SWOT

STRENGTHS

1) Affordable Housing
2) Location
3) Architecture/Character
4) Emergency Services
5) Services
6) Amenities
7) Pool (Swimming/Synccro)
8) Parks (Soccer/T-Ball)
9) Recreation
10) Friendly People
11) Business District
12) Tree/Streetscape
13) Community Involvement
14) Political Support
15) Neighborhoods
16) Strong Management
17) Dedicated Employees
18) Education Choices
19) Public Transportation/Flivver
20) Financially Stable
21) Community Identity
22) Communication
   1) Newsletter
   2) Website
23) Collaborative Relationships with Neighboring Communities
24) Attractive
25) Sub-communities
26) Worship Options - Churches

WEAKNESSES

1) Identity/Visibility Problem
2) High Taxes/WHSD/Local
3) Communication Follow-Up
4) Harness Talent, i.e., Get Volunteers
5) Public Relations
6) Business District
7) Demographics – Aging Population
8) Current Government Model is Broken- Not Sustainable
WEAKNESSES (Continued)

9) Westinghouse – Avenue F
10) Development – Lack of Consensus
11) Intergenerational Cohesiveness
12) Keep Young Families Here
13) WHSD – Real or Perceived
14) Lack of Media Relations
15) Follow Up & Accountability
16) Lack of Cultural Diversity
17) Aging Infrastructure
18) Personnel Costs/Department Structures
19) Pension & Benefit Obligations
20) Zoning – Not Business Friendly
21) Proactive Business Outreach
22) Improve Walkability - Emerald Necklace
23) Resistance to Change
24) Institutional Buy-In for Partnering with Other Communities
25) Aging Housing Stock

OPPORTUNITIES

1) Regionalization of Municipal Services
2) Business District
   a) Bacchus Property
   b) Open Lots (Brown Building)
   c) Traffic Flow on Ardmore Blvd.
   d) Traffic Light Study/Analysis
3) Marketing Amenities to certain demographics
4) Activities geared towards Senior Citizens
   • Garden Club/Senior Swim/FF2 Silver Sneakers
5) Potential for Development of Public Lands
6) Proximity to Universities & Downtown
7) Borough Resident Pride in the Community
   • Mobilize Borough Pride
   • Bryn Mawr Farms/Pool People
8) Open/Available Office Space
9) Designation of Westinghouse Property at Avenue F as Brownfield
10) Emerald Necklace – Tie Parks Together
11) Farmer’s Market (Expansion)
12) Urban Farming
13) Going Green Initiative in Forest Hills
14) Historical Attractions
15) Forest Hills Centennial (2019)
16) Community Events
17) Leveraging the Faith-Based Organizations in Forest Hills
18) Leveraging Sports-Based Organizations in Forest Hills
19) Reinvigorate Forest Hills Business Association
20) Technology – Twitter/Facebook/Website
21) Inter-municipal Comprehensive Plan
22) Forest Hills Professional Network
23) Cohesive Council

THREATS

1) WHSD – 495-500 Rank in Pennsylvania
2) Decline of Communities in Proximity
3) Local Tax Rate Higher Compared to Neighbors
4) Static Assessed Values
5) Increase in Employee Cost
6) Provincialism
7) Aging Population
8) Aging Housing Stock
9) Static Economy in Western PA
10) Institutional Sustainability for Long Term (Council working together for common purpose)
11) No Youngblood Municipal Managers

GUIDING PRINCIPLES & VALUES

1) Community (Almost Monthly Events that Bring Neighbors Together)
2) Tradition
3) Hometown Feel/Small Town
4) Service Oriented
5) Green Space (Parks/Trees)
6) Unpretentious
7) Welcoming Environment
8) Active
9) Inter-generational
10) Safety & security
11) Cohesiveness – Participate in Local Businesses
12) Loyalty to Local Businesses
13) Integrated
14) Connectedness
15) Giving of Time to Civic Committees
16) Planning
17) Looking Forward
18) Progressive
19) Health & Fitness
20) Small Business Development
PARKING LOT

1) Communication with Community Groups and Businesses
   • Need Follow-Up/Response
   • Timeliness
2) Interaction/Relationship with Advisory Boards and Committees
   • Advisory Board Bylaws
3) Tax Abatement – Status
4) Greening Government – Green Roofs, Solar Panels, Rain Barrels, etc.
5) Centennial Planning