

2024 Annual Report



Photos by
ZED Images

Crash
Analysis
Studio
on Friday

Commission
Meeting
8/26

National
Gathering
in Cincinnati

President's Message: Celebrating the Heroes of 2024

2024 was a year of extraordinary leadership, creativity and action from our members. At Strong Towns, we know that real, lasting change happens when everyday people take bold steps to strengthen their communities. This year, we saw countless examples of members rising to that challenge and proving that local action can create a transformative impact.

Across more than 250 Local Conversations, neighbors came together to tackle issues that matter most to their communities. Dangerous streets were redesigned for safety, struggling neighborhoods found new energy, and grassroots advocacy sparked long-overdue policy shifts. These efforts weren't theoretical; they were real, tangible and led by you — the heroes of this movement.

Take, for example, the members of Strong Towns Santa Barbara, in California, who played a pivotal role in the reimagining of State Street. By organizing community events, collaborating with local planners and rallying for a pedestrian-focused future, they showed how grassroots advocacy can create vibrant, people-centered public spaces.

Or the members in Durango, Colorado, who used the Crash Analysis Studio to identify and address the dangers of a high-speed road, inspiring local leaders to prioritize safer street designs. These stories — and so many more — demonstrate the incredible potential of people like you to make places stronger.

Your collective work is creating ripples far beyond your own neighborhoods. Media coverage, national events and even educational institutions were all enriched this year by the stories and successes of members like you. Together, you're not just changing conversations — you're setting a new standard for how towns and cities should grow and prosper.

On behalf of everyone at Strong Towns, I want to thank you for your passion, your vision and your courage. You are the heroes of this movement. As we look ahead, I'm excited to see the next chapter you'll write in the story of building stronger, more resilient places.



Charles Marohn

President of Strong Towns



Strong Towns by the Numbers



3 million+

annual website visitors.



40,000

LinkedIn followers.



81,000

email subscribers.



190 million+

people reached via media mentions.



128,000

YouTube subscribers.



74,000

monthly podcast downloads.



119,000

Facebook followers.



5,700

active, financially supportive Strong Towns members.



106,000

X followers.



590

media mentions in TV, newspapers and online publications.



61,000

Instagram followers.



120+

Strong Towns events.





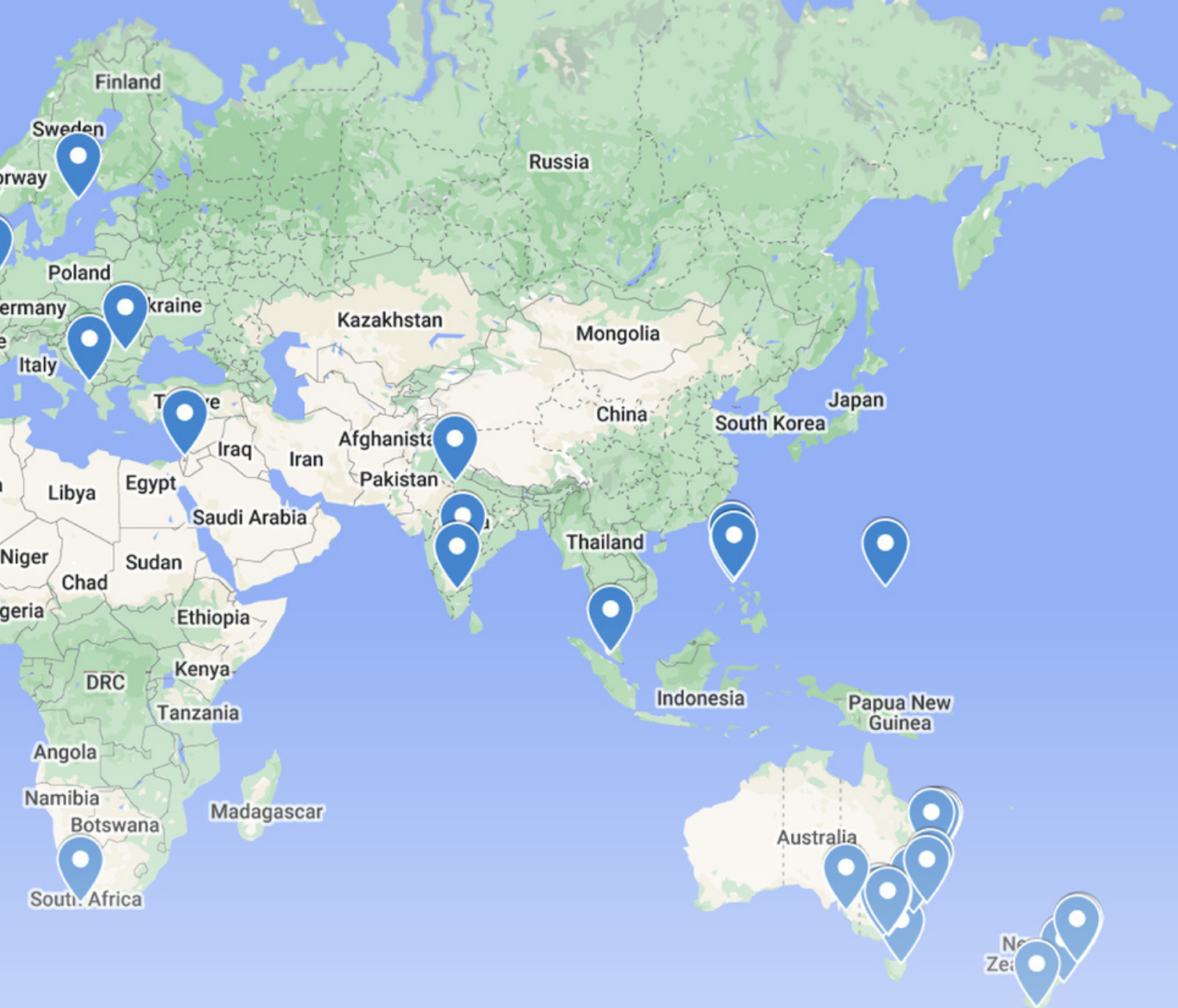
The Growth of Local Conversations

Local Conversations are grassroots groups — comprised of neighbors, advocates and local leaders — that come together to take action and apply Strong Towns ideas in their places.

252

Active Local Conversations are driving real, on-the-ground change in their communities.





1,311

Prospective Local Conversations
are ready to bring real change to
their places.

Cincinnati, Ohio

2024 National Gathering

Highlights included:

- ▶ A ceremony honoring Strong Towns Local Conversation leaders.
- ▶ A keynote speech from Barkha Patel, director of infrastructure for Jersey City, New Jersey.
- ▶ A “Pitch Your Small Bet” competition.
- ▶ Dozens of other workshops and presentations from elected officials, planners, architects and other Strong Towns leaders from across the continent.

600

Strong Towns members and advocates in attendance.

In June 2025, we will host our third National Gathering in Providence, Rhode Island.

Learn more at gathering.strongtowns.org



Photo by ZED Images





Photo by ZED Images

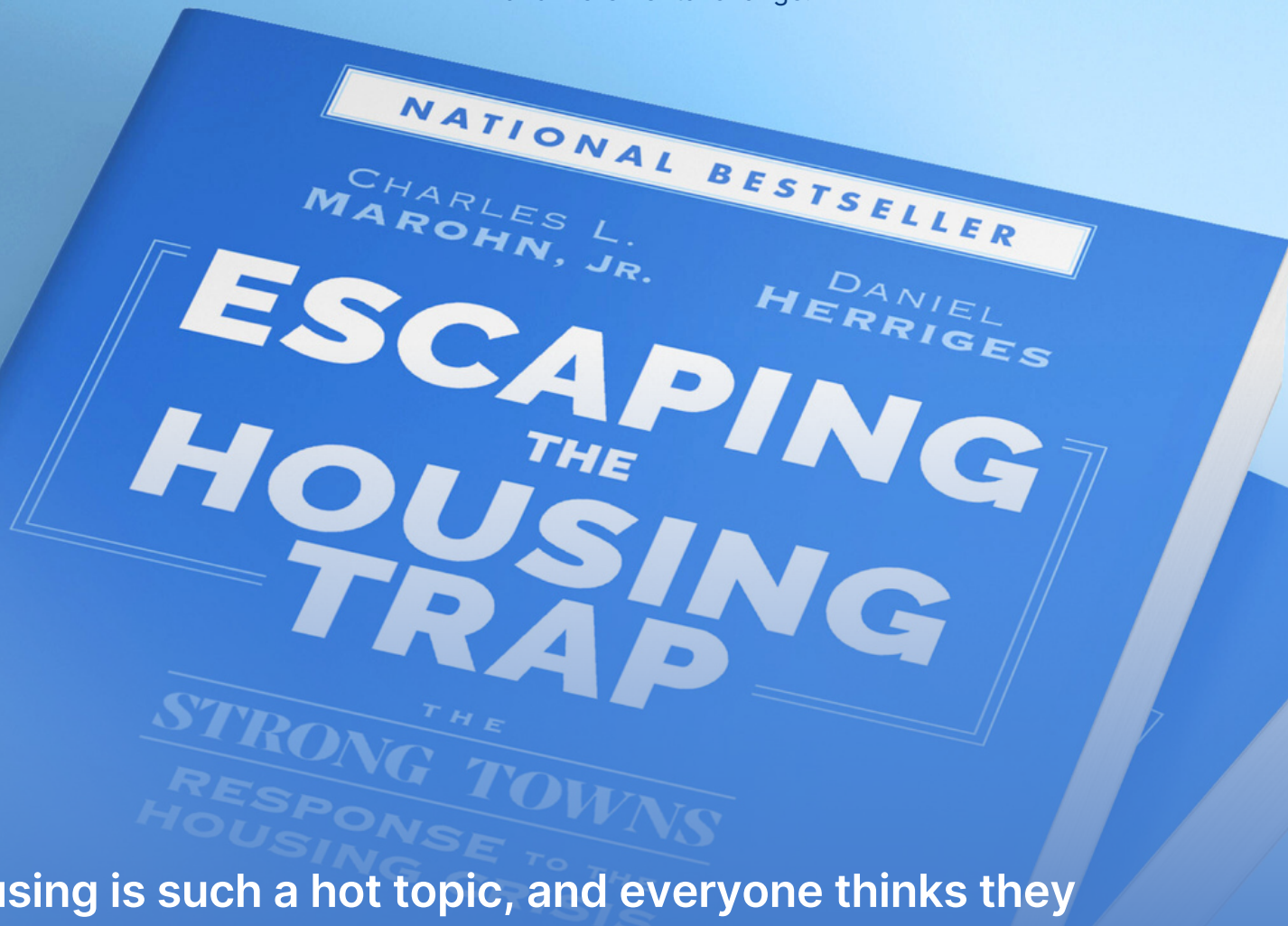


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The Strong Towns National Gathering is a unique and delightful event that doesn't feel or run like a professional conference. Rather, it's a deeply inspiring convening of change makers — citizen advocates and professionals alike — who are impatient to get real things done.

Escaping the Housing Trap

Our new book, "Escaping the Housing Trap: The Strong Towns Response to the Housing Crisis," was released in April 2024. It quickly topped multiple bestseller lists and garnered positive reviews in a variety of publications. The Housing Trap Tour reached communities across the country with a vital Strong Towns message about how to address today's housing crisis through bottom-up action and incremental change.



“

Housing is such a hot topic, and everyone thinks they know THE answer - zoning reform, non-market housing, regulation, etc... What I love is how ST treats all these views with due respect, but offers good criticisms of each one. Even better is the section on solutions, which, in classic ST style gets me, a regular citizen, excited for bottom-up change.

Joel Fox



Program Highlight

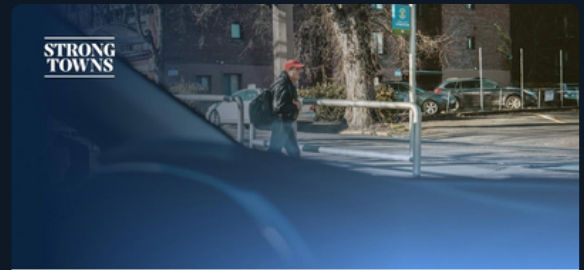
The Crash Analysis Studio

The Crash Analysis Studio demonstrates a model for learning from traffic crashes and preventing future harm.

In 2024, Strong Towns consolidated the findings from 18 cities whose residents adopted this model into a national report.

Highlights included:

- ▶ The participation of the Vision Zero Network, Transportation For America, Toole Design and the city of Hoboken in the report's release.
- ▶ Over 500 people in attendance, from press partners to elected city officials.



Beyond Blame:

How Cities Can Learn From Crashes To Create Safer Streets Today

- 2 Executive Summary
- 4 Factors Contributing to Automobile Crashes
- 10 Key Recommendations
- 15 About the Crash Analysis Studio Approach
- 16 The Crash Analysis Studio Model: Applied
- 23 Statement on Municipal Liability
- 24 Next Steps

[Get the Report](#)

[Watch the Press Conference](#)

Strong Towns provides guidance and support to citizens and city leaders who want to adopt and adapt the Crash Analysis Studio model.

Email us at studio@strongtowns.org to learn more.

NEWS: TRANSPORTATION

Live near a dangerous road? This group says they can help Colorado fix it.

Strong Towns is teaming with Denver, Grand Junction and Durango to upend outdated city planning that it says is killing cyclists and pedestrians

Tracy Ross
4:12 AM MDT on Sep 16, 2024

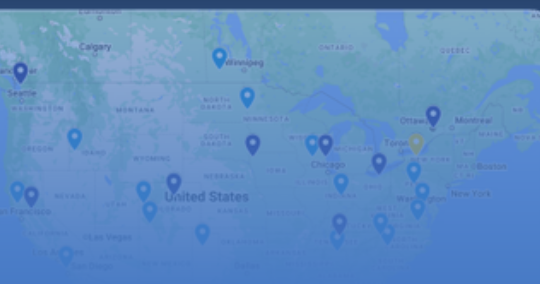
ROAD SAFETY CONCERNS

Pause

0:11 / 2:27

NEWS

Durango residents push to make Animas View Drive safer



THE SACRAMENTO BEE LOCAL

Sacramento-area students learn to question dangerous roads — and change them

How One Professor is Inspiring the Next Generation of Transportation Engineers

Asia Mielezko - November 18, 2024



A man with dark hair and a mustache, wearing a dark t-shirt with a logo, stands with his arms crossed at a street intersection. In the background, there are traffic lights, trees, and a clear blue sky. The image has a warm, golden-brown tint.

It Starts With One Street

Andrew Allport stands in front of the intersection where his son was hit by a car. The Durango Crash Analysis Studio, along with Studios conducted in Grand Junction and Denver, gained statewide recognition in Colorado. (Hugh Carey, The Colorado Sun.)

“

I feel we've become so accustomed to dangerous streets being the norm. We would plead for change and nothing would happen. Shifting this paradigm was the first step, and Strong Towns gave us the tools and a platform to be heard.

The Durango Crash Analysis Studio showed us that danger is not an accident. It's the result of many factors, and we can step up and do something. It starts with one street, one intersection.

I love how Strong Towns empowers citizens to make changes ourselves. One quick-build bike lane can build momentum, challenge the status quo, and make our streets safer for everyone.

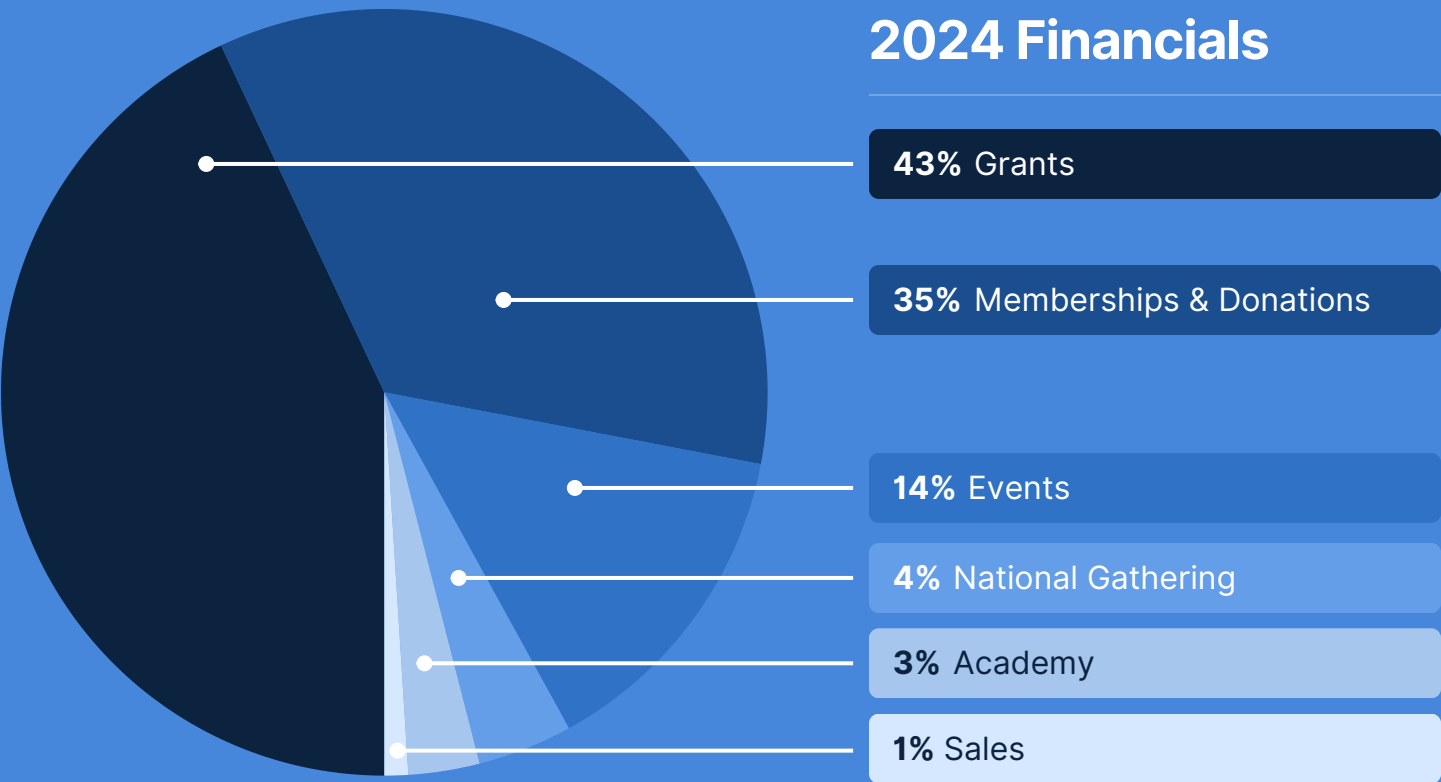
Andrew Allport
Durango, Colorado



"We don't have to wait for big solutions. Small wins can create real change in our communities." Andrew, co-founder of the community-supported organization Bike Durango, takes the next step with a quick-build protected bike lane. (Jennaye Derge, Bike Durango.)

Financials & Membership

Despite a national election dominating people's attention, the Strong Towns movement thrived in 2024, reaching a record-breaking 5,700 members. We also launched a new sponsorship program that helped fund many important initiatives.



Core Support for the Strong Towns Movement

In addition to the thousands of members who collectively support this movement, the work of Strong Towns would not be possible without the support of hundreds of sponsors, donors and partners. A special thank you to those who generously support the Strong Towns mission.

Interested in strategically supporting the movement through our programs, events and more? Get in touch with Chris Allen, director of Events and Partnerships, to discuss sponsorship and donation opportunities: chris@strongtowns.org. Or visit strongtowns.org/support to learn more.

Media Impact

In 2024, Strong Towns was featured, quoted and cited 590 times in the media, reaching over 190 million people! From national publications to hundreds of local news outlets, the Strong Towns approach is shifting conversations about housing, transportation and municipal finance.



Bloomberg



SLATE

WSJ



Vox

CityLab | Housing

Can Your Town Solve the Housing Crisis?

In Cincinnati, planners, developers and designers connected to the New Urbanism and Strong Towns movements gathered to find bottom-up ways to build more homes.



A dense cluster of new Urbanist-style housing in the Town of Trilith, outside of Atlanta. Photo: Town of Trilith



In addition to the popular walking tours, Strong Towns Chicago members have spent the summer engaging in other community activism. They were among the large, enthusiastic crowd at the recent *Save Our Lakeshore Rally* to push for a less car-centric North DuSable Lakeshore Drive rebuild.



BUSINESS | LOGISTICS

'Stroads' Aren't Streets. They Aren't Roads. And They Don't Work.

Urban planning critic says the U.S. should build streets for people to live, and roads to move traffic quickly



From left, Strong Towns Santa Barbara's Qing Xue, Thomas Sekula, Sullivan Israel, Lily Heidger, and Anita Stahl

Enter the new kids on the block — Strong Towns Santa Barbara — a fiery group of young guns who are ready to sustainably revitalize the downtown area, one pedestrian at a time. They've crafted the rallying cry of why State Street should remain car-free and have avoided latching onto the sense of impending e-bike doom that has consumed so many Santa Barbarans.

HOUSING

187

media mentions.

Includes conversations about "Escaping the Housing Trap," incremental and missing middle housing, and housing financialization.

MUNICIPAL FINANCE

44

media mentions.

Includes conversations about local financial transparency, taxes, and the suburban development pattern in relation to infrastructure and fiscal resilience.

TRANSPORTATION

191

media mentions.

Includes conversations about the Crash Analysis Studio, safe and productive streets, ending parking mandates, and ending highway expansion.

STRONG TOWNS APPROACH

168

media mentions.

Includes conversations about the National Gathering, the Strongest Town Contest, the Community Action Lab, the four-step approach to public investment, and Strong Towns principles.



2025 Preview

The year ahead offers opportunities for members to lead their communities toward a stronger future. Here's what to look forward to in 2025:

- ▶ **National Gathering in Providence, RI:** We will provide an opportunity to connect with members, experts and advocates in a historic setting.
- ▶ **Housing Toolkits:** We aim to release three implementation toolkits that support the book “Escaping the Housing Trap,” with the first available to members in February.
- ▶ **Crash Analysis Studio Expansion:** In 2025, we aim to bring the Crash Analysis Studio model into the communities that need it most, both by partnering with cities and Local Conversations who are ready to start their own Studios and by continuing to run our demonstrations.
- ▶ **Strengthening Local Conversations:** We aim to provide enhanced support and resources for grassroots leaders driving change.
- ▶ **Amplifying Member Stories:** We will make an amplified commitment to sharing success stories across platforms to inspire and inform others.
- ▶ **Membership Growth Goal:** We aim to reach 8,500 members — a 50% net increase — to strengthen the movement and expand our impact. This ambitious commitment highlights the central role of membership in achieving our mission and driving the outcomes we strive for.

Contact Us

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