# Dedicating the Western Terminus of the Ecusta Trail on Main St. in Downtown Brevard SWOT Analysis

| Strengths | Weaknesses | Opportunities | Threats/Risks |
|---|---|---|---|
| • Proposal would result in a single brand for Brevard's most prominent trail segments.<br>• Proposal would bring Ecusta Trail nomenclature into Lumberyard and downtown areas.<br>• Proposal would provide clarity to Henderson County and FOET as they embark on trail branding for their segment opening in late 2024.<br>• Proposal extends the length and prominence of the Ecusta Trail | • Proposal replaces legacy trail name (Estatoe) for prominent segments of trail network.<br>• Proposal expands Ecusta Trail footprint beyond federally funded project footprint. All necessary enhancements would have to be funded with local dollars. | • Proposal could induce Ecusta Trail users to continue downtown, allowing downtown and Lumberyard businesses to benefit from the commerce the trail is expected to generate.<br>• Proposal would allow Depot to be used to its fuller potential.<br>• Local Ecusta Trail money could potentially be used to improve bike/ped infrastructure in R5800 from what's planned. | • Trail segment along AVL HWY will be different in character than the main trail, and likely harder to travel.<br>• Full connection between current terminus and downtown won't be completed until NCDOT's R5800 project is finished.<br>• R5800's construction will interrupt connection between main trail and downtown for perhaps two years. |