

FY2021 Work Plan

July 1, 2020 - June 30, 2021

Community Engagement and Events



Direct Engagement

Making Headway in Your Community
 Energy Efficiency: Why and How



Smart Growth Workshops

Securing Housing Choices
 Smart Growth Pop-Ups



Annual Summit

Flexing the Power of Home
 Rule: A Path Toward Regional Solutions

Advocacy

- Municipal:** Encourage smart growth outcomes
- State:** Legislature
Climate Council
10-year Economic Development Strategy
COVID Recovery
- Federal:** Partnerships with:
Maine Together
Smart Growth America
Transportation for America



Maine Alliance for Smart Growth

Connections across Maine
 Smartini events
 Advocate for historic rehabilitation tax credit

Organizational



Management

Capacity building
 Inclusive Membership
 Equity action plan
 Finances



Communications

Engaging website
 Social and earned media
 Tools for Community
 Volunteers



Development

Free municipal membership in 2020
 Expand and diversify funding sources