

Appendix B

Strengths Weaknesses Opportunities Threats (SWOT) Notes

Randall Road SWOT summary

Advisory Council meeting

October 7, 2009

Strengths

- It exists, and provides opportunity for use
- Average speed is competitive with an automobile
- Broad range of destinations
- Major employers are located on route, including Delnor Medical Center and Judicial Center
- Potential development of greenfields
- Randall Road will always be a major corridor for the region

Weaknesses

- Surface infrastructure
- Speed
- Unfriendly, limited access for pedestrians
- Geography/topography of route with slopes and ditches
- Land uses are segregated, low-density, and auto-oriented
- Lack of east/west connectivity
- Route is not publicized
- Poor conditions for waiting passengers – no shelter during bad weather, no lighting
- Schedules: poor connections between different routes
- Lack of Sunday service
- Service hours stop at 9 p.m.; workers/stores close around that time
- Lots of retail vacancies, both big-box and medium-size stores

Opportunities

- Increase service around peak/rush times
- Market/promote transit use through retailers
- Uncertainty of fuel prices
- Potential to redevelop or reuse properties
- Attract businesses into a larger mixed-use corridor
- Improved shelters, as a component of a larger streetscape plan
- Pedestrian-oriented improvements
- Incremental improvements
- Public/private incentive deals
- Low-cost marketing methods
- Involve multiple municipalities
- Route is simple to understand

Threats

- Funding; costs of infrastructure improvements
- Negative perceptions; it's "not cool" to ride the bus
- Transit is an urban thing
- Slowdown in economy impacting current and future development
- Safety: roadway is designed for cars, not pedestrians
- Retail sales tax
- Politics: county and municipal level
- Competition among the municipalities
- Maintenance/costs: who is going to take ownership?
- Expansion of Randall Road?
- A solution to the ditches