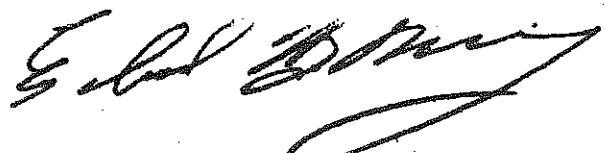


**City of Seattle  
Notice of Appointment**

701117  
APR 24 AM 11:17  
CITY CLERK

<b>Name:</b> <i>Shannon Koller</i>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Reappointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> <i>Ballard</i>	<b>Zip Code:</b> <i>98107</i>	<b>Contact Phone No.:</b> <b>[REDACTED]</b>
<b>Appointed to:</b> <i>School Traffic Safety Committee</i>		<b>Date of Appointment:</b> <i>04/23/2015</i>
<b>Authority (Ord., Res.):</b> <i>Ordinance 124168</i>		<b>Term of Office:</b> <b>From:</b> <i>04/23/2015</i> <b>To:</b> <i>3/31/2017</i>
<p><b>Background:</b></p> <p>Shannon is director of bicycle safety education at Cascade Bicycle Club. Her programs serve more than 20,000 youth each year in the Seattle-area, including the Basics of Bicycling education which reaches 70 schools in 4 school districts including Seattle. Previously she managed International Programs and Exchanges at the University of Washington from 2001-2013. She served on the PTA Board of Loyal Heights Elementary where she was also Bike to School Coordinator, enrolling 30% of the student body in a bike to school campaign. She has an MPA from Seattle University.</p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b>  <b>Mayor Edward B. Murray</b>

# SHANNON KOLLER

## QUALIFICATIONS

- o Currently direct bicycle safety education programming for nation's largest locally-based bike organization
- o Experienced in Safe Routes to School programming
- o Experienced in creating and fostering learning communities with a focus on wellness and safety

## EDUCATION

**Master of Public Administration**, Seattle University, 1999

**Bachelor of Arts in Business—Finance and Economics**, University of Wisconsin-Green Bay, 1991

## EXPERIENCE

**Cascade Bicycle Club, Director of Education**, October 2013 - present

- o Direct a department of 5 staff to deliver bicycle education and encouragement programming around the Puget Sound region to youth and adults
- o Serve more than 20,000 youth each year with our school-based programming
- o Direct our education work within targeted communities designed to increase the ridership of new populations
- o Manage Basics of Bicycling safety education program which reaches 15,000+ students each year in 70 schools in 4 districts
- o Create and execute bicycle safety education and encouragement programs for Safe Routes to Schools grants in 2 local school districts
- o Collaborate with SDOT, Feet First, public school districts, Parks Departments, local government staff, and sponsors to deliver innovative programming to benefit our community
- o Current member of School Road Safety Task Force, City of Seattle

**University of Washington, Regional Lead for the Middle East/Africa/Americas/Oceania**, September 2001-August 2013

International Programs and Exchanges (UW Study Abroad)

- o Managed all student mobility within the region
- o Assessed study abroad options and facilitate new program development
- o Created and co-directed a UW study abroad program for 28 students in Brazil during Spring quarter 2008
- o Maintained relationships between the UW and our partners worldwide
- o Responded to emergency situations involving students abroad, communicating effectively with all relevant units
- o Conducted study abroad site visits throughout South America and Europe

**University of Washington, Program Director, Quito, Ecuador, Winter 2013**

UW Spanish Department study abroad program

- o Directed program and provided on-site support to 21 UW students
- o Organized several cycling excursions, designed to promote wellness as well as cultural understanding

**University of Washington, Instructor, September 2011-December 2012**

Arts & Sciences

- o Taught a series of credit-bearing class on Cross-Cultural Understanding

**Seattle University, Admissions Counselor**, January 1995-December 2000

Office of Admissions

- o Advised prospective undergraduate and graduate students regarding university admission and resources

- o Organized large-scale events for prospective and admitted students
- o Analyzed and restructured all outbound communications within new data management system

#### VOLUNTEER/OTHER

- o Coach and Founder, Urban Cycling Club, program to teach bike skills and encourage active transportation, 2013
- o Bike to School Coordinator, Loyal Heights Elementary School, enrolled 30% of students in inaugural year, 2012-2014
- o Advocacy Leadership Institute graduate, Cascade Bicycle Club leadership program, Summer 2012
- o Coach, Girls on the Run, for girls in 3<sup>rd</sup>-5<sup>th</sup> grade designed to encourage healthy choices, 2009-present
- o Chair, Body and Wellness Development Committee, Loyal Heights Elementary School PTA Board, 2012-2014

March 14, 2015

Brian Dougherty  
Chair, School Traffic Safety Committee  
Senior Transportation Planner, Seattle Department of Transportation  
P.O. Box 34996  
Seattle, WA 98124

Dear Brian,

I am pleased to submit my application for the School Traffic Safety Committee. As an active attendee of these meetings for the last year, I have appreciated the impact that this committee has had by identifying opportunities to improve safety in school zones. The on-site observations that we have conducted have become a way to collectively learn about best practices in the field and develop solutions together. Many of the other organizations represented on this Committee are partners that Cascade Bicycle Club frequently collaborates with so there is a high degree of familiarity with each other's work.

Cascade Bicycle Club has a partnership with Seattle Public Schools to deliver the Basics of Bicycling program, an in-school, on-bike safety education program that reaches 15,000+ students each year. We are currently working in about 30 elementary schools in the district and hope to expand our programming, with the support of SDOT and SPS, to reach 3rd-5th grade students in every elementary school by Fall 2016. The education and encouragement programs provided by Cascade Bicycle Club serve as a cornerstone for safety education in our schools, but we often need infrastructure or engineering solutions in school zones to complement these efforts to create the safest environment for our students and families.

In my role as Director of Education at Cascade Bicycle Club, and in my previous community work, my focus has been on fostering healthy and active youth. An important aspect of this work is ensuring that kids are conducting themselves in a safe manner, but also to advocate for a safe built environment for them to engage in active and healthy transportation to school. The Committee draws on the resources and knowledge of our collective organizations and I would be pleased to contribute

to the bicycle safety and encouragement perspective for this group. Please let me know if you have any further questions about my application to the Committee.

Sincerely,

Shannon Koller

## Seattle School Traffic Safety Committee

11 members: Per Ordinance 124168, all subject to City Council confirmation, 3-year terms

- 1 Appointed by Chief of Police
- 1 Appointed by SDOT Director
- 2 Appointed by Superintendent of Public Schools
- 1 Appointed by Metro Transit GM
- 6 Appointed by Mayor

D* G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
	1	Sgt Rich O'Neill	2/23/2015	4/2017			Chief of Police
	2	Brian Dougherty		4/2017			SDOT Director
	3	Richard Staudt	10/06/2014	4/2017			Superintendent of Public Schools
	4	Yvonne Carpenter	10/06/2014	4/2017			Superintendent of Public Schools
	5	VACANT		4/2018		Parents;	Mayor
	6	VACANT		4/2017		Metro	Metro Transit General Manager
	7	Elaine Albertson	02/17/2015	4/2016		At-large	Mayor
	8	Lorena Kaplan	02/17/2015	4/2017		At-large	Mayor
	9	Cathy Tuttle	04/2015	4/2018		At-large	Mayor
	10	Jen Cole	02/17/2015	4/2017		Ped safety	Mayor
	11	Shannon Koller	04/23/2015	3/31/2017		Bike safety	Mayor

### \*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	0	5	1	1			1			4
Council										
Other Bodies	3	1	1							4
<b>Total</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>1</b>			<b>1</b>			<b>8</b>

\*\*Other includes diversity in any of the following: race, gender and/or ability