

LOCAL-MOTIVE TOUR

4-STEP PROCESS FOR PUBLIC INVESTMENT

THIS SIMPLE PROCESS WILL UNLOCK YOUR CITY'S WEALTH, ENERGIZE NEIGHBORS, AND GET YOUR COMMUNITY MOVING IN THE RIGHT DIRECTION.

The conventional approach to public investment—with its focus on expansion—is broken:

- It **SQUANDERS RESOURCES**, both in money and land.
- It is **HIGH-RISK**, going all-in on projects that may or may not solve our problems.
- It **SQUANDERS TIME** with lengthy decision-making processes and construction projects.
- It is **IRREVERSIBLE**. Or close to it.

In contrast, a Strong Towns approach shifts the focus from building more to making better use of what we already have. We use a series of rapid, comparatively small actions to: improve the quality of life now, increase pride-of-place, identify successful strategies worthy of greater investment, and steer our communities toward resilience and prosperity.

HERE IS THE 4-STEP PROCESS FOR PUBLIC INVESTMENT:

1

OBSERVE

Humbly observe where people in the community struggle.

2

ASK

Ask the question: What is the next smallest thing we can do right now to address that struggle?

3

ACT

Do that thing. Do it right now.

4

REPEAT

Go back to Step 1 and begin the process again.

