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CITY OF SEATTLE

# City of Seattle Boards & Commissions Notice of Appointment

2015 JUL 22 AM 10: 59

CITY CLERK

<b>Appointee Name:</b> <i>Zach Shaner</i>		
<b>Board/Commission Name:</b> <i>Seattle Transit Advisory Board</i>		<b>Position Title:</b> <i>Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other		<b>Term of Office:</b> <i>08/03/15 – 08/02/17</i>
<b>Residential Neighborhood:</b> <i>Capitol Hill</i>	<b>Zip Code:</b> <i>98102</i>	<b>Contact Phone No.:</b>
<b>Legislated Authority:</b> <i>Res. 31572</i>		
<b>Background:</b> <i>Zach is a writer for the Seattle Transit Blog and recently took part in Metro's Link Connections Sounding Board. He has experience working with commute options and informing employees and residents of the alternatives available to driving, and now runs his own bicycle-rental business.</i>		
<b>Date of Appointment:</b> <i>07/27/2015</i>	<b>Authorizing Signature (original signature):</b> 	<b>Appointing Signatory:</b> <i>Mayor Ed Murray</i>

# Zach Shaner



## Experience

### **Outreach & Marketing Coordinator • Commute Seattle • January 2013-Present**

- As Marketing and Outreach Coordinator at Commute Seattle, I produce and manage all external communication, including our monthly newsletter, e-blasts, media releases, social media, graphic design, and web publishing. I also ghostwrite editorials, speeches, and letters on behalf of our Executive Director. I provide primary staff support to the Downtown Seattle Association's Transportation Committee. My outreach role also includes producing approximately 50 public events per year, including transportation fairs, workshops, and seminars. Samples of any of my work are available on request.

### **Staff Writer • Seattle Transit Blog • Seattle, WA • July 2010-Present**

- As a volunteer Staff Writer I have written approximately 100 transit-related articles in a variety of genres (policy, analysis, breaking news), requiring extensive professional engagement with local and state government officials, regional media outlets, and regional planning agencies. An archive of my work may be found at [www.seattletransitblog.com/author/zach-shaner](http://www.seattletransitblog.com/author/zach-shaner)

### **Transportation Outreach Coordinator • City of Tukwila • Tukwila, WA • March 2012-Jan 2013**

- I marketed ORCA products and RideshareOnline to commuters and employers in South King County, designing and producing marketing materials, managing grant funds, and promoting commuter incentive programs to city councils, business groups, and intergovernmental organizations (Suburban Cities Association, Duwamish TMA, PSRC, etc.).

### **Transit Outreach Coordinator • Pierce Transit • Lakewood, WA • Sep 2010- Mar 2012**

- At Pierce Transit I managed two regional mobility grants to improve public transportation usage at Joint Base Lewis-McChord (JBLM). I conducted employer outreach, designed and produced promotional materials, executed marketing campaigns, wrote analytical reports and policy papers, coordinated planning between six agencies, managed social media accounts, hosted public meetings, planned transit services, and promoted bicycling among military personnel.

## Education

**2009: Master of Research (MRes), Sustainability/Environmental Economics, University of Leeds**

- Thesis: "Don't Call Me Green': Techniques for Improving Environmental Communication"

**2007: Master of Arts, Ethics & Philosophy, Boston University**

**2004: Bachelor of Arts, History, Philosophy, Abilene Christian University**

## Professional Social Media

Facebook: [facebook.com/CommuteSeattle](https://www.facebook.com/CommuteSeattle)

Twitter: [@CommuteSeattle](https://twitter.com/CommuteSeattle)

Linked In: <http://www.linkedin.com/pub/zach-shaner/20/788/b08>

Website Management: [www.commuteseattle.com](http://www.commuteseattle.com)

### **Technical Skills**

- Statistics and data preparation/visualization (SPSS, Access)
- Database management (Excel)
- Web Publishing (MailChimp, Wordpress, Blogger, Custom CMS)
- Information Design (Illustrator, InDesign)
- Microsoft CRM

### **Conferences**

- "Using RideshareOnline for Employer Collaboration", WSDOT Public Transportation Conference, September 2012
- "Effectively Using Social Media for Transit Outreach", Washington State Ridesharing Organization (WSRO) Conference, October 2011
- "Math, Models, and Meaning-Making: Do Numbers Matter for Environmental Sentiment?", *Understanding Sustainability* Conference, Portland State University, June 2009

### **References**

- Jamie Cheney, Transportation Program Manager, Seattle Children's Hospital  
jamie.cheney@seattlechildrens.org, (206) 987-5912
- Sharon Stockwell, Business Partnerships Manager, Pierce Transit  
sstockwell@piercetransit.org, (253) 581-8112
- Martin Duke, Editor-in-Chief, Seattle Transit Blog  
martin.h.duke@gmail.com, (206) 650-7215

## 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 <sup>st</sup>	City Council
6	F	2.	Member	Katie Wilson	8-3-15	8-2-18	1 <sup>st</sup>	City Council
6	M	3.	Member	Jonathan Howard	8-3-15	8-2-18	1 <sup>st</sup>	City Council
6	M	4.	Member	Kevin Duffy-Greaves	8-3-15	8-2-17	1 <sup>st</sup>	City Council
6	F	5.	Member	Harriet Wasserman	8-3-15	8-2-17	1 <sup>st</sup>	City Council
3	F	6.	Member	Carla Chavez	8-3-15	8-2-18	1 <sup>st</sup>	Mayor
6	F	7.	Member	Celeste Gilman	8-3-15	8-2-18	1 <sup>st</sup>	Mayor
6	M	8.	Member	Ron Posthuma	8-3-15	8-2-18	1 <sup>st</sup>	Mayor
6	F	9.	Member	Erin Tighe	8-3-15	8-2-17	1 <sup>st</sup>	Mayor
6	M	10.	Member	Zach Shaner	8-3-15	8-2-17	1 <sup>st</sup>	Mayor
6	M	11.	Member	Ezra Basom	8-3-15	8-2-17	1 <sup>st</sup>	Mayor
1	F	12.	Member	Odessa Stevens	TBD	TBD	1 <sup>st</sup>	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*