

Trends, Factors, and Events	Threats Posed	Opportunities Created
TRENDS – patterns over time		
Political		
Need to test environmental impacts of oil production	Less competitive	Public health issues. Healthier community. Create jobs.
Economical		
Influx of single men is throwing the housing market for a loop	Transient population-housing quality	Restaurant/hotel- mobile/demolish old and build better houses- 3 bed/2 bath
Increasing truck traffic on the highways and rural routes	Dangerous wear+ tears on roads. Automobile accidents	<i>County Public Works Department is working to identify methods to address these issues in the short- and long-term, and as a start has inventoried the condition of all county roads as baseline over the past year. (Growth Policy) Lobby the Feds for money. Lobby for a road use tax on oil companies who are hastening the highway breakdown with their trucks. (Growth Policy Meeting, Rau School) Demonstrate the need for traffic lights.</i>
Out-migration of local youth due to lack of jobs (wrong kind of jobs)	Not specific to Sidney- all towns lack of educated youth/human capitol	Young families want to leave city Support regional effort and need to create opportunity, culture, university- i.e Watford City- tech pull, building community. Young families are looking for activities for quality of life and good opportunities for their children.
Farms are competing with money from the oil wells	Not just oil/ understand global economy don't realize the severity of the situation	Realize need to run farms like a business
Fewer local businesses offering services or goods (more variety available online)	Loose local businesses	Local businesses embrace change. They rise to meet the needs of the people and the local need to work together.
Farms are losing land to oil production	Loose farming culture/ work ethic	Biofuels
New millionaires	Meet local demand	Tap money- tap philanthropy-work with accountants Single men have money

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Decreasing Workforce	No workforce. No good opportunities for college graduates.	Young people are able to take on a lot more responsibilities and gain more experience. Higher wages. Opportunities for retail
Social		
Increasing privatization of land	Less access to huntable wildlife and less land on which to hunt.	Opportunities for more hunting outfitters. Also a shift in land from government owned to privately owned. Opportunity for more hotel/motel development.
Increasing oil production and resulting traffic, environmental, aesthetic, and other changes	Unknown environmental changes	<i>Lack of public information concerning what the oil industry is doing to regulate production and environmental impact. Board of Oil and gas has hired a full time employee to facilitate environmental inspections of the oil industry. The CEHAT team will publicize this employee to the public. (Environmental Assessment)</i>
Coalitions are working to change social norms, especially relating to safety and drug issues	Duplication of efforts if coalitions don't collaborate	The County Strategic Plan will create goals and objectives the whole county can agree on in a coordinated effort. Share minutes
Population growth – changing community atmosphere	Increased crime, violence, traffic accidents	Increase grant population, Economic opportunities, Neighborhood Watch. Better infrastructure with taxes. Planning Board
More kids have ATVs	Not enough safety courses being offered	Hold ATV safety courses
More dust in the air	<i>No permanent air quality-monitoring stations are located in Richland County (Growth Policy)</i>	<i>The DEQ has been sending out passive monitoring devices to gather additional information from which to determine whether one or more permanent monitoring sites needs to be established. (Growth Policy)</i>
Increasing amount of Meth in the community	<i>Increase in crime, increase in drug addiction. (Growth Policy Meeting at Rau School)</i>	<i>Increase law enforcement infrastructure. Make resources available for those who want help. (Growth Policy Meeting, Rau School)</i>

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Technological		
Continued oil drilling may change the water levels	Some areas may be forced to dig deeper wells	Currently studying the aquifer along the river by taking samples in Sidney and Fairview to ensure the water stays clean. Also the economic benefits from oil drilling.
The internet has made it possible to live and work away from physical business	<i>Downtown suffers</i>	<i>Access to goods, Higher education opportunities. Local businesses can have a website as well. Consumer loyalty- niche to capitalize on.</i>
Using the internet as an information distribution method	Anyone can post information <i>and it could be from an unreliable or even dangerous source. Information concerning, for example, water quality testing is not in a central, organized place.</i>	<i>County-wide increased interest and access to the internet. Organizing County data in an easily accessible location and in a clear and organized manner. Create public education about discerning material by their source.</i>

FACTORS – discrete elements

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Political		
Lack of turn over in government positions	Lack of potential leaders. <i>Status Quo</i>	Educate current leaders and other potential leaders- "How did you get into the position of leadership?"
Resistance to enforce rules and regulations	Behavior and risk escalates Social norms	Don't need new rules, we just need to enforce the ones that exist. We increase the impact by enforcing these rules. Change social norms- Hidden rule of "what's acceptable." Education on current rules and available resources. Develop policy, support law enforcement "Remind them of the rules".
Small population base	In some cases, easier to affect change	In some cases, easier to affect change
Local leaders are very accessible	One voice is the towns, Sub-par motives: "might be related"	Involved in the community. Speed to getting things done
Economical		
Most projects are centered in Sidney	<i>2 of the 3 major employers in Richland county are located in Sidney (Growth Policy) Might lead to an overlook in surrounding communities</i>	Outside towns will benefit from the overspill in Sidney by people choosing to live in these towns. Quality of life will stay better intact (less crime, less pollution)
Outside experts travel to Sidney for medical consultations, leadership courses, etc.	<i>Potential to overlook qualified local residents</i>	Access to qualified people that a Richland County resident would normally have to travel to. They may like the area enough to stay here.
Cost due to remote location	Residents traveling to spend money, shipping goods in, traveling costs.	Lifestyle that comes living in a small town, less people. Environment
Social		
Small population base		Hometown personal connections
The same people are involved in everything	Lots of meetings, <i>threat of stagnation within the organizations</i>	Continuity. There is also a large pool of resources to draw from other than "the same people"

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High rate of STDs among youth	<i>Health concerns in Richland youth</i>	Abstinence training and expose them to STD education earlier. Collaborate with other existing prevention programs
Community resistant to change (in some areas)	You're not going to get some good things	Help preserve the heritage of the area. Won't lose some of the good aspects that are here already.
Many community coalitions already in place to address social change	<i>Duplication of efforts,</i>	Collaboration and sharing of resources
Denial of alcohol, and other, social problems in community	<i>Threat of substance abuse and social problems becoming worse if they are not addressed (Environmental Health Survey)</i>	<i>Enhance existing education and counseling resources (Growth Policy Meeting, Rau School)</i>

EVENTS – one time occurrences

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Political		
“Dry-Redwater Regional Water Authority” will impact local water systems	Water might become more expensive.	Better water, increased infrastructure capacity allows possible business moving here. The towns of Jordan, Lambert, Richey, and Circle, plus 200+ rural home sites have signed up with their Good Intention fees already. This could expand to other areas of Eastern MT.
Economical		
Oil bust!	<i>Loss of tax revenue to local governments, increased unemployment rates, lower income levels for local residents (Growth Policy)</i>	<i>Decreased crime levels, decreased stress on roads and highways, housing crises will ease, decreased traffic, easier for local businesses to find help (Growth Policy)</i>
If water quality changes and fishing/hunting are no longer possibilities,	Large source of economic help will disappear.	Can monitor water to catch and prevent the water quality from changing that drastically. Shift outdoor activities to hunting, hiking, biking, etc.
Social		
Retirement of many of the doctors at Sidney Health Center	<i>Could leave the area in a Health Power Shortage with not enough physicians to go around.</i>	<i>Create a walk-in clinic (Prior community discussion)</i>