

# Sheila Binesh

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[Linkedin](#)

## Work Experience

- Transportation Planner**, [Permanent Citizens Advisory Committee to the MTA \(PCAC\)](#), NYC, NY 01/2018- Present
- Develop, write, & manage reports, field research, incl. scope design, that analyzes MTA policy issues
  - Gather, clean, process, analyze, & visualize data (ie [GTFS](#)) for reports, including survey & report design
  - Present recommendations to MTA Chairman, agency presidents, MTA Board, elected officials
  - Write, edit, and present public testimony, correspondence, chairs reports, presentations, & blog posts
  - Develop & implement social media, blog & website strategy, review analytics for website redesign
  - Manage correspondence with consultants, and manage subscriptions, applications, & outreach
  - Participate in national conferences, public meetings, events, lectures, community meetings, town halls
- Research Assistant**, [Center for an Urban Future](#), New York, NY 01/2017-09/2017
- Data analysis and graph creation to visualize findings in reports and presentations
  - Researched private and [public parks funding](#) allocation and compare by borough
  - Assessed [NYC multimodal transit](#) use for the past 10 years for outer borough patterns
  - Interviewed industry and government leaders for qualitative analysis
- Program / Editorial Coordinator**, [Pakhuis de Zwijger](#), Amsterdam, NL 01/2015-12/2015
- Developed and managed the New Europe platform's media strategy and planning
  - Researched and wrote on urban innovation and transitional bottom-up initiatives
  - Organized and facilitated meetings with 'City Makers' across Europe for collaboration
  - Planned and implemented events on sustainable community building initiatives
  - Wrote and curated alluring and inspiring weekly newsletter content with graphic creation
  - Documented events for the platform with inspiring interviews, reports, presentations, and visuals
- Metropolitan Planning Intern**, City of Amsterdam, [Spatial Planning Dept.](#), Amsterdam, NL 09/2012-06/2013
- Created presentations and reports of various planning projects for international audiences
  - Liaised with [METREX](#) members by organizing meetings, circulating reports, and tracking updates
  - Created and edited content for the [METREX](#) newsletter and email communication
  - Created and edited content for the site and [PLAN Amsterdam](#) magazine (graphics, maps, & figures)
  - Cross analyzed various methods of public engagement for the strategic vision
- Urban Design/Walkabilty Intern**, [Circulate San Diego](#), San Diego, CA 10/2011-06/2012
- Researched best practices in policy development on walkable urban design, with surveys & site visits
  - Conducted pedestrian and cycling safety workshops under the [Safe Routes to School](#) program
  - Created presentations and outreach activities to use in education workshops
  - Wrote and researched to promote Complete Streets and participative urban design with communities

## Education

- M.Sc. **Urban & Regional Planning** (Cum Laude), *University of Amsterdam* 2014
- B.A. **Urban Studies & Planning**, *University of California, San Diego* 2012
- Social Science Program**, *University of Amsterdam* 2013
- Housing, Community Development, & Urbanism**, *University of Barcelona* 2011

## Skills

- Proficient in Tableau, PowerBI, Wordpress, Social Explorer, CARTO, GIS, InDesign, SPSS, Excel, Matlab, SketchUp, SQL, [NPD](#), & Illustrator
- Languages: Bilingual in Farsi, Intermediate Dutch, Elementary Spanish and Arabic

## Projects

- Amsterdam Cultural Policy Advice: Waterfront Experimentation**, *Amsterdam, NL* 01/2014
- Presented a research project on the waterfront activation with an interactive cultural space, which is realized through the sustainable innovation campus, [‘Fab City’](#)
- Connecting Spaces: (re)Considering Little Italy**, *San Diego, CA* 01/2011-03/2011
- Redesigned two underutilized spaces with opportunities & constraints along social, economic, environmental, land-use and political issues in the design process
- Altering Representation, San Diego Border Community**, [Casa Familiar](#), *San Diego, CA* 01/2012-06/2012
- Created an urban pedagogical model for the youth of San Ysidro to develop a new neighborhood identity through urban (her)stories, which was exhibited in two spaces
- Community Redevelopment in La Mirada**, *Barcelona, ES* 06/2011
- Analyzed and presented on the issues of converting a historically industrial zone into a high-density residential mixed-use area and the effects on the local residents

## Publications

- Coping with deep uncertainty in transport planning practice** 10/2014
- My master’s thesis examines: the various types of uncertainties and complexities in transport planning, ways of addressing them, and the barriers to using proposed methods. It provides an understanding of uncertainty and complexity in the process (from decision making to contracts to implementation) and how to move towards solutions.
- [Community Empowerment through Design Participation](#) 03/2012
- This research examined San Diego community engagement in decision-making for neighborhood design as a tool for empowerment.
- [San Ysidro: A Community Survey](#) 03/2011
- An in-depth analysis of the economic, housing, political, historical, social, and physical dimensions of a border community, San Ysidro, CA, with *and* for a local community organization, [Casa Familiar](#).

## Memberships

- Women’s Transportation Seminar ([WTS](#)) and WTS 2020 Mentorship Program
- American Planning Association ([APA](#))
- Young Professionals in Transportation ([YPT](#))

## Conferences

- [Rail~Volution](#): Building Livable Communities with Transit; Vancouver, BC 09/2019
- [American Planning Association](#) National Planning Conference; New Orleans, LA 04/2018
- [AESOP](#) congress ([presenting](#)): Dealing with Uncertainty & Complexity in Transport Planning 07/2015
- Joint Venture 2015: [New Europe Update](#) (organizing) 06/2015
- International [Urban Transformation Conference](#): The Next Economy/The Next City 05/2015
- [Do you mean Architecture](#) (presenting): Dealing with uncertainty & complexity 05/2015
- [Agenda Stad](#) (Urban Agenda): National [Urban Policy](#) Work [Conference](#) (participating) 04/2015
- [re:Kreators](#) Kick-off Meeting; European cooperative area redevelopment 02/2015