



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Kelsey Nyland</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>Georgetown</i>	Zip Code: <i>98108</i>	Contact Phone No.: [REDACTED]
Background: <i>Kelsey is a strategic communication, community outreach, and marketing professional currently working on issues related to child care, mental and physical health, broadband access, environmental stewardship, and economic and workforce development.</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.

KELSEY NYLAND

ABOUT ME

Strategic communications, community outreach, and marketing professional with a proven track record of proactively securing positive media stories that effectively communicate an organization's priorities. Experience developing, implementing, and monitoring strategic communications and engagement plans, pursuing earned and owned media, message development, event planning, rapid response/crisis communications, and community outreach.

RELEVANT EXPERIENCE

Communications Director, Office of Recovery & Resilience, Snohomish County, WA

October 2021 – Present

- Develops, implements, and monitors strategic communications and outreach plans for County's \$160 million pandemic recovery allocation and initiatives.
- Primary communications advisor on issues related to child care, mental and physical health, broadband access, environmental stewardship, and economic and workforce development.
- Developed and implemented a countywide engagement effort that involved elected officials from 17 municipalities, hundreds of community leaders and service providers, and residents across all geographic areas of the county. Maintains organization's community relationships. Led marketing for the effort, which included paid digital media, earned media, and social media. Developed an overall brand with customized brand identities for each event.
- Represents the organization at community events and as an on-the-record spokesperson with media.
- Drafts press releases, remarks, social media content, e-newsletter, slide decks, and website copy.

Strategic Communications Advisor, Office of Mayor Jenny A. Durkan, Seattle, WA

November 2017 – September 2021

- Developed, implemented, and oversaw the communications, marketing, and community outreach strategy for the City's equity-focused COVID-19 vaccination campaign, which included paid digital media, video and graphic content, social media, events, and earned media.
- Developed and implemented communications plans on key mayoral priorities and policy issues, including the education and youth opportunity agenda, criminal legal system reform, public safety, immigrant and refugee supports, and support for small businesses.
- Served as lead on-the-record spokesperson, developed strong working relationships with key media, and regularly and successfully pitched news stories in support of broader communications strategy in both local and national outlets.
- Managed rapid response media inquiries on breaking issues.
- Coordinated, prepared, and staffed Mayor for weekly media interview circuit. Served as lead for all Mayor's media interviews, local and national.
- Drafted press releases, remarks, media advisories, social media content and e-newsletter, which was distributed to over 65,000 users.
- Managed Mayor's Office correspondence (average intake at 1,000 constituent letters/week) and coordinated cross-departmentally on constituent issues.
- Onboarded, trained, and managed communications interns.

SKILLS

Microsoft Dynamics CRM, Microsoft Office Suite, SharePoint, Wordpress, Monday

EDUCATION

New York University, 2017, *magna cum laude*

B.A. in comparative literature

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.