



Billing Hourly Rates by Person and Role: 2024-2025

Billing Rates by Person								
	CEO & Managing Principal	Principal	Director	Sr. Associate	Associate	Sr. Analyst	Analyst	Graduate Analyst
2024	\$ 318	\$ 298	\$ 269	\$ 227	\$ 197	\$ 197	\$ 131	\$ 107
2025	\$ 328	\$ 307	\$ 277	\$ 234	\$ 203	\$ 203	\$ 135	\$ 110



Ali Sutherland-Brown

Principal

Ali is an entrepreneurial urban planning leader and communications strategist with over 12 years of experience in economic development, stakeholder engagement, and strategic planning. She runs inclusive and efficient teams to develop actionable insights for public and private sector clients in NYC and across the Northeast.

Alexandra Sutherland-Brown (Ali) joined Karp Strategies after multi-sector experiences at the NYC Department of City Planning, the Institute for Urban Design (now the Urban Design Forum), and in law and academia. Seven years into consulting, she remains a generalist who applies a holistic lens to projects across workforce and economic development, real estate, community engagement, strategic planning, and offshore wind.

As of July 2022, Ali has led or advised on projects with future impact in the billions, and engaged tens of thousands of stakeholders across the region. Ali's leadership has shaped: the Master Plan for the Port Authority of New York and New Jersey, which will guide the next 30 years of its waterfront operations; repositioning Sunset Park to retain industrial and manufacturing companies in-state; and respectful community engagement for the redesign of Brooklyn Public Library's Brownsville branch.

BACKGROUND | EDUCATION

Massachusetts Institute of Technology,
Master in City Planning

University of Chicago, Master's Program in Urban Studies

Princeton University, Bachelor of Arts
in History & American Studies

Coro Leadership New York, LNY30

LEADERSHIP | MEMBERSHIP

American Planning Association (APA), Member (Current)

Fund for Public Housing, Advisory Committee (Current)

Urban Land Institute, Committee Member,
Scholarships/Foundations Committee (Current)

Urban Design Forum, Fellow (2019)

Coro Leadership New York, LNY30 (2018–2019)

IDEO Design Thinking Certification (2018)

Staten Island Economic Development Corporation,
Executive Women's Council (2017–2018)

SELECTED PROJECTS

City of Cambridge Real Estate Development Zoning Analysis

(2020-Present, Cambridge, MA)

As Project Principal, providing oversight and analysis of property owner-led zoning petitions in Cambridge, Massachusetts as in-house consultants to the City. Overseeing review of zoning petitions, research design, and compilation of data. Advising the development of summary findings, including text and graphics to present to the Cambridge Planning Board and City Council.

Hartford-Brainard Airport Vision Plan

(2022, Hartford, CT)

As Project Principal, oversaw the market and workforce analysis to ascertain the feasibility of redeveloping the Hartford-Brainard Airport into a mixed-use development, especially to leverage inherent advantages to create economic opportunities in a shrinking city.

Long Island City Mixed-Use District Study

(2019-2020, Queens, NY)

Managed the creation of a comprehensive market analysis and public policy evaluation for a mixed-use waterfront district in Long Island City, with particular focus on inclusive economic development. Developed commercial and industrial profiles, socioeconomic analysis, and national and international case studies. Created a highly visual report that provides holistic analysis of economic trends, inclusive development opportunities, and project feasibility.

Meatpacking District Shared Street Pilot

2020, New York, NY)

Directed the development of a strategy for business and community engagement for the Meatpacking District Shared Streets Pilot project, a public space redesign program to address COVID-related needs. Oversaw a high-level plan, including a timeline and menu of interactive activities. Collaborated with the Meatpacking District Management Association to shape their messaging to businesses and residents to communicate the economic development rationale of the pilot project.

Middletown Riverfront Comprehensive Plan

(2021-2022, City of Middletown, CT)

As Project Principal, led stakeholder engagement and economic development workstreams to create an achievable and visionary master plan for a 200-acre riverfront revitalization. Economic development work concentrated on: real estate market analysis, development finance tools applicability, and gap analysis of economic needs against workforce development opportunities to be filled by future anchor tenants.

Cipriani Pier Planning and Analysis

(2016, New York, NY)

Conducted holistic planning analysis and provided strategic advisement to the client to develop, analyze, and articulate their vision for a catalytic waterfront redevelopment. In-depth data analysis of the area jobs market, including triangulation of current demographics and workers with potential jobs and career pathways on site. Created a proposal, including narrative, extensive graphics, and supporting analytics, to submit to both investors and the city for consideration.

Confidential Neighborhood Market and Demographic Analysis

(2020-2021, New York, NY)

As project principal, oversaw the analysis of demographics and market trends in confidential NYC neighborhood and two comparable areas. Developed summary findings and key takeaways about the state of gentrification and displacement to inform client decision making.

SoHo Zoning Guidebook for the SoHo Broadway Initiative

(2017-2018, New York, NY)

Project manager. Created a Zoning Guidebook for the SoHo Broadway Initiative, the local neighborhood improvement district, to explain the complex regulatory environment in the SoHo neighborhood. Developed original graphics and clarified text to ensure guidebook is accessible to its intended audience of informed laypeople and elected officials. Led graphic design, research, and zoning analysis.



Annie White

Director of Real Estate + Economic Development

Annie navigates government operations and succinctly communicates complex data to advocate for policies and urban development that strengthen communities and promote equitable wealth creation.

Annie is an urban planner and trained architect with expertise in local government operations, real estate strategy, and economic development. In Annie's five years at the NYC Department of City Planning (DCP), she gained fluency in zoning and land use mechanisms while serving as a project manager for developments and initiatives in neighborhoods ranging from East Harlem to SoHo. As the planner liaison and project manager for Hudson Yards and Chelsea, Annie was recognized at DCP for managing the largest number of public and private applications in the Department. She represented DCP in major city initiatives such as the Garment Center rezoning and the SoHo-NoHo envisioning process. Annie has also researched and crafted policy recommendations to better engage M/WBEs and employee-owned cooperatives in forthcoming investments in carbon-reducing building retrofits as a Forefront Fellow with the Urban Design Forum.

As a Director at Karp Strategies, Annie utilizes her knowledge and expertise to craft evidence-based and holistic real estate and economic development strategies. In her work, Annie is committed to thoughtful community engagement and transparency in the planning process.

BACKGROUND | EDUCATION

Harvard Graduate School of Design,
Master in Urban Planning

Washington University in St. Louis,
Bachelors of Arts in Architecture

LEADERSHIP | MEMBERSHIP

Waterfront Edge Design Guidelines
(WEDG) Certification (2023E)

Urban Land Institute: New York Housing Council
Member, Young Leaders Group Programming
Committee, Chapter Member (2022–Present)

Urban Design Forum: Membership Committee
(2023–Present), Forefront Fellow (2020–2021)

SELECTED PROJECTS

Economic Feasibility Analysis for the City of Cambridge's Inclusionary Zoning Policy

(2023–Present, Cambridge, MA)

Project Director providing oversight and analysis for the inclusionary zoning financial feasibility analysis in Cambridge, Massachusetts. Directing the evaluation of housing typologies, reviewing inclusionary zoning policy, and overseeing critical data compilation. Advising on developing comprehensive summary findings, including text and graphics, for presentation to the Cambridge Community Development and the MA Department of Housing and Community

Monroe Residential Housing Strategy

(2023–Present, Monroe, MI)

As Project Director, oversees the development of a data-backed residential housing strategy, including research of the housing market in Monroe and recommending relevant and implementable incentivizing strategies. Directs the delivery of work across all workstreams, including reviewing and editing the final versions of the Residential Housing Strategy.

Economic Impact Analysis and Real Estate Development Advisory for Real Estate Project Bid

(2023, New York, NY)

As Project Director, directed strategic development for Silverstein Properties' development proposal for the New York State Gaming Facility Location Board's Request For Applications. Led strategic advisory, quantitative and qualitative data analysis, economic modeling, stakeholder outreach, and narrative development to support the production of a strong, compelling proposal.

Flair Beverages Market Analysis

(2022–2023, New York, NY)

As Project Director, oversaw a real estate and market analysis for Flair Beverages, located in the Inwood neighborhood of Manhattan. Developed research and data collection methods to understand Flair's geographic and strategic position within NYC's food distribution ecosystem. Created a strong land use and market rationale for the City to support mixed-use residential development and Flair's distribution operations at key sites in Upper Manhattan and the Bronx.

HANYC Advocacy Research

(2022–2023, New York, NY)

As Project Director, managed real estate industry and market research for the Hotel Association of New York City (HANYC). Gathered socioeconomic, workforce, and hotel occupancy data to analyze the impact of various public policies on the industry. Created a highly visual report that provides holistic analysis of hotel and market trends to advocate for financial interventions that support this crucial industry recovering from the impacts of the COVID-19 pandemic.

PhilaPort

(2022–Present, Philadelphia, PA)

As Project Director, advises the Philadelphia Regional Port Authority (PhilaPort) on establishing criteria and metrics that evaluate capital development and expansion plans for the Port of Philadelphia. She will lead a working session with the Port's executive leadership to create a decision-making tool that considers program improvements, implementation cost, schedule, and permitting to understand which expansion plans meet PhilaPort's goals.

Reconnecting Cincinnati Westway Economic Impact Analysis

(2022–2023, Cincinnati, OH)

As project manager, supported the development of a data-backed narrative illustrating the economic benefits of Bridge Forward Cincinnati's alternative Brent Spence Bridge redevelopment proposal. Conducted qualitative and quantitative research to support the testing of three development scenarios to reflect the economic impacts of the reclaimed 30 acres of developable land for Downtown Cincinnati. Developed a final report detailing the results of the study to be used by the client to disseminate amongst their stakeholders, including the Ohio Department of Transportation.