





# City of Seattle Boards & Commissions Notice of Appointment

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CITY OF SEATTLE  
2015 MAY 27 AM 10:44  
CITY CLERK

<b>Appointee Name:</b> <i>Janet Stephenson</i>		
<b>Board/Commission Name:</b> <i>West Design Review Board</i>		<b>Position Title:</b> <i>W Board, Residential</i>
<input type="checkbox"/> Appointment <i>OR</i> <input checked="" type="checkbox"/> Reappointment	<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: Joint Mayor and Council		<b>Term of Office: Second Term</b> <i>Term start date 4/4/15 Term end date 4/3/17</i>
<b>Residential Neighborhood:</b> <i>Uptown</i>	<b>Zip Code:</b> <i>98109</i>	<b>Contact Phone No.:</b> <i>206-262-1010</i>
<b>Legislated Authority:</b> <i>SMC 23.41.008</i>		
<b>Background:</b> Janet currently works at Glumac and previously worked at Innovate Washington and had her own management consulting firm, Accent Consulting. She comes to that work from a strong background in Arts Administration as well as marketing and sustainability and a career that has seen firsthand experience in private, governmental and non-profit organizations. A native of the UK, she worked as Marketing Director of the architectural firm NBBJ in Los Angeles and Marketing and Global Sustainability Task Force Coordinator for the global engineering firm ARUP, also in Los Angeles. In 2004, she moved to Seattle where she has worked as Marketing Director for EDAW, an international design, planning and environmental consulting firm. In June 2006, Janet came to work for the City of Seattle's Green Building program, and from there went on to direct the AIA Seattle's program to infuse a progressive stance on sustainability issues throughout its membership. From there she went on to become Director of Marketing and Communications for Sellen Sustainability, prior to founding her own consulting firm in May 2012. Janet is a Board member of Arcade, the pre-eminent journal for the contemporary Northwest design community, and devotes much of her time to maintaining ties with Seattle's diverse arts scene. She resides in Seattle's Queen Anne neighborhood.		
<b>Date of Appointment:</b> <i>5/14/15</i>	<b>Authorizing Signature (original signature):</b> 	<b>Appointing Signatory:</b> <i>Mayor Edward B. Murray</i>

<b>Date of Appointment:</b> <i>5/27/15</i>	<b>Authorizing Signature (original signature):</b> 	<b>Appointing Signatory:</b> <i>Mike O'Brien</i> <i>Seattle City Councilmember</i>
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janet stephenson

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REF: DESIGN REVIEW BOARD APPLICATION

1/4

December 10, 2012

Lisa Rutzick  
Department of Planning and Development  
700 5th Avenue, Suite 2000  
PO Box 34019  
Seattle, WA 98124-4019

Dear Lisa,

Rachel Ben-Shmuel brought this opportunity to my attention suggesting I'd be a great candidate for the West District openings, and offer a valuable and informed contribution to the work of the Design Review Board. I've long admired the role the program plays in the sensitive shaping of our city, and would be honored to serve.

A LEED AP, with 20 years of experience liaising between private and public entities and their constituents, 14 years dedicated to advancing sustainability throughout the built environment, and a personal drive to find mutually beneficial solutions for the greater good, I'm confident in my ability to bring the qualifications and attributes you're looking for.

The perspective I bring is informed by my professional engagement across a broad spectrum of the design world - including first-hand experience working for private, government and non-profit organizations. My role as a marketing director for NBBJ, Arup, EDAW/AECOM and Sellen Construction/Sellen Sustainability; as a Strategic Advisor with the City of Seattle's Green Building Team within DPD; and as program director for AIA Seattle has set me at the heart of various design and development communities, and sharpened my appreciation of their diverse needs and sometimes conflicting priorities. In all these situations my strength has been based on helping others understand the value of different perspectives, and playing devil's advocate to stimulate and implement constructive, solutions-based ideas.

In the context of this application, I think it's worth highlighting that my perspective is also inspired from years spent growing up and working in ancient walkable, transit-oriented, thriving cities such as Newcastle, York and London in England, as well as more modern car-centric cultures like Los Angeles. Over the course of my career in the States, I've learned how important my indelible experience is in helping people envision how designs for livability that might otherwise feel risky or hard to understand could work. Indeed, it also helps me see unexploited potential.

I'm a resident of lower Queen Anne, and a property-owner in Fremont, and have lived, worked, walked, cycled and zip-lined in Seattle for 9 years. My volunteer interests have mostly been directed towards non-profit organizations that raise the debate for sustainability and livability in Seattle. My personal time has mostly been directed towards Seattle's incredible arts-scene, its fantastically culturally-diverse dance community, water and mountain based activities, off-leash dog-parks and an odd assortment of adventures to engage my niece and nephew.

My resume briefly illustrates the results I've achieved through strategic and creative thinking, collaboration and practical delivery. It doesn't necessarily reflect, however, the most fulfilling moments of my career: these have been in brokering successful partnerships, and creating and delivering programs that have stood the test of time. Ultimately, I hope the review team will agree with Rachel that I'd make a valuable contribution to the Design Review Program, and I hope I'll be able to help provide major stakeholders -- the citizens of Seattle, the project applicant, and the City -- a voice in the process. Thank you, I'm looking forward to hearing from you in due course.

Warmest regards,

janet

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Janet established Accent Consulting in May 2012 and rapidly became a sought-after 'cat-herder extraordinaire' and executive sound-board for some of the Pacific Northwest's most respected organizations.

#### MACDONALD MILLER FACILITY SOLUTIONS

Driven by the need to meet a July 27 eligibility deadline for Carbon Reduction Incentive Funding from Community Power Works, Janet helped MMFS define and activate "Operation 727" - a strategic outreach plan designed to engage Seattle's commercial building owners.

- Goal = 5 signed contracts.
- Result = 10 signed contracts.

#### CITY OF SEATTLE COMMUNITY POWER WORKS + SEATTLE 2030 DISTRICT

To launch and effectively manage a new phase in the Large Commercial Incentive program that involves 2030 District, Emerald Cities, and other City departments, CPW turned to Janet to help manage outreach activities, and maintain a clearly articulated project pipeline. 22 new projects are formally interested, and one recent event targeting building executives created:

- 1 organization requesting staff training,
- 2 owners willing to share success stories,
- 5 owners signing up for energy assessments,
- 7 owners moving a project forward, and
- 8 new 2030 members.

#### KILLIAN STRATEGIC

With an interest in ensuring the permitting process was not a barrier to entrepreneurs starting new restaurants and creating jobs, Killian Strategic was appointed by the City of Seattle Office of Economic Development to write an independent survey of small business owners who'd opened or remodeled in the last 2 years. Restaurant owners can be hard to contact due to busy customer periods, late night hours, or language barriers. Many are skeptical about being surveyed. Killian Strategic brought Janet on to target and secure interviews with owners representing a diverse data set.

- Goal = 20 interviews.
- Result = 22 interviews.

#### NORTHWEST ENERGY EFFICIENCY COUNCIL

NEEC's Board of Directors comprises ten of the leading executives in the energy efficiency industry. Janet was brought on to provide strategic planning process design, meeting facilitation, calendar scheduling and feedback to the Executive Director. The Board unanimously endorsed the resulting framework, and phase 2 implementation work for 2013-2015 is commencing.

#### PALADINO AND COMPANY

Paladino and Company wanted to ensure the impact of an acquisition on staff and clients would be positive and successful. Recognizing the potential for unforeseen consequences, Janet was appointed to provide third party review of draft communication materials and deployment strategy, helping unify internal and external messaging, identify connection points between departments (such as IT, Accounting, and Marketing) and reduce the potential for "company speak" to confuse external messaging.

#### CONFIDENTIAL AEC CLIENT

Based on the premise that corporations with strong CSR programs should demonstrate greater risk resilience and stronger financial returns over time, a global sustainability director of a large professional services firm in the AEC industry wanted to determine if the 10X companies identified in Jim Collins and Morten T. Hansen's "Great By Choice", substantiated the value of CSR values and activities. Janet's research led to the additional review of 10X companies performance within "The Road to 2020: Corporate Progress on the Ceres Roadmap for Sustainability", a joint report from Ceres and Sustainalytics.

# janet stephenson

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## CAREER PROFILE

3/4

### DIRECTOR OF MARKETING & COMMUNICATIONS, SELLEN SUSTAINABILITY, SEATTLE

FEB 2010 – MAY 2012

Recruited by a top regional contractor to help launch a new company division dedicated to providing sustainability-related training and consulting services nationwide.

- *Refined a world of possibilities into a strategic, actionable, measurable marketing plan that produced results.*
- *Strategically directed a branding initiative to accelerate the integration of staff from a newly acquired firm.*

### PROGRAM DIRECTOR, AIA SEATTLE

FEB 2008 – FEB 2010

Recruited to infuse a progressive stance on sustainability issues throughout this 2000-strong membership organization by curating continuing professional education and design excellence awards programs – too numerous to list.

- *Secured endorsement from Architecture 2030, and facilitated a team to design and produce the ground-breaking AIA+2030 education series as a template for nationwide replication - now delivered by over 20 AIA chapters.*
- *Project managed the two most successful Honor Awards events in the program's 59 year history measured in terms of volunteer engagement, number of submittals, attendance, diversity of project awards, feedback and profit.*
- *Brokered collaboration between ForTerra (then CLC), UW CBE and AIA for two Design for Livability conferences*

### OUTREACH & EVALUATION MANAGER, CITY GREEN BUILDING, CITY OF SEATTLE

JUN 2006 - JAN 2008

Earned a reputation for succinct, visually-effective communication pieces to support the program's mission "to make green building standard practice in Seattle", and promote one of the nation's leading green building programs.

- *Conceived and implemented a 'Greenfactor' outreach program to increase support and adoption of a new code,*
- *Facilitated collaboration between CRGBC, AIA, ASLA, and IIDA to improve impact and reduce Earth Day mayhem.*

### MARKETING DIRECTOR, SENIOR ASSOCIATE, EDWA [NOW AECOM], SEATTLE

FEB 2004 - JUN 2006

Increased win ratio by 20%, backlog by 15%, and average contract value by 200% by designing and monitoring marketing strategies for the Seattle office of this global design, planning and environmental consulting firm. Contributed to strategic planning, HR issue resolution, and helped maintain stability during a leadership change and a merger and acquisition as a member of the Senior Management Team.

- *Used sustainability to stimulate interdisciplinary collaboration, negotiate add services, and create new prospects,*
- *Built an alliance with Allied Arts of Seattle to position EDWA as an authoritative voice on waterfront development and advance the debate on the Alaska Way Viaduct.*

### MARKETING + GLOBAL SUSTAINABILITY TASK FORCE COORDINATOR, ARUP, LOS ANGELES

OCT 1999 - JAN 2004

Lead proposals for new business and oversaw internal and external marketing for this global engineering firm known for technical excellence, design sensitivity and innovation. A successful pitch on the power of event design to improve global knowledge exchange resulted in a new role coordinating a 12-person global sustainability team.



- *Organized two global conferences on the business of sustainability to actively prepare and engage participants, capture and strategically disseminate resulting information, and create positive change throughout the firm.*
- *Conceived "Arup's Sustainability Challenge" a 2003 SMPS National Communications Award winning education campaign that engaged 71 offices worldwide and catalyzed client engagement on sustainability issues.*

### MARKETING MANAGER, NBBJ, LOS ANGELES

APR 1998 - OCT 1999

Reduced a \$1 million marketing operations budget to \$650k without negatively impacting business pursuits for one office and six very different market leaders pursuing Major League Sports, Entertainment, Corporate, Interiors and Healthcare.

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# janet stephenson

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## UK WORK SUMMARY

4/4

### ADMINISTRATIVE DIRECTOR, SUFFOLK DANCE, UK

JUL 1996 - JUL 1997

Responsible for marketing, financial management, administrative systems and the organization of performance events. Suffolk Dance is a publicly funded agency, with over \$1million turnover at that time, working to promote dance regionally, nationally and internationally.

### ASSISTANT DANCE OFFICER, ARTS COUNCIL OF ENGLAND, UK

SEPT 1994 - JUN 1996

Managed the allocation of \$300,000 national government funding to promote and support innovation in dance. Responsibilities included: promoting and coordinating the public application process, organizing the client appraisal program; arranging conferences and large-scale public events; ensuring media coverage; compiling, updating and publishing reference material.

### MANAGER: 4D, CONTEMPORARY DANCE TRUST, UK

SEPT 1992 - SEPT 1994

Devised strategy to re-launch 4d performance group, negotiated national and international touring programs. Contemporary Dance Trust houses Britain's busiest dance venue and Europe's leading contemporary dance school. Responsibilities increased rapidly from Executive Assistant to Front of House Manager and beyond.

### VOLUNTEER APPOINTMENTS & COMMITMENTS

UGBC Greenbuild Program Working Group member, 2011-2012

ARCADE Board member, 2011

Habitat for Humanity Rainier Valley Project 2011 & 2012

Facilitator, Race and Social Justice Initiative, City Of Seattle, 2007

Committee member, AIA Seattle Committee on the Environment WMIG, 2007-2008

Committee member, ULI Seattle's Sustainability Committee, Seattle, 2005-2006

Board member, USGBC Los Angeles Chapter, 2003 [Volunteer 2000-2003]

### EDUCATION AND TRAINING

2008: AIA "How to Teach Adults"

2002: USGBC Leadership in Energy and Environmental Design Accredited Professional (LEED AP)

1994: Post Graduate Diploma in Arts Administration, University of Surrey

1992: Certificate in Contemporary Dance and Choreography, London Contemporary Dance School

1990: BTEC Higher National Diploma in Business and Finance, Northumbria University

## Seattle Design Review Board 2015

**36 Board members Total:** Per SMC 23.41.008 all subject to City Council confirmation, two-year terms that may be reappointed to a subsequent term. The Get Engaged member serves a 1-year term and is appointed per SMC 3.51.

- 11 Appointed by City Council
- 11 Appointed by Mayor
- 14 Appointed by both City Council and Mayor
- 1 Appointed by Council per SMC 3.51 (Get Engaged)

D*	G	No.	Name	Appointed	Term Ends	Term #	Position	Appointed By	Board
1	F	1.	Leong, Grace	2015	4/3/2017	1	Local Residential	Mayor/Council	DT
6	F	2.	Begley, Ivana	2015	4/3/2017	2	Community	Mayor	NE
6	F	3.	Moravec, Alexandra	2014	4/3/2016	2	Development	Mayor	SW
1	M	4.	Nishiwaki, Homero	2015	4/3/2017	1	Local Business	Mayor/Council	W
6	M	5.	Bronk, Todd	2015	4/3/2017	2	Local Residential*	Mayor	SW
6	M	6.	Bigelow, Curtis	2014	4/3/2016	1	Local Business	Mayor/Council	E
6	M	7.	Sauvion, David	2014	4/3/2016	1	Community	Mayor	SE
6	M	8.	Hicks, Drew	2014	4/3/2016	1	Development	Council	SE
6	F	9.	Cecil, Ellen	2012	4/3/2016	2	Community	Council	NW
6	M	10.	Bell, Chris	2015	4/3/2017	1	Local Business	Mayor/Council	NW
6	F	11.	Buseti, Barbara	2015	4/3/2017	1	Design Professional	Mayor	E
6	M	12.	Angelillo, Marc	2014	4/3/2016	1	Development	Mayor	NW
1	F	13.	Grant, Anjali	2014	4/3/2016	1	Local Business	Mayor/Council	DT
3	F	14.	Gualy, Natalie	2015	4/3/2017	2	Development	Council	E
6	F	15.	Levitt, Julia	2014	4/3/2016	1	Development	Council	NE
6	M	16.	Zinski, Matt	2014	4/3/2016	1	Community	Council	SW

D*	G	No.	Name	Appointed	Term Ends	Term #	Position	Appointed By	Board
6	M	17.	Blank, Eric	2014	4/3/2016	1	Design Professional	Council	NE
6	F	18.	Idziorek, Katherine	2015	4/3/2017	2	Design Professional	Council	W
6	F	19.	Harrington, Christine	2014	4/3/2016	1	Community	Mayor	W
6	M	20.	McCullough, Murphy	2015	4/3/2017	2	Development	Council	DT
6	F	21.	McNamara, T. Frick	2015	4/3/2017	2	Local Business*	Mayor/Council	SW
6	F	22.	Dagliano-Holmes, Carey	2015	4/3/2017	1	Design Professional	Council	SE
6	M	23.	Walzak, Keith P.	2015	4/3/2017	1	Design Professional	Mayor	NW
6	F	24.	Orr-Cahall, Christina	2015	4/3/2017	2	Community	Council	E
6	M	25.	Kutzera, Dale	2014	4/3/2016	1	Local Residential	Mayor/Council	NW
6	M	26.	McWain, Alan	2014	4/3/2016	1	Community	Mayor	DT
6	M	27.	Pickrell, Robert Boyd	2015	4/3/2017	2	Development	Mayor	W
6	M	28.	Williams, Blake	2015	4/3/2017	1	Local Residential	Mayor/Council	NE
6	F	29.	Proksch, Gundula	2012	4/3/2016	2	Design Professional	Mayor	DT
6	M	30.	Caffrey, Donald A.	2015	4/3/2017	1	Design Professional	Mayor/Council	SW
6	M	31.	Weber, Julian R.	2014	4/3/2016	1	Local Business**	Mayor/Council	SE
6	F	32.	Stephenson, Janet	2015	4/3/2017	2	Local Residential	Mayor/Council	W
6	M	33.	Foltz, Dan	2013	4/3/2017	2	Local Residential	Mayor/Council	E
3	M	34.	Romero, Charles	2015	4/3/2017	1	Local Residential	Mayor/Council	SE
6	F	35.	Leness, Laura A.	2015	4/3/2017	1	Local Business	Mayor/Council	NE

2	F	36.	Krystal Brun	2014	9/1/2015	1	Get Engaged	Council (SMC 3.51)	E
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\*Shifting into different positions for their second term on the SW Board.

\*\* Shifting into different position mid-term on the SE Board.

**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	7	4	0	1	0	1	0	0	0	11	0	0	0
Council	4	7	0	2	0	0	1	0	0	9	0	0	0
Mayor/Council	8	6	0	4	3	0	1	0	0	10	0	0	0
Total	19	17	0	6	3	1	2	0	0	30	0	0	0

**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*