

Clerk File No. 310958

The City of Seattle - Legislative Department

Clerk File sponsored by: Jean Johnson

Appointment and Oath of Office of Beth Goldberg as Director of City Budget Office, to a term of confirmation to September 7, 2014.

Committee Action:

Date	Recommendation	Vote
8/17/10	Pass - title amended	JG, NL, MN

Related Legislation File: _____

Date Introduced and Referred: <u>July 26, 2010</u>	To: (committee): <u>Finance and Budget</u>
Date Re-referred:	To: (committee):
Date Re-referred:	To: (committee):
Date of Final Action: <u>9-7-10</u>	Disposition:

This file is complete and ready for presentation to Full Council. _____

Full Council Action:

Date	Decision	Vote
9-7-10	Confirmed	7-0

Excused: TR
NL

July 22, 2010
Date Filed with City Clerk
Emilia M. Sanchez
By

CF No.310958

Title:Appointment and Oath of Office of Beth Goldberg as Director of City Budget Office, to a term of confirmation to September 7, 2014.

Date Filed with City Clerk:20100722



SEATTLE CITY COUNCIL

17 August 2010

Beth Goldberg, Acting Director, City Budget Office
City of Seattle
Seattle, Washington

RE: City Council Expectations for the City Budget Office Director

Dear Ms. Goldberg:

This letter has been placed in Clerk File 310958, which contains the Mayor's request for your confirmation as director of the City Budget Office (CBO). This letter documents the City Council's expectations for your job performance if you are confirmed.

The Council expectations, listed below, are intended to enhance the CBO director's accountability to the Legislative Branch. The expectations also provide a basis for Council evaluation of the director if and when she is brought forward for reconfirmation. Council expectations are intended to add to the Mayor's expectations and the director responsibilities established in the City Charter and Seattle Municipal Code.

I. City Council General Expectations for the City Budget Director.

A. Relationship with Council. The director is expected to maintain a constructive working relationship with the Council, as demonstrated by:

1. Prompt and complete responses to Council information inquiries.
2. Pro-active updates on policy development, operational concerns and financial matters of significance, so that the Council is informed of significant changes or controversies before the information reaches the media and/or the Executive submits a request for Council action.
3. Dependable implementation of formal policy direction provided by the Council.
4. Assistance in the research and development of Council policy initiatives.

B. Management Skills. The director is expected to demonstrate strong management skills, with particular focus on the following Council priorities:

1. Public Communication

- a. Conduct inclusive outreach to relevant stakeholders.
- b. Implement a strong ethic of customer service.
- c. Make information available so that the public can track the City's budget and the department's performance in citywide budget and fiscal management.

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Office: (206) 684-8888 Fax: (206) 684-8587 TTY: (206) 233-0025

2. Organizational Management

- a. Coordinate productively with other City departments.
- b. Maintain strong working relationships with other governmental entities.
- c. Operate within budget constraints and pro-actively manage expenditures.
- d. Provide a fair and equitable approach to the award of City contracts.

3. Personnel Management

- a. Develop and maintain strong morale among employees.
- b. Provide an inclusive work environment that offers equitable opportunities for all.
- c. Address issues of succession planning and the professional development of existing staff.

4. Service Delivery –including both routine operations and emergent situations

- a. Ensure that on-going day-to-day services are provided effectively and efficiently, and that the department tracks its performance in delivering such services.
- b. Make certain the department is able to deal with localized emergencies or service disruptions and has thoroughly planned how to manage its operations in case of a City-wide emergency.

II. City Council Specific Expectations for the City Budget Director from 2010 to 2014.

During her initial term, the director is expected to continue providing (if an existing responsibility), implement (if a new responsibility) and provide regular progress reports on the following Council expectations:

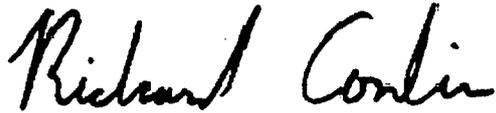
- A. **Race and Social Justice.** Advance the City's Race and Social Justice Initiative, employ criteria sensitive to race and social justice concerns in developing and administering the City Budget and in guiding departments as they deliver programs and services to the City's residents and businesses.
- B. **Collaboration with Council.** Collaborate with Council on policy or budget projects with cross-departmental or citywide impact; develop, implement and communicate to the Council a clear process for engaging Department Directors and finance staff in the development of the Mayor's Proposed Budget and of major budget proposals.
- C. **Annual Budget – Preparation and Delivery.** Prepare the Mayor's Proposed Budget, giving guidance to City departments, offices, boards, and commissions in the preparation of their proposed budgets; identify clear rationale for budget decisions and recommendations; deliver the Proposed Budget to the Council in a timely and consistent manner.
- D. **Annual Budget – Execution and Administration.** Supervise the execution and administration of the annual budget, providing guidance and technical assistance to CBO staff and city departments in the implementation of the Mayor's and the Council's priorities.

- E. **Annual Budget – Open Communication**. Ensure an environment of openness and transparency during the annual City Council budget review process, allowing for open communication about departmental budget submissions and the Mayor’s Proposed Budget among the CBO, the City Council and City departments.
- F. **Use of Debt – Policy Options**. In conjunction with the Director of Finance, appropriately manage the City’s use and issuance of debt, and provide Council with policy options for the efficient use of short-term and long-term debt.
- G. **City Financial Information**. During the Mayor’s budget development process, the City Council’s budget review process and throughout the year, provide clear, consistent and accurate information about the City’s budgetary and financial outlook, in conjunction with the Director of Finance and/or Department Directors, as appropriate.
- H. **Long-Term Financial Planning**. Design and implement financial planning mechanisms to provide the City with strategic financial analysis related to revenues, debt, long term financial planning by fund, expenditure cost drivers and emerging trends in City demand for resources.
- I. **Labor Relations**. Conduct research and analysis on (i) how City services are delivered, (ii) sustainable growth rates for labor and benefit expenses and (iii) labor and benefit expense cost drivers, and provide advice and guidance on these issues to the City’s Labor Relations Division.
- J. **Budget Reserves**. Provide guidance and policy options to the City’s elected officials with the goal of enhancing the City’s budgetary reserves.
- K. **Inter-jurisdictional Relationships**. Serve as an effective local and regional representative for the City on budget and financial management issues.
- L. **Capital Improvement Program / Strategic Capital Agenda**. Soliciting input from the City Council, develop and submit a citywide Strategic Capital Agenda by July 1, 2011, which (i) outlines the most important capital issues facing the city over the next six years, (ii) explores options for financing, (iii) describes possible projects that might be submitted to voters for financing approval and (iv) addresses the needs of all non-utility city programs, including transportation, libraries, public safety, parks and recreation, cultural facilities, and general governmental needs. Improve ongoing CIP reporting to facilitate real-time review of project expenditures. Update the Agenda, as needed or requested.
- M. **Budget Structure**. Review citywide Budget Control Level (BCL) and Program structure to ensure consistent, logical standards regarding appropriate size, service offering and descriptiveness of the City’s BCLs and Programs.
- N. **Budget Presentation – Budget Book**. Improve the City’s budget book and departmental budget presentations to increase clarity, understanding and transparency of the Mayor’s Proposed Budget, with clear descriptions of changes proposed, cost drivers, policy impacts and impacts to City programs, services and personnel.

- O. **Alaskan Way Viaduct Replacement**. Work with the Seattle Department of Transportation, the Washington State Department of Transportation and the City Council to facilitate timely completion of the Alaskan Way Viaduct Replacement.

The City Budget Office director will be leading the City through many challenges. The Seattle City Council looks forward to working cooperatively with the director to ensure that the CBO continues to provide the City with a reliable, sustainable budget.

Sincerely,



Richard Conlin, President
Seattle City Council



Jean Godden, Chair
Finance and Budget Committee

Cc: Michael McGinn, Mayor, City of Seattle
Seattle City Council Members

*Originals -
Clerk's Copy*

City of Seattle

FILED
CITY OF SEATTLE

JUN 21 PM 5:12

CITY CLERK



Budget Office Director

Confirmation Packet
June 17, 2010

Beth Goldberg



Michael Patrick McGinn
Mayor of Seattle

FILED
CITY OF SEATTLE

2010 JUN 21 PM 5:12

CITY CLERK

Hand Deliver

June 17, 2010

The Honorable Richard Conlin
President, Seattle City Council
Seattle City Hall, 2nd Floor
Seattle, WA 98104

Dear President Conlin,

I am pleased to transmit to the City Council the following confirmation packet for my appointment of Beth Goldberg as the Director of the Budget Office. The materials in this packet are divided into two sections:

A. Beth Goldberg

This section contains Ms. Goldberg's appointment forms, her résumé, and the press release announcing her appointment.

B. Background Check

This section contains the Mayor's Office report on Ms. Goldberg's background check.

Ms. Goldberg has a 13 year track record as an outstanding financial and policy manager for King County. She most recently served as the Deputy Director for the King County Office of Management & Budget. She also served as Acting Director for the Office of Management & Budget from April 2009 to November 2009, simultaneously doing both jobs with excellent results, she and her team delivered a balanced 2010 budget to the King County Council and Executive. She oversaw the day-to-day operations of a 34 person office that was charged with the development, implementation and monitoring of King County's \$4.9 billion annual budget. She has private sector experience as well, serving as a Vice President of Public Finance for Seattle-Northwest Securities Corporation. She holds a Bachelor of Arts Degree in International Relations from the University of California, Davis and a Master's Degree in Public Administration from the University of Washington, Evans School of Public Affairs.

Office of the Mayor
Seattle City Hall, 7th Floor
600 Fourth Avenue, PO Box 94749
Seattle, WA 98124-4749

Tel (206) 684-4000
Fax (206) 684-5360
TDD (206) 615-0476
E-mail mike.mcginn@seattle.gov

Conlin, Honorable Richard
June 17, 2010
Page 2.

Ms. Goldberg's commitment to the betterment of Seattle is evident in her volunteer work inside the community. She has been an active member of our community serving on the Seattle Monorail Project Board of Directors, the Hutch Kids Childcare Center Board of Directors, and as the current PTSA President of Bryant Elementary School. She is an energetic and conscientious leader who will be an asset to the City Council, the Mayor, and the Budget Office.

If you have any questions about the attached materials or need additional information, please contact Ethan Raup, Director of Policy & External Affairs, 3-3871.

Sincerely,



Michael McGinn
Mayor

Attachments: Beth Goldberg confirmation documents

Copy: Honorable Members of the Seattle City Council



City of Seattle
Office of the Mayor

March 17, 2010

Beth Goldberg
3812 Northeast 57th Street
Seattle WA 98105

Dear Beth:

It is my pleasure to offer you the position of Director for the Budget Department, effective January 4, 2010.

The following conditions apply to your appointment:

TERMS OF APPOINTMENT: The Director of the Budget Department is an exempt position which is not covered by the City's Civil Service System. You have been formally appointed by my office and your appointment is subject to confirmation by the City Council. Your term of office is at the discretion of the Mayor.

SALARY: Your annual salary will be \$145,000. This position is included in the City's Accountability Pay for Executives (APEX) Program at the Executive 4 level.

Your position is exempt from the provisions of the Fair Labor Standards Act, which means that you do not receive overtime compensation. However, as a salaried employee you are not required to use accrued vacation leave or sick leave for occasional absences of four hours or less during any work day.

VACATION: As a department head, you will receive 30 days of vacation each calendar year during which you serve.

HOLIDAYS: You are eligible for 10 holidays and 2 personal holidays per year.

SICK LEAVE: You will accrue sick leave at the rate of approximately one day per month.

GENERAL BENEFITS: The City offers a comprehensive and generous benefits package. You are entitled to medical, dental and vision coverage, and a number of other benefits that you may elect to take advantage of (e.g., retirement, deferred compensation, group term life insurance, etc.). However, medical coverage requires an employee co-pay.

Office of the Mayor
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Seattle, WA 98124-4749

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Fax (206) 684-5360
TDD (206) 684-8811
E-mail firstname.lastname@seattle.gov

Goldberg, Beth
March 17, 2010
Page 2.

RETIREMENT SYSTEM: At any time during your employment, you may join the City of Seattle's Retirement System. The City's Retirement System has a mandatory employee contribution of 8.03% of gross pay, and an employer contribution of 8.03%. If you end your employment with the City of Seattle prior to retirement, you are entitled to withdraw you own contributions plus accrued interest.

CONFIRMATION HEARINGS: Your appointment as director is subject to City Council confirmation. Therefore, you will need to attend the confirmation hearings of the full City Council.

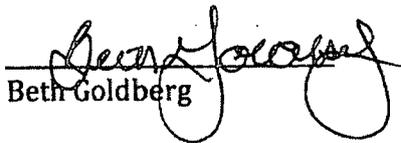
I am looking forward to working with you in your role as Director. As a member of my cabinet, I am confident that you will continue to help administer sound policies that will make Seattle an even better place in which to work, live, and play.

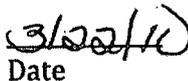
Sincerely,



Mike McGinn
Mayor of Seattle

ACCEPTANCE OF OFFER: Please indicate your acceptance of this job offer by signing below, returning the document to my office, and keeping a copy for your files.


Beth Goldberg


Date

SECTION

A

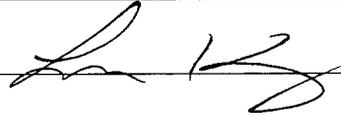
**City of Seattle
Appointment**



Notice of Appointment

Name: Beth Goldberg	<input checked="" type="checkbox"/> Executive <input type="checkbox"/> Legislative
Position: Director of Budget Office	Date of Appointment: August 29, 2010
Authority (Ord., Res.):	Term of Office: From: Confirmation To: Confirmation + Four Years or Mayor's Discretion
Comments: 	
Authorizing Signature: 	Name and Title of Officer Making Appointments: Michael McGinn, Mayor

Confirmed by the Following Vote at City Council

In Favor: 7	Against: 0	Date: 9.7.10
By: 		

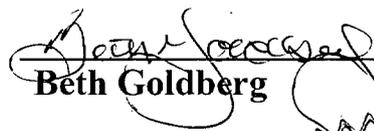


**CITY OF SEATTLE - STATE OF WASHINGTON
OATH OF OFFICE**

STATE OF WASHINGTON

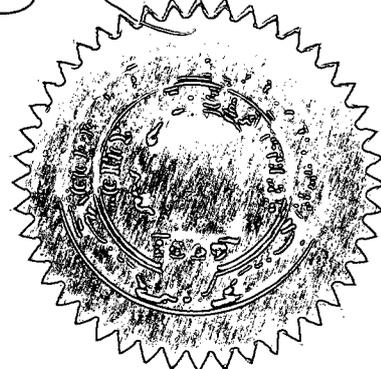
COUNTY OF KING

I, Beth Goldberg, confirm that I am the person appointed on August 29, 2010, and confirmed by the City Council on September 7, 2010, to the position of Director of the Budget Office, City of Seattle, in the State of Washington, and that I possess all the qualifications prescribed for said position by the Charter of the City of Seattle; that I will support the Constitution of the United States; and the Constitution of the State of Washington; and the Charter and Ordinances of the City of Seattle; and that I will faithfully conduct myself as Director of the Budget Office.


Beth Goldberg

Subscribed and sworn to before me
this 7th day of September, 2010


Monica Martinez Simmons, City Clerk



BETH GOLDBERG

SUMMARY:

Over 14 years of proven leadership in the public and private sectors. Demonstrated skills in financial management and operations; budget negotiations and development; and developing collaborative working relationships across a diverse array of internal and external customers. Proven ability to adapt and produce innovative results in a fast-paced and ever-changing environment. Skilled negotiator and successful communicator of complex financial and policy information. Strategic planner, analyst, and advisor with skills in the development and implementation of policy proposals.

EXPERIENCE:

City of Seattle – City Budget Office

Acting Director

January 2010 – present

- Oversee the development of the City's \$3.8 billion annual budget

King County Office of Management & Budget

Acting Director

Deputy Director

April 2009 – November 2009

March 2008 – January 2010

- Managed the day-to-day operations of a 34 FTE office, including 8 direct reports.
- Oversaw the development of the County's \$4.8 billion annual budget and over 13,000 FTEs, covering services ranging from criminal justice, public health, human services, transportation, utilities, parks, and general government functions such as elections, human resources, technology and finance, while maintaining a AAA bond rating.
- Collaborated with counterparts in other county agencies to develop policy options and recommendations for the County Executive, including alternatives for closing a \$93 million General Fund (a \$640 million fund) deficit for 2009 and a \$56.4 million deficit for 2010 and the County's first-ever furlough program.
- Advised high-level County leaders on the technical, political and strategic aspects of budget alternatives.
- Evaluated long-term sustainability of budget decisions.
- Negotiated agreements with the King County Council and departments.
- Reduced office budget by \$500 thousand and 3 FTEs through efficiencies and additional revenues.
- Communicated and presented complex and controversial financial information on behalf of the County Executive to the King County Council, the media, bond rating agencies, and community groups.
- Member of the Executive's cabinet and the Economic Forecast Council (as acting director).

Seattle-Northwest Securities Corporation

Vice President, Public Finance

May 2007 – March 2008

- Analyzed and developed options for structuring debt for public sector clients, including the City of Seattle and King County.
- Facilitated the sale of municipal bonds on behalf of clients.

King County Office of Management & Budget

Budget Supervisor

February 2000 – April 2007

- Managed a team of budget analysts (as many as 8) who were responsible for analyzing, developing, implementing, and monitoring the Executive's annual and supplemental budgets.
- Directed and oversaw all aspects of the development and monitoring of budgets for an \$897 million portfolio, including analysis and development of budget proposals; identification of program reductions; development of financial plans; and presentation of and advocacy for the Executive's budget proposals.
- Presented in written and oral formats budget recommendations to the Budget Director, County Executive, County Council, and other appointed and elected officials.
- Facilitated and managed inter-agency work groups to develop budget and policy proposals, including efforts to reduce costs and reform King County's District Court; achieve efficiencies in jail operations; and provide funding for the adjudication for the *State v. Ridgway* aggravated murder case.
- Responsible for a number of policy areas, including criminal justice, health and human services, transportation, and natural resources.

BETH GOLDBERG

page 2

Policy Analyst/Senior Policy Analyst

January 1999 – January 2000

- Conducted in-depth analysis of criminal justice programs and operations.
- Developed and managed consultant contracts related to studies of the County's criminal justice system, including one that sought to improve the oversight and management of the public defense system.
- Coordinated a multi-agency claim seeking unfunded mandate relief for 'Becca' cases from the State, resulting in a \$1.3 million settlement.

Budget Analyst

January 1996 – December 1998

- Analyzed and monitored budgets for various criminal justice and human service agencies.
- Identified efficiencies and policy alternatives for budget proposals.
- Negotiated with agencies to reach agreements on budget proposals.
- Lead staff in the effort to develop a Mental Health Court in King County.
- Organized interdepartmental processes for allocating federal grant funds.
- Member of a team that developed a series of educational budget outreach meetings.

Other Experience

- Northwest Policy Center — Policy Researcher
January 1995 – October 1995 and September 1993 – June 1994
- Puget Sound Regional Council — Intern
July 1994 – December 1994
- Potash & Co. Communications & Research, Oakland, California — Administrative Assistant
October 1991 – August 1993

COMMUNITY INVOLVEMENT:

Bryant Elementary School

- PTSA President – 2009 – 2010; PTSA Vice President 2008 - 2009
- Building Leadership Team Member 2007 – 2010
- Budget Committee Member 2008 – 2010
- Principal Search Committee Member 2007

Seattle Monorail Project Board of Directors

- Elected Member and Chair of the Board 2006 – 2008
- Elected by nearly 60% of the popular vote in the November 2005 General Election
- Oversaw the successful dissolution of the monorail agency, including liquidating over \$71 million of real estate and other assets and retiring nearly \$110 million in debt

Hutch Kids Childcare Center Board of Directors

- President 2002 – 2003; Member 2001 – 2003

Evans School of Public Affairs Student Organization

- President 1994 – 1995; Member 1993 – 1995

EDUCATION:

University of Washington — Evans School of Public Affairs

Master's Degree in Public Administration, June 1995.

University of California, Davis

Bachelor of Arts Degree in International Relations with *Honors*, June 1991.

REFERENCES:

Provided upon request.



Mike McGinn, Mayor

NEWS ADVISORY

SUBJECT: Mayor McGinn calls for structural changes to budget practices

FOR IMMEDIATE RELEASE: FOR MORE INFORMATION CONTACT:

3/11/2010 4:30:00 PM

Mark Matassa (206) 233-2655

Mayor McGinn calls for structural changes to budget practices

SEATTLE - At a background briefing on the city's finances Thursday, Mayor Mike McGinn said his top priority is making permanent structural changes to the city's financial management practices.

McGinn and his top financial advisers - Acting City Budget Office Director Beth Goldberg, Acting Finance and Administrative Services Director Fred Podesta and Acting Finance Director Glen Lee - said that information gathered during the first two months of McGinn's administration has underscored early concerns about the city's finances.

In addition to a projected shortfall of about \$50 million in the 2011 general-fund budget and revenue holes of about \$5 million in each of the 2009 and 2010 actual budgets, other city funds are under pressure. For example, Seattle City Light announced last week that it expects about \$70 million less revenue than forecast this year from outside power sales, due to a smaller snowpack and reduced ability to generate electricity.

The biggest contributors to the city's budget problems, McGinn said, are the economy (the worst recession since the Great Depression); insufficient long-term budget planning; decentralized accounting controls, oversight and monitoring; and the use of one-time tools such as the Rainy Day Fund to solve previous budget problems.

In his presentation Thursday, the mayor outlined steps to address the systemic issues. Among the action items are a complete financial assessment of all city funds, due at the end of April, and a new interdepartmental workgroup to review City Light's finances in more detail.

McGinn also announced the makeup of his financial team, part of a reorganization of the former Department of Finance and two other city departments. He said he would submit legislation to the City Council soon which creates a City Budget Office (CBO) and a Department of Finance and Administrative Services (FAS).

The mayor will nominate Beth Goldberg to serve as the City's Budget Director and Fred Podesta to be the Director of FAS. He will nominate as the City's Finance Director Glen Lee, who will also serve as the Deputy Director of FAS for its Finance Division. The appointments all require Council approval.

In McGinn's plan, CBO will have responsibility for developing and enforcing the City's budget, and developing revenue and debt strategies to support the budget. FAS will be responsible for the City's financial procedures and systems as well as tax administration and business regulation.

The letter to Council President Richard Conlin and Councilmember Jean Godden which describes my plans more fully is attached, along with brief bios of Goldberg, Podesta and Lee.

[Letter to Council President Conlin and Councilmember Godden - Acrobat PDF](#)

[Press Briefing by Mayor Mike McGinn - Acrobat PDF](#)

[Biography for Acting City Budget Office Director Beth Goldberg - Acrobat PDF](#)

[Biography for Acting Finance and Administrative Services Director Fred Podesta - Acrobat PDF](#)

[Biography for Acting Finance Director Glen Lee - Acrobat PDF](#)

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[Office of the Mayor](#)

SECTION

B



City of Seattle
Department of Executive Administration

Dwight Dively, Acting Director

Michael McGinn, Mayor

MEMORANDUM

Date: January 26, 2010
To: Carl Marquardt
Counsel to the Mayor
From: Cindy L. Eckholt *Cindy L. Eckholt*
Human Resources Manager
Subject: Background Check – Beth Goldberg

The City's background check vendor, A-Check, has completed the background check on Beth Goldberg. There were no findings that would make the hiring of Ms. Goldberg undesirable.

Please give me a call if you have any questions.

**City of Seattle
Appointment**



Notice of Appointment

Name: Beth Goldberg	<input checked="" type="checkbox"/> Executive <input type="checkbox"/> Legislative
Position: Director of Budget Office	Date of Appointment: January 4, 2010
Authority (Ord., Res.):	Term of Office: From: Confirmation To: Mayor's discretion
Comments:	
Authorizing Signature: 	Name and Title of Officer Making Appointments: Michael McGinn, Mayor

Confirmed by the Following Vote at City Council

In Favor:	Against:	Date:
By:		