

APPENDIX 2: S.W.O.T. ANALYSIS

SRPEDD CONDITIONS: SUMMARY	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
1. Population				
a. Region grew rapidly than the state between 1990 and 2010	8		3	
b. The percent of minority populations increased esp. Hispanics	1	2	8	
c. The youngest age groups declined, while the oldest age groups rose; the labor force population (15 to 64 years old) remain stable	1	2	2	6
2. Education				
a. High school completion in the region was lower than state and U.S.		9	1	1
b. Associate Degree completion increased more rapidly than the state and nation as of 2012	6	1	4	
c. Overall Bachelors Degree completion still lags behind state and nation		8	1	2
3. Income				
a. Median household income for the region remains lower than MA's and the nation's	3	5	2	2
4. Commute to Work				
a. Between 2000 to 2015, workers in the region have longer commutes (5.6 minutes more)		4	3	2
b. Most workers drive to work alone; carpooling and walking to work decreased, while working at home is still low, but slowly increasing		5	3	1

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5. Employment				
a. Manufacturing sector comprised 26.9% of the region's employment in 1990, but only 12.1% in 2012 , yet still higher % than the state during both periods	3	1	5	2
b. Employment in the manufacture of electrical equipment, primary and fabricated metal remain higher in the region compared to the state	6	1	3	
c. Biomed/Biotech employment is gradually growing in the region	3	1	6	
d. Agriculture in the region yields higher market value than the state from 1987 to 2007	7	1	2	
e. Fish landings and fish market value at the New Bedford port ranked first among fishing ports in the country since 2000	8	1	1	
6. Patents				
a. Patent for innovations in both Bristol and Plymouth Counties remain low in 1990, then the in numbers more than doubled in 2011, but still remained lower than some other Counties in MA		7	3	
7. Unemployment				
a. The 14 communities comprising the SouthCoast maintain higher unemployment rates than the state and U.S.	1	5	3	3
b. The North SRPEDD area (13 Northern communities) has similar unemployment rates as the state	2	3	2	1

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8. Housing				
a. Issuance of building permits in the region has slowed down due to the housing market downturn		5	2	1
b. Sales of residential housing has remained low since mid-2000s		7	1	1
c. The cost of single family residential homes in the region remain well below the prices in the Greater Boston area, as well as throughout the state from 2000 to 2013	3	1	5	
9. Economic Development Sites				
a. Industrial and business parks developed at 83.0% or 5,003 acres with 1,025 acres available	6		5	
b. An additional 1,787 acres available for proposed business and industrial development	5		6	
c. About 80.0% of the region's brownfields have been cleaned and since 2010; only 34% have been redeveloped	4		7	
10. Transportation Network				
a. Route 24 capacity and congestion issues		6		4
b. Middleborough Rotary		3	2	2
c. Fall River and New Bedford port development State Pier and Marine Terminal	4		6	
d. Extension of commuter rail serving Fall River, New Bedford and Taunton	2		8	