

# SWOT ANALYSIS

Strengths, Weaknesses, Opportunities and Threats about biking in Georgetown based on community feedback and existing biking conditions

## **STRENGTHS**

- Bicycling for recreation is very popular already
- Large population of potential cyclists
- Recreational trail network encourages cycling
- Active bike-share programs at the public library and Southwestern University
- Grid system of downtown historic district enables connectivity
- Georgetown residents are responsive to both online surveys, intercept surveys and community workshops

## **WEAKNESSES**

- High speed roadways are dangerous to bike on
- Poor connections to trail system from the road
- Lack of connection between downtown and neighborhoods
- Intersections lacking signals & crosswalk facilities
- Lack of bike lanes prevents many current residents from biking around Georgetown
- Lack of wayfinding signage makes vehicles less aware of bicyclists

## **OPPORTUNITIES**

- Potential to increase the amount of residents bicycling if options were safer connected
- Potential for low cost/high-impact projects to create connections within existing network
- Parallel roadways create potential for “shadow” bicycle network
- Tourists to the City indicate that they enjoy bicycling on Georgetown’s trails
- Safe routes to school initiatives are being actively pursued by the City

## **THREATS**

- The rapid rate of development on the fringes of the city will increase the population and the number of cars on the road
- I-35 and proposed expansion is a major barrier to cycling in Georgetown
- Many of Georgetown residents commute to other cities for work and do not have the option of a biking commute
- Potential resistance to remove on-street parking to make room for bike lanes