Going from Strong Towns Ideas to Implementation.

Illinois Terminal  City View Room, 4th Floor.  10:00-11:30am  (Venue provided by CU-MTD)

- What does it look like to value and become a resilient community?
- What does it practically look like to take incremental steps toward resilience?
  - In housing? Where do ADUs fit in? In increasing our density?
  - In our Downtown areas? In scattered commercial spaces? What do we do with our outer fringe business developments?
  - In our policies? In our budgets? In our use of TIF areas?
  - What does continuous adaptation, iterating, and learning look like for our planning and engineering departments, for our city councils?
  - In our streets and roads? What do we need to rethink, and redo?
- How do staff and elected officials work with community advocates and outside consultants as we adopt a Strong Towns approach?
- What are three important questions we should be asking about our current city finances? What financial metrics should a Strong Town community track?

Charles will speak for approximately 30 minutes, and the remaining 60 minutes will be held for questions and discussion with the attendees.

Targeted audience: City staff, elected officials, and community advocates. All others are welcome, especially UIUC students and faculty with conflicts with the afternoon presentation.

Strong Towns: How to leverage our best practices for robust communities:
Zoning, Transportation, Housing, Downtowns, Incremental Development, and City Finances.

Wetmore Lecture: hosted by the Department of Urban and Regional Planning. University of Illinois at Urbana-Champaign  BTH Auditorium.  2:00-3:30 pm Reception to follow presentation.

Pulled from the content of his books, Strong Towns and Confessions of a Recovering Engineer, Marohn offers that the Strong Towns approach to transportation, planning, and engineering focuses on bottom-up techniques for spending less and getting higher returns, all while improving quality of life for residents of a community.
Target audience: Students and Faculty in the Urban and Regional Planning Department as well as economics, business, engineering, political science and the rest of the UIUC campus community. Community members who cannot attend the other two sessions are welcome.

______________

**Strong Towns: A Bottom Up Approach to Rebuild American Prosperity**

Illinois Terminal. City View Room, 4th Floor. 5:30-7:00pm (Venue provided by CU-MTD.)

In this presentation, Marohn will explain why our cities are on the cusp of a long, slow decline, and how to approach the necessary triage in a rational way. He'll share why old and blighted areas are often more financially productive than shiny new ones and how humble public engagement can create amazing insights.

Charles will speak for approximately 45 minutes, and the remaining 45 minutes will be held for questions and discussion with the audience.

Target audience: Everyone. This is an overview presentation of the Strong Towns approach to community health and financial resilience. It will look at planning and engineering, and policies and finances that work towards or against a healthy community.

____________________________

About Strong Towns: The way we grow our cities squanders financial resources and doesn’t truly serve the people who live in them. Strong Towns helps local leaders identify the problem and take action to build a stronger, financially resilient future. The Strong Towns movement is reshaping the North American development pattern with a return to bottom-up, incremental growth.

**Charles Marohn**—known as “Chuck” to friends and colleagues—is the founder and president of Strong Towns. He is a land use planner and (retired) professional engineer with decades of experience. He holds a bachelor’s degree in civil engineering and a Master of Urban and Regional Planning, both from the University of Minnesota. Marohn is the author of *Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity* (Wiley, 2019) and *Confessions of a Recovering Engineer: Transportation for a Strong Town* (Wiley 2021). He hosts the *Strong Towns Podcast* and is a primary writer for Strong Towns’ web content. He has presented Strong Towns concepts in hundreds of cities and towns across North America.