


**City of Seattle
Notice of Appointment**

Name: <i>Catherine E Morrison</i>		<input type="checkbox"/> Executive Appointment <input type="checkbox"/> Reappointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Greenwood</i>	Zip Code: <i>98103</i>	Contact Phone No.: <i>N/A</i>
Appointed to: <i>Pedestrian Advisory Board</i>		Date of Appointment: <i>3/30/2015</i>
Authority (Ord., Res.): <i>Res.29532</i>		Term of Office: From: <i>4/1/2015</i> To: <i>4/1/2017</i>
Background: <p><i>Catherine is currently the executive director of City Fruit. Her organization reclaims unused fruit from urban orchards, preserves the urban tree canopy, and builds and strengthens connections within community groups through planting, stewardship, and harvesting fruit. From her previous work with public health policy, she wants to use her knowledge to influence pedestrian policies as well as align City Fruit policies with pedestrian issues. Her background provides an academic perspective on assessing the pedestrian environment. As a recent transplant, she will provide a new perspective on the pedestrian issues in Seattle.</i></p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Councilmember Tom Rasmussen

Professional Experience

City Fruit, Seattle, WA

May 2014 – Present

Executive Director

- Devise short and long term strategy, engage staff, board of directors, and community partners in achieving mission and vision for organization
- Manage team of 4.5 FTE staff and six consultants, workplan, budget, multiple grants
- Build partnerships and support for City Fruit's work
- Lead communication and advocacy efforts to raise the organization's profile
- Engage in donor development and fundraising work

Alzheimer's Association, Washington, DC

2010 – March 2014

Senior Associate Director, Public Health

- Managed Association's Cooperative Agreement with Centers for Disease Control and Prevention (CDC), including workplan and budget of \$2.5 million
- Secured visibility and support for Public Health Agenda within the state policy and public health communities
- Successfully secured Association's top policy priority in 49 states over three years
- Built partnerships and coalitions on state and national levels to move Public Health Agenda forward
- In collaboration with the CDC, engaged in a year-long process to update the *Road Map*, a guide for the public health community to take action on cognitive health; recruited nearly 300 individuals to participate; guided the work of the 12 person Leadership Committee

Healthcare Distribution Management Association (HDMA), Arlington, VA

2010

Associate Director, State Government Affairs

- Directed legislative and regulatory affairs in 24 assigned states
- Developed testimony, position papers, and participated in coalitions on behalf of members
- Developed unique member resources including new regulatory review guide, and first-ever mid-year policy review

Spectrum Communications, Washington, DC

2009

Manager, Public Affairs & Health Policy; Practice Leader, Nutrition Policy

- Served as public health expert to public affairs, public relations, and digital communications teams
- Conducted background research, participated in client meetings, tracked legislation and regulatory activities

Sexuality Information and Education Council of the United States (SIECUS), Washington, DC 2007 – 2008

State Policy Coordinator

- Directed all state policy work, planning, and grant making
- Provided technical assistance to state partners including strategic planning, message development, and research
- Supervised state policy team including full time employee and three interns

Saint Louis University School of Public Health, St. Louis, MO

2005 – 2007

Research Assistant

- Conducted assessment of healthy food options in city and county; analyzed and distributed results
- Designed and evaluated wellness campaign by local food bank, Feed My People
- Engaged partners and created coalition designed around food security issues

Ten Candidate and Issue Campaigns, Presidential, State, and Local Levels, Across Four States 2000-2008

- Positions ranging from year-long field organizer, regional field management, to three-month GOTV/C direction
- Directed operations and resources including budget, staff, volunteers, and collateral
- Worked with wide range of stakeholders – unions, businesses, community organizations, and women's groups
- Hired, trained, and managed workload and payroll of staff of up to ten people

Select Service and Awards

American Public Health Association, Washington, DC
Section Councilor, Aging and Public Health Section

November 2013 - Present

- Drafted first-ever statement on Alzheimer's disease as a public health issue, slated for adoption in November 2014

Trailnet, St. Louis, MO

2006 - 2007

Advisor, Healthy and Active Living Project

Planned Parenthood of Illinois, Peoria, IL

2001-2004

Member, Board of Directors

- President's Award for Outstanding Board Participation
- Hope for Humanity Award

Select Publications & Presentations

Morrison, C.E. & Muller, J.L. (2014, February). The Road Map: Implications and Opportunities. Oral session presented at the Mayo Clinic's Meeting of the Minds conference, Saint Paul, MN.

Alzheimer's Association (Morrison, C.E.) and Centers for Disease Control and Prevention (2013, July). The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018, Washington, DC.

Deokar, A.G. & **Morrison, C.E.** (March, 2014). Alzheimer's Disease as a Public Health Issue. Plenary session presented at the annual meeting of the Society for Public Health Education, Nashville, TN.

Morrison, C.E. (2008, November). The Status of Adolescent Health in the United States: The Impact of Abstinence-Only-Until-Marriage Programs. Oral panel session presented at the annual meeting of the American Public Health Association, San Diego, CA.

Morrison, C.E. & Baker, E.A. (2007, November). Cost-effectiveness of increased healthy eating options in low-access neighborhoods. Poster session presented at the annual meeting of the American Public Health Association, Washington, DC.

Kelly, C.M. & **Morrison, C.E.** (2006, October). Do sidewalks increase healthy behavior? Poster session presented Cancer Prevention and Control Research Network (CPCRN), St. Louis, MO.

Education

Saint Louis University School of Public Health & Social Justice, St. Louis, MO

2007

Master of Public Health, Concentration: Health Policy & Management

Thesis project: Cost-effectiveness of increased healthy eating options in low-access neighborhoods

Graduated *magna cum laude* and with *Great Distinction*

Bradley University, Peoria, IL

2004

Bachelor of Science, Majors: Political Science & Biology

Seattle Pedestrian Advisory Board

11 members: Per Resolution 29532, all subject to City Council confirmation, 2-year terms

- 5 Appointed by City Council
- 6 Appointed by Mayor
- 1 Appointed by YMCA Get Engaged program

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	F	1	Lydia Heard	3-4-14	3-4-16	2 nd		City Council
6	F	2	Catherine Morrison	3-30-15	4-1-17	1 st		City Council
6	M	3	Paul Muldoon	3-30-15	4-1-17	1 st		City Council
6	M	4	Gordon Padelford	3-30-15	4-1-17	1 st		City Council
-	-	5	VACANT					City Council
6	M	6	Jeffrey Linn	3-4-14	3-4-16	1 st		Mayor
6	F	7	April Kelley	3-9-15	4-1-17	1 st		Mayor
6	M	8	David Goldberg	3-4-14	3-4-16	2 nd	Chair	Mayor
6	M	9	David Amiton	3-9-15	5-30-16	1 st		Mayor
6	F	10	Joanne Donohue	3-9-15	4-1-17	2 nd		Mayor
3	F	11	Lorena Kaplan	3-4-14	3-4-16	2 nd		Mayor
5	F	12	Bevin Wong	9-9-14	9-1-15	1 st	Secretary	Get Engaged - Mayor

*Diversity

		(1)	(2)	(3)	(4)	(5)	(6)			
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic Latin	Native-American	Other**	Caucasian
Mayor	3	3		1			1			5
Council	2	2	1							4
Other Bodies		1		1					Asian/ Caucasian	
Total	5	6	1	2			1		1	9

**Other includes diversity in any of the following: race, gender and/or ability