

Jeff Morris

Communications, Policy and Management Professional
(530) 355-9880 • jeffconnection@gmail.com

- Achieves complex objectives within extremely challenging timelines
- Implements high visibility projects in both public & private sectors
- Facilitates and manages a wide variety of organizational dynamics and team compositions
- Builds effective rapport with clients, teams and divergent interests

COMMUNICATIONS, POLICY AND MANAGEMENT CONSULTANT (APRIL 2009 – PRESENT)

Public Outreach Coordinator, Local Jobs Initiative, AECOM (June 2017 – Present)

Developing and promoting local jobs initiative associated with the decommissioning of Klamath River dams for the Klamath River Renewal Corporation, in conjunction with AECOM team

- Created strategic jobs plan to maximize local economic benefit of the project
- Developed concise communications materials and systems (web site, social media, handouts) to ensure public awareness of jobs program and associated opportunities

Regional Organizer, The Wilderness Society (May 2013 – November 2017)

Organized development and draft introduction of innovative federal public lands draft legislation

- Unified diverse interest groups across the region to successfully develop legislative goals and language
- Developed effective messaging, marketing materials, media relationships supporting campaign
- Secured support of significant stakeholders within the region and throughout the west coast
- Educated key members of Congress, local elected officials and staff about the campaign
- Achieved introduction of discussion draft of legislation by Congressman Jared Huffman

Senior Public Affairs Specialist, Trinity County RCD (October 2011 – Present)

Public relations strategist for a highly visible federal river restoration project partnership

- Directing overall media and public affairs strategy including press relations, educational video production, social media strategy, outreach to local, state and federal officials
- Facilitating collection and synthesis of community perspectives that inform existing programs and processes to restore trust among local, state and national stakeholders

Sales and Marketing Director, Weaverville 24 (October 2014 – November 2015)

Organized and implemented 2015 World Solo 24 Hour Mountain Bike Championships as lead consultant

- Surpassed revenue goals through the securing of national sponsors including Santa Cruz Bicycles, Subaru, Sierra Nevada Brewing Co. and others
- Created and implemented website, logo and marketing materials with graphic designer and local team
- Increased race visibility through strategic social media posts and driving traditional media communication
- Built race personnel capacity through select recruitment, training and management of over 80 volunteers

Recruitment and Media Director, Climate Solutions University (May 2010 – Sept 2014)

Facilitated rural community climate adaptation planning and training through this virtual campus

- Led targeted media and outreach strategy resulting in successful recruitment of high visibility communities, new partnerships and expanded revenue opportunities
- Successfully coached 15 rural communities through risk assessments of forest, water, economic and political conditions resulting in locally-focused climate adaptation plans

Energy Policy Management and Communications Projects (April 2009 – June 2010)

Developed a number of projects, reports and messaging related to renewable energy including:

- Secured the sale of 1.3 MW hydro-electric resource into Cal ISO system
- Researched and assembled small scale biomass-to-energy strategy for a 7 county region in northern CA
- Developed regional electric vehicle implementation strategy in conjunction with multiple public agencies

LOCAL ELECTED OFFICIAL AND STATEWIDE COMMITTEE CHAIR (2005-2009)

District Supervisor, Trinity County Board of Supervisors (January 2005 – January 2009)

- Negotiated Joint Powers Authority creation with two local agencies to manage Trinity Hospital during its transition to an independent health care district and also assembled and led county government team during JPA management and eventual license transfer
- Guided policy and process for the Board of Supervisors during county government's extremely sophisticated and time sensitive set of financial transactions, resulting in a transition from junk bond to investment grade status over a four year period
- Facilitated collaboration between the local timber industry, environmental interests and local community members to designate and expand the Weaverville Community Forest, a collaborative and award-winning (Dept. of Interior - Partners in Conservation Award, 2009) stewardship project with the Bureau of Land Management and the United States Forest Service

Committee Chair, California State Association of Counties (January 2007– January 2009)

- Led development of landmark statewide unified climate change policy for all 58 of California's counties
- Facilitated an extremely diverse set of interests with co-chair, Napa County Supervisor Dianne Dillon
- Informed parties of unique county perspectives during high level negotiations with the State Attorney General, representatives from the Governor's office, the California State Legislature and other stakeholders from the public and private sectors

VOLUNTEER ACTIVITY

Ascend Wilderness Experience – Pro Bono Advisor (2016 – 2017)

Facilitated renewal of this organization after a several year hiatus to ensure successful provision of Wilderness experiences for regional youth

Weaverville Joss House Association – Chair and Board Member (2011 –2014)

Saved operations and infrastructure of this unique State Park during the California State Parks financial crisis, in partnership with team of local volunteers and local, state and federal elected officials

EDUCATION

Great Valley Institute – Leadership for the 21st Century Executive Training

California State University Sacramento

Rotary Foreign Exchange, Brazil

SKILLS AND INTERESTS

Skills: Proficient in MS Office Suite, Social Media Platforms, SEO, Analytics, Web Design, Content Management Systems, Adobe Photoshop CS5, Google Suite, ShotCut (Video Editing)

Interests: Music performance, outdoor recreation, continual learning, working with my dog for my own self improvement