

Bryan Clark

Senior Legislative Advisor at Columbus City Council

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Summary

A results-oriented professional with diverse experience managing staff and projects in the public and private sectors. Articulate, innovative and driven with a strong record of developing strategic vision and translating that vision into concrete, measurable results. Proven expertise in public policy, communications, crisis management and strategic planning.

Experience

Senior Legislative Advisor at Columbus City Council

May 2011 - Present (2 years 7 months)

- Developed and implemented a new strategic initiative to engage small businesses in Columbus. Resulted in the 2013 "small business budget" -- a package of historic investments in small business loans, workforce development and new business incubators.
- Successfully managed a stakeholder process to revamp the City's responsible contracting code, creating a set of best practices for local government contracting.
- Responsible for policy research at the direction of the Council President and for the following Council committees: Development and Housing; Finance; Public Utilities; Public Safety; and Workforce Development.

Director of Community Affairs, Community Education and Engagement at Ohio Treasurer of State

January 2010 - January 2011 (1 year 1 month)

- Successfully developed and implemented strategic vision to restructure, reengage and manage eight regional offices and 20 direct reports.
- Developed and implemented groundbreaking metrics and reporting processes to track individual and department progress in reaching organizational goals for community outreach.
- Led team in achieving over 18,000 community outreach contacts in 11 months throughout Ohio.
- Directed department responsible for recruiting 198 conference host committee members, increasing conference attendance by 56% and creating two new financial education initiatives.
- Developed 700 regional partnerships for the Treasury, leveraging relationships to support legislative, media and economic development initiatives.

Director of Policy and Research at Ohio Secretary of State

May 2008 - November 2009 (1 year 7 months)

- Directed public policy development, strategic planning and crisis communications for large statewide organization.
- Developed the Ohio Elections Conference, which attracted over 300 subject-matter experts and received local, state and national media coverage.

- Crafted a strategic public policy agenda, including reports, legislative recommendations and an ad hoc working group to lobby for elections enhancements in Ohio.
- Marketed and led the Ohio Redistricting Competition, a public-private partnership which garnered national media coverage as a new model for redistricting reform.
- Directed the polling, development and implementation of “Better Lives, Better Ohio,” an online portal for Ohioans to learn about their communities and tell the real story of our great state.

Senior Partner at re:organize, llc

June 2005 - May 2008 (3 years)

- Specialized in campaign strategy, management, communications and field organizing for a total of 20 local, state and federal campaign clients.
- Established and oversaw three statewide field operations, with 14 regional offices and 200 staff.
- Developed a multi-tiered communications program for the Columbus Coordinated Campaign, adding 50,000 email subscribers, blogging, online advertising and traditional media outreach.
- Delivered 75,000 grassroots conversations in two months for a federal candidate.
- Created and produced print, broadcast and online materials for non-profit and campaign clients.

BEC National Program Coordinator/EVEC Site Lead at Sierra Club

April 2003 - July 2005 (2 years 4 months)

- Identified and expanded on national best practices in communications and field organizing.
- Assisted in the revamp of core volunteer and voter e-outreach programs.
- Editor for Building Environmental Community national best practices materials.
- Responsible for an independent, multi-million dollar field and public relations campaign targeting 200,000 environmental voters in Ohio.
- Managed a team of 12 full-time organizers and 25 canvassers.
- Responsible for earned and paid media strategies which developed first-person, web-based environmental stories, consistent media coverage and extensive organizational media penetration.
- Created innovative direct mail and marketing for volunteer recruitment and voter contact.

Advocate, Legislative and Public Affairs at Ohio Public Interest Research Group

December 2000 - April 2003 (2 years 5 months)

- Responsible for lobbying, public relations and coalition-building for environmental, consumer and good government policy issues.
- Utilized communications and legislative strategies to win high-profile environmental victories.
- Earned local, national and international media coverage of key organizational goals.

Publications

Elections Enhancements for Ohio: Working Group Legislative Report

Ohio Secretary of State July 28, 2009

Authors: Bryan Clark

Final report of the Elections Enhancements Working Group, which sought to implement the cost-effective, bipartisan blueprint for elections enhancements developed through the Elections Summit, the Elections Conference and the Elections Enhancements report.

Elections Enhancements for Ohio: A Review of Joint Working Group of Election Advocates Recommendations

Ohio Secretary of State July 31, 2009

Authors: Bryan Clark

On April 23, 2009, the Joint Working Group of Election Advocates released a joint statement on proposed election reform. On July 6, 2009, the Policy division of the Secretary of State's office met with representatives from the LWV-Ohio to discuss, in detail, the issues raised in that report. As a follow-up to that meeting, please find below a point-by-point review of the recommendations made by the Joint Working Group of Election Advocates, as well as relevant elections enhancements bill language. Because the working group received recommendations from the Advancement Project as well, we have included those items not previously covered at the end of this memo.

Elections Enhancements for Ohio: A Report to the Governor and the General Assembly

Ohio Secretary of State April 22, 2009

Authors: Bryan Clark

Recommendations to the Governor and General Assembly that were the result of the active participation of hundreds of elections officials, voting rights advocates, academic and election law professors, non-profits, poll workers and concerned Ohio voters. Based on the Ohio Elections Summit, the Ohio Elections Conference and the final record of recommendations compiled by the Brennan Center for Justice, the Secretary of State crafted specific enhancements that can be implemented by the General Assembly and/or the Secretary of State. In some cases, the Secretary of State specifically recommends further studies, all of which would be incorporated into a single Secretary of State study group to enhance cost-savings and ensure best possible further recommendations.

November 4, 2008 General Election Report from the Secretary of State to the Governor, General Assembly, and the Citizens of the State of Ohio

Ohio Secretary of State March 10, 2009

Authors: Bryan Clark

Thanks to state and local elections officials working together in preparation, the November 4, 2008, general election was one of the most successful elections in recent history. A record number of Ohioans voted with confidence in a free, fair, open and honest election system, and we look forward to further enhancing that system.

Preparing for Success in 2008

Ohio Secretary of State November 4, 2008

Authors: Bryan Clark

A kit for media and voters to prepare for the 2008 General Election in Ohio.

Ohio Redistricting Competition

Ohio Secretary of State March 20, 2009

Authors: Bryan Clark

The goal of the Ohio Redistricting Competition is to demonstrate that an open process based on objective criteria can produce fair legislative districts in Ohio. During the competition, it is our belief that a robust public conversation about the process can occur, leading to the development of the best possible redistricting recommendations for consideration by the Ohio General Assembly.

Overview: The Ohio Redistricting Competition

GSA Office of Citizen Services and Communications May 2009

Authors: Bryan Clark, Patrick Gallaway, Josh Kimsey

In March 2009, a partnership of organizations and individuals, announced an Ohio Redistricting Competition, which challenged the public to design a Congressional redistricting plan for the state that would be fairer and more balanced than the plan currently in place.

Ohio Redistricting Competition: Findings

Ohio Secretary of State June 18, 2009

Authors: Bryan Clark

The goal of the Ohio Redistricting Competition is to demonstrate that an open process based on objective criteria can produce fair legislative districts in Ohio. This summary report provides results from the Competition.

Ohio Clean Energy Policy Plan

Ohio PIRG May 23, 2002

Authors: Bryan Clark

As the nation debates our energy future and struggles to deal with our energy problems, several questions are on every Ohioan's mind: Will we be able to keep the power on—and our economy running—in the years ahead? Must we degrade our environment in order to meet our growing energy needs? Can economic progress and efficient energy usage go hand in hand? Can Ohio's economic growth come from clean energy solutions, rather than conventional energy problems?

Now is the time to take steps towards cleaner, more sustainable electricity sources with less volatile costs. In Ohio, this means both state and regional projects to generate and use energy in the smartest, cleanest ways possible. Fortunately, Ohio has a wealth of energy efficiency potential, as well as proven renewable energy opportunities. With a stable energy demand market, and increasing consumer desire for clean power, Ohio need only press forward with common-sense, long-range policies to chart a path towards a new energy future.

Skills & Expertise

Public Policy

Legislative Relations
Political Campaigns
Policy Analysis
Community Outreach
Coalitions
Government
Non-profits
Political Consulting
Public Affairs
Strategic Communications
Public Relations
Political Communication
Media Relations
Research
Policy
Grassroots Organizing
Politics
Public Speaking
Economic Development
Crisis Communications
Local Government
Speech Writing
Community Development
Legislation
Strategy
Community Organizing
State Government
Blogging
Nonprofits
Public Administration
Fundraising
Grant Writing
Program Management

Education

Samford University
BA, Political Science

Samford University
MS, Environmental Management

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