

# Mayor's Southern Dallas Task Force Pleasant Grove Area #1 SWOT Analysis

## STRENGTHS

- Forest Area
- Skilled Workforce
- Highway Access
- Affordable Housing
- Diversity
- Historical Area
- Faith based community with over 100 churches

## WEAKNESSES

- Image Perception
- Education (lack thereof)
- Teen Pregnancy
- Crime
- Quality of Housing
- Lacks destination
- Infrastructure
- Unsung Heroes
- Lack of City Services

## OPPORTUNITIES

- DART green line
- New College
- Churches (faith based community)
- Two Chambers of Commerce
- Dedicated Council Woman
- Historical Area
- Public Relations—build better image

## THREATS

- Crime
- Economy
- Complacency
- Undesirable Businesses
- Gangs
- Drugs
- Truancy
- Lack of Unity in area