cute, theater  
Picturesque, well managed  
Spread out  
Charming, pretty  
Artsy  
Union Inn  
Bohemian, artsy  
Entertainment  
Jewel  
Wastewater