

**City of Seattle
Notice of Appointment**

Name: <i>David Goldberg</i>		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Wallingford</i>	Zip Code: <i>98103</i>	Contact Phone No.: <i>206-317-4446</i>
Appointed to: <i>Pedestrian Advisory Board</i>		Date of Appointment: <i>6/18/2014</i>
Authority (Ord., Res.): <i>Res. 29532</i>		Term of Office: From: <i>3/4/2014</i> To: <i>3/4/2016</i>
Background: <p><i>David is communications director for Smart Growth America. He helped create the coalition Transportation for America and is credited with coining the term "complete streets in 2003. David and his family chose to move to Seattle in part because they wanted to live in a place that took transportation options including walking and biking seriously. They moved to a location in Wallingford with a WalkScore of 100 and plan to live much of their lives in Seattle on foot.</i></p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: <i>Mayor Edward B. Murray</i>

DAVID A. GOLDBERG

EDUCATION: Loeb Fellowship in Urban and Environmental Studies, 2002 – 2003
Harvard University, Cambridge Massachusetts

M.S., Journalism, 1986
Columbia University Graduate School of Journalism, New York, NY

B.A., (cum laude), 1985
Dartmouth College, Hanover, NH

PERTINENT EXPERIENCE:

**Transportation for America
Communications Director**

2008 – present

Core responsibilities: Organizational strategy, policy analysis, strategic communications, writing and editing key publications, media relations, online communications

As founding communications director for a nationwide alliance on behalf of American's transportation infrastructure, helped to conceive and set strategic direction Transportation for America, a multi-million dollar campaign involving hundreds of organizations and local leaders. Conceive and oversee the writing and production of key research reports. Oversee development and implementation of communications strategy.

**Smart Growth America
Communications Director**

2002-2008

Founding communications director for a national organization helping citizens advocate for better planning and stronger neighborhoods. Major focus included developing policies and messages around coordinating transportation and land use decision-making.

The Atlanta-Journal Constitution

1989-2002

From a position as Pulitzer-nominated transportation reporter for a major daily newspaper, conceived of and launched a weekly section, called *Horizon*, that explored the growth, development and planning issues of what was the fastest-growing region in the country. The section ran for 8½ years. Joined the editorial board in 1999, writing on transportation and growth and development issues.

PUBLICATIONS IN THE TRANSPORTATION FIELD:

- *The Fix We're In For: The State of the Nation's Bridges (co-writer and editor, 2013 and 2011 editions)* – Report investigating the number of “structurally deficient” bridges and what to do about them. Media coverage by most national outlets, hundreds of local/regional.
- *Thinking Outside the Farebox: Creative Approaches to Financing Transit Projects (co-writer/editor, 2012)* – A guidebook to using new and existing federal programs and financing mechanisms to meet the rising demand for public transportation service.

- *Making the Most of MAP-21: A Guide to the 2012 Federal Transportation Law* (editor, 2012)– A look under the hood of the most recent federal law and how to make use of it.
- *Transportation 101: An Introduction to Federal Transportation Policy* (co-writer/editor, 2011) – History and future challenges of the federal program, in anticipation of reauthorization.
- *Dangerous by Design: Solving the Epidemic of Preventable Pedestrian Deaths* (co-writer/editor, 2009 and 2011 editions) – An analysis of pedestrian fatality statistics and the role that road design played, with a ranking of metropolitan regions. Media coverage in virtually every outlet of note.
- *Aging in Place, Stuck without Options: Fixing the Mobility Crisis Threatening the Baby Boom Generation (2011)* – An examination of the of the challenges facing the largest generation ever to age in places where driving is a necessity, looking at the communities most and least prepared, and possible solutions.

OTHER RELATED PUBLICATIONS

- *Choosing Our Community's Future: A Citizens Guide to Getting the Most from Development* (Smart Growth America, 2005)
- *Rethinking the American Dream: A Journalist's Guide to Urban Planning Issues*, (1999)
- *Growing Cooler: The Evidence on Urban Development and Climate Change 9* (co-writer) (Urban Land Institute, 2008)

OTHER ACCOMPLISHMENTS

- Coined the term “complete streets” to refer to the policy and practice of designing urban roadways to provide for the safe and convenient travel of all who use them, whether by car, foot, bicycle, wheelchair or public transportation. Founding steering committee member of the Complete Streets Coalition, which in 2013 celebrated the 500th complete streets policy to be adopted by a state or locality.
- Congressional testimony on the intersection of transportation, land use and CO2 emissions during debate on climate change legislation.

MEMBER:

Seattle Pedestrian Advisory Board, Seattle, WA	2012 - present
Planning Commission, City of Decatur, GA	2010 - 2011
Zoning Board of Appeals, City of Decatur, GA	2008 - 2010
WalkScore.com Advisory Board	2009 - present

Seattle Pedestrian Advisory Board

11 members: Per Resolution 29532, all subject to City Council confirmation, 2-year terms

- 5 Appointed by City Council
- 6 Appointed by Mayor
- 1 Appointed by YMCA Get Engaged program

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	F	1	Lydia Heard	3-4-14	3-4-16	2 nd		City Council
6	M	2	Devor Barton	3-26-13	4-1-15	2 nd		City Council
-	-	3	VACANT	3-26-13	4-1-15	1 st		City Council
5	M	4	Jacob Stuiksma	3-26-13	4-1-15	2 nd		City Council
1	F	5	Jennifer Olegario	3-26-13	4-1-15	1 st		City Council
6	M	6	Jeffrey Linn	3-4-14	3-4-16	1 st		Mayor
6	F	7	Dottie Faris	3-26-13	4-1-15	1 st		Mayor
6	M	8	David Goldberg	3-4-14	3-4-16	2 nd		Mayor
5	F	9	Ninona Boujrada	5-30-14	5-30-16	1 st		Mayor
6	F	10	Joanne Donohue	3-26-13	4-1-15	1 st		Mayor
3	F	11	Lorena Kaplan	3-04-14	3-4-16	2 nd		Mayor
6	F	12	Lily Berticevich	7-15-13	9-1-14	1 st		Get Engaged - Mayor

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	2	4		1					Native Am /Hispanic Visual impaired	3
Council	2	2	1	1	1					4
Other Bodies		1								1
Total	4	7	1	2	1	0	0	0	2	8

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