

**City of Seattle  
Notice of Appointment**

<b>Name:</b>  Elizabeth (Liz) Rankin		<input checked="" type="checkbox"/> Appointment <input type="checkbox"/> Re-appointment
		<input checked="" type="checkbox"/> Executive <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> Other:
<b>Residential Neighborhood:</b>  Hawthorne Hills	<b>Zip Code:</b>  98115	<b>Contact Phone No.:</b>  206- 729-0664
<b>Appointed to:</b>  Burke Gilman Place Public Development Authority		<b>Date of Appointment:</b>  July 23, 2013
<b>Authority (Ord., Res.):</b>  SMC 3.110		<b>Term of Office:</b> 3-year term <b>From:</b> Confirmation <b>To:</b> 07/15/2016
<b>Comments:</b>  Elizabeth (Liz) Rankin is a life-long resident of Seattle, raised by a Canadian mother and Colombian father in northeast Seattle, and calls the University of Washington her alma mater.  Ms. Rankin has enjoyed a long career in community and public relations, city government, as well as community service that includes the Salvation Army, The Northwest Children's Fund, the Husky Tyee Club, the Seattle Children's Museum, and Cancer Lifeline.  Ms. Rankin is a 21-year veteran of the city government, starting in 1984, retiring as The Seattle Department of Transportation's (SDOT's) Communications Manager in 2006. She was the principal spokesperson for SDOT and sometimes the city as a whole through local and sometimes national media outlets.  Ms. Rankin currently lives in Seattle's Hawthorne Hills neighborhood with her husband and travels extensively and skis with their three adult "children" whenever possible.  This will be Ms. Rankin's first term on the Burke-Gilman Place PDA Board of Directors.		
<b>Authorizing Signature:</b>  		<b>Name and Title of Officer Making Appointment:</b>  Michael McGinn Mayor of Seattle

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Resume of: ELIZABETH A. (Liz) RANKIN

Skill set

- Goal-driven
- Media relations, established local contacts, good on-air presentation
- Customer-oriented, personable, skilled at developing and sustaining media and customer relationships
- Excellent writer, editor, public speaker
- Knowledge of graphics and print production
- Proficient in WORD, Internet research
- Budgeting and staff management

Background

- Developing, staffing and managing strong public relations plans, strategies and teams; 10-year record generating favorable media coverage, developing nationally-modeled programs and providing sound communications strategies to projects
- Working in all mediums, strong local and national press and broadcasting contacts; well-versed in emergency communications strategies
- Press and special events
- Development/fundraising/partnerships
- Volunteer support and management
- Working with boards and commissions, both as staff and an active member
- Program development, funding and management

Professional Experience

NATIONAL COOPERATIVE HIGHWAY RESEARCH PROGRAMS, July 2010 – Present  
Transportation Research Board (National Academies)

- Participated in a national panel to address such issues as improving communications about the technical/economic impacts of *maintenance and system* preservation between agency staff, elected officials, and the public using simple-to-understand principles which convey the message.

CITY OF SEATTLE, Seattle, WA 1984 - 2006

COMMUNICATIONS MANAGER, Seattle Department of Transportation 1999 - 2006

- Planned, shaped, implemented communications strategies supporting department and Mayor's Office objectives including print and electronic media (including web site).
- Established and maintained strong relationships with local and national press; served as chief spokesperson for many transportation issues and interagency/department/City projects.
- Founded new communications section; established structure and priorities, molded a multi-faceted, department communications group; led work flow planning for public information, community, public, media relations and special events
- Participated in interdepartmental and inter-agency teams that developed support for street improvements for King County Metro and Sound Transit's regional service revision for the Downtown Seattle Transit Tunnel reconstruction to accommodate Link Light Rail; worked with Urban League of Metropolitan Seattle's Contractor Development and Competitiveness Center (CDCC) to help them become more visible to project managers in the transportation department's Capital Projects Division.
- Participated in Mayor's Initiatives; City of Seattle Earthquake Recovery; Alaskan Way Viaduct and Seawall Communications Team; Inter-agency Annual Snow and Ice campaign

SENIOR TRANSPORTATION PLANNER, Seattle Transportation 1993 - 1998

- Guided development, legislative approval and implementation of City of Seattle CTR ordinance affecting more than 500 major employers.
- Implemented City's Trip Reduction Program for 10,000 employees, exceeding all requirements; facilitated planning with unions. Appointed by Governor to statewide CTR Task Force, other interdepartmental work groups.
- Directed and marketed City's \$1.5 M Commuter Services Program, serving more than 20,000 participants and generating \$400,000 in annual permit revenue, planned programs, worked with developers, led 5 staff members.
- Established relationships with elected officials and staff, participated in Mayor's Office and City Council briefings.
- Combined expertise in transportation planning, parking management and community relations representing Seattle Transportation on highly visible projects such as Seattle Seahawks/Husky Stadium emergency parking management plan, development of the Public Facilities District/Seattle Mariner's Baseball Stadium Traffic and Transportation Management Program.

ASSOCIATE TRANSPORTATION PLANNER, Seattle Engineering Department 1991 - 1993

- Supervised 3 FTEs, developed, implemented, promoted and evaluated code-required Transportation Management Programs; orchestrated land use, parking, transportation and SEPA compliance solutions with developers and major institutions.
- Worked with elected officials; chaired joint labor/management internal work group that developed policies for City Employee Commute Trip Reduction Program.
- Managed public carpool parking program that generated \$120,000 annual permit revenue

PLANNING & DEVELOPMENT SPECIALIST II, Seattle Engineering Department 1988 - 1991

PROGRAM INFORMATION COORDINATOR, Seattle Engineering Department 1984 - 1988

Other Experience

DIRECTOR OF DEVELOPMENT, University Preparatory Academy  
SPECIAL EVENTS COORDINATOR, Northwest Kidney Foundation

Education and Professional Development

B.A., Communications, University of Washington; Seattle, Washington  
FEMA courses: Integrated Emergency Management, Advanced Public Information

Invited speaker to national and international conferences: USAID/EPA's Project Silesia / Czech Republic, Institute of Transportation Engineers, Women's Transportation Seminar

Community Involvement

Former member. Community Relations Advisory Board, The Salvation Army, Northwest Region, Seattle, Washington

Former Board Trustees member, NORTHWEST CHILDREN'S FUND, Seattle Washington

Former board memberships: Seattle Children's Museum, Husky Tye Club; Cancer Lifeline Advisory Board

# Burke Gilman Place Public Development Authority

July 2013

9 members: Per RCW 35.21.730 and Seattle Municipal Code (SMC) 3.110.010; all appointed by the Mayor, subject to City Council confirmation, 3-year terms

- 5 (one each year) At-large community representatives
- 4 (one each year) PDA user group representatives\*

\* Provail, Children's Hospital, Ronald McDonald House, and The Children's Center.

D	G	Name	First Appointed	Current Term Ends	Current Term #	Represents / Position	Appointed by
6	M	Mike Hatzenbeler	04/03/07	09/30/14	3rd	User Group/Chair	Mayor
6	M	Peter Rowan	05/01/12	05/01/14	1st	Member-at-large	Mayor
6	M	Dan Bernard	06/01/12	06/01/14	1st	Member-at-large	Mayor
6	F	Jennifer Kelty	06/01/10	06/01/14	2nd	User Group	Mayor
6	F	Suzanne Petersen Tanneberg	08/11/05	05/31/16	5th	User Group	Mayor
6	F	Elsie Crossman	08/11/05	12/31/11		Member-at-large	Mayor
6	F	Ruthann Martin	04/28/06	09/30/14	3rd	User Group	Mayor
6	F	Kathryn Gardow	06/01/13	06/30/16	1st	Member-at-large	Mayor
3	F	Liz Rankin	07/15/13	07/15/16	1st	Member-at-large	Mayor

## Diversity:

Appt. Authority	Men	Women	Vacant	Minority	(1)	(2)	(3)	(4)	(5)	(6)
					Asian-American	African-American	Hispanic	Native-American	Other	Caucasian
Mayor	3	6					1			8
<b>Total</b>	<b>3</b>	<b>6</b>					<b>1</b>			<b>8</b>

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