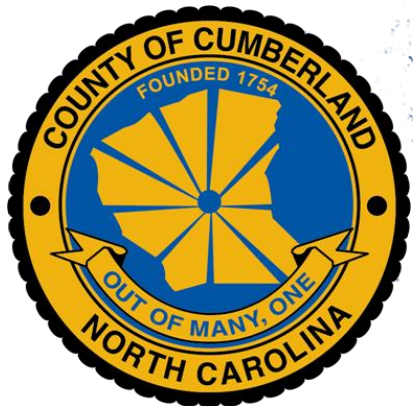
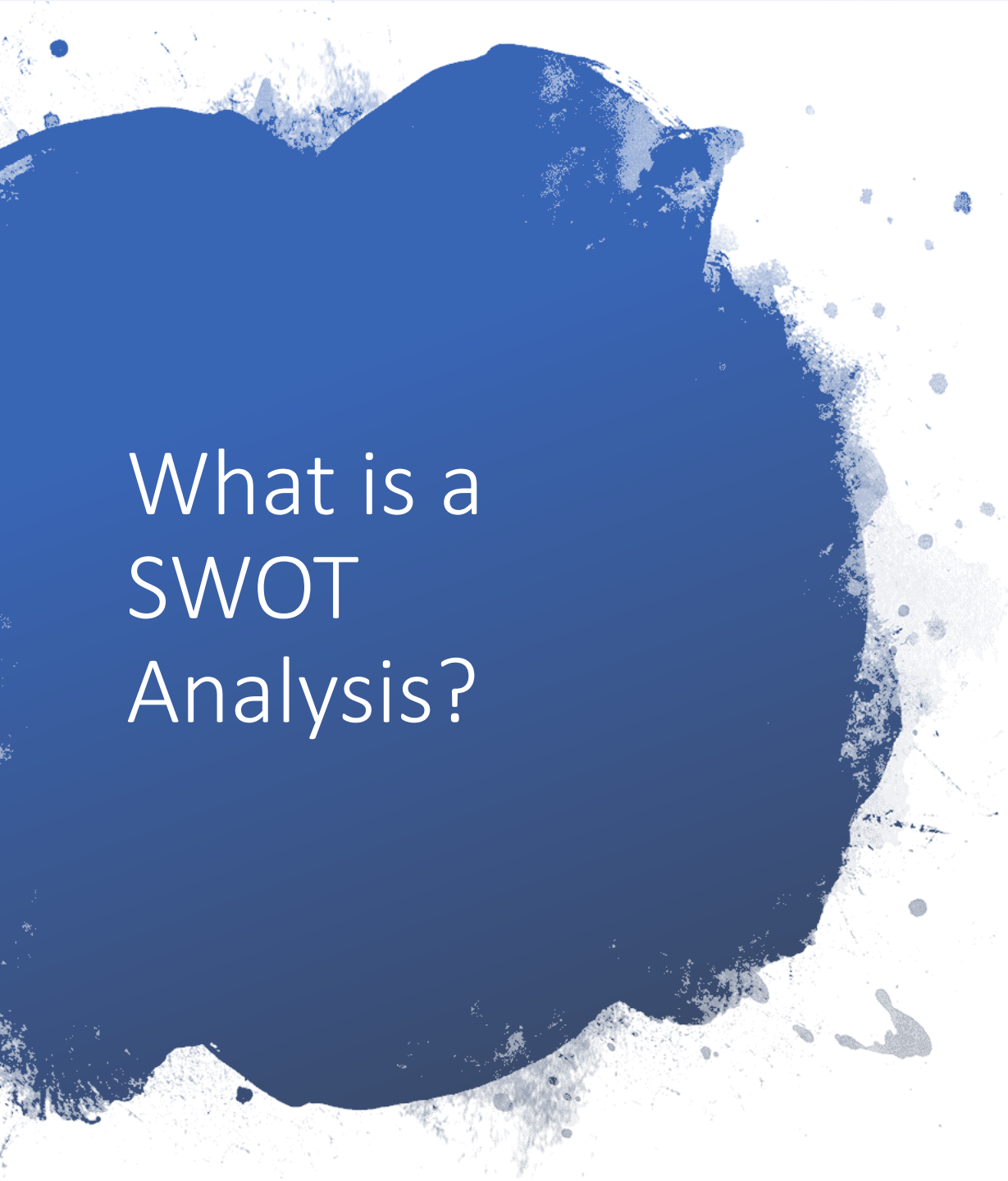


Public Engagement: SWOT Analysis

Cumberland County Planning & Inspections Dept.
Comprehensive Planning Section





What is a SWOT Analysis?

- Asset-based approach allows communities to identify and build on their existing resources to explore opportunities for community revitalization and development.
- Starting point for understanding and identifying strengths, weaknesses, opportunities, and threats that exist within the community.

Key Questions

S

What are the community's STRENGTHS?

- What do we do exceptionally well?
- What advantages do we have?
- What valuable assets and resources we have?
- What do residents identify as our strengths?

W

What are the community's WEAKNESSES?

- What could the community do better?
- What is the community criticized for or receive complaints about?
- Where is the community vulnerable?

O

What are the community's OPPORTUNITIES?

- What opportunities do we know about, but have not addressed?
- Are there emerging trends on which the community can capitalize?

T

What are the community's THREATS?

- Are weaknesses likely to the community critically vulnerable?
- What external roadblocks exist that block progress?
- Is there significant change coming?
- Are economic conditions affecting the community's future?

Past Plan SWOT Analysis Example

	Positive	Negative
Internal	<p>Strengths</p> <ul style="list-style-type: none">• Strong sense of community• Low crime rate• School System• Quiet, rural area• Recreation complex• Availability of parking	<p>Weaknesses</p> <ul style="list-style-type: none">• Dilapidated structures• Litter• Lack of family restaurants• Lack of citizen participation• Lack of post office
External	<p>Opportunities</p> <ul style="list-style-type: none">• New businesses, including retail and family style restaurants• Commercial development at I-95 Interchange• Continued expansion of park• Larger events sponsored by town & civic club• Expansion of services to the community• New residents becoming involved	<p>Threats</p> <ul style="list-style-type: none">• High density growth• Drainage/storm water issues• Sales tax distribution• Crime from Fayetteville• Low citizen/youth participation• Poor appearance and illegal activity at motels

Where prompted on this website
please provide your ideas for the
SWOT analysis for the Bethany
Area.

Thank You!