



## Episode 8: Would You Fall for It?

Episode Link: [https://www.youtube.com/watch?v=n94-\\_yE4IeU](https://www.youtube.com/watch?v=n94-_yE4IeU)

Running Time: 26:47

“All of this—the bulldozed neighborhoods, the billions of dollars in taxes and debt, and the walkable cities destroyed to build parking—didn’t solve the problems they were trying to solve. If anything, it made American cities even worse.”

### Discussion Questions

- Imagine you were living in the 1950s. What would you have found compelling about the vision of the “American Dream” presented in “Give Yourself the Green Light”?
- If you could go back in time, what counter-argument would you make to “Give Yourself the Green Light,” based on what we know now? Some ideas, just to get the conversation going: the devastating social costs of urban highways, the financial impact, health and safety, the fact that the solutions presented in the video seem only to have made the problems worse.
- How did the fabric of your own town or city change between the 1950s and today? For example, did urban renewal bring highways through your city? Were portions of your downtown razed to make room for parking? Did they widen your small town main street to move more cars?
- The propaganda film calls abundant parking “the best investment a town can make.” The opposite turned out to be true. Parking mandates and subsidies are draining prosperity from towns and cities of all sizes. Does your town have parking minimums in its zoning code?
- Jason says that the only solution to car traffic is viable alternatives to driving. What alternatives would make the most sense for your town or city?
- What else stood out to you from Episode 8?

### Ideas for Taking Action

- Share this episode with someone whom you think the content will resonate with.
- “Give Yourself the Green Light” ends with these calls to action: “It’s your country. To get the green light, write your state capitol. Write Washington, DC. Write your hometown officials. Postcard your newspaper editor. Call your radio and TV commentators. Support your highway officials. And when you vote, vote for your right of way. Don’t honk your horn. Raise your voice. It’s your country. Give yourself the green light.” Design a similar campaign for your community on behalf of making your town or city stronger and more resilient.

- Start a movement to end parking mandates and subsidies in your community. You can learn more about the issue [in the Action Lab](#). Don't miss the following specific articles, though, on how to engage the media and neighbors on this critical issue:
  - [“Write Your Local Paper to end parking minimums,” by Rachel Quednau.](#)
  - [“A Guide to Busting Parking Myths in Your Town,” by Daniel Herriges.](#)
  - [“How to Talk to a Skeptic About Reducing Parking Requirements.”](#)

## Essential Strong Towns Content

- Articles
  - [“The History of Urban Freeways: Who Counts?” by Daniel Herriges.](#)
  - [“How the Government Segregated America’s Cities by Design,” by Daniel Herriges.](#)
  - [“Dealing with Congestion,” by Charles Marohn.](#)
  - [“The Many Costs of Too Much Parking.”](#)
- Video
  - From the “30 Days of Confessions” series:
    - [“More Roads Don’t Save Money” \(#9\).](#)
    - [“Why We Need Transit” \(#12\).](#)
    - [“Congestion” \(#13\).](#)
    - [“How to Solve Congestion” \(#20\).](#)
    - [“Road Math Is Garbage” \(#22\).](#)

## Go Deeper

- Articles
  - [“Some Perspective on the Gas Tax,” by Charles Marohn.](#)
  - [“2 Reasons Why the American Approach to Congestion is Totally Wrong,” by Rachel Quednau.](#)
  - [“‘Kansas City’s Blitz’: How Freeway-Building Blew Up Urban Wealth,” by Daniel Herriges.](#)
  - [“Asphalt City: How Parking Ate an American Metropolis,” by Daniel Herriges.](#)
  - [“Parking Minimums: From 101 to Taking Action,” by John Pattison.](#)
  - [“6 Ways to Take Back Your Community from the ‘Parking Void.’” by John Pattison.](#)
- Core Campaigns:
  - [End Highway Expansion.](#)
  - [End Parking Mandates and Subsidies.](#)
- Video:
  - [“Give Yourself the Green Light” \(1954\).](#)
  - [“Are Parking Lots Ruining Your City?”](#)
  - [“How to Get Rid of Parking Minimums.”](#)

## 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 “End Highway Expansion.”

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