



LOCAL LEADERS IN A TIME OF CRISIS

We have been through a traumatic year together, but we all know the difficult work of strengthening our cities, towns, and neighborhoods is only beginning. Whether 2021 brings relief or more challenges, we will all be ready to advance the ideals of a strong town and continue to grow this movement together from the bottom-up.

Our approach is not the easy path, but it is the proven path. A Strong Towns approach promises the true rewards that build off many incremental steps and the real gains that come from working cooperatively with one's neighbors. We are the answer for a divided and fragile nation. Now is our time to step up and be the humble servants and true leaders our communities need.

Keep doing what you can to build a strong town.

CHARLES MAROHN, PRESIDENT OF STRONG TOWNS

STRONG TOWNS MEMBERS ARE COMMUNITY LEADERS

Strong and prosperous places are built from the bottom-up by local leaders of all kinds, doing what they can to make their community a little better. All over North America, people are using the Strong Towns message to improve their place, even during a crisis.

USING STRONG TOWNS PRINCIPLES TO STRENGTHEN SAN MIGUEL.

"You don't have to be a fancy, well-off place. You can make things happen, too."

MEMBER ANTHONY KALVANS



PLANTING TREES TO MAKE A BETTER STREET IN ATLANTA.

"There's a pervasive feeling of powerlessness that's widespread in our country's population right now—and this small bet has been a direct antidote to that for me."

MEMBER GENEVIEVE BARBER



MAKING THE FINANCIAL CASE FOR BIKE LANES IN TOPEKA.

"We want the best for our cities, for our family and friends—and the Strong Towns philosophy wraps so much of that all together."

MEMBER KARL FUNDENBERGER



A BOTTOM-UP REVOLUTION TO BUILD STRONG TOWNS

The Strong Towns movement is thousands of people using simple, pragmatic principles to steer their community in a more prosperous direction. Some run for office—dozens in 2020 at nearly all levels of government—but most are simply concerned citizens, neighbors stepping up to help neighbors.

STOPPING BAD PROJECTS IN THE NEIGHBORHOODS OF SHREVEPORT...

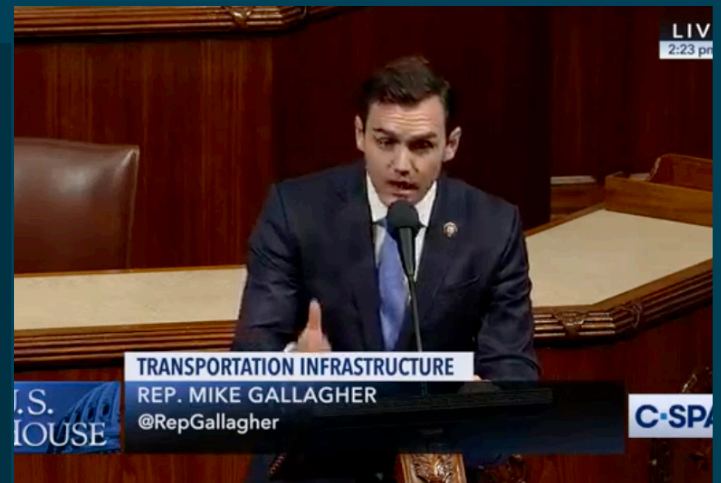
Threatened by a new highway proposed to run through the middle of their neighborhood, Allendale Strong of Shreveport is using all the tools—including a Strong Towns analysis of the project—to stand up to local, state, and federal officials.



REFORMING INFRASTRUCTURE SPENDING IN THE HALLS OF CONGRESS...

"As Strong Towns asked, if we devote 100% of all government spending to repair, would we even have enough to maintain what we've already built? Probably not, and yet states, with federal dollars, are building more."

U.S. REPRESENTATIVE MIKE GALLAGHER

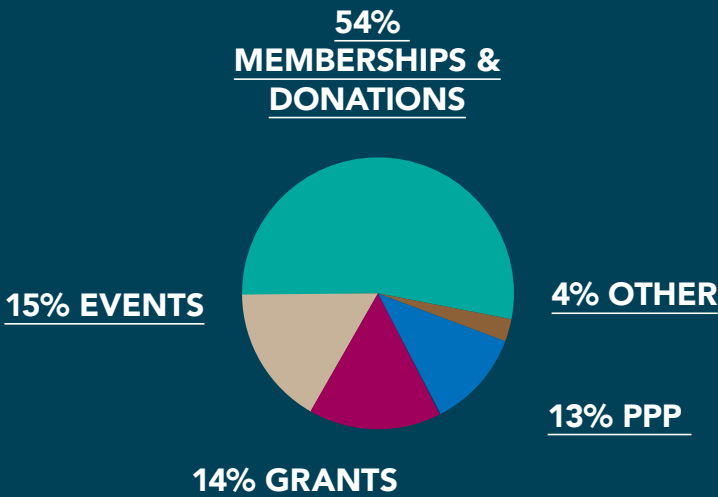


ENACTING CITYWIDE PARKING REFORMS IN EDMONTON...

Advocates in Edmonton used maps and a Strong Towns dataset—along with many face-to-face conversations with their neighbors—to motivate their community to become the first major Canadian city to eliminate parking minimums.



STRONG TOWNS IS SUPPORTED PRIMARILY BY OUR MEMBERS AND OTHER DONORS WHO WANT TO SEE OUR MESSAGE SPREAD. A RECENT AUDIT OF 2019 FINANCIALS SHOWED 88% OF THE STRONG TOWNS BUDGET GOES TO PROGRAMMING.



\$660,000
2020 BUDGET



2m
TOTAL AUDIENCE



103
LOCAL CONVERSATIONS



2,750
TOTAL MEMBERS



91
FRIENDS OF STRONG TOWNS (>\$500 DONATION)

THIS IS A BROAD MOVEMENT OF PEOPLE DOING WHAT THEY CAN— 72% OF OUR DONORS GAVE UNDER \$100 IN 2020.

2021: THE YEAR OF ACTION

This year, we are launching major initiatives to directly support our members and others that want to take action to make their places stronger.

In January, we announced a series of “how-to” courses packaged as the Local-Motive Tour. We also launched the Strong Towns Action Lab to provide people access to resources, examples, case studies, and connections to other advocates in their community.

In September, Wiley & Sons publishing is set to release *Confessions of a Recovering Engineer: A Strong Towns Approach to Transportation* and we will launch a tour to help spread these ideas. We hope to see as many of our members as we can.

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