

CITY OF NORMAN, OK
JOINT MEETING WITH THE STRONG TOWNS AD HOC COMMITTEE,
PLANNING COMMISSION, & CITY COUNCIL

Municipal Building, Council Chambers, 201 West Gray, Norman, OK 73069
Monday, July 17, 2023, 4:00 PM

SUPPLEMENTAL SHEET

Strong Towns Community Action Lab Update

Background: In January, the city of Norman invited Strong Towns, a national nonprofit concerned with building resilience and prosperity in North American cities, to support the commission in hosting a 24-month program consisting of in-depth community conversations, leadership training and resource expansion. This program will shift the conversation about development in Norman.

Community Action Lab Content: As Strong Towns has engaged with the Strong Towns AD HOC Committee and the public, the feedback we have received is simple: "We want more of this. The Strong Towns message is critically important to us and we want to go deeper to really understand how it applies to our community. We want to be more involved."

In response, Strong Towns has taken the course materials and learning path that were prepared for the Norman Action Team and reworked them for the general public. This information is available now in a self-guided format **available for anyone to access at** <https://academy.strongtowns.org/p/norman-signup>.

Updates from the Strong Towns AD HOC Committee and Action Team: Discussion with Strong Towns on the feedback and insight from the Strong Towns AD HOC Committee and Action Team from the material

- Strong Towns Core Principles
- Growth Ponzi Scheme
- How Do We Measure Success?
- The Implications of a Sales Tax System

Community Action Lab Engagement Update:

- Over 210,000 Social Media Engagements
- Over 300 Email subscribers with a 54% email open rate
- Over 144 students in the [Norman Community Action Lab Course](#)