



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Tracy Timmons-Gray</i>		
Board/Commission Name: <i>Seattle Pedestrian Advisory Board</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other		Term of Position: * 4/1/2024 to 3/31/2026 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Fremont</i>	Zip Code: <i>98103</i>	Contact Phone No.: [REDACTED]
Background: <i>Tracy is a digital marketing communications and program director working to create partnerships between nonprofits, communities, and individuals to tackle complex issues for lasting change.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): July 30 th , 2024		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

DIGITAL MARKETING COMMUNICATIONS & PROGRAM DIRECTOR who cultivates partnerships between nonprofits, communities, and individuals to tackle complex issues for lasting change. Keen project manager and communications specialist, with a robust skill set in content development and virtual and on-site event management to spur growth in viewership, audience engagement, and revenue. Tenacious problem-solver who commits to taking on new challenges and stopping at little to find solutions.

Skills & Qualifications

Global Communications

- ✓ Editorial Strategy
- ✓ Content Writing & Editing
- ✓ Podcasts
- ✓ Digital & Multimedia Platforms
 - Email
 - Newsletters
 - Social Media
 - Website Development & Maintenance
 - Video Editing
- ✓ Webinars
- ✓ Event Planning & Management
- ✓ Social Community Management
- ✓ Communications Metrics

Project Management

- ✓ Programming, Organizational, & Leadership Alignment
- ✓ Risk Mitigation
- ✓ Vendor Management
- ✓ Process Improvement
- ✓ Data Analysis
- ✓ Problem-solving

Long-Term Relationship Management

- ✓ Collaboration
- ✓ Interpersonal Skills
- ✓ Executive Relations
- ✓ Adaptability & Flexibility
- ✓ Loyalty & Commitment

Tools & Technology

- ✓ Google Analytics
- ✓ HTML
- ✓ WordPress
- ✓ Audacity
- ✓ Canva
- ✓ Microsoft Movie Maker
- ✓ SharePoint
- ✓ Microsoft Office & O365
- ✓ Zoom & GoTo Meeting
- ✓ Event Site & Registration Apps
(Cvent, Whova, Attendify, & Eventbrite)

Professional Experience

COLLECTIVE IMPACT FORUM (CIF) AT FSG, Seattle, WA – *As a field-building entity that provides resources and support for collaborative cross-sector initiatives to advance social change, CIF is hosted by the nonprofit consulting firm FSG and the Aspen Institute Forum for Community Solutions.*

Associate Director – Community & Programs, 07/2019 to Present

- Serve as the voice of CIF to external audiences through maintenance of all primary communications channels
- Manage collectiveimpactforum.org as a showcase for ongoing events and a library of 200+ resources
- Oversee a vital series of in-person and virtual workshops, an average of seven a year, each with 100 to 300+ attendees for measurable gains in annual revenue
- Launched, produce, and edit a [podcast](#) that boasts 70+ episodes and 75K+ downloads to report on collaborative initiatives and best practices from the field (*see p.2 sidebar for additional detail*)
- Direct programming content that includes an average of five webinars annually, each of which attracts 1,000+ registrants
- Head digital communications initiatives that include the CIF YouTube channel, other social media platforms, and at least weekly email marketing and newsletter distribution to a global audience of 30K+

Senior Manager, 12/2015 to 07/2019

Manager, 02/2014 to 12/2015

OLD GROWTH NORTHWEST, Seattle, WA – *This volunteer-run nonprofit fosters creative collaboration and exchange within a robust community of writers and readers in the Pacific Northwest.*

Director – Read with Pride Northwest, 04/2013 to 12/2017

- Coordinated and launched the inaugural LGBTQIA romance fiction conference at the Seattle Central Library in 2013, attracting hundreds of readers and writers from across the U.S. each year through 2017
- Produced author readings, convention panels, and other events at regional venues, including the University Book Store, Hugo House, GeekGirlCon, Gay City, Another Read Through, and the Seattle Public Library
- Launched and managed online communities on social media and GoodReads
- Led project development, partnerships, and ad sales with sponsors, community partners, publishers, vendors, and participating authors

Career Highlights

- ✓ Launched a CIF podcast in early 2020, taking full ownership for researching logistics, program planning and production, equipment, operations, and staffing.

Produce an average of 15 episodes each year for a growing audience, with each segment enjoying 500 to 700 downloads within 30 days of release.

The podcast remains an affordable tactic to attract new partners, share best practices, and maintain year-round relevance and visibility.

- ✓ Quickly pivoted planning in March 2020 to accommodate a shift to make CIF's sole in-person summit—scheduled for May 2020—100% virtual.

After championing the shift to remote programming, led communications efforts to onboard new attendees and launched five weekly webinars between March and April. In addition to addressing audience concerns about logistics for remote work operations, the webinar series attracted hundreds of participants each week and functioned as soft advertising for the pending summit.

The event's 35+ sessions included keynotes, speakers, and panelists to attract 1,500+ attendees—50% more than anticipated—to become CIF's biggest event in its history for more revenue than an on-site program.

Professional Experience, cont.

THE NATIONAL BUREAU OF ASIAN RESEARCH (NBR), Seattle, WA – *NBR is a nonpartisan think tank that conducts and reports on research to inform policymakers, academics, media, and the corporate sector about economics, security, politics, health, and energy in Asia.*

Assistant Director, Online Outreach, 01/2010 to 09/2012

- Managed the Japan-U.S. Discussion Forum, an online community of 800+ members from 25 countries
- Directed all publication and product launches, web marketing (including email and newsletters), social media, and online release schedules
- Collaborated on ongoing website development, including page updates, content writing and editing, and back-end database management
- Led company-wide seminars on basic strategies and best practices for online marketing, social media tools, SharePoint, and wikis

Senior Project Manager, 06/2007 to 01/2010

- Coordinated development and site-wide update of www.nbr.org
- Managed 16-month Emerging Leaders in East Asia project from start to close-out; deliverables included three publications and expert briefings to corporate and congressional audiences

Assistant Director, AccessAsia Database, 06/2004 to 06/2007

Program Assistant, AccessAsia Database, 06/2002 to 06/2004

Education & Professional Development

UNIVERSITY OF WASHINGTON, Seattle, WA

Certificate in Podcasting & Audio Storytelling

Project Management Certificate

Master of Arts (MA) in Japanese Studies

Jackson School of International Studies

SKIDMORE COLLEGE, Saratoga Springs, NY

Bachelor of Arts (BA) in Asian Studies

Study Abroad: Nanzan University – Center for Japanese Studies, Nagoya, Japan

magna cum laude · Phi Beta Kappa

SHINE BOOTCAMP

public speaking

SEATTLE WORKS BRIDGE PROGRAM

nonprofit board leadership

Seattle Pedestrian Advisory Board

12 Members: Pursuant to Resolution 29532 and Ordinance 120325, all members subject to City Council confirmation, 2-year terms, Get Engaged Member, 1-year term:

- 7 Mayor- appointed
- 5 City Council - appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	6	1.	Member	Fallon Boyle	4/1/24	3/31/26	2	City Council
6	M	4	2.	Member	David Frantz	4/1/23	3/31/25	2	City Council
6	M	5	3.	Member	Wes Mills	4/1/24	3/31/26	2	City Council
6	F	7	4.	Member	Chelsea Morrison	4/1/23	3/31/25	2	City Council
3	F	3	5.	Member	Natasha Riveron	4/1/23	3/31/25	2	City Council
6	F	1	6.	Member	Kelsey Nyland	4/1/24	3/31/26	1	Mayor
3	F	4	7.	Member	Desiree Krautkramer	4/1/23	3/31/25	1	Mayor
6	F	4	8.	Member	Tracy Timmons-Gray	4/1/24	3/31/26	1	Mayor
6	O	3	9.	Member	Chris Grgich	4/1/24	3/31/26	2	Mayor
6	F	5	10.	Member	Delaney Lind	4/1/23	3/31/25	1	Mayor
3	F	3	11.	Member	Stevie Rae Brown	4/1/24	3/31/26	1	Mayor
			12.	Get Engaged Member		9/1/23	8/31/24	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	SELF-IDENTIFIED DIVERSITY CHART				(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor		5		1			2			4			
Council	2	3					1			4			
Other													
Total	2	8		1			3			8			

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
 - **G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary, O= Other, U= Unknown
 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*