

**ABOUT STRONG TOWNS**

Strong Towns is a member-supported non-profit advocacy organization that is seeking to change the way we develop communities across North America. Strong Towns has hundreds of Canadian members and is currently hosting a Community Action Lab in Medicine Hat, AB. Our presenter tonight, Norm Van Eeden Petersman, lives in Delta, BC and he leads a housing advocacy group in his city. He is the Director of Membership and Development for Strong Towns. Find out more online at [www.strongtowns.org](http://www.strongtowns.org)

**ABOUT STRONG TOWNS CAMPBELL RIVER**

We advocate for a CR that is safe, resilient, and prosperous. We are inspired by the Strong Towns approach which is all about taking small, local action to achieve safer streets, financial solvency, and affordable housing. We are not affiliated with any political party or organization and receive no funding from anyone. Our group is named after and shares the goals of the main Strong Towns non-profit, but we operate independently to support local conversations and initiatives that align with those goals. (Join our email list: <https://tinyurl.com/STCRemail>)

**ABOUT BOTTOM-UP CHANGE**

After decades of major issues arising from the favoured top-down solutions of the planning, engineering, and economic development professions, Strong Towns is advocating for a renewal of the bottom-up, incremental, and locally-responsive ecosystems of opportunity that defined prior patterns of development.

[facebook.com/groups/strongtownscr](https://facebook.com/groups/strongtownscr) | <https://discord.gg/6YzrZgTdV5>



**Recommended Reading**  
Where should  
investment come from?

**Strong Towns 101**  
Free introductory  
video course



**THE STRUGGLE AND OPPORTUNITY**

Talk with someone about their experience living here. *Where do they see people thrive? Where are people struggling? What are their hopes and dreams for your community? Even if they haven't heard much of Strong Towns yet, is there an opportunity to work together to make your place stronger?*

**LOOK AROUND YOU**

1. Some of the hallmarks of the **traditional development pattern** include its human scale, mix of uses (commercial and residential), and especially its flexibility. *Are there places in your community where traces of the traditional development pattern can still be found?*
2. Some of the hallmarks of the **suburban development pattern**—or the Suburban Experiment—is that it is scaled for cars, tends to separate uses, and is built all at once. *Where in your community do you see the suburban development pattern?*

**WHAT IS A STREET? A ROAD? A STROAD?**

1. A street is a platform for building wealth. Successful streets are places where humans, and human interactions, flourish. *What are some successful streets in your community?*
2. A road is a high-speed connection between productive places. *What is an example of a successful road in your community?*
3. A stroad tries to be both a street and a road, and ends up failing badly at both. *What is an example of a stroad in your community? Describe some of the features that make it unsafe, unproductive, and uninviting*



**Resources**  
Active  
Transportation

**Slides and Recording**  
Available here after  
the talk

