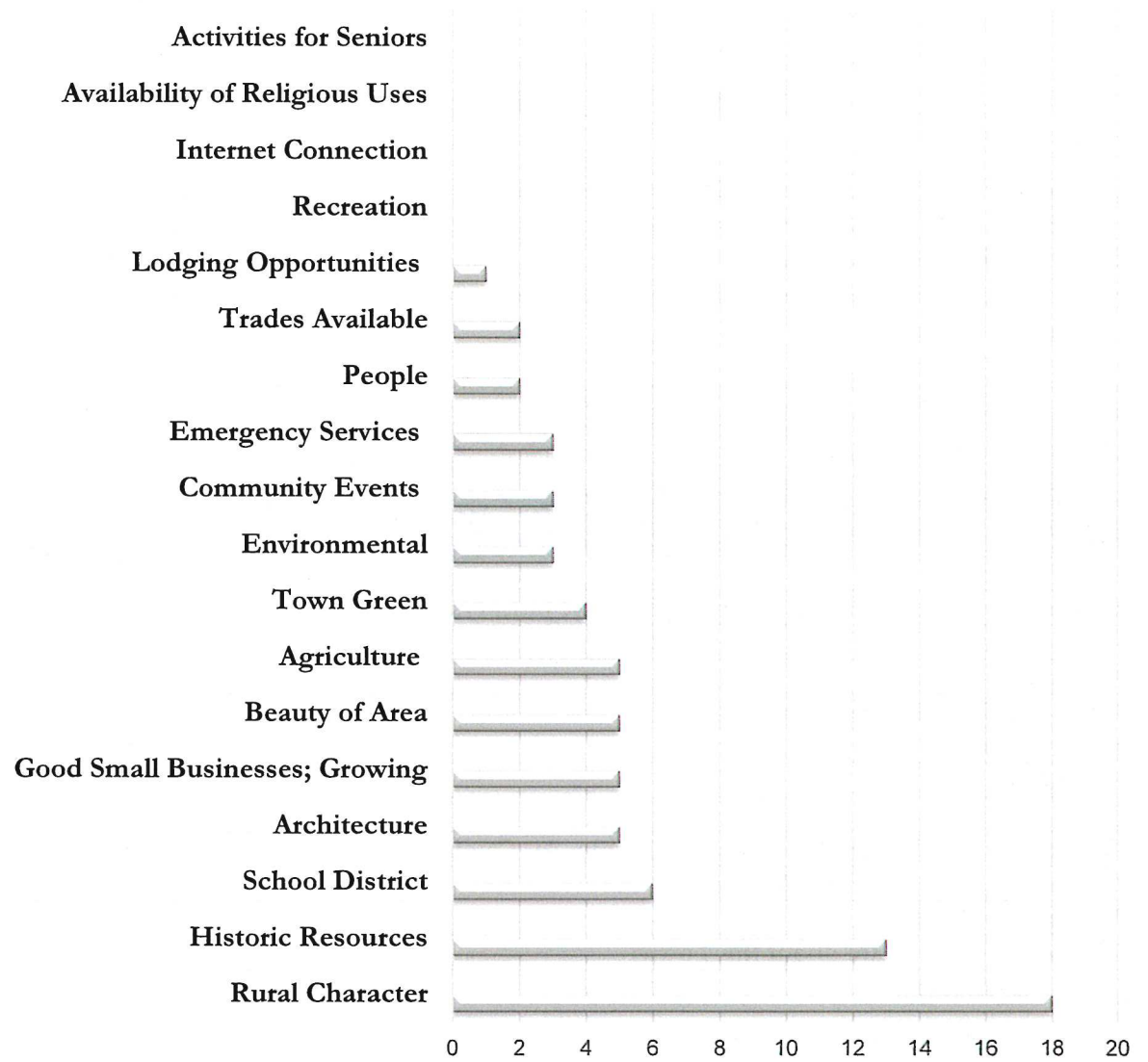# SWOT Analysis Results

The Town of Jefferson Comprehensive Plan Steering Committee and the public contributed to the SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis at their June 4, 2019 Committee Meeting. The SWOT Analysis technique will guide the direction of some key focal points within the comprehensive plan. The items identified below serve as a preliminary foundation for further investigation and potential future action in the community.

Strengths: Positive Attributes; Advantages; Things The Town Does Well

Comment	Number of Responses
Rural Character	18
Historic Resources (Maple Museum; Society; Judd Hall)	13
School District	6
Architecture	5
Good Small Businesses; Growing	5
Beauty of Area	5
Agriculture	5
Town Green	4
Environmental (Water Quantity and Quality; Air Quality)	3
Community Events (Farm Market)	3
Emergency Services	3
People (Friendly; Care about the Town)	2
Trades Available	2
Lodging Opportunities	1
Recreation	0
Internet Connection	0
Availability of Religious Uses	0
Activities for Seniors	0

Strengths

Category	Value
Activities for Seniors	0
Availability of Religious Uses	0
Internet Connection	0
Recreation	0
Lodging Opportunities	1
Trades Available	2
People	2
Emergency Services	3
Community Events	3
Environmental	3
Town Green	4
Agriculture	5
Beauty of Area	5
Good Small Businesses; Growing	5
Architecture	5
School District	6
Historic Resources	13
Rural Character	18

0 2 4 6 8 10 12 14 16 18 20

Weaknesses: Areas To Be Improved	
Comment	**Number of Responses**
Cell Phone Service	11
WIFI/Broadband	11
Keeping Young People in Town	9
Lack of Jobs	7
Lack of Certain Businesses	5
Sidewalks	4
Lack of Things to Do for Young People	3
Lack of Communication (Especially between Organizations; Lack of Notifications)	2
Police	1
Parking in Hamlet	1
Weather/Climate	0
Public Transportation	0
Road Conditions (County; Some Town)	0

Weaknesses
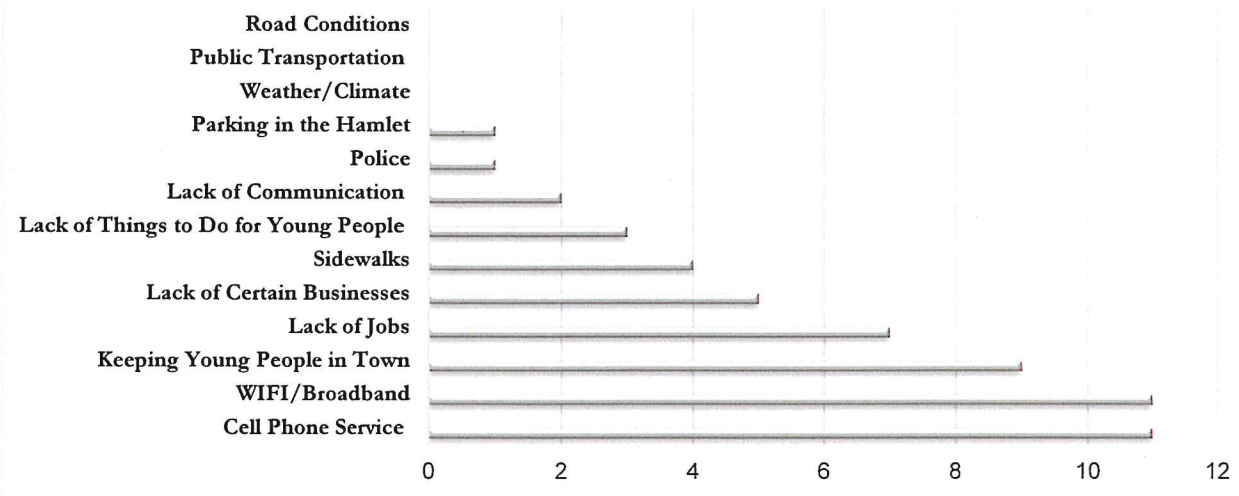
Opportunities: External/Internal Factors To Build Up Strengths Or Address Weaknesses	
Comment	Number of Responses
Agricultural Opportunities	14
Growth of Small Business	13
Becoming a Destination	13
Telecommuting	6
Attract Second Homeowners	4
Growth of Trades	2
Location to More Populated Areas	0
More Cultural Events	0

Opportunities
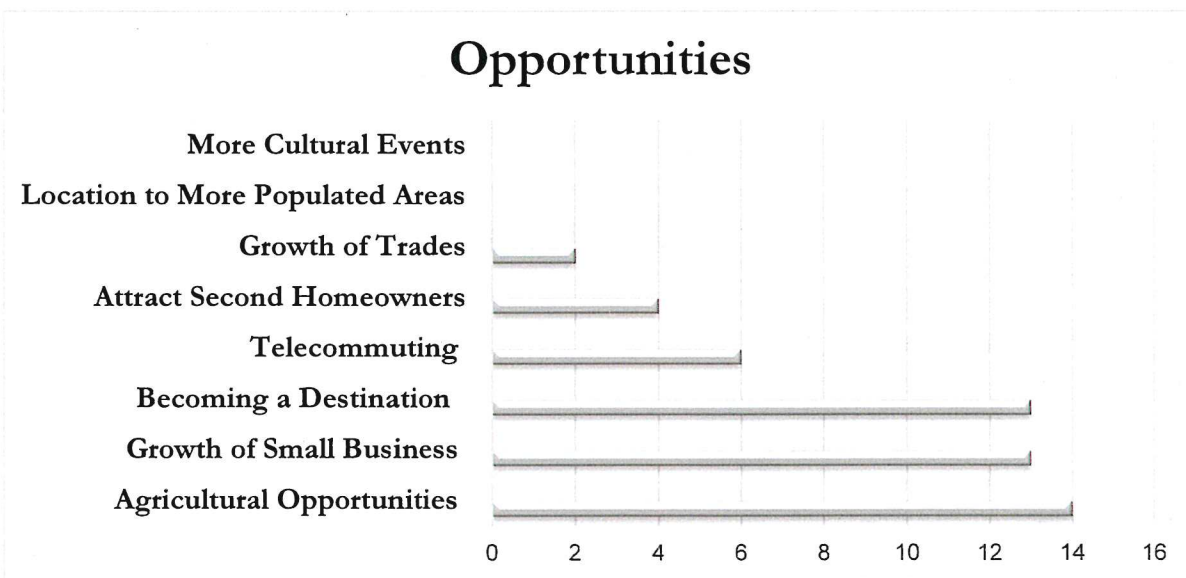
Threats: Potential Problems	
Comment	Number of Responses
"Us" Versus "Them" Mentality	22
Lack of Zoning or Other Land Use Regulations	9
Internet Limitations	8
Lack of Medical Services	5
Lack of Water and Sewer	5
Declining School Population	5

Threats