

Planning Worksheet #3

Neighborhood SWOT Analysis

What is a SWOT Analysis?

A SWOT Analysis is an inventory of strengths, weaknesses, opportunities and threats. A SWOT can be conducted as part of the planning process at many different levels. This analysis helps planners and community members to recognize and build upon their strengths and opportunities and mitigate weaknesses and threats.

How will my SWOT analysis be used for neighborhood planning?

The issues that you identify as strengths, weaknesses, opportunities and threats will be included in an analytical report for your neighborhood. It will help to highlight things that are working well and position those features that have potential to succeed. It will also help identify weaknesses and threats that need to be addressed through policies and programs, and proactively address things that could become weaknesses in the future.

How do I conduct a SWOT analysis?

Use the definitions and examples of strengths, weaknesses, opportunities and threats that are listed on this page as your guide. Think about your entire neighborhood and all of its residents and about its relationship to the rest of the Borough. What do you feel is going well and where do you see opportunities for change? You can use a few words or a sentence to help the Planning Commission understand what features you are identifying. You can even take photos of the things you list here and submit them on the Borough's Neighborhood Planning page. Share this information at a neighborhood meeting or submit it to the Borough in any of the ways listed in the Neighborhood Planning Workbook.

Upload photos and completed worksheets:
www.statecollegepa.us/NeighborhoodPlan

This worksheet has been prepared by the State College Borough Planning Department as part of the 2013 Neighborhood Planning Citizen Workbook. To access the entire workbook, upload completed worksheets, and view other neighborhood planning resources, please visit:
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Elements of a SWOT Analysis

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

Example: "My neighborhood has many active and engaged residents."

Weaknesses are features that detract from the quality of life in the neighborhood and should be addressed.

Example: "Housing is too expensive, preventing new families from moving into my neighborhood."

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

Example: "A vacant house on my block could be rehabilitated to bring a new resident to the neighborhood."

Threats are features in the neighborhood that could become weaknesses if not properly addressed.

Example: "My neighbors and I have experienced some safety problems when using the pedestrian crossing at the end of our block."

Complete your SWOT on the reverse side.

Strengths

Weaknesses

Opportunities

Threats