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CITY OF SEATTLE

City of Seattle Boards & Commissions Notice of Appointment

2015 JUL 22 AM 10:59

CITY CLERK

Appointee Name: <i>Celeste Gilman</i>		
Board/Commission Name: <i>Seattle Transit Advisory Board</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 type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other		Term of Office: <i>08/03/15 - 08/02/18</i>
Residential Neighborhood: <i>Columbia City</i>	Zip Code: <i>98108</i>	Contact Phone No.:
Legislated Authority: <i>Res. 31572</i>		
Background: <i>Celeste is Commute Options Manager for UW, helping students, staff and faculty find alternatives to driving to campus. She serves on many advisory boards relating to transportation and transit, and is a veteran of the city's Pedestrian Advisory Board.</i>		
Date of Appointment: <i>07/27/2015</i>	Authorizing Signature (original signature): 	Appointing Signatory: <i>Mayor Ed Murray</i>

CELESTE GILMAN

SUMMARY OF QUALIFICATIONS:

- Direct program execution based on clarity of vision, constancy of purpose, and respect for every individual.
- Over 14 years combined academic and professional experience focused on sustainable transportation and community design.
- Skilled communicator, leader, information synthesist, and negotiator.
- Proven track record of maintaining focus on strategic objectives and identifying creative, win-win approaches to leverage existing requirements to advance those objectives.
- Skilled at analyzing systems and identifying underlying patterns, and using this understanding to execute action plans for reaching specific goals.
- Experienced with streamlining business processes to maximize value and minimize waste through applying strategies of process improvement, including LEAN principles.

PROFESSIONAL EXPERIENCE:

Commute Options Manager, University of Washington, Seattle, WA, December 2007-present

- Direct TDM and CTR programs for Seattle's largest employer and largest major institution.
- Responsible for the development and management of a \$29 million dollar budget.
- Primary negotiator for the University's \$23 million dollar transit contract.
- Educated state, county, and city elected leaders about the importance of the U-PASS program to their constituents and for fulfilling local, regional, and state goals.
- Represented Transportation Services on advisory groups for King County Metro, Puget Sound Regional Council, and Washington State Department of Transportation and the internal UW Grounds Improvement Advisory Committee.
- Project Manager for a study of the policy implications of different approaches to taxing parking.
- Co-directed the transition of the U-PASS transit benefit to the use of ORCA technology integrated into the Husky ID Card. Concurrently supported students in making U-PASS a universal student benefit.
- Directing the nationally recognized U-PASS program through a transition to second-generation TDM strategies.
- Developed, executed, and now direct the Commute Concierge program, providing personalized commute planning assistance to mitigate transit service cuts and to help all UW commuters find a green commute that works for them.
- Obtained a contract with the City of Seattle to provide Commute Concierge services to other employers.
- Lead editor and requirements manager for a \$14 million federal TIGER grant application for the expansion of the Burke-Gilman Trail through campus (uw.edu/bgt).
- Employ advanced understanding of the process of change to program development and team leadership.
- Manage six full-time professional staff plus eight part-time student employees.
- Consistently hire exceptional employees and coach them for success.
- Frequently mentor students, both undergraduate and graduate, in the context of class projects, Master's capstone projects, internships, and independent or Campus Sustainability Fund projects.
- Consistent focus on the quality of the customer experience, the greatest good for the greatest number, and using the best available research to guide decisions to advance these objectives.

Transportation and Urban Planner, IBI Group, Seattle, WA, June 2004-November 2007

- Project Manager for the planning effort that led to the formation of the King County Ferry District. Worked closely with the financial analysis sub-consultant to develop and validate the budget and tax revenue forecasts that were used by the King County Council when they created the King County Ferry District. Managed technical analysis, public outreach, and political process.
- Deputy Project Manager for the Community Transit Swift Bus Rapid Transit Station Design and Everett Station Swift Northern Terminal Station Design projects.
- Managed cross-disciplinary teams and coordinated with clients - from junior staff to senior leaders.

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- Developed siting criteria, programming, and requirements evaluation summaries to guide design for transit station projects in Phoenix, AZ; Bellevue, WA; Las Vegas, NV; Bothell, WA; and Renton, WA.
- Central team member for a wide variety of transit-related projects, from service planning to transit technology.
- Organized public outreach and stakeholder events from early planning through documentation.
- Authored and edited reports prepared for clients, elected officials, and public audiences.
- Primary author for City of Tukwila CMAQ grant (funding was not received immediately, but language from the application was utilized in a subsequent successful grant application).

Transportation Planner, Planner II, University of Washington, Seattle, WA, April 2003-June 2004

- Coordinated all production and data analysis for the U-PASS TDM program's annual monitoring studies, including traffic count, bicycle rack utilization, and football attendees' transportation mode split intercept survey.
- Instituted comprehensive process improvements and process standardization.

Urban Forestry Intern, Vancouver Parks and Recreation, Vancouver, WA, June 2001-September 2001

- Researched, wrote, and designed brochures on the benefits of trails and on proper pruning practices.

Research Associate, Context Institute's Sustainable Household Project, Langley, WA, June 2000-August 2000

- Gathered and analyzed information on the distribution of expenses made by the average American household and on the ecological footprint tied to each type of expense.

EDUCATION:

Association for Commuter Transportation, Leadership Academy, Graduation August 2014

Community, Environment, and Planning, Bachelor of Arts, Magna Cum Laude, Graduation June 2004

University of Washington, College of Built Environments, Seattle, WA

Focus: transportation and urban planning, including courses in civil engineering and landscape architecture

Urban Planning, Transportation, and Community Based Research, progress towards Bachelor of Arts, Spring 2000-Winter 2002, The Evergreen State College, Olympia, WA

AWARDS:

University of Washington Distinguished Staff Nominee "UW ORCA Migration Core Team," 2012

Washington State Department of Transportation Hall of Fame Honoree, 2010

PUBLICATIONS:

Ponnaluri RV, Gilman CA, Klinkon PM. 2008, May. Transit Station Design—Rider Preferences and Best Practices: Lessons from the American Southwest and Beyond. *ITE Journal on the Web*.

COMMUNITY INVOLVEMENT:

King County Metro Long Range Plan Community Advisory Group, Member, Present

- Selected as one of 25 advisors out of 150 applicants.

King County Metro Customer Service Panel, Member, November 2014-Present

- Key contributor to adopted recommendations for customer service improvement strategies.

Puget Sound Regional Council TDM Steering Committee, Member, June 2013-Present

- Invited to join regional committee primarily consisting of local jurisdictions with CTR oversight obligations. Active discussion participant.

Washington Department of Transportation Statewide Public Transit Plan Advisory Board, Member, December 2013-Present

- Provided extensive input that has guided plan structure and content.

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New Rainier Vista Homeowner's Association, Vice-President/President, February 2013-February 2015

- Successfully stimulated resident volunteer engagement with the Association. Replaced previous management company with a new company that is providing significantly better service.

Friends of Cheasty Greenspace at Mountain View, Volunteer, January 2013-Present

- Persistently testified to support a community led forest restoration and active transportation access project in the face of vocal political opposition.

Seattle Department of Transportation Pedestrian, Bicycle, Freight Advisory Group, 2008-2009

- Built bridges and found common ground with freight, bicycle, and pedestrian advocates to provide consensus recommendations on SDOT project designs.

Seattle Pedestrian Advisory Board, Chair 2007-2009, Member 2006-2010

- Raised the profile of SPAB by initiating meetings with council members, the mayor, and department heads about the importance of walkability and the resource they had in the SPAB.
- Oversaw the realization of a long-time dream of SPAB to have a Pedestrian Master Plan, including the transition of how that changed the board's work and relationship with SDOT.
- Successfully nurtured leadership successors to continue our progress once my term ended.

Pedestrian Master Plan Advisory Group, Member, 2007-2008

- Active participant with other key regional stakeholders, including many who have gone on to work for SDOT.

City of Langley, Volunteer Street Design Advisor, 2007

Women's Transportation Seminar, Board Member, 2006

Open Space Seattle 2100, Charrette Participant, 2006

Northwest EcoBuilding Guild, Board Member, 2001-2004

Feet First, Walking Guide Intern, 2002-2003

South Puget Sound Habitat for Humanity, Survey Intern, 2001

PRESENTATIONS:

Measurable Effects – Employer Transportation Programs That Work, Go Green 2015, Seattle, WA, April 2015

Guest Lecturer, URBDP 598 Current Topics in Transportation Planning and Policy, University of Washington, Seattle, WA, February 2015

"Change is the New Constant" Association for Commuter Transportation Leadership Academy Final Project, San Francisco, CA, July 2014

"Climate/Change – Making a Plan for Sustained Transformation," Washington State Rideshare Organization, Leavenworth, WA, October 2014; Association for Commuter Transportation, San Francisco, CA, July 2014; Pacific Intermountain Transportation and Parking Association, Seattle, WA, July 2014

"Looking for Leverage, Going Beyond Well Intentioned Chaos," Association for Commuter Transportation, San Francisco, CA, August 2014

Guest Lecturer and Class Client, CEE 416/580 Urban Transportation Planning and Design, University of Washington, Seattle, WA, October 2013

Guest Lecturer, URBDP/CEE 576 Pedestrian Travel, Land Use, and Urban Form, University of Washington, Seattle, WA, May 2013, May 2012, and May 2010

"U-PASS: Celebrating 20 Years of Managing Transportation Demand," Pacific Intermountain Transportation and Parking Association, Seattle, WA, July 2012

"What We Do and Why We Do It – Program Communication for Success and Survival," Washington State Rideshare Organization, Bellingham, WA, April 2010

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- Guest Lecturer, Master of Sustainable Transportation**, University of Washington, Seattle, WA, February 2009
- "Integrating Parking and Transportation: an Organizational Approach,"** Pacific Intermountain Transportation and Parking Association, Tacoma, WA, July 2009
- "U-PASS – One University Three Campuses,"** Washington State Rideshare Organization, Issaquah, WA, November 2008
- "University of Washington City within a City,"** Pro Walk/Pro Bike, Seattle, WA, September 2008
- "Transportation at the University of Washington,"** Association of Commuter Transportation, Atlanta, GA, August 2008
- "Managing Football Traffic – A Multimodal Approach,"** American Public Transportation Association University Communities Conference, Reno, NV, April 2008
- "Shared-Use Streets – An Application of Shared Space in an American Small Town,"** Transportation Research Board 3rd Urban Street Symposium, Seattle, WA, June 2007
- "Winslow Cohousing,"** Permaculture Convergence, Adelaide, Australia, 1995

RELEVANT COURSEWORK AND ACADEMIC PROJECTS:

Urban Transportation Planning and Design (CEE 416), Fall 2003

- Alaskan Way Viaduct and Seawall Replacement: developed a hundred page proposal for viaduct and seawall replacement in a team of five graduate and undergraduate students.

Planning in Context (CEP 460), University of Washington, Fall 2003

- Pedestrian Infrastructure Map: created map as a planning tool for the citizen group Langley Community Forum in Langley, WA.

GIS for Transportation (GEOG 495), University of Washington, Summer 2003

- Salmon and Vehicle Pollution: utilized GIS to analyze whether non-point source pollution from vehicles is a significant threat to Chinook salmon in the lower Duwamish watershed.

King Street Station Design Charrette (ARCH 499), University of Washington, Spring 2003

- Selected by charrette organizer to be one of two Student Leaders for the Public & Civic Open Space Team.
- Primary designer of one of the three final designs for the Open Space Team.
- Managed final production and assembly of presentation.
- Presented team's designs to Washington Department of Transportation and other key stakeholders.

Transportation and the Environment (URBDP 498), University of Washington, Spring 2003

- MAX Light Rail: analyzed changes in population density around light rail stations in Portland, OR using shift share analysis and GIS in order to hypothesize the implications for future ridership potential.

Walking Guide Intern, Feet First, Seattle, WA, Fall 2002-Winter 2003

- Gathered community input for the UWALK pedestrian guide and participated in design.
- Created a template for how to do research for future walking guides, which catalyzed a new approach to information gathering that was used for the Uptown neighborhood's guide.

Transportation Engineering I (CEE 320), University of Washington, Winter 2003

- Studied standard mathematical traffic modeling in a team setting.

Introduction to Environmental Modeling, The Evergreen State College, Fall 2001

- Used the software Stella to create a transportation mode choice model based on a model produced by Thurston Regional Planning Council.

Community Based Research, The Evergreen State College, 2001

- Studied methods for conducting research within a community that are respectful and effectively engage community members in planning and improvement processes.

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TRAVEL: Netherlands, United Kingdom, Denmark, Sweden, Ireland, Germany, Belgium, Soviet Union (when it was the Soviet Union), Switzerland, Finland, Norway, Australia, New Zealand, Thailand, South Africa, France, Italy, Croatia, Albania, Slovenia, Greece, Canada.

SOFTWARE: Proficient in Excel, Word, PowerPoint, Outlook, Asana. Use of Access, ArcGIS, Adobe Creative Suite, Prezi.

SOURCES OF INSPIRATION: Your Brain at Work by David Rock, Decisive by Chip and Dan Heath, Switch by Chip and Dan Heath, A Pattern Language by Christopher Alexander, Reclaiming our Cities and Towns by David Engwicht, Mental Speed Bumps by David Engwicht, The Death and Life of Great American Cities by Jane Jacobs.

SEATTLE TRANSIT ADVISORY BOARD

11 members: Per Resolution 31572, all subject to City Council confirmation, with five 2-year terms and six 3-year terms initially, followed by subsequent two-year terms:

- 5 City Council-appointed
- 6 Mayor-appointed
- 1 Other Appointing Authority-appointed: YMCA Get Engaged program

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
5	F	1.	Member	Marci Carpenter	8-3-15	8-2-18	1 st	City Council
6	F	2.	Member	Katie Wilson	8-3-15	8-2-18	1 st	City Council
6	M	3.	Member	Jonathan Howard	8-3-15	8-2-18	1 st	City Council
6	M	4.	Member	Kevin Duffy-Greaves	8-3-15	8-2-17	1 st	City Council
6	F	5.	Member	Harriet Wasserman	8-3-15	8-2-17	1 st	City Council
3	F	6.	Member	Carla Chavez	8-3-15	8-2-18	1 st	Mayor
6	F	7.	Member	Celeste Gilman	8-3-15	8-2-18	1 st	Mayor
6	M	8.	Member	Ron Posthuma	8-3-15	8-2-18	1 st	Mayor
6	F	9.	Member	Erin Tighe	8-3-15	8-2-17	1 st	Mayor
6	M	10.	Member	Zach Shaner	8-3-15	8-2-17	1 st	Mayor
6	M	11.	Member	Ezra Basom	8-3-15	8-2-17	1 st	Mayor
1	F	12.	Member	Odessa Stevens	TBD	TBD	1 st	Get Engaged

Diversity Chart:

			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	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	3	3		1			1			5			
Council	2	3		1					1	4			
Other		1		1	1								
Total	5	7		3	1		1		1	9			

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*