



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>David A. Goldberg</i>		
Board/Commission Name: <i>Seattle Planning Commission</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input 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: <i>10/31/2016</i>	Term of Position: * <i>4/16/2015</i> to <i>4/15/2018</i>
Residential Neighborhood: <i>Wallingford</i>	Zip Code: <i>98104</i>	Contact Phone No.: <i>[REDACTED]</i>
Background: <i>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 and another city.</i> <i>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 the City's policy choices.</i>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Rob Johnson</i> <i>Seattle City Councilmember</i>

*Term begin and end date is fixed and tied to the position and not appointment date or appointee.
August 30, 2016

DAVID A. GOLDBERG



February 25, 2016

Vanessa Murdock, Executive Director
Seattle Planning Commission
Seattle WA 98124-4019

Dear Ms. Murdock:

I write to offer myself as a candidate for a seat on the Seattle Planning Commission. I bring 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 a Seattle resident with three kids in our public schools, I have a personal stake in how our city maintains diversity and character as we accommodate new residents, while as a nationally recognized advocate on urban issues I am eager to help Seattle develop and demonstrate a smart, humane approach to growth and livability. As passionate as I am about innovation, I am 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.

In my founding roles at Smart Growth America (SGA) and Transportation for America, I helped to build a movement for more thoughtful planning and development, and along the way built expertise in a range of issues central the commission's deliberations:

Transportation and land use. In 2003, working with national bicycle and pedestrian advocates, I coined the term "complete streets" and helped spawn a movement that continues to gain momentum. In 2008 I helped to conceive and launch Transportation for America, and thereafter led communications for the effort to promote local innovation and pass a federal transportation law to support it, while also serving as vice president at SGA. For SGA and T4America, I helped develop guides to transit-oriented development and to finding federal dollars for innovative local projects, and promoted strategies for equitable development and transportation policy. In my last project before leaving T4America last summer I oversaw development of a guide to creative placemaking and transportation.

Community engagement and communications. While our urban development plans may make rational sense, they go nowhere if they don't reflect the values and aspirations of residents. With support from the U.S. EPA, in 2005 I wrote a popular handbook for community engagement called Choosing Our Community's Future: Getting the Most from Development in Your Neighborhood. I have produced countless documents translating planning policy and concepts among numerous audiences, from residents to Realtors, health professionals to environmental scientists.

Housing affordability. As a consultant to the Mixed Income Communities Initiative in metro Atlanta, where I lived prior to 2011, I helped to prepare two reports making the case for higher-density, mixed income development along transit spines and identifying opportunities within the region. Housing affordability has continued to be a personal passion.

Green urbanism. In my work I have helped to write and promote pioneering research into the relationship between urban development patterns and climate change. I participated in the framing

of the research and presentation of it, writing portions of and editing the resulting, groundbreaking book *Growing Cooler* (2008). I delivered testimony to Congress on the topic the same year.

Hands-on city planning. While I have done a lot of work nationwide to help communities across the country, my passion for this work began with deep, local engagement in metro Atlanta, where I lived before moving to Seattle in 2011. I served as a member of the planning commission and the board of zoning appeals for the trail-blazing city of Decatur, GA. During that time we grappled with issues familiar to Seattle, including higher density development "encroaching" on previously single-family neighborhoods and parking policy to promote more walkable living. For three years I also was a member of the selection committee for the innovative Livable Communities Initiative at the Atlanta Regional Commission. Since moving to Seattle in 2011 I have been a member of the Pedestrian Advisory Board, which I am chairing this year.

Groundbreaking urban journalism. During my earlier, 15-year career as a journalist I created an award-winning weekly section at the Atlanta Journal Constitution - called Horizon - that provided in-depth coverage of regional growth and planning issues and presented innovative ideas from across the country. After three years as the lead on that section, I was promoted to the editorial board, where I continued to drill deeply into local planning and development issues.

While I had been "going to school" on the politics and policies of growth and development for nearly a decade as a journalist, in 2002-03 I literally went back to school as a Harvard Loeb Fellow. I'm fortunate to be connected now to a nationwide network of leading urban thinkers and innovators, with former colleagues and associates in leadership positions in federal, state and local government as well as at key institutions.

Seattle is blessed with a robust economy to match our awe-inspiring setting, but we are at a difficult crossroads in managing the development and transportation challenges that come with growth. I have been thinking, researching, writing and working on those challenges for more than 20 years. I have deep, personal experience in communicating with a broad range of constituencies - from policymakers to practitioners to diverse neighborhood activists - and translating among them. I am excited for Seattle's future, provided we can find a way to build an inclusive vision by thoughtfully listening to and interacting with residents and stakeholders of all stripes.

I look forward to hearing from you.

Sincerely,

David A. Goldberg

DAVID A. GOLDBERG



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

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|--|-----------------------|
| ○ 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

Sixteen members: Per Seattle Municipal Code 3.64.010, 3.64.020, all subject to City Council confirmation, 2, three-year terms:

- 7 City Council-appointed
- 8 Mayor-appointed (includes 1 Get Engaged member who serves a term of 1 year)
- 1 Other Appointing Authority-appointed: Seattle Planning Commission

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
5	F	1	Member	Lauren Craig	4/16/16	4/15/19	1	City Council
3	F	2	Member	Eileen Canola	4/16/16	4/15/19	1	Mayor
6	M	3	Member	Tim Parham	4/16/16	4/15/19	2	City Council
6	F	4	Member	Lauren Squires	4/16/16	4/15/19	1	Mayor
5	F	5	Member	Marjorie Press	4/16/16	4/15/19	2	City Council
1	F	6	Member	Grace H. Kim	4/16/14	4/15/17	1	Mayor
6	F	7	Member	Kara Martin	4/16/14	4/15/17	1	City Council
6	M	8	Member	David Shelton	4/16/14	4/15/17	1	Mayor
6	F	9	Member	Patricia Wilma	4/16/14	4/15/17	1	City Council
1	M	10	Member	Michael Austin	4/16/14	4/15/17	1	Mayor
3	M	11	Member	Julio Sanchez	4/16/15	4/15/18	1	City Council
9	F	12	Member	Jaime Stroble	4/16/15	4/15/18	1	Mayor
2	M	13	Member	David Goldberg	4/16/15	4/15/18	1	City Council
3	F	14	Member	Sandra Fried	4/16/15	4/15/18	1	Mayor
6	M	15	Member	Jake McKinstry	4/16/15	4/15/18	1	Seattle Planning Commission
6	F	16	Get Engaged Member	Keiko Budech	9/2016	9/2017	1	Mayor

Diversity Chart:

	<div style="display: flex; justify-content: space-around; font-weight: bold;"> (1) (2) (3) (4) (5) (6) (7) (8) (9) </div>												
	Men	Women	Vacant	Minority	Asian American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	***Other	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	6		6	2	0	2	0	0	3	0	0	2
Council	1	4		1	0	0	1	0	1	4	0	0	0
Other	1	0			0	0	0	0	0	0	0	0	0
Total	6	10		9	2	1	3	0	2	6	0	0	2

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, M or F
- ***Other Includes diversity in any of the following: *race, gender and/or ability*