

Technical Assistance for Brownfields EPA Region 1

SWOT Analysis

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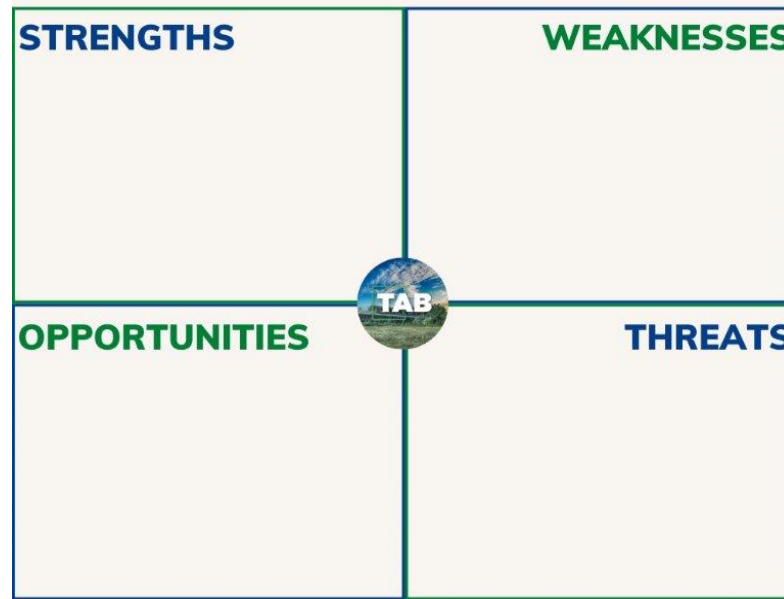
Webinar Outline

1. SWOT Analysis Overview:
 - What is a SWOT Analysis?
 - Who uses a SWOT Analysis?
 - When should a SWOT Analysis be used?
2. SWOT: Strengths, Weaknesses, Opportunities, Threats
 - Definitions and Examples
3. Why is SWOT an Important Tool in Brownfields Redevelopment?
4. Case Study



What is a SWOT Analysis?

- ✓ SWOT = Strengths, Opportunities, Weaknesses, and Threats
- ✓ Used to evaluate a community or project and create strategic plans
 - can help communities examine the benefits and challenges of their brownfields redevelopment projects
- ✓ A SWOT Analysis promotes equitable redevelopment, inclusive community engagement, goal-setting, and finding solutions for local brownfield issues



Who Can Use a SWOT Analysis?

Anyone can complete a SWOT Analysis!

In brownfields redevelopment, a SWOT Analysis can be especially helpful for municipal governments, regional planning commissions, non-profits, or other community-based organizations



When Should a SWOT Analysis be Utilized?

A SWOT Analysis can be helpful at any stage throughout brownfields redevelopment, but as with all community engagement efforts – the earlier, the better!

Gaining a stronger understanding of your community and your specific project will only help you and prevent obstacles down the road



SWOT in Brownfields...

SWOT Analyses can be particularly helpful when...

- ✓ Exploring different options for brownfield redevelopment/reuse
- ✓ Analyzing your organization, your community as a whole, or specific initiatives for a brownfield site
- ✓ Creating a shared community vision with residents
- ✓ Plans need to be adjusted, changed, or refined mid-course



S - STRENGTHS

DEFINITION

People and resources within your community that can internally uplift and support your brownfield redevelopment project

Examples: strong community organizations, shared ideals, volunteers, successful community engagement tactics from the past



QUESTIONS

- What are the important assets in your community in regards to brownfields redevelopment?
- What unique resources exist in your organization can you utilize for the redevelopment project?
- What engagement strategies have worked in the past?



W - WEAKNESSES

DEFINITION

An internal limitation that could prevent a brownfields redevelopment project from occurring or being successful
Examples: limited financial resources, lack of transparency / information sharing, organizational capacity, issues with the site



QUESTIONS

- Does your redevelopment vision have areas for improvement?
- Are there any weaknesses within your organization that may create barriers for the redevelopment effort?
- Are there certain groups that have been excluded from past engagement initiatives?



O - OPPORTUNITIES

DEFINITION

Positive, external factors that communities can take advantage of to ensure the success of their brownfields redevelopment project

Examples: funding sources, strong community interest in the project, utilizing media and social media



QUESTIONS

- Are there any opportunities for expanding community engagement?
- How will your redevelopment project meet the needs of the community?
- How can you turn your community strengths into opportunities?



T - THREATS

DEFINITION

Negative, external factors that have the potential to adversely affect your brownfields redevelopment project

Examples: pushback or opposition from community members, organizations, or officials, legislative changes, language barriers



QUESTIONS

- What threats could harm your community or your redevelopment vision?
- Are there any competing or opposing ideas for the project?
- Do your community's weaknesses present any threats?



Why is a SWOT Analysis Important?

- ✓ Identifies and builds upon strengths of a redevelopment project.
- ✓ Provides a better understanding of a project's weaknesses and threats of a project early on, giving communities time to address concerns
- ✓ Strengthens community vision, decision-making, and strategic planning
- ✓ Practicing equitable community engagement



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Case Study

Cheshire, CT



Cheshire, CT (Hypothetical Case Study)

Cheshire, CT, is a medium-sized, suburban town with a population of about 29,000 people. Approximately 85% identify as White, 8.5% Asian, 6.1% Black or African American, 5.2% Hispanic or Latino, and 1.2% American Indian or Alaska Native. The median household income in Cheshire is around \$122,416. In one of Cheshire's historic districts lies a former button factory deemed a brownfield because of asbestos, lead paint, and other hazardous materials. After a local nonprofit received EPA funds for assessment and clean-up, plans to remediate this site into a local arts and community enrichment center have been considered. Many community members appear to favor this plan so far, but comprehensive public opinion has not been gathered yet.



STRENGTHS

- Strong sense of connection to the community
- Financial resources
- Large team dedicated to project

WEAKNESSES

- Limited time resources
- Lack of diversity in project team



OPPORTUNITIES

- Several environmental-focused nonprofits based in Cheshire
- Supportive Town Council Members
- General attitudes about environmental consciousness have grown more positive and open

THREATS

- Politically divided town
- Lack of access to certain grants for funding (especially EJ grants)
- Inflation driving up costs

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Questions?



Contact & Survey



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SWOT Analysis



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