

Strong Towns Annual Report



2021
YEAR OF ACTION

President's Message



One of my favorite moments of 2021: There was a city engineer carrying on about stroads and how much he hated them. One of our members asked him if he had heard of Strong Towns, since we had coined the term and brought it into popular use. He hadn't.

My friends, that is what winning looks like; when our ideas and insights so permeate the conversation that people don't even associate them with us.

And, trust me, we are winning. You are winning.

We named 2021 the Year of Action and, together, we made it that. We witnessed people in the Strong Towns movement do amazing things, from getting organized with their neighbors, to taking action on a project in their community, to running for office (and even winning).

The entire year felt like a growing wave, a true bottom-up revolution. In a time of tension and division, it's exactly what is needed right now.

As we take a moment to look back in this Annual Report, we also look ahead to a Year of Intention, one where we all seek a way to take that next step—however big or small we can manage—toward building a stronger place where we are.

This movement is strong, and it's growing stronger, because of you and thousands like you doing their part in their community. Thank you for all you do. Keep doing what you can to build a strong town.

—Charles Marohn, *President of Strong Towns*

Supporting Action Across the Country

INTRODUCING THE ACTION LAB

We kicked off 2021 by unveiling a new resource for advocates looking to take action in their cities: the Action Lab (actionlab.strongtowns.org). It's a central hub for all of our core content, how-to guides, in-depth resources, and case studies—easily searchable and open to everyone. We've seen thousands of people search the Lab this year and use it as a resource in their places.



OUR FIRST ANNUAL LOCAL-MOTIVE TOUR

In February and March, we hosted a series of online workshops, The Local-Motive Tour, focused on helping people take action to make their communities stronger. With guest speakers like Mike Lydon and LeVette Fuller, we covered topics ranging from community engagement to bike lanes, and thousands of attendees showed up to learn. A new tour will take place in 2022 but in the meantime, the recordings are available for purchase on our Academy website (academy.strongtowns.org).

THE CONFESSIONS BOOK TOUR

In September, the second book by Charles Marohn, *Confessions of a Recovering Engineer: Transportation for a Strong Town* (confessions.engineer), was published by Wiley, and Chuck went out on the road to visit cities and towns across the country. The opportunity to meet with Strong Towns advocates and members after more than a year at home was incredible and we built so many connections throughout this tour, all the while, empowering people to make transportation safer and more affordable in their cities. The book tour continues in 2022 (strongtowns.org/events).



A NEW PARKING MAP

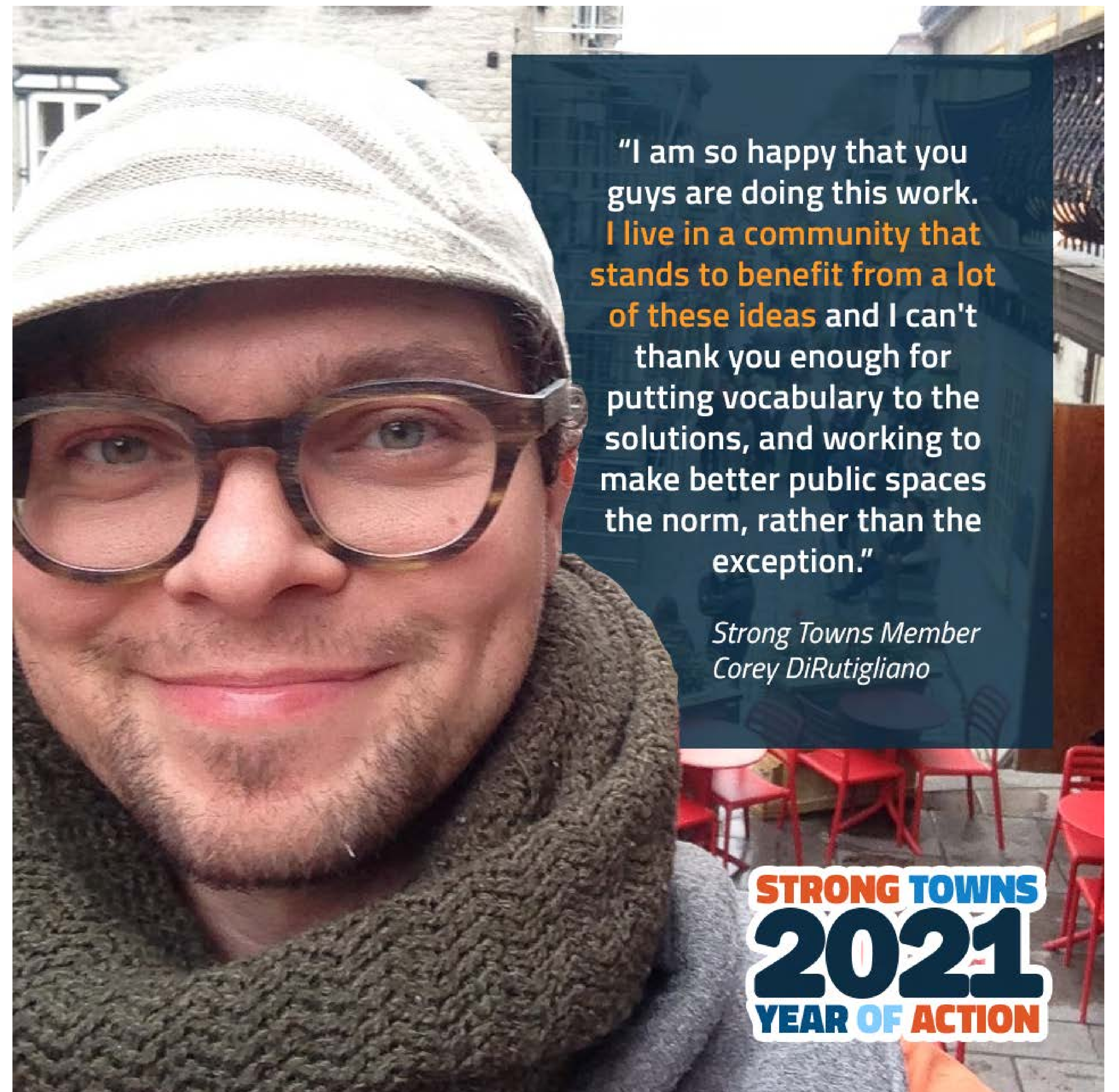
In November, as part of our annual Black Friday Parking week, we released the most comprehensive map of parking reform in America to date. This was a major update to our previous map of cities that have ending parking minimums, and we completed it in partnership with the Parking Reform Network. The map illustrates a sea of change in harmful parking regulations and is a resource for communities looking to make similar reforms. It's yet another example local advocates can point to, to show that the Strong Towns movement is making headway across America.

Members Make the Movement



"Cultivating a community is a balance of vision and investment. The Strong Towns principles have helped shape my community view, from both inside and outside of our municipal boundaries."

*Strong Towns Member
Jackie Krull*



"I am so happy that you guys are doing this work. I live in a community that stands to benefit from a lot of these ideas and I can't thank you enough for putting vocabulary to the solutions, and working to make better public spaces the norm, rather than the exception."

*Strong Towns Member
Corey DiRutigliano*



"As a professional working in County Government, I am proud to be a Strong Towns Member..."

"...and will pledge to support the Strong Town mission and values in my professional and personal endeavors!"

*Strong Towns Member
Martin Mollenhauer*



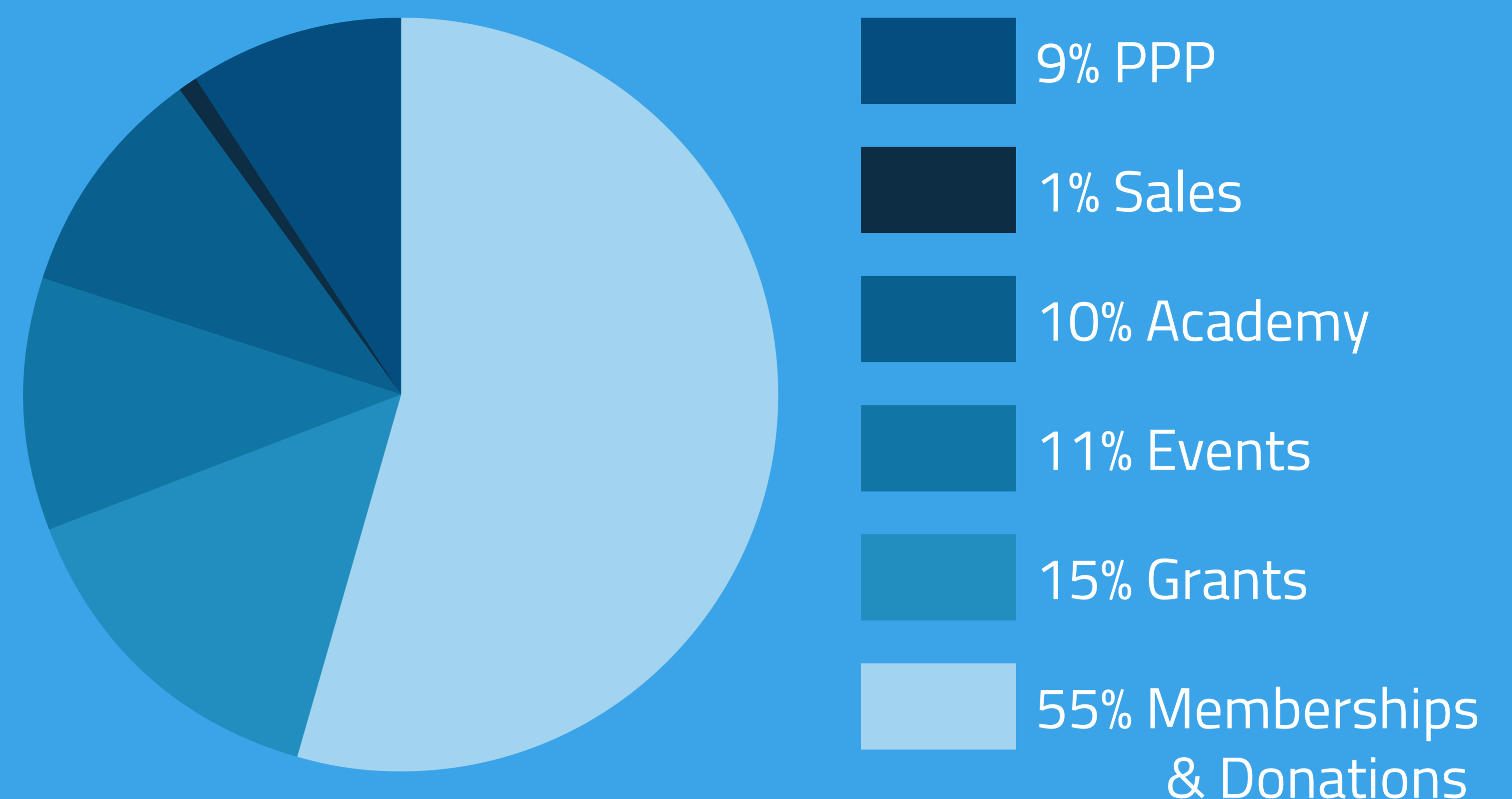
"Thank you for all the inspiring information you provide to help elected officials and citizen advocates create bicycle and pedestrian friendly Strong Towns!"

*Strong Towns Member
Suza Francina*

In 2021, Strong Towns gained 1,042 new members—people who had never donated previously!

Strong Towns is supported primarily by our members and other donors who want to see our message spread.

2021 FINANCIALS



**TOTAL AUDIENCE:
2 million+**

This is a broad movement of people doing what they can—72% of our donors gave under \$100 in 2021.



**TOTAL MEMBERSHIP:
3,015 members**

**FRIENDS OF STRONG TOWNS
(>\$500 donation):
94**



**LOCAL CONVERSATIONS:
125**



**VIRTUAL EVENTS:
44**



**CITIES VISITED FOR IN-PERSON EVENTS:
31**

Preview of 2022



We are in the final stages of updating our Strategic Plan. Our old plan, adopted in 2015, gave us a strategy for building a movement. That strategy has been wildly successful. Our new plan will continue the movement-building work, but it will also add strategies for turning the capacity of this movement into action on the ground.

The Action Lab, Local-Motive, and Local Conversations programs have all been part of this shift, but we are also planning to focus our efforts around five, high-impact campaigns. Those are:

- **Transparent Local Accounting.** We seek to reveal the financial implications of the Suburban Experiment by increasing the transparency of local government accounting practices.
- **End Highway Expansion.** We seek to curtail the primary mechanism of local wealth destruction and municipal insolvency, that being the continued expansion of America's highways and related auto-based transportation systems.
- **Safe and Productive Streets.** We seek to shift the priority of local streets from automobile throughput to human safety and wealth creation.
- **Incremental Housing.** We seek to have the next increment of development intensity allowed, by right, in every neighborhood in America.
- **End Parking Mandates and Subsidies.** We seek an end to the mandates and subsidies that cause productive land to be used for motor vehicle storage.

These issues are all familiar to our members. What is going to be new are a set of specific initiatives to turn awareness into concrete action on the ground, accelerating change in cities everywhere. We're excited to share these with you soon.

Stay tuned and be ready!



Want to support the
movement? Become a Strong
Towns member today at
[https://www.strongtowns.
org/membership](https://www.strongtowns.org/membership)

Strong Towns
1001 Kingwood Street
Studio 116
Brainerd, MN 56401

844-218-1681
www.strongtowns.org