



## Episode 7: Suburbia Is Subsidized: Here's the Math

Episode Link: <https://www.youtube.com/watch?v=7Nw6qyyrTel>

Running Time: 10:16

"In every case, in every region Urban3 has analyzed, traditional mixed-used walkable neighborhoods dramatically outperform car-centric suburbia."

### Discussion Questions

- Lafayette, Louisiana, is a good case study on the economic impact of our development patterns, not because of how unique it is among North American cities but because of how similar it is. In what ways does your own community seem to resemble Lafayette? In what ways is it different?
- Measured by value per acre, downtown Lafayette is the economic engine of the city. What is the economic engine of your community?
- On the flip side, the big-box stores in the most auto-oriented parts of Lafayette are a drain on the city's finances. Based on what you saw in this video, which areas of your community are the biggest burden on your city budget?
- Both Lafayette, Louisiana, and Eugene, Oregon, showed big spikes corresponding to modern mixed-use developments. Does your community have any neighborhoods like these?
- Jason showcases how much of Eugene is zoned for single-family residential. What is the zoning like where you live?
- Do you agree with Jason's assertion that people who want to live in "a low-density, single-family home" must be willing to pay for it? Why or why not? For more on this, see Chuck Marohn's article "[Let them eat lobster!](#)"
- Jason asks a good question: "What do we do with this information?" What would you like to do with this information? Are there advocates, elected officials, or organizations where you live who are working to make the more financially productive traditional development pattern legal again?
- What else stood out to you from Episode 7?

### Ideas for Taking Action

- Share this episode with someone whom you think the content will resonate with.
- If you haven't yet, follow [Urban3](#) on YouTube. They have a growing library of case studies and other videos that demonstrate the economic impact of development.

- A number of Strong Towns advocates have [conducted their own value-per-acre analyses](#). To learn more about how to conduct a DIY value-per-acre analysis, check out the following two resources:
  - [“Conduct a Value-Per-Acre Analysis,” by Daniel Herriges.](#)
  - [“Create Your Own Value-Per-Acre Analysis,” by Andrew Kelsey.](#)

## Essential Strong Towns Content

- Articles
  - [“The Real Reason Your City Has No Money,” by Charles Marohn.](#)
  - [“Poor Neighborhoods Make the Best Investments,” by Charles Marohn.](#)

## Go Deeper

- Articles
  - Check out the [Urban3 blog](#).
  - [“Let them eat lobster!” by Charles Marohn.](#)
  - [“The Power of Information Equity,” by Joe Minicozzi.](#)
  - [“How to How to #DoTheMath for Non-Math Majors,” by Nathan Hawryluk.](#)
  - [“Doing the Math in Calgary,” by Nathan Hawryluk.](#)
  - [“2022: The Year in Maps and Charts From Urban3.”](#)
  - [“The Foolproof City,” by Charles Marohn.](#)
  - [“The Numbers Don’t Lie,” by Charles Marohn.](#)
  - See the Strong Towns Action Lab for [more value-per-acre analyses](#) from Georgia, Missouri, California, Washington, and other states.
- Video:
  - [“The Economics of Development 101”](#) and [“The Economics of Development 202.”](#)
- Book: [Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity, by Charles Marohn.](#)

## Got Questions?

Check out the [Strong Towns Action Lab](#). You can type in any word, phrase, or question into the search bar and be directed to core insights, top content, and case studies for your query. Try it out by typing in “Value Per Acre.”

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