

Our Marietta Community Event | SWOT Discussion



INTERNAL FACTORS: strengths and weaknesses internal stemming from forces to the community

- **Strengths:** characteristics of the community that gives it an advantage over others.
- **Weaknesses:** characteristics that place the community at a disadvantage relative to others.

EXTERNAL FACTORS: opportunities and threats stemming from community or societal forces external to the community.

- **Opportunities:** elements that the community could exploit to its advantage.
- **Threats:** elements in the environment that could cause trouble for the community.

STRENGTHS

1. Diversity of Architecture
2. Water access
3. Bridge style of overpass
4. Unique geographical and geological history
5. Road layout for walking and biking
6. Large number of walkers and bikers
7. Northwest Lancaster County River Trail
8. Multiple access points for the trail
9. Local residents' interest in the trail
10. Multiple great restaurants
11. Number of flowers, decoration on homes
12. Pride of ownership by residents
13. Amazing preservation of historical buildings
14. New, young residents finding town by using trail
15. Mixed income levels
16. Walkable community
17. Friendly neighbors on the street
18. Feeling of safety at any hour
19. Shade trees
20. Good access to surrounding communities
21. Abundance of historical resources at every level
22. People who are actively involved in preservation
23. Susquehanna Stage Company
24. Local investment in Heart Café to make it happen, third space
25. Local organizations working for the community
26. Susquehanna Waldorf School
27. One great park, War Memorial Park
28. Lots of small parks throughout the east end of town
29. Marietta has a good name recognition
30. Candlelight tour, Marietta Day
31. Front Street cherry trees
32. Bike racks at local businesses along Front Street
33. Benches out in front of homes & businesses, welcoming
34. Farmer's market starting on 7/1
35. Boat club
36. Private clubs donate to community

WEAKNESSES

1. Uneven sidewalks
2. Potholes
3. Lack of trees
4. Power lines hinder trees, in alleys as well as main streets
5. Litter, no trash cans, downtown and on the trail
6. Need trash cans on Front Street
7. Better trail signage
8. Signage throughout the community
9. Switch signs pointing to downtown
10. Poor signage on businesses
11. Out of date signs on former businesses
12. Number of unoccupied, vacant buildings especially in commercial district
13. Lack of historical markers on buildings
14. No grocery store, except Herr's
15. Lack of places to fill water bottles for public
16. Poor, weak signals for cell phones, Only Verizon
17. Flooding potential, storm water management
18. No sign for Community House, Borough Office, museum
19. House numbers are not visible, contiguous. Fire safety issue
20. Nothing to tell what businesses are in town at gateways
21. Difference between Front Street and Market Street as downtown for trail users
22. No banners/flags to delineate commercial core, only two in town
23. No signage for parking
24. Parking is problem in trail head at Decatur Street
25. Lack of parking near restaurants (Front Street)
26. Lack of parking in commercial district (Market Street)
27. Promote bicycle safety and etiquette on streets to prevent rude behavior
28. Out of town property owners not keeping up properties, need code enforcement
29. Number of rentals and level of poverty is increasing
30. Fire whistle is loud and frequently goes off, multi-use
31. Train tracks noise, safety factor, access limited by long trains stopped, speed, whistle
32. Lack/weak enforcement of property maintenance code
33. Businesses do not have flowers out.
34. No bakery, non-restaurant food options.
35. Road (market) stand outside of town, not in town

36. No shops, galleries, etc for browsing
37. No library
38. No hardware store, other small shops
39. No visible public restrooms
40. Must rely on businesses to make restrooms available
41. Lack of communication about upcoming improvements
42. Insufficient communication between community organizations
43. No central social media / organizational leadership / information dissemination
44. Borough website
45. Boat club
46. Private clubs
47. Lack of appropriate and/or inconsistent code enforcement
48. Burnout of the usual people who volunteer

OPPORTUNITY

1. Trail users from outside of Marietta
2. Trail is 14 miles long with plenty of room to connect to other trails.
3. County is anticipating 100,000 increase in population by (2040)
4. Opportunities to have more business open
5. Vaccine Museum is under development, lots of local history with international links
6. Significant people who lived and worked here who contributed to Civil War and other history
7. Old Town Hall, Community House, Vesta Furnace,
8. History of surviving floods
9. Undeveloped land that could be another pocket park next to senior citizen housing
10. ADA accessibility trail is a selling point for trail
11. Opportunity to develop water front recreational assets
12. Unused space that is under utilized
13. Opportunity to create a community culture that is inclusive, civil, empathy
14. Town talks at Community House focus on local history every other month
15. To improve communication between community groups
16. Green spaces, historic buildings are crying out for development
17. Part of the 9-11 Memorial Trail
18. River and Trail are opportunities for organized teen activities
19. Trail users would be willing to spend more time and money if there were more things to do. Help tax base
20. Walking tour called Discover Marietta is well-done, need to promote more
21. Strong art and music community amongst the residents could be promote it more with festivals, exhibits, etc.
22. Old movie theater needs signs, pocket park could be an arts location
23. MABA doing a pop up block party and other cool promotions during Bike Race
24. Bike race is an opportunity
25. Trail can be used for cross country skiing
26. Great flood plain habitat, great birding, bluebirds
27. Sign board with community information along Front Street, kiosk
28. Greens space funding require public meetings
29. Education opportunity- bike helmets required under 18
30. Captain John Smith trail, next stop in Chestnut Park, NPS, for kayakers, camping
31. Work with National Park Service, Susquehanna River Lands
32. Cherry Trees along Front Street will continue to be replaced
33. Location within region

THREATS

1. Drug abuse, need alternatives for prevention, drug court
2. Flooding and other unknowns of climate change
3. Any decrease in river access
4. Loose dogs roaming and biting
5. Trains, noise, what they are carrying,
6. Traffic flow on Chiques Hill
7. Traffic flow on Front Street, interaction between cars and bikes
8. Increased traffic needs to be addressed in town and coming into town
9. Disinterest and disenchantment by residents with community life
10. Funding sources drying up in the near future