



City of Seattle
Council District No. 4
Applicant Summary

Applicant Name: David Goldberg

Yes/No	Description: The following provides a summary of relevant experience, as provided by applicant in his/her application materials submitted on or before April 5, 2019.
Y	Does applicant express an understanding of Seattle city government operations and legislative processes?
N	Does applicant identify experience or knowledge of public sector budget processes? Does applicant identify any prior work or volunteer experience developing a budget for an organization (e.g. for-profit company, non-profit organization)?
Y	Does applicant identify any previous planning, land use and zoning experience?
N	Has applicant demonstrated or articulated a commitment to race and social justice—particularly, in recognition of the diverse populations who work and/or reside within the City of Seattle?
Y	Has applicant demonstrated or articulated an understanding of public policy issues (such as homelessness, affordable housing, public health, law and justice, etc.)?
N	Did applicant indicate whether he/she previously served in a publicly elected office?
Y	Did applicant indicate whether he/she has served—past or present—on a Seattle-area board or commission?
Y	Did applicant indicate whether he/she has played a role in social advocacy?
Y	Did applicant identify managerial or supervisor work experience?
N	Is the applicant a current or former City of Seattle employee?
Y	Did applicant identify any potential conflicts of interest on the financial interest statement?
Y	If references were included in the application package, did applicant sign and return the Reference Checking Consent and Authorization Form?
Y	Is the applicant a resident of District 4 for at least one-hundred twenty (120) days prior to the appointment, scheduled for April 22, 2019?
	Comment(s):

HR USE ONLY

1st Review Completed: 4/5/2019

2nd Review Completed: 4/7/2019

Reviewer Initials: JP

Reviewer Initials: PW



City of Seattle

FINANCIAL INTEREST STATEMENT AND ADDRESS VERIFICATION CANDIDATES FOR COUNCIL POSITION 4

All City of Seattle officials and employees are subject to the provisions of Seattle Municipal Code (SMC), Chapter 4.16, (the "Ethics Code"). The purpose of the Ethics Code is to ensure that no public office is used for personal gain; and that the public have confidence in the integrity of its government. An individual with certain financial interests may be prohibited from participating in City business, as specified in the Ethics Code. Please see SMC 4.16.070, attached as [Exhibit A](#), for a list of prohibited conduct.

The City Council is interested in knowing whether you have any financial interests that could be an issue with your service on the Council. Please answer the following questions to the best of your ability. Answering "Yes" does not necessarily disqualify you from consideration:

1. Do you, or any member of your family, **receive compensation** from any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? ☐ No ☒ Yes, please complete item 1 on page 2.
2. Do you, or any member of your family, have a **direct financial interest** in any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? ☒ No ☐ Yes, please complete item 2 on page 2.
3. Have you, or any member of your family, served in the past five years as an officer, director, trustee, or employee of an entity that engaged in any transactions or activities with Seattle City government? ☐ No ☒ Yes, please complete item 3 on page 2.
4. After referencing SMC 4.16.070, do you have any other relationships, employment history or financial interests that you feel could be an issue with your service on the Council under the Ethics Code? ☒ No ☐ Yes, please complete item 4 on page 3.

In order to be eligible for appointment to Council Position 4, you must be a resident of District 4 for at least 120 days (City Charter Article IV, Sec. 2; Article XIX). Please confirm your eligibility by clearly printing your current residential address and affirming the length of your residency at that address:

Street Address:

Zip Code:

Resident at this address since: December, 2011

I certify under penalty of perjury under the laws of the State of Washington that the information provided on this page and on page 2 and on all attached sheets is true and correct and that I have made reasonable inquiry to determine the truth, accuracy, and completeness of my responses.

Signature: _____

Date: April 2, 2019

Signed at Seattle, Washington
(City or other location must be filled in.)

EXPLANATIONS FOR RESPONSES ON PAGE 1: *(Use additional sheets if necessary. For assistance, please call the Seattle Ethics and Elections Commission at 684-8500.)*

1. Please provide the name and address of each person or entity for which you answered Yes on page 1

Name:	<u>Washington State Department of Transportation</u>	<u>SR 520 Mega-project</u>
Address:	<u>999 Third Ave.</u>	<u></u>
	<u>Seattle, WA 9810</u>	<u></u>

WSDOT is my employer and has engaged in transactions regarding items such as a contribution for traffic-calming in the Montlake neighborhood. I do not personally benefit financially, nor do I have any direct role in executing such transactions.

2. Please provide the name and address of each entity for which you answered Yes on page 1.

Name:	<u></u>	<u></u>
Address:	<u></u>	<u></u>
	<u></u>	<u></u>

3. Please indicate (i) the name of the person holding the position (you or an immediate family member); (ii) the title of the office, directorship, trusteeship or employment held; and (iii) the name and address of the entity.

Person holding the position:	<u>Myself</u>	<u></u>
Position held with entity:	<u>Volunteer member, board of directors</u>	<u></u>
Entity name:	<u>Seattle Neighborhood Greenways (501c3 non-profit)</u>	<u></u>
Entity address:	<u>220 2nd Ave S #100</u>	<u></u>
	<u>Seattle, WA 98104</u>	<u></u>

SNG has done contract work for SDOT. I have no personal role in applying for or executing those contracts, nor do I benefit financially.

DAVID A. GOLDBERG



April 2, 2019

Seattle City Council
Seattle City Hall
600 Fourth Ave 98124-4728

Dear Council Members:

I write to offer myself as a candidate to fill the vacant District 4 seat on Seattle City Council. I am a resident of District 4 and do not intend to run for the post in November.

I believe my experience and areas of expertise align well with Councilmember Johnson's portfolio. I bring more than two decades of passionate work on urban planning, transportation and housing issues and a deep desire to engage as we work to make Seattle ever more resilient, humane and welcoming. In addition, I am a professional communicator who thrives on collaboration with others to find solutions to tough challenges.

Planning and land use

I recently was re-appointed to the Seattle Planning Commission, where I am currently chair of the Land Use and Transportation Committee. This is my second stint on a planning commission: While living in metro Atlanta in the 2000s I served as a member of the Planning Commission in Decatur, GA, a dense, close-in city known nationally as an innovator. Prior to that I served on that city's Board of Zoning Appeals.

After formal training as a journalist and a decade of writing about urban planning and development issues, I got the chance to study those topics more in-depth as a Loeb Fellow in Urban and Environmental Studies at Harvard's Graduate School of Design in 2002-03. In my founding roles at Smart Growth America (SGA) and Transportation for America, I helped to build a national movement for more thoughtful planning and urban policy innovation.

Transportation

In my current position as Community Liaison and Ombudsman for WSDOT's SR 520 reconstruction program in Seattle, I have developed a firsthand understanding of the difficult trade-offs that must be made to keep a rapidly growing city moving and livable for people of all incomes, ages and abilities. In that role I strive to be a creative problem-solver and arbiter among residents, myriad transportation agencies and multiple City departments on a wide range of transportation and construction-related issues.

From 2012-16 I served on the Seattle Pedestrian Advisory Board, including a term as chair. In 2008 I helped to conceive and launch Transportation for America, and thereafter led strategic communications for the effort to promote local innovation and pass a federal transportation law to support it, while also serving as vice president for strategy at SGA. For SGA and T4America, I helped develop guides to transit-oriented development and promoted strategies for equitable development and transportation policy. In 2003, working with national bicycle and pedestrian advocates, I coined the term "complete streets" and helped spawn a movement that continues to gain momentum.

Regarding Councilmember Johnson's spot on the Puget Sound Regional Council's Transportation Policy Board, I also have some familiarity with Metropolitan Planning Organizations (MPOs) and how

they operate. In 2014, for example, I edited a guidebook for metropolitan transportation planning called The Innovative MPO, produced by Transportation for America.

Seattle is blessed with a robust economy to match our awe-inspiring setting, but we are at a difficult crossroads in managing the development and transportation challenges that come with growth. I have been thinking, researching, writing and working on those challenges for more than 20 years. I have deep, personal experience in communicating with a broad range of constituencies – from policymakers to practitioners to diverse neighborhood activists – and translating among them. I am excited for Seattle's future, provided we can find a way to build an inclusive vision by thoughtfully listening to and interacting with residents and stakeholders of all stripes.

I look forward to the opportunity to contribute to the work of the Council, should I get the opportunity to move forward.

Sincerely,

David A. Goldberg

DAVID A. GOLDBERG

PERTINENT EXPERTISE

- City planning and land use
- Transportation policy
- City boards and commissions
- Strategic communications and external relations

EDUCATION

Loeb Fellowship in Urban and Environmental Studies

Harvard University, 2003

Master of Science, Journalism

Columbia University, 1986

Bachelor of Arts (cum laude)

Dartmouth College, 1985

EXPERIENCE

Ombudsman & Community Liaison, SR 520 Mega-project

Washington State Department of Transportation

May, 2017 - present

- On behalf of \$1.6 billion mega-project, work to identify, elevate and solve complicated, frequently contentious issues of importance to the community
- Act as independent arbiter while working collaboratively within WSDOT and with other agencies to find a creative way forward
- First and only such role at WSDOT

Vice President, External Relations and Strategic Communications

Healthy Food America (HFA)

June, 2015 - May, 2017

- Helped to launch Seattle-based, national nonprofit fighting obesity and diabetes by campaigning to reduce added sugars in the American diet.
- Developed and implemented campaign and communications strategy, external communications content and collateral.
- In 2016, helped six cities adopt local soda tax measures to pay for pre-K and health initiatives.

Vice President, Strategy and External Affairs, Smart Growth America

2013-2015

- Developed communications strategy and built strategic alliances.
- Oversaw all external communications, from testimony to Congress, speeches and presentation to op-eds and white papers.
- Wrote community engagement guides and led outreach efforts.

Communications Director, Transportation for America

2008 - 2015

- Helped to conceive, brand and build Transportation for America, a successful national campaign for investment in local infrastructure and strong federal transportation policy.
- Oversaw strategy and communications strategy and message development; led a team of staff and consultants to implement it.

Communications Director, Smart Growth America (SGA)

2002-2008

- From SGA's inception, led strategic communications, organizational branding, opinion research and message development, web and social media strategy.

- Developed influential, national guide for communicating about growth and development and coordinated strategic communications among member groups at the national, state and local levels.
- Coined the term “complete streets” and sat on National Complete Streets steering committee.
- Wrote and/or produced research reports, oversaw media releases, including seminal work on measuring the impact of urban sprawl, health and the built environment, and effects of urban development on climate change.
- [Testified](#) to Congress on climate change connection to transportation and development.

Editorial writer, reporter, The Atlanta-Journal Constitution

1989-2002

- Created and helped lead *Horizon*, a nationally recognized, weekly section on regional transportation, growth and planning issues.
- As editorial writer, focused on education, growth and development and national politics;
- Three Pulitzer Prize nominations, for editorial writing and reporting.

BOARDS AND COMMISSIONS

○ Seattle Planning Commission	2017 - present
○ Seattle Pedestrian Advisory Board, Seattle, WA (chair)	2012 - 2016
○ WalkScore.com Advisory Board	2009 - 2015
○ Planning Commission, City of Decatur, GA	2009 - 2011
○ Zoning Board of Appeals, City of Decatur, GA	2007 - 2009
○ Harvard Loeb Fellowship Alumni Council	2014 - present

REFERENCES

Roger Millar (current employer)
Secretary, Washington State Department of Transportation

James Corless (former employer)
Executive Director, Sacramento Area Council of Governments

Jim Krieger, MD, MPH (former employer)
Executive Director, Healthy Food America

Additional references upon request



LEGISLATIVE DEPARTMENT

Human Resources

Reference Checking Consent and Authorization Form

Disclosure

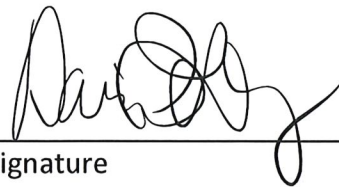
Please read the information on this form carefully and completely.

I have applied for appointment to the Seattle City Council and have provided information about my previous employment and professional references. I authorize the City of Seattle to obtain my academic records and conduct a reference check with my present and/or past employers, professional references, and additional references provided by my present and/or past employers or professional references. I understand that reference information may include, but not be limited to, verbal inquiries or information about my employment performance, professional demeanor, rehire potential, dates of employment, salary, and employment history.

My signature below authorizes my former or current employers and references to release information regarding my employment record with their organizations and to provide any additional information that may be necessary for my application for appointment to the City Council. I knowingly and voluntarily release the City of Seattle and any and all persons or entities providing a reference from any and all liability arising from release or receipt of information about my employment history, my academic credentials or qualifications, and my suitability for appointment to the City Council.

David A. Goldberg

Name



Signature

April 2, 2019

Date

From: [David Goldberg](#)
To: [LEG_CouncilAppointmentApplications](#)
Subject: Application for the Council Appointment - David A Goldberg
Date: Thursday, April 04, 2019 10:46:27 AM
Attachments: [David A Goldberg Resume 2019.pdf](#)
[David A Goldberg Council D4 Cover Letter.pdf](#)
[Financial Disclosure Form and Address Verification-Pos4.pdf](#)
[Seattle City Council Reference Checking Consent and Authorization Form.pdf](#)

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning,

Please accept my attached application materials for Position 4 on Seattle City Council. If there are any issues with the transmission or if you have questions for me, you may reach me at this email or the number below.

Regards,

David A. Goldberg
