

SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

A SWOT Analysis may be conducted by you and others in your community with help from the Live Well Goodhue County Coordinator. This is a valuable exercise to help determine the current bicycle friendly status of your community.

This SWOT Analysis will help set and prioritize strategic communications goals by identifying the strengths and weaknesses currently facing the bike friendly status of your town and identifying the external opportunities and threats that could affect work toward becoming more bike friendly.

<p>Strengths:</p> <ul style="list-style-type: none">• <i>What, in terms of bike friendliness, does our city do well?</i>• <i>What unique, bike friendly resources can we draw on? (Ex. A mayor who bikes, local bike path, etc.)</i>• <i>What might other neighboring cities see as our bike-related strengths?</i>	<p>Weaknesses:</p> <ul style="list-style-type: none">• <i>What could our city improve to become more bike friendly?</i>• <i>When thinking about active transportation, where do we have fewer resources than others?</i>• <i>What are others likely to see as our weaknesses in terms of bike friendliness? (Ex. A highway through town)</i>
<p>Opportunities:</p> <ul style="list-style-type: none">• <i>What good opportunities are open to our city? (Ex. A regional trail being planned, a few local Bicycle Friendly Businesses, etc.)</i>• <i>What trends could our city take advantage of? (Ex. Walking/biking to school, healthy living, etc.)</i>• <i>How we turn our city's strengths into opportunities for becoming more bike-friendly?</i>	<p>Threats:</p> <ul style="list-style-type: none">• <i>What could derail our city's bike-friendly work? (Consider infrastructure threats as well as financial, staff, community members, etc.)</i>• <i>What threats do our city's weaknesses expose us to?</i>