



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: David A. Goldberg		
Board/Commission Name: Seattle Planning Commission		Position Title: Member, position 13
<input type="checkbox"/> Appointment <i>OR</i> <input checked="" type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: 11/19/2018	Term of Position: * 4/16/2018 to 4/15/2021 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Wallingford	Zip Code: 98104 98103 NA	Contact Phone No.: [REDACTED]
Background: David brings more than 20 years' experience of passionate work on urban growth and planning issues, including 14 years as a leader in the national movements for smart growth and innovative transportation policy, and several more as a member of local planning boards in another city. As passionate as he is about innovation, he is even more committed to finding a way forward while finding common ground, always listening and responding to needs and concerns of people who will live with our policy choices.		
Authorizing Signature (original signature): 		Appointing Signatory: Rob Johnson Chair, Planning, Land Use, and Zoning Committee

*Term begin and end date is fixed and tied to the position and not the appointment date.

DAVID A. GOLDBERG

Seattle, WA 98103

MOBILE: [REDACTED] E-MAIL: [REDACTED]

PROFESSIONAL PROFILE

- Acknowledged as a leader of the national movements for smart growth and innovative transportation policy and known as a superior communicator on growth and planning issues.
- Influential strategist and message maven; coined the term “complete streets” and helped build a successful movement around walkable neighborhoods.
- Seasoned manager who helped create two national non-profits and brought them to prominence in their fields.
- Created and led a team to produce an award-winning, weekly newspaper section focusing on growth and planning issues.
- Recognized as a top urban innovator with a Loeb Fellowship at Harvard University.

AREAS OF EXPERTISE

- Organizational management
- Strategic communications
- Relationship building
- Urban planning/design
- Community engagement
- Media relations
- Transportation policy
- Housing affordability
- Community development

PERTINENT EXPERIENCE

Vice President, Communications and External Relations

Action for Healthy Food

June, 2015 - present

- Helping to launch Seattle-based, national nonprofit fighting obesity and diabetes by campaigning to reduce added sugars in the American diet
- Developing campaign and communications strategy
- Conducting outreach to build national coalition

Vice President, Strategy and External Affairs, Smart Growth America

2010-2015

- Key author of strategic reset and five-year plan.
- Developed concept for revenue-generating spin-off enterprise.
- Wrote successful \$5 million grant proposal.
- Developed communications strategy and built strategic alliances.

Communications Director, Transportation for America

2008 - 2015

- Helped conceive of and create multimillion-dollar, national campaign to spur innovative transportation policy at the local level and pass federal legislation to support it.
- Oversaw strategy and communications, message development and branding and led a team of staff and consultants to implement it.
- Built database of more than 50,000 supporters, generated more than 20,000 media hits, trained hundreds of advocates across the country to communicate about transportation.

Communications Director, Smart Growth America

2002-2008

- Led organizational branding, strategic communications, opinion research and message development, web and social media strategy.
- Developed national guide for communicating about growth and development and coordinated strategic communications among member groups at the national, state and local levels.

- Coined the term “complete streets” and sat on National Complete Streets steering committee
- Wrote and/or produced research reports, oversaw media release, including seminal work on measuring the impact of urban sprawl, health and the built environment, and effects of urban development on climate change.

Editorial writer, urban issues reporter, The Atlanta-Journal Constitution 1989-2002

- Created and led *Horizon*, a weekly section on regional growth and planning issues.
- Three nominations for Pulitzer Prize, for editorial writing and reporting on urban planning and development issues.
- Commended with resolution from Georgia Legislature for leadership in regional planning and inspiring creation of the Georgia Regional Transportation Authority.

EDUCATION

Loeb Fellowship in Urban and Environmental Studies, Harvard University, Cambridge, MA, 2003

Master of Science, Journalism, Columbia University Grad. School of Journalism, New York, NY, 1986

Bachelor of Arts (cum laude), Dartmouth College, Hanover, NH, 1984

BOARDS AND COMMISSIONS

- Seattle Pedestrian Advisory Board, Seattle, WA (chair) **2012 - present**
- Planning Commission, City of Decatur, GA **2009 - 2011**
- Zoning Board of Appeals, City of Decatur, GA **2007 - 2009**
- WalkScore.com Advisory Board **2009 - 2014**
- Harvard Loeb Fellowship Alumni Council **2014 - present**

SELECTED PUBLICATIONS

- *Choosing Our Community's Future: A Citizens Guide to Getting the Most from Development* (author; Smart Growth America, 2005)
- *The Fix We're In For: The State of the Nation's Bridges* (co-writer and editor, 2013 and 2011 editions) – Report investigating the number of “structurally deficient” bridges and what to do about them. Media coverage by most national outlets, hundreds of local/regional.
- *Growing Cooler: The Evidence on Urban Development and Climate Change* (co-writer; Urban Land Institute, 2008)
- *Rethinking the American Dream: A Journalist's Guide to Urban Planning Issues*, (author; Radio-Television News Directors Foundation, 2000)
- *Transportation 101: An Introduction to Federal Transportation Policy* (co-writer/editor, 2011) – History and future challenges of the federal program, in anticipation of reauthorization.
- *Dangerous by Design: Solving the Epidemic of Preventable Pedestrian Deaths* (co-writer/editor, 2009, 2011 and 2014 editions) – An analysis of pedestrian fatality statistics and the role that road design played, with a ranking of metropolitan regions. Media coverage in all 50 states.
- *Aging in Place, Stuck without Options: Fixing the Mobility Crisis Threatening the Baby Boom Generation (2011)* – An examination of the of the challenges facing the largest generation ever to age in places where driving is a necessity, looking at the communities most and least prepared, and possible solutions.
- *Thinking Outside the Farebox: Creative Approaches to Financing Transit Projects* (co-writer/editor, Transportation for America, 2012) – A guidebook to using new and

existing federal programs and financing mechanisms to meet the rising demand for public transportation service.

- *Making the Most of MAP-21: A Guide to the 2012 Federal Transportation Law* (editor, 2012)– A look under the hood of the most recent federal law and how to make use of it.

Seattle Planning Commission

16 Members: Pursuant to *SMC 3.6*, all members subject to City Council confirmation, 3-year terms (except for position 16 which serves a one-year term and is a Get Engaged member):

- 7 City Council-appointed
- 8 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Planning Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	2	1.	Member	Amy Shumann	4/16/16	4/15/19	1	City Council
3	F	5	2.	Member	Eileen Canola	4/16/16	4/15/19	1	Mayor
6	M	2	3.	Member	Tim Parham	4/16/16	4/15/19	2	City Council
6	F	2	4.	Member	Lauren Squires	4/16/16	4/15/19	1	Mayor
5	F	4	5.	Member	Marj Press	4/16/16	4/15/19	2	City Council
1	F	3	6.	Member	Grace Kim	4/16/17	4/15/20	2	Mayor
6	F	6	7.	Member	Kelly Rider	4/16/17	4/15/20	1	City Council
			8.	Member		4/16/17	4/15/20		Mayor
6	F	4	9.	Member	Patricia Wilma	4/16/17	4/15/20	2	City Council
9	M	2	10.	Member	Michael Austin	4/16/17	4/15/20	2	Mayor
3	M	3	11.	Member	Julio Sanchez	4/16/18	4/15/21	1	City Council
9	F	5	12.	Member	Jamie Stroble	4/16/15	4/15/18	1	Mayor
6	M	4	13.	Member	David Goldberg	4/16/18	4/15/21	1	City Council
9	F	2	14.	Member	Sandra Fried	4/16/15	4/15/18	1	Mayor
6	M	4	15.	Member	Rick Mohler	4/16/18	4/15/21	1	Commission
6	F	3	16.	Get Engaged	Veronica Guenther	9/1/18	8/31/19	1	Mayor

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	1	6			1		1		1	2			3
Council	3	4					1			5			
Other	1									1			
Total	5	10			1		2		1	9			3

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.