

FY2021 Work Plan

July 1, 2020 - June 30, 2021

Community Engagement and Events



Direct Engagement

Energy Efficiency: Workshops and Technical Assistance
 Making Headway in Your Community



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