



Peninsula Township Non-Motorized Regional Experts Focus Group: SWOT Analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> - View points and view corridors in addition to destinations - No through traffic - Increasing numbers of residents engaged in non-motorized activities - Majority of the population supports this initiative, both recreational and non-recreational users support dedicated non-motorized pathways - Small community capable of working with regional partners - M37 status as a state route - Growing and aging population - Affluent population - Common objectives among various stakeholders 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> - Funding - Limitations in ROW - Geographical and road network limitations—hills, long narrow nature of the peninsula, major roads - Small government and limited budget - Conflicts between user groups, accommodating a variety of users - Lack of signals - Vehicular speeding
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - Electric non-motorized technology and vehicles (ebikes, scooters, etc.) allow for less expensive infrastructure development - Non-motorized planning! - Integration of work done across the City, Township, County (road commission), and State (highway) - Connections and integrations with regional networks (ie, continuation of the City Safe Streets Plan on East Shore Rd) - M37 byway funding opportunities through Federal Grants - Support of agriculture through recreation—aligning agritourism and bicycle tourism - Prevention of crashes and safety improvements - Clustering of municipal and community destinations could facilitate connection - Improvements in messaging surrounding perception of non-motorized users and education around roadway use - Rebuilding community relationships (wineries etc.) - Creation of new pedestrian and bicyclist connections - Potential to explore alignment between ROW pathways and land preservation - Philanthropic funding opportunities - Trail Facility Design - Leveraging of support for PDR preservation and parks 	<p>THREATS</p> <ul style="list-style-type: none"> - Opposition to non-motorized use of roads (races, festivals, cycling) and perception of non-motorized users - Ingrained thinking and usage patterns - Increasing development and motorized traffic - Increasing cycling traffic - National political environment— potential decreased support of non-motorized project funding - Increasing size of vehicles and decreasing driver visibility - Increased rates of distracted driving - DNR effort to send Boat Launch traffic onto East Shore Rd - Opposition to signalization along Center Rd—many residents enjoy non-stop drive to Traverse City - Conflicting objectives and priorities, magnified by limited road network