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UKIAH NAMED ONE OF THE 16 “STRONGEST TOWNS” IN THE NATION; WILL “COMPETE” TO BECOME NUMBER ONE

Ukiah, CA. February 29, 2024 - Ukiah has been named one of the 16 “Strongest Towns” in the nation and the *only* nominee in California! To become #1, Ukiah will go head to head with 15 other North American cities in the 9th Annual [Strongest Town Contest](#), and voting begins Monday, March 4. In this bracket-style voting tournament, Ukiah will compete for the “Strongest Town” title by shining a national spotlight on its progress toward safety, financial resiliency, housing and transportation. Help support this small, Northern California city that’s doing big things!

Cast your vote for Ukiah, starting Monday, March 4, at strongesttown.com.

Competitors will advance over five rounds in a March Madness-style competition, based on weekly voting periods. One champion will be honored at the Strong Towns National Gathering, with two representatives flown in and presented with an award. Strong Towns will also create a short documentary film about the winning city.

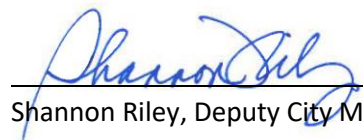
Here’s how voting works. In the first round, Ukiah will compete with three other cities in a special category, “Building Better Budgets.” Then, all cities will advance to Round 2, where they will compete head to head and advance weekly based on votes collected during that period:

- R1: Meet Your Contestants (March 4–8).
- R2: Sweet Sixteen (March 11–15)
- R3: Elite Eight (March 18–22).
- R4: Final Four (April 1–5).
- R5: Championship (April 8–12).

Monday through Thursday of each round is a new voting period, so it’s important that people cast a new vote for Ukiah each week.

The Champion will be announced on Monday, April 15. [Previous contest winners](#) have adapted their roads to be safer and pedestrian friendly, created public centers where local commerce thrives, and provided access to community services through a strong network of community partnerships. What do all these Strongest Towns have in common? **They put people first.**

Strong Towns is a 501c(3) nonprofit and media advocacy organization that shifts conversations around the North American development pattern. Through articles, podcasts, videos, live events, and city partnerships, they provide knowledge and tools to help cities transform their streets and communities. This is their 9th annual Strongest Town Contest.



Shannon Riley, Deputy City Manager

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