



LOCAL-MOTIVE TOUR

5 STEPS TO FORMING A SUCCESSFUL NEIGHBORHOOD GROUP

ARE YOU READY TO ACTIVATE THE STRONG TOWNS MOVEMENT IN YOUR TOWN OR CITY?

Across the U.S. and Canada, Strong Towns advocates are gathering right now to discuss how to put the Strong Towns approach into action where they live. There are more than 100 of these Local Conversations right now, with new groups starting every week.

HERE'S HOW TO FORM A SUCCESSFUL NEIGHBORHOOD GROUP:

1 DECISION

You're deciding to no longer be an observer of the decline of your town or city, but rather an active participant in making it better. Go to strongtowns.org/local to let Strong Towns staff know you want to start a neighborhood group. We can help.

2 CONNECTION

Chances are, you're already surrounded by potential allies. Even people who haven't heard of Strong Towns yet are passionate about one or more Strong Towns issues. Connect with people online as well as in person. Something almost all our most effective Local Conversations have in common? Facebook groups.

3 CONVERSATION

Be consistent and be persistent. You may only have one or two folks show up for your first few gatherings, but momentum will come. Learn how to talk well and work together across differences. Also, have fun. This is important work, but it doesn't have to be dreary.

4 ACTION

We've found there is a virtuous cycle when Local Conversations take concrete action to build a stronger, more financially resilient city. The city and the Local Conversation, not to mention the individual advocates, are strengthened together.

5 CELEBRATION

It's important to celebrate your wins, no matter how small they may seem. In fact, you should find a reason to honor your efforts even if they aren't immediately successful. A key part of the Strong Towns approach is in the taking of small, incremental steps and iterating based on what we learn. We at Strong Towns will want to celebrate with you, perhaps even by highlighting the work you've been doing in one of our articles or podcasts.