



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Michelle Zeidman</i>		
Board/Commission Name: <i>Seattle Transit Advisory Board</i>		Position Title: <i>Member (Position 4)</i>
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 8/3/2021 to 8/2/2023 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Green Lake</i>	Zip Code: <i>98115</i>	Contact Phone No.: [REDACTED]
Background: <i>Michelle is a transit commuter who is passionate about making it easier for all people to get around the Puget Sound without a car. Michelle has spent more than a decade studying and working on public transportation and urban planning policy. This work has involved increasing access to light rail, expanding bus transit service, analyzing public ferry service, and advocating for public transportation funding for transit-dependent populations. She has a Master of Public Administration and a Master of Urban Planning from the University of Washington. In her spare time, Michelle is an artist and avid traveler.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): 7/30/21		Appointing Signatory: <i>Alex Pedersen</i> <i>Seattle City Councilmember</i>

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

MICHELLE ZEIDMAN

PROFILE: Experienced transportation planning professional with data analysis, communication, and graphic design expertise. Collaborative team leader with years of facilitation and community engagement experience. Strong project management, performance evaluation, and grants management skills. Knowledgeable about transit systems in Washington and beyond.

EDUCATION

Master of Public Administration, UW Evans School of Public Affairs March 2009
Master of Urban Planning, UW College of Architecture & Urban Planning March 2009
Bachelor of Arts, Environmental Studies, University of Washington March 2003

PROFESSIONAL EXPERIENCE

Planning Analyst: Washington State Ferries, Seattle, WA 11/19 to Present
Analyze ridership, on-time performance, and other data to inform service planning and operational decisions. Create and manage Tableau dashboards for performance monitoring and reporting to internal and external stakeholders. Collaborate with IT and Operations to ensure data is accurate and complete.

Program Officer / Special Projects Manager: The Brainerd Foundation, Seattle, WA 05/15 to 11/19
Managed the foundation's Emerging Leaders Initiative, and Opportunity and Grassroots grant programs. Conducted research and analyzed resulting data. Reviewed grant proposals. Wrote and presented grant recommendations to the board of trustees. Researched and wrote grantee case studies.

Transit Programs Operations Specialist: University of Washington, Seattle, WA 01/13 to 01/14
Managed U-PASS program for students and employees at main Seattle campus. Analyzed ORCA and survey data using Excel and SPSS. Negotiated transit fare contracts with seven transit agencies. Collaborated with multimodal Commute Options team to maximize car-free access to the University.

Mobility Manager: Hopelink, Bellevue, WA 11/09 to 12/12
Directed staff, managed \$300,000 annual operating budget and nearly \$1 million in capital projects, and facilitated the King County Mobility Coalition to improve mobility options for seniors, people with disabilities, low-income individuals, refugees, and veterans. Led Coalition in establishing action plan and effectively engaged diverse members to implement collaborative projects. Created public-private partnerships to expand operations. Successfully applied for and managed multiple federal grants.

Research & Evaluation Analyst: Office of Policy & Management, City of Seattle, WA 08/09 to 10/09
Researched and analyzed best practices for public-private partnerships for the Central Waterfront. Collaboratively drafted resolution for City Council. Recommended strategies for successful public space design processes, management, and programming.

Research & Program Associate: The Brainerd Foundation, Seattle, WA 03/06* to 10/09
Conducted strategic research and analysis to inform grantmaking. Researched and analyzed grantee outcomes to identify best practices for six conservation voter leagues. Conducted ecosystem assessment.

* Took time off to work for the U.S. Government Accountability Office, Puget Sound Regional Council, and as a Seattle Mayor's Office Fellow.

Transit Planning Consultant: Sound Transit, Seattle, WA 03/09 to 08/09
Drafted first-ever *Preliminary Bicycle Parking Plan* for Sounder commuter rail's south line and Link light rail, including compiling, writing and editing policy, program, and project components to create a coherent document and make future planning efforts more efficient. Recommended content for future enhanced bicycle plan. Researched and analyzed policies for *Transit-Oriented Development Strategic Plan*.

MICHELLE ZEIDMAN

Mayor's Office Fellow: Office of Policy & Management, City of Seattle, WA 06/08 to 09/08
Developed parking strategies for businesses near the light rail stations in Southeast Seattle. Researched best practices and case studies. Interviewed business owners. Incorporated feedback from an inter-departmental advisory team. Presented recommendations to the Mayor. Began implementation.

Growth Management Intern: Puget Sound Regional Council, Seattle, WA 12/07 to 06/08
Documented public comments and agency responses for the Supplemental EIS to VISION 2040. Reviewed and evaluated municipal comprehensive plans to verify compliance with the Growth Management Act and *Regional Transportation Plan*.

Analyst Intern: U.S. Government Accountability Office, Seattle, WA 05/07 to 08/07
Contributed to a congressionally requested report on the cost-effectiveness of federal prison privatization: researched variables for a cost-effectiveness analysis, reviewed laws and regulations, interviewed agency officials, and presented findings and recommendations to senior staff. Collected data and analyzed internal policies regarding the agency's reduction, reuse, and recycling of waste, resulting in policy changes.

Legislative Session Aide: Washington State Senator Craig Pridemore, Olympia, WA 01/06 to 03/06
Analyzed fiscal and policy implications of growth management bills and drafted concise analyses. Worked with constituents, including creating systems to track and efficiently respond to them.

LEADERSHIP & VOLUNTEER EXPERIENCE

Transit Advisory Board Member: City of Seattle, WA 2019
Appointed to advise the Mayor, City Council, and departments on transit issues, and provide public oversight of Seattle Transportation Benefit District revenues. Serve on STBD renewal subcommittee.

Advisory Group Member: *Washington State Public Transportation Plan* 2014
Selected to advise WSDOT staff and provide input on the state's multimodal public transportation plan.

Board Member: Northwest Paragliding Club 2013
Monitored the club's budget, assisted with fundraisers, and ensured club's and members' compliance with State Department of Natural Resources' land use license agreements and insurance regulations.

Grant Evaluator: WSDOT 2013-2015 Consolidated Grant Program 2013
Independently scored and evaluated proposals for State and Federal transportation funding to improve transportation service and accessibility across Washington State, resulting in the distribution of \$38M.

Federal Opportunities Workgroup Member: WA Agency Council on Coordinated Transportation 2011
Identified strategies to overcome barriers to collaboration between public transit and human service transportation agencies to improve services for people with special transportation needs.

Legislative Committee Member: Community Transportation Association Northwest 2009 to 2013
Lead creation of annual guide to proposed budget cuts affecting transportation and vulnerable populations. Drafted correspondence to legislators educating them about implications of proposed cuts.

Legislative Committee Member: American Planning Association, Washington Chapter 2006 to 2010
Participated in weekly conference calls to discuss proposed bills, legislative deadlines, and chapter positions. Collaboratively drafted process for proposing state legislation, adopted by Board of Directors.

Planning Commissioner: City of Seattle, WA 2008 to 2009
Advised the Mayor, City Council, and departments. Served on the Land Use and Transportation Subcommittee. Contributed to the *Seattle Transit Communities* report, published November 2010.

Seattle Transit Advisory Board

12 Members: Pursuant to Resolution 31572, all members subject to City Council confirmation, 2-year terms:

- 7 Mayor- appointed
- 5 City Council- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	3	1.	Member	Bryce Kolton	8/3/20	8/2/22	2	City Council
		4	2.	Member	Emily Walton Percival	8/3/20	8/2/22	1	City Council
5	M	4	3.	Member	Andrew Martin	8/3/20	8/2/22	2	City Council
6	F	6	4.	Member	Michelle Zeidman	8/3/21	8/2/23	3	City Council
			5.	Member	Vacant	8/3/21	8/2/23		City Council
1	F	3	6.	Member	Keiko Budech	8/3/20	8/2/22	2	Mayor
6	F	3	7.	Member	Barbara Wright	8/3/20	8/2/22	2	Mayor
		1	8.	Member	Art Kuniyuki	8/3/20	8/2/22	1	Mayor
	F	7	9.	Member	Erin Tighe	8/3/21	8/2/23	4	Mayor
			10.	Member	Vacant	8/3/21	8/2/23		Mayor
			11.	Member	Vacant	8/3/21	8/2/23		Mayor
6	M	3	12.	Get Engaged Member	Andrew Parker	9/1/20	8/31/21	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	3			1					2			
Council	2	1							1	2			
Other													
Total	3	4			1				1	4			

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.