



# On the Road to Prosperity: Fostering Collaborative Transportation and Economic Development Planning

## Virtual Peer Exchange #5: How Transportation Technologies are Meeting Mobility and Economic Development Needs in Rural America

### SWOT Exercise

*Many of you have completed a SWOT—Strengths, Weaknesses, Opportunities, and Threats—exercise before as part of your planning efforts. The purpose of this particular SWOT is to help you identify the strengths, weaknesses, opportunities, and threats specifically related to emerging transportation technologies in your region. Please fill in the chart below with anything that comes to mind that would either position your organization or your region more broadly to capitalize on new transportation technologies or make it difficult for you to benefit from these innovations. We recommend that you start with Opportunities as those will influence how you approach the other three areas. To spark your thinking, some food for thought is provided after the chart. Feel free to enlist the help of colleagues to complete this exercise. Our hope is that it will help you begin to think about actions you could take to leverage your strengths and opportunities, mitigate weaknesses and threats, and be ready to employ transportation technologies to improve mobility and economic vitality in your region. This SWOT will be the basis for the interactive activities we do during the peer exchange.*

*Please submit your completed worksheet to NADO Research Foundation consultant Megan McConville ([megan.e.mcconville@gmail.com](mailto:megan.e.mcconville@gmail.com)) by COB April 9.*

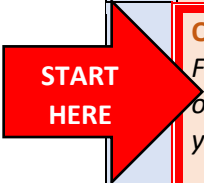
Name:

Title:

Organization:

City and State:

WHAT FACTORS AFFECT YOUR ORGANIZATION'S AND REGION'S ABILITY TO ADOPT AND DEPLOY TRANSPORTATION TECHNOLOGIES?		
	TO LEVERAGE	TO OVERCOME
INTERNAL	<p><b>STRENGTHS</b>  <i>What your organization or region is good at; attributes that make you distinctive; your competitive advantages</i></p>	<p><b>WEAKNESSES</b>  <i>Attributes that your organization or region needs to improve upon in order to perform at your optimum level, reach your goals</i></p>
EXTERNAL	<p><b>OPPORTUNITIES</b>  <i>Factors or trends that could benefit your organization or region, that you could use to your advantage</i></p>	<p><b>THREATS</b>  <i>Factors or trends that have the potential to negatively impact your organization or region, counteract progress</i></p>



**Transportation technology can include:<sup>1</sup>**

- Vehicle technologies: connected, autonomous, electric/clean vehicles
- Mobility options: shared mobility (technology-enabled services and tools like carsharing, ridesharing, bikesharing, and associated apps that allow instant access to information), Mobility on Demand (using technology to link shared mobility options with traditional transit)

<sup>1</sup> Adapted from St. Louis Region Emerging Transportation Technology Strategic Plan, prepared for the East-West Gateway Council of Governments by ICF, 2017. <https://www.ewgateway.org/wp-content/uploads/2017/08/emergingtranstechstratplan.pdf>

- Freight application and logistics: e-commerce, on demand freight, platooning, drones, apps to make processes more efficient
- System management and smart infrastructure: data allowing tracking of assets, vehicles, ridership, etc.; real-time traveler information; electronic payment methods; integrated corridor management; smart pavements and bridges

**Categories to think about as you fill in the SWOT chart:**

- Geography/location/population density/land use
- Infrastructure
- Transit service
- Technology and technical expertise
- Plans and policies
- Data
- Partners and other institutions
- Stakeholders/users/demand
- Economy and other background conditions
- Workforce
- Social equity
- Environmental quality and sustainability
- Funding/financing
- Governance

**For an example of a transportation technology-focused SWOT**, see page 25 of the East-West Gateway Council of Governments' St. Louis Region Emerging Transportation Technology Strategic Plan: <https://www.ewgateway.org/wp-content/uploads/2017/08/emergingtranstechstratplan.pdf>