



# SWOT ANALYSIS: BROWNFIELDS REDEVELOPMENT

## WHAT?

SWOT stands for **S**trengths, **O**pportunities, **W**eaknesses, and **T**hreats. It is a common tool used to evaluate a community or project and create strategic plans. For example: a SWOT analysis can help communities examine the benefits and challenges of their redevelopment project. Conducting a SWOT analysis is an important component to equitable redevelopment, inclusive community engagement, goal-setting, and exploring solutions. A SWOT analysis can be used during any stage of a brownfields redevelopment effort.

## WHO?

Anyone involved in the redevelopment process can use a SWOT Analysis! Communities seeking to redevelop local brownfield sites can utilize a SWOT analysis to deepen their understanding of their community assets, needs, goals, and vision.

## WHY?

Using a SWOT Analysis helps to identify and build upon strengths of a redevelopment project. It also provides a better understanding of a project's weaknesses and threats of a project early on, giving communities time to meaningfully address concerns. SWOT Analyses can strengthen community vision, decision-making, and strategic planning

# 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?

**STRENGTHS**

**WEAKNESSES**

**UCONN**  
REGION 1 TECHNICAL  
ASSISTANCE TO  
BROWNFIELDS

**OPPORTUNITIES**

**THREATS**

# Online Resources

- **Mind Tools: quick overview of SWOT Analyses**
- **Community Toolbox: extensive information on SWOT and more in-depth analyses resources**
- **SWOT Analysis Presentation: brief presentation on SWOT analyses specifically for community engagement**