

THE WAY WE BUILD OUR CITIES IS FUNDAMENTALLY FLAWED. IT'S TIME FOR A BOTTOM-UP REVOLUTION.

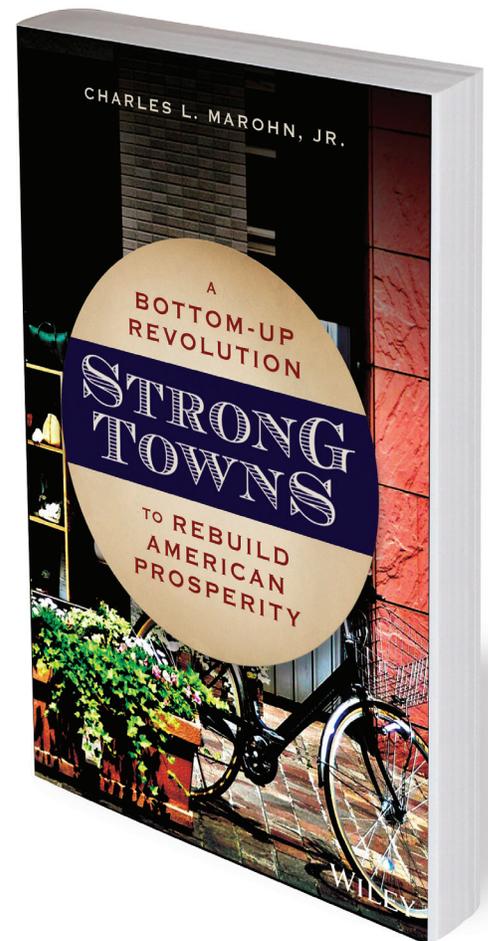
America's cities are trapped in a vicious cycle. We can't meet our basic financial needs, yet continue to fund new highways, new megaprojects, and new developments that fail to generate prosperity. Short-term growth may create the illusion of wealth, but it comes at the expense of long-term solvency, creating unpayable future liabilities.

Charles L. "Chuck" Marohn, Jr., wants us to break this cycle with lessons our ancestors learned over thousands of years of trial and error. To create cities that last, we must build incrementally, in small actions at the local level, with a focus on feedback and adaptability. This formula will restore strength and stability to our fragile system. And in his new book, *Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity*, he breaks with modern practice to present a new vision of urban development that creates organic resilience.

Readers will discover:

- Why our cities are on the cusp of a long, slow decline, and how to approach the challenge in a rational way
- Why inducing growth and development has been the conventional response to urban financial struggles—and why it just doesn't work
- Why old and blighted areas are often more financially productive than shiny new ones
- The power of "little bets" to strengthen communities and improve the lives of citizens
- How humble public engagement can create amazing insights
- The surprising ways that strong neighborhoods make us better people

This book lays out a new paradigm that not only promises to address the long-standing problems facing America's city leaders, but also offers unexpected insights into what it means to be human. Thoughtful, practical, quietly passionate, and at times poignant, *Strong Towns* is a must-read for anyone who cares deeply about creating places where people want to live.



ABOUT THE AUTHOR:

Charles L. "Chuck" Marohn, Jr., is the founder and president of Strong Towns and the author of the forthcoming *Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity*. He is a professional engineer (PE) licensed in the state of Minnesota and a land use planner with two decades of experience. He holds a bachelor's degree in civil engineering and a master's of urban and regional planning, both from the University of Minnesota. Marohn hosts the Strong Towns Podcast and has presented Strong Towns concepts in hundreds of cities and towns across North America. He is featured in the documentary film *Owned: A Tale of Two Americas*, and was named one of the Ten Most Influential Urbanists of all time by *Planetizen*.

To order the book or learn more about the Strong Towns movement, please visit www.strongtowns.org, call 844-218-1681, or email Kea Wilson at kea@strongtowns.org.

JOIN THE STRONG TOWNS MOVEMENT.

For generations, North American communities have been growing—or, at least, they've been building. But as we've paved endless roads, raised countless buildings, and put more and more infrastructure in the ground, we've given almost no thought to whether future generations will be able to afford to maintain the world we'll leave them with—or how many of the things we build are making our communities worse places to live today.

Strong Towns, founded by Chuck Marohn, is calling for a bottom-up revolution that happens at the local level, powered by highly engaged citizens who are willing to roll up their sleeves and put in the hard work needed to take back their future one block at a time. By embracing this path of continuous adaptation and smart incremental growth, people from all walks of life can help our cities and towns truly thrive.

WHAT PEOPLE ARE SAYING ABOUT STRONG TOWNS

“Sometimes, in our depleted and cynical times, one hears, *Well then, what is your genius plan?* Here it is, finally, with extraordinary force and clarity: a genius plan.”

–Andres Duany, author of *Suburban Nation* and founder of the Congress for the New Urbanism

“Rebuilding our cities, towns, suburbs, and communities won't be easy. But Marohn shows us a way to a better future, driven bottom-up by our many and varied strong towns. Marohn has written the playbook for rebuilding our communities. A must-read for mayors, city builders, urbanists, and all of us who want to live in and create stronger, more vibrant, and inclusive places.”

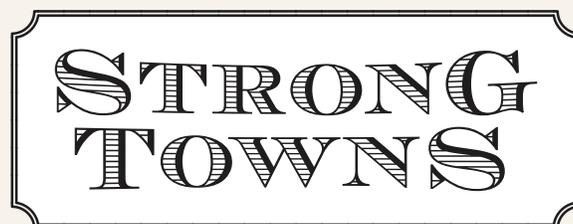
–Richard Florida, author of *The Rise of the Creative Class* and *The New Urban Crisis*

“Charles Marohn brings the same incisive creativity to *Strong Towns* that citizens and city leaders alike must bring to their communities in order to reinvent them for a more face-to-face future.”

–Janette Sadik-Khan, Bloomberg Associates, former NYC Transportation Commissioner

“Chuck Marohn is the love child who would have resulted had E.F. Schumacher and Jane Jacobs hooked up at a Minnesota roadhouse. Somewhere between *Small Is Beautiful* and *Cities and the Wealth of Nations* can be found the germ of *Strong Towns*, our current moment's most cogent, practical, and necessary response to the problem of urban economics.”

–Jeff Speck, author of *Walkable City* and *Walkable City Rules*



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