

Strategic Vision. Actionable Intelligence.
Digital Innovation. Measurable Impact.

PROJECT REPORT

Britney Porter

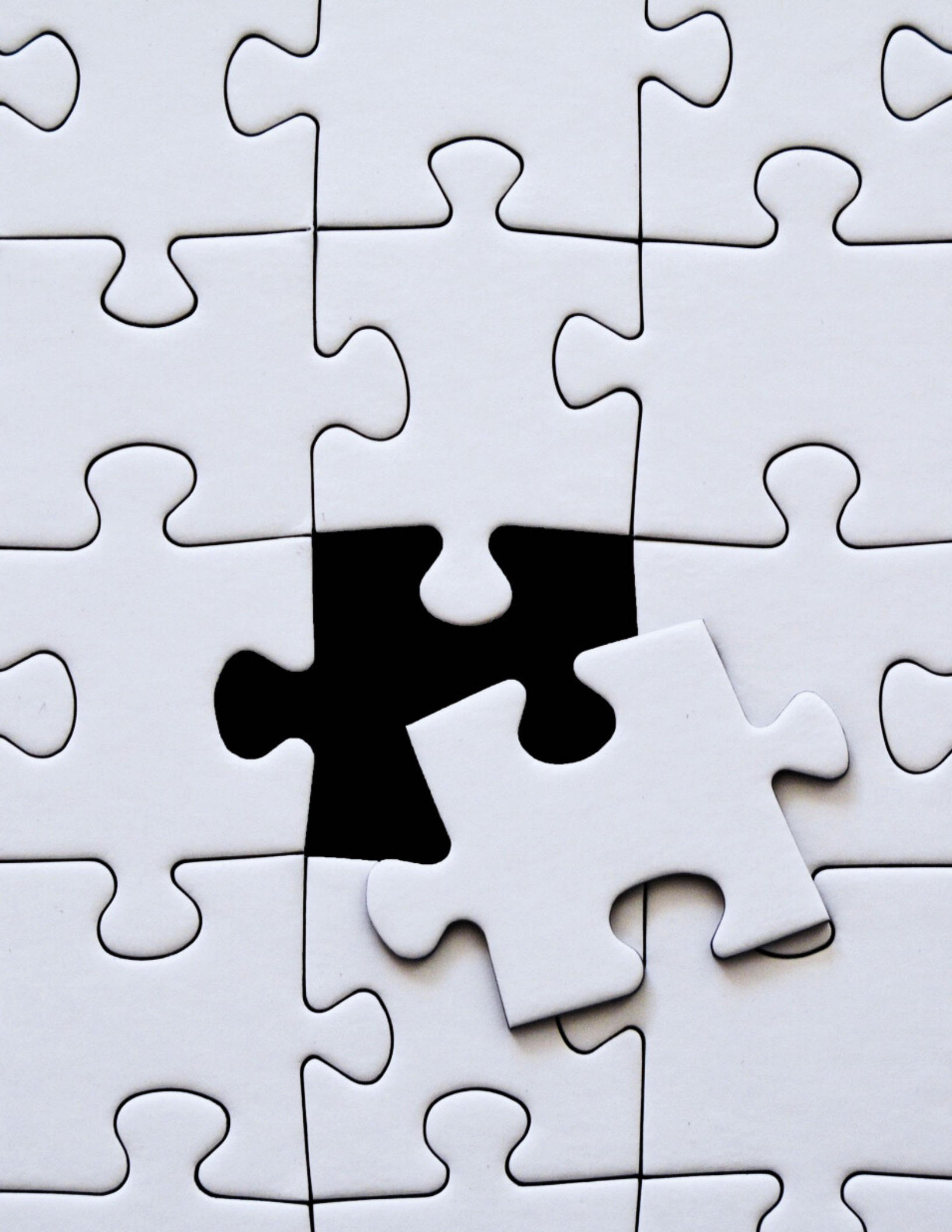


TABLE OF CONTENTS

CLICK A SECTION TO JUMP

5	EXECUTIVE PROFILE <i>Strategic positioning + core advisory areas</i>
6	CAREER SNAPSHOT <i>Portfolio mix + industry and policy domains</i>
9	PUBLIC AFFAIRS HIGHLIGHTS <i>Approach, outreach + digital performance</i>
10	CASE STUDY: CITY OF ALAMEDA <i>Public affairs + multimedia campaign</i>
11	SELECTED PROJECTS + DIGITAL RESULTS <i>Government, education + international work</i>
14	BALLOT MEASURES <i>Infrastructure, housing + education campaigns</i>
15	ADDITIONAL PROJECT IMPACT <i>Cross-sector work + career evolution</i>
17	DIRECT OUTCOMES <i>Funding, reach, engagement + data</i>
18	EXECUTIVE ADVISORY FOCUS <i>Current focus areas + contact</i>

Bridging Perspectives, Technology, and
Strategy for Impactful Change.



INTRODUCTION

Driving Innovation Across Public Affairs, Communications, and Strategic Initiatives.

Executive Profile

Strategic advisor, communications leader, and project strategist with more than a decade of experience across public affairs, economic development, complex initiatives, and cross-sector communications.

I translate policy, data, stakeholder priorities, and operational constraints into clear strategies, decision frameworks, and public-facing execution.

Recent work includes more than \$9B in funding secured and strategic advisory support across \$21B in major infrastructure, housing, education, and economic development initiatives. I have also led public information, digital, and multimedia efforts reaching millions of people.

My work is strongest in environments that require structure, discretion, analytical judgment, stakeholder alignment, and the ability to move complex initiatives from concept through delivery.

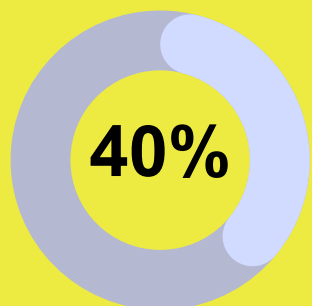
Executive Value Proposition

Across public and private-sector engagements, I help leaders clarify priorities, organize complex workstreams, identify risk, coordinate teams, translate technical or policy issues for varied audiences, and build systems that support execution and accountability.

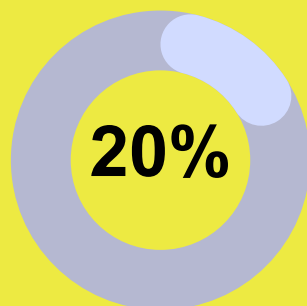
Core Advisory Areas

- Public Affairs & Government Relations
- Strategic Communications
- Economic & Infrastructure Development
- Governance, Compliance & Risk
- AI Governance & Emerging Technology
- Research, Policy & Institutional Design
- Operations & Special Projects

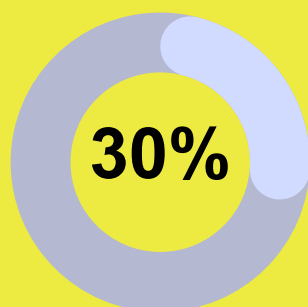
Key Sectors Served



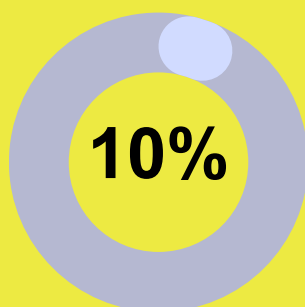
Public Affairs



Economic Development



Strategic Communications



Technology & Policy Innovation



Selected Industry & Policy Domains

Housing & Infrastructure Development (35%)

Advisory work across \$21B in projects, including housing, bond measures, urban revitalization, and infrastructure planning.

Education, Small Business & Community Development (25%)

Community engagement and economic-development initiatives supporting local institutions, small businesses, and community-based programs.

Energy Efficiency & Sustainability (15%)

Public information and communications initiatives addressing resilience, efficiency, and sustainable planning.

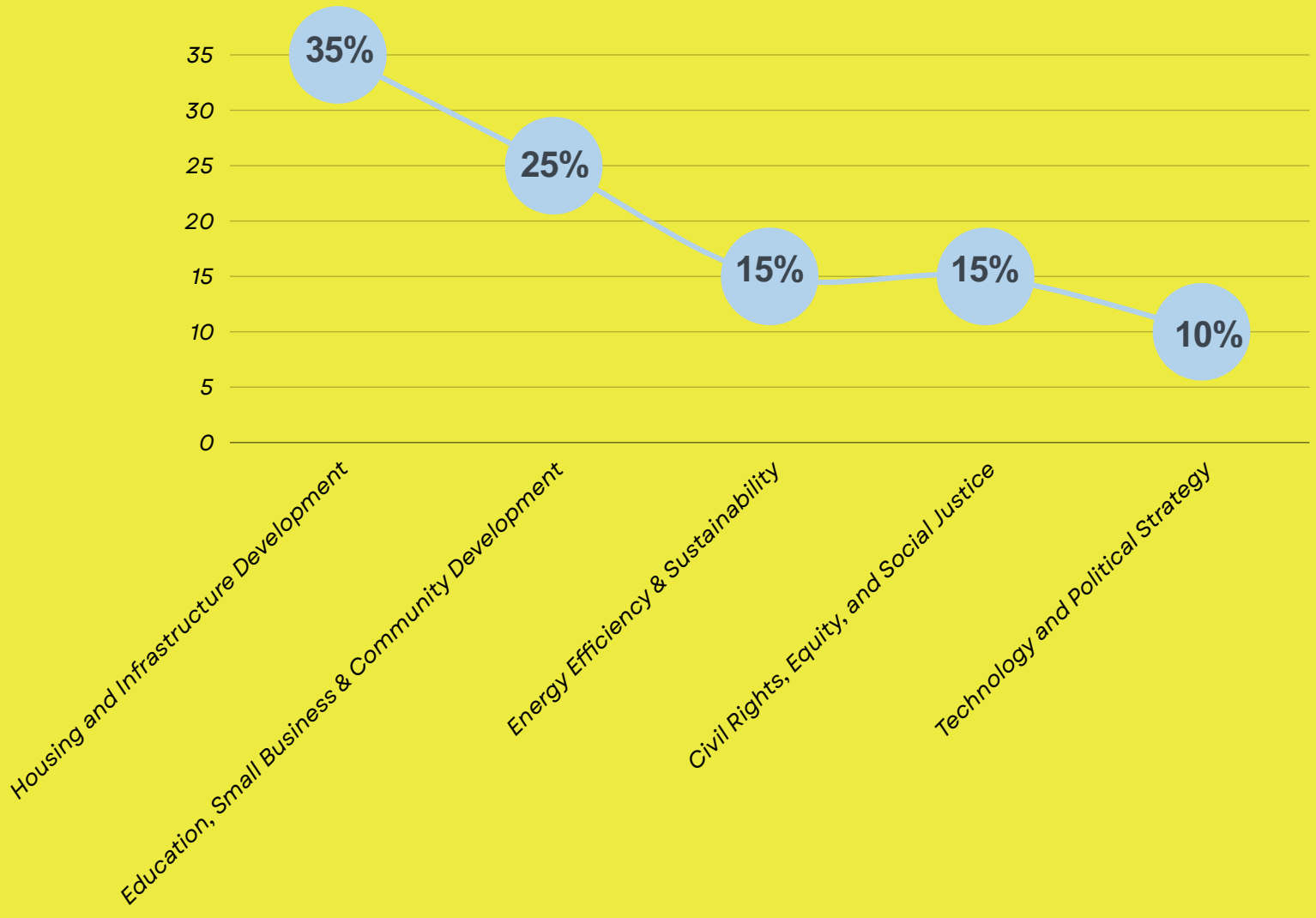
Civil Rights, Equity & Social Impact (15%)

Civic engagement and public-facing initiatives focused on access, opportunity, and institutional accountability.

Technology & Political Strategy (10%)

Digital outreach, policy communications, political strategy, and data-informed advisory for decision-makers.

Snapshot Overview



My Approach

1. Strategy & Planning

- Analyze data, policy, risk, and stakeholder needs
- Translate complex issues into actionable priorities
- Build frameworks, workplans, and decision tools

2. Communications & Engagement

- Develop executive, public-facing, and compliance-sensitive messaging
- Lead multimedia campaigns and stakeholder outreach
- Translate technical or policy issues for diverse audiences

3. Leadership & Execution

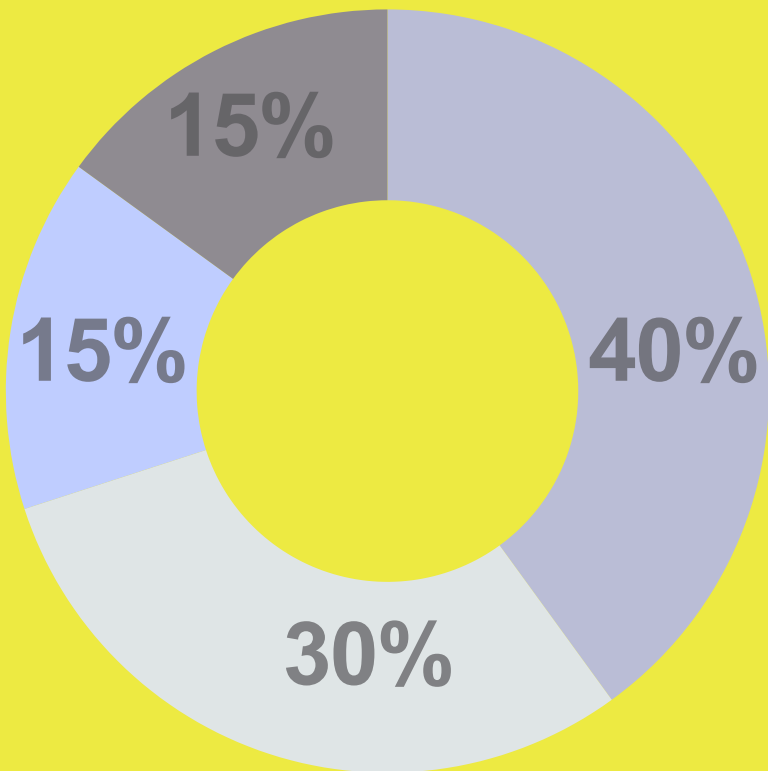
- Coordinate cross-functional and multi-jurisdictional teams
- Run coalition meetings, shared resources, and delivery workflows
- Scale capacity through teams, contractors, and vendors



Cross-Sector Advisory Experience

Experience across four primary client and engagement settings, spanning public-sector, nonprofit, startup, and corporate work.

- **Government/Cities**
- **Nonprofits/Community Organizations/...**
- **Startups**
- **Corporate/Mid-Large Corporations**



Government & Cities

Public affairs, public information, infrastructure, housing, education, and economic development engagements. Includes \$9B in funding secured, advisory work across \$21B in projects, and 15+ city-focused PSA and public information efforts.



Nonprofits / Community / Grassroots

Economic mobility, research, social impact, civic engagement, United Way HomeWalk, and community-based advocacy.



Startups

Strategic communications and social-impact consulting for initiatives including BLCK VC, Ballot + B Noble, and cannabis reform campaigns.



Corporate / Mid-Large

CSR, strategic communications, business development, internal communications, training guidelines, campaign signage, marketing assets, and customer-facing materials for brands including Walgreens, TJX Inc., and Westfield Retail Group.

Highlights

PROJECTS BY CATEGORY

PUBLIC AFFAIRS

Community Outreach & Public Information

- Drafted open letters and public information materials for local and state officials to strengthen transparency and responsiveness.
- Produced PSAs and multimedia public information campaigns across local media and CTV, contributing to 8M+ cumulative resident reach across public affairs projects.
- Led a City of Alameda digital campaign targeting 52K residents, generating 136K impressions, 34,019 reach, 16,713 clicks, and a 12.28% Meta CTR. Digital video achieved a 76.75% completion rate.
- Coordinated survey initiatives and quantitative research to support leadership decisions and outreach strategy.

MY APPROACH

Public affairs engagements have focused on helping government and civic leaders translate complex priorities into clear public information, stakeholder engagement, and measurable outreach.

PORTFOLIO MIX

70%

of projects include strategic communications and public affairs strategy

IMPACTFUL + SCALABLE
COMMUNICATIONS

CASE STUDY

City of Alameda, California, USA

DIGITAL INSIGHTS

52k +

Over 52,000 residents targeted

30k +

Direct mail sent to over 30,000 homes

7

Videos on Meta and CTV platforms



Danielle Mieler
Sustainability and Resilience Manager



136K

IMPRESSIONS

34K

REACH

12.28%

CTR RATE

Worked closely with the City to develop public affairs strategies that strengthened community engagement and transparency. This involved:

Advising the city on public affairs strategies to improve community engagement and transparency

Writing two letters on behalf of the City Manager and Mayor to share important updates with residents

Creating and distributing two PSA mailers to encourage community members to take part in a survey I developed

Developing messaging and narratives for multimedia campaigns focusing on five main concepts:

- **Addressing** infrastructure needs
- **Preparing** for climate change and natural disasters
- **Promoting dialogue around** energy efficiency
- **Addressing** public safety concerns
- **Modernizing** public systems with new technology

Working on strategies that ensured the community stayed informed and engaged while communicating main concepts, City needs and goals

Focusing on practical actions that promoted transparency and supported meaningful dialogue about the city's future plans

33 MILLION IMPRESSIONS

+ Other Digital Insights

Digital + Multimedia Production

2024: Directed, produced, and executed digital campaigns featuring informational videos and call-to-action banner ads that drove viewers to websites on key topics such as public facilities, infrastructure improvements, protecting education and academic resources, energy efficiency and sustainability, emergency preparedness, economic equality, job growth, and improving access.

Across multiple projects, these efforts generated over **33 million impressions**.

Stakeholder Engagement

- Developed talking points and statements for community leaders and officials, tailored for town hall discussions
- Organized forums, information sessions and roundtables to facilitate conversations between government and communities

OTHER PROJECTS	DETAILS	OUTCOME
College Districts Long Beach City CD Rancho Santiago CD Rio Hondo CD Ventura County CD	Delivered clear, timely information on: • Facility improvements • Future plans • Education funding • Updates on college district and city projects	• Created 3 mailers to inform and engage community members • Drafted 8 informational and FAQ documents to address community questions and share key updates to 475k CD households • Developed 4 campaign websites to streamline outreach and provide easy access to information • Designed a series of experimental surveys to gather insights for leadership decision-making • Produced 4 high-performing video and display campaigns that achieved over 8.8 million views and targeted 1 million+ individuals
K-12 Districts LAUSD Moreland SD	Delivered clear, timely information on: • Facility improvements • Future plans • Education funding & financial information • Academic programs • Technology Upgrades • Community engagement activities and meetings	• Drafted informational-only and FAQ documents to simplify key campaign messaging • Created and tracked data on LAUSD Measure US campaign websites to monitor performance and engagement • Co-led planning and outreach for a successful fundraising event, resulting in \$2 million in donations • Created 2 mailers and letters to share key updates and campaign information with 13k residents • Produced video content that generated 21 million impressions, targeting diverse resident groups within the San Jose and Los Angeles areas of California
Citywide City of Alameda, CA, US Richmond, CA, US	Delivered clear, timely information on: • Public statements • Future plans (infrastructure & economic revitalization) • Community Challenges	• Delivered talking points and statements for community leaders and officials, tailored for town hall and public discussions • Prepared and sent direct and digital invitations to 4k residents with key information about the urban revitalization project • Produced video content and developed messaging and narratives focused on addressing infrastructure needs, preparing for climate change and natural disasters, promoting dialogue on energy efficiency, and addressing public safety concerns
International Republic of Benin, Africa	Delivered clear, timely information on: • A tourism strategy • Cultural Analysis & Research	• Developed a tourism strategy for Government leaders focused on cultural engagement and its economic impact on GDP • Research linked arts, culture, and tourism to economic growth and community revitalization.

70

Approximate Attendees

Over \$2 million raised

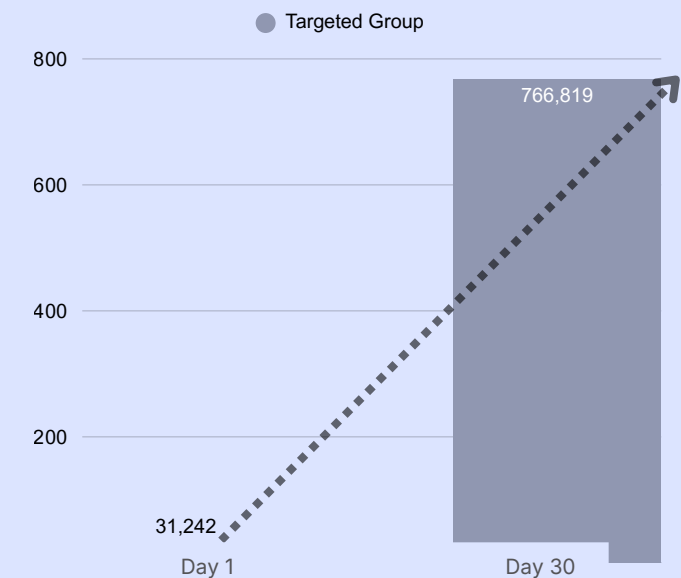


30 DAYS OF DIGITAL COMMS STRATEGY

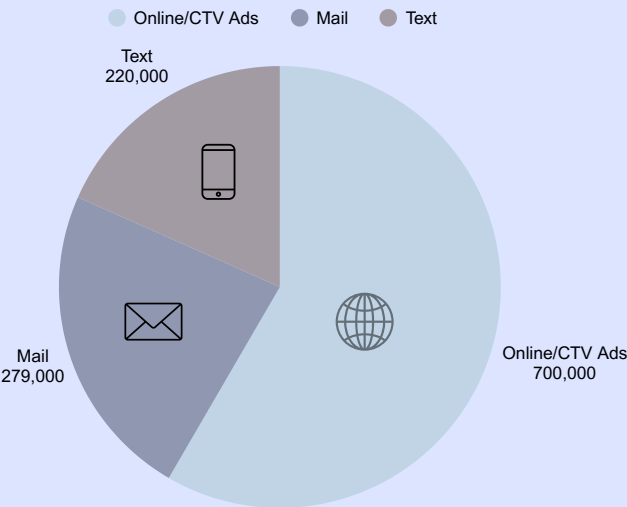
Turning Outreach
into **Action...**



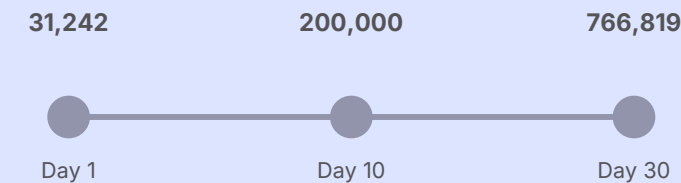
Early vote count increased from 31,242 to 766,819 over 30 days



- **Media/ Digital Ads:** 700k reached
- **Text Campaigns:** 220,000 reached
- **Direct Mail:** 279,000 reached



Progress Over 30 Days



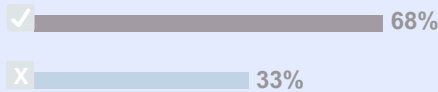
Milestones shown reflect the early-vote count reported during the 30-day campaign period.

Line graph highlights:

- **Day 1:** Launch of campaign (start with 31,000 votes)
- **Day 10:** Midpoint (200,000 votes achieved)
- **Day 30:** End of campaign (766,819 votes achieved)

BALLOT MEASURES

AC



Measure AC: Secured \$990M for affordable housing projects.

- Developed strategic communications plans targeting key demographics
- Co-managed stakeholder outreach, online communications and media campaigns to increase public support
- Developed and maintained campaign websites while tracking and analyzing critical performance data

TARGET GROUP: 310k

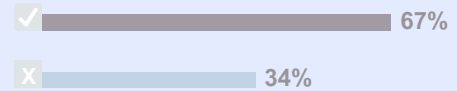
RM4

Measure RM4 BAHA: Managed the \$20 billion 9-county housing bond campaign, overseeing campaign start-up strategy and execution.

- Hired and led a 9-county campaign team, fostering collaboration and alignment across the Bay Area region
- Hosted multiple weekly Zoom coalition team meetings to maintain strong communication and progress
- Tracked and analyzed polling data to inform strategic decision-making and optimize outreach efforts
- Designed and distributed initial online event communications, including flyers, toolkits, and other essential informational campaign documents
- Collaborated with legal teams to draft public documents, including informational-only documents and fact sheets
- Managed and organized shared files, ensuring easy access to reference documents, including agendas, meeting notes, Excel sheets, and key data

TARGET GROUP: 9M

US

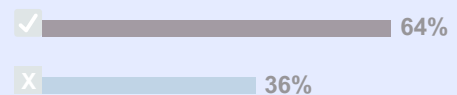


Measure US: Senior Advisor on \$9B infrastructure bond.

- Oversaw a \$9B campaign
- Collaborated with strategists on data-driven voter analysis to enhance outreach strategies
- Directed creative teams in developing persuasive content that resonated with diverse audiences
- Managed messaging and voter communications, including co-leading the phone banking team and overseeing email blasts, copy, ads, and video campaigns
- Coordinated and executed fundraising events to support key campaign objectives
- Developed and maintained campaign websites while tracking and analyzing critical performance data

TARGET GROUP: 1.8M

RH



Measure RH: Secured \$448M for education and workforce development.

- Designed public affairs strategies to highlight community benefits.
- Coordinated grassroots initiatives and public forums for increased voter engagement.
- Managed all online communications activities

TARGET GROUP: 224k

OTHER

PROJECTS + IMPACT

Solving Complex Puzzles Through Strategic Communications and Delivering Impactful Results

PUBLIC AFFAIRS & CIVIC ENGAGEMENT

- Political campaigns, including Take Back the Senate in Georgia and public ballot measures
- Community outreach, including LA City Office of Economic Development and Hilltop Horizon Project
- Government communications, including letters, PSAs, talking points, and public information materials for city clients and elected officials

ECONOMIC DEVELOPMENT & INFRASTRUCTURE

- Large-scale funding measures, with \$10B+ secured across projects
- Advisory work supporting economic growth, cultural tourism, and community revitalization initiatives
- Corporate social responsibility campaigns, including IsoPlus x Walgreens and United Way HomeWalk

STRATEGIC COMMUNICATIONS & MEDIA

- Political messaging, including email and text outreach for California state legislative campaigns
- Media strategy, analysis, and published thought leadership for public and professional audiences
- Communications supporting underrepresented startups, nonprofits, and social-impact initiatives

POLITICAL STRATEGY & CAMPAIGN EXECUTION

- Take Back the Senate (GA): Field program and voter-contact strategy for a historic U.S. Senate runoff, reaching a 4M+ voter universe
- Public ballot initiatives: Strategic and communications support for major education, housing, and infrastructure measures

TECHNOLOGY, POLICY & INNOVATION

- Engagements with technology-driven initiatives, including think-tank and finance-sector discussions
- Strategic communications work involving venture capital and emerging technology organizations

EDUCATION, WORKFORCE & INCLUSION

- Workshops and educational discourse supporting inclusion, civic learning, and institutional growth
- Community-based engagement strategies developed for education and public-interest initiatives

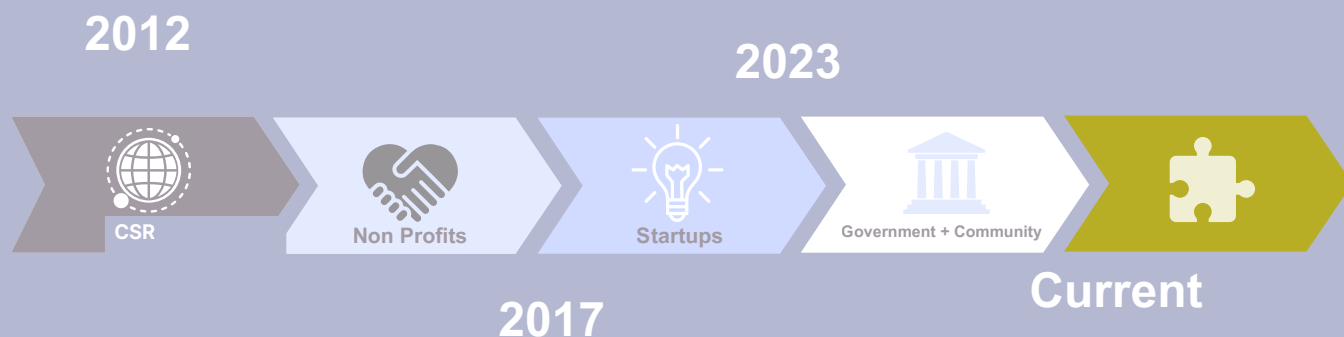
MEDIA & THOUGHT LEADERSHIP

- Published analysis and commentary translating complex economic, policy, and institutional issues for broad audiences
- Public speaking and convening participation across entrepreneurship, innovation, and leadership settings

ARTS, CULTURE & TOURISM

- Community arts-based initiatives, including advisory support for DTLA Artwalk
- Cultural tourism projects involving the Republic of Benin, Costa Rica, and the Black National Chamber of Commerce

A Career Evolving Across Strategy, Communications, Governance, and Leadership.



DIRECT OUTCOMES



Funding Impact:
\$12B+ secured across ballot measures

Community Reach:
Campaigns engaging millions of people



Public Engagement:
Stakeholder coordination supporting understanding and participation



Research Impact:
Research informing legislation, strategy, and public education



Website + Data:
Campaign websites and performance tracking



Online Campaigns:
21M+ impressions across multimedia campaigns



Communications Outreach:
Toolkits, mail, flyers, and direct outreach reaching millions



Workshops + Sessions:
Civic engagement and community-focused facilitation



Quantitative Insights:
Survey data guiding decisions, risk identification, and optimization



EXECUTIVE ADVISORY FOCUS

Britney Porter

hellobritney.info@gmail.com

linkedin.com/in/britneyp

Strategic Advisory & Special Projects

Complex initiatives, cross-functional execution, executive decision support, and operating frameworks.

Public Affairs & Strategic Communications

Stakeholder strategy, public information, executive messaging, issue communications, and civic engagement.

Economic & Infrastructure Strategy

Housing, education, community development, public investment, and institutional growth initiatives.

Governance, Compliance & Risk

Policy translation, review processes, documentation, accountability systems, and risk-aware communications.

AI Governance & Emerging Technology

Responsible AI frameworks, regulatory analysis, technology policy, and institutional adoption strategy.

Research & Thought Leadership

Applied research, policy analysis, public education, and translating complex ideas into actionable insights.

THANK YOU

for stopping by!

