

Benjamin de la Peña

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Competencies

Urban Planning | *strategic, physical and policy planning, with a focus on sustainable development*

Change Management | *organizational, community, policy and political (focus on leadership development)*

Communications | *written, spoken, online (including coding, layout and design), presentations*

Innovation Technologies | *information architecture, participation technologies, delivery, mapping*

Education

Master in Urban Planning, 2004 | Harvard Graduate School of Design

B.A. in Communications (Journalism), 1990 | University of the Philippines

Diploma in Volunteer Management, 2000 | PAVE/APVSM

Certificate in Six Thinking Hats, 1995 | *an Edward de Bono course in creative thinking*

Experience

Associate Director for Implementation, Smart Growth Leadership Institute April 2005 - current

- > I work in the nexus of politics and policy implementation and I help clients to map a strategic path towards sustainability.
- > I led the development of a suite of analysis and evaluation tools to help communities to achieve sustainable development patterns through smarter growth.
- > I designed the website that makes the tools available to the public, www.smartgrowthtoolkit.org.
- > I lead a program to help states align their land use management and water protection programs. The three-year project will identify state level policies that work at cross-purposes and support programs to reinforce initiatives in both land use and water protection.
- > I manage the deployment of consultant teams to select communities under a 4-year, \$700K US-EPA funded project to provide technical assistance to client communities and develop a national Smart Growth Implementation Kit.
- > I manage the technical assistance outreach program of the Smart Growth Leadership Institute, helping client communities to implement the principles of sustainable urban development.
- > My tasks include community education, advocacy, political analysis, strategic assessment, basic market analysis and technical audits of existing or proposed regulatory frameworks (policies, codes, zoning).
- > As part of the technical assistance, I have directly coordinated with over a dozen client communities in the last 18 months. The communities vary in size and geography –from Camden County in North Carolina, to Rancho Cordova in California to Grand Traverse County and Traverse City in Michigan.
- > I have presented the lessons learned from our technical assistance program and have designed and facilitated workshops showcasing the same in national events such as the annual New Partners for Smart Growth Conference. I have also spoken before various local and national organizations (in the U.S. and Canada) such as the National Association of Counties.
- > In my spare time, I blog about sustainable urban development and sustainable transport on hundredyearshence.blogspot.com and contribute to www.thecityfix.com.

DC Champion/Local Volunteer Coordinator, Ayala Foundation USA

2005 – 2007

- > I coordinate the local fundraising and volunteer recruitment efforts for Ayala Foundation USA – a 501(c)3 organization committed to tapping the energies of the Filipino-American community to support development projects in the Philippines. The current efforts center on a project to bring the Internet to all the public high schools in the country.
- > I worked closely with the Executive Director of the foundation and facilitated the first national workshop of all AFUSA volunteers. I also conceptualized and prepared project proposals for developing emerging leaders in the Filipino Diaspora.

Urban Planner, Thompson Design Group

2004 – 2005

- › I coordinated the community consultation process for an Urban Plan and Design for the waterfront of the City of West Palm Beach, a \$20M project of the city government. I was also a member of a four-person team that was developing a town-centre plan for a 1,000-acre site in Virginia for one of the largest real-estate developers in the U.S.

GIS Consultant, Initiative for a Competitive Inner City (ICIC)

2003

- › I designed maps displaying inner-city characteristics (data visualization) of the 100 largest US cities for the State of the Inner City Economies (SOICE) program and trained select ICIC staff in GIS software for use in SOICE data analysis.

Youth Development and Leadership Programs Manager, Ayala Corporation

1999 - 2002

- › I led a team that re-conceptualized, implemented and managed the National Ayala Young Leaders Congress – an annual program that selects the top 70 student leaders from all over the Philippines as participants for a five-day leadership-training seminar.
- › With the help of the consultants, I redefined standards for delegate selection, including the parameters for measuring leadership ability. I also designed the application process and managed full event logistics.
- › Managing the congress required leading a diverse, cross-functional team with very fluid membership, which at various times in the project cycle would include: six to ten specialists, twelve to eighteen consultants, over 45 volunteers, two full-time staff members along with more than a dozen suppliers and service agencies.

Other achievements while at this posting:

- › Over a timeframe of just six weeks, I assembled a team that conceptualized and successfully organized the 1st Philippine Wireless Applications Business Forum in April 2000. Over 2,000 paying participants attended the Forum and the speakers included the Executive Managing Director of NTTDoCoMo (the largest 3G provider in the world). –My team followed up with the 2nd WAP forum in 2001 and staged subsequent forums in other Philippine urban centers.
- › I helped to create cross-functional teams that also organized and coordinated joint projects with Habitat for Humanity Philippines and the Philippine Association for Volunteer Effort. We successfully mobilized over 5,000 volunteers from the work force for more than 10 community events.

Community Relations Manager, Manila Water Company

1997 -1999

- › I established a team that managed the water utility's relationships with local government units, citizens and civic groups, homeowners' associations and other stakeholders. The stakeholders represented 4.7 million residents from 24 cities and municipalities in the Manila Water service area.
- › I designed and managed the implementation of the company-community partnership programs during the severe water shortages of the 1998 El Niño. I selected and then coordinated a pioneering team of community-relations specialists. The team was dispersed geographically in the water utility's 1,400km² service area. My key management role was to facilitate the training and the needs of the specialists while coordinating within the larger organization to respond to each community's specific concern.
- › Our community relations program was so successful that it inspired the company to reform the business model to a "Territory-Based Strategy" to bring the company closer to the community.

Y2K Company-Wide Task Force Manager, Manila Water Company

1998 - 1999

- › I managed the Manila East Zone water utility's Y2K preparation certification efforts and I reported directly to company's Senior Management Committee. I also represented the water utility in government and civil-society led coordinating bodies.
- › As part of my Y2K responsibilities, I coordinated a cross-functional ad hoc task force that prepared weekly comprehensive reports for the company's foreign and local partners. These included the major stakeholders of Ayala Corporation, International Water Limited (UK) and Bechtel Corporation.

Change Communications Specialist, Manila Water Company

1997

- > I developed and supervised change management communication plans and strategies for both external and internal audiences for the Manila Water takeover of the government run Metropolitan Waterworks and Sewerage System. (In 1997, Metro Manila enacted the world's largest metropolitan water utility privatization project.)
- > I also managed the transition of the Corporate Communications staff and established the organizational setup and job functions and prepared the pre-takeover and post-takeover budgets.

Previous work experience as:

- > Managing an Internet Service Provider, internal and external Business Communicator, Human Resources Policies Editing Consultant, English Teacher, Computer Systems Coordinator, PR Account Manager, Disc Jockey, Freelance Writer, Photographer, Video and STP Producer, Youth Organizer, Children's and Youth Camp Director

Other Achievements

Country Delegate: APEC Young Leaders and Entrepreneurs Forum

APEC 2001, Beijing and Shanghai

Student Leadership Award

U.P. College of Mass Communication | 1989

Pugad Lawin Medal for Bravery: Channel 9 Tower Incident

1986 Philippine People Power Revolution

Selected Projects

[A Strategic Plan for the Zocalo and Mexico City's Historic Centre](#) | 2004

(B. de la Peña and C. Lynch)

[A Strategic Plan for St. Petersburg, Russia](#) | 2003

(B. de la Peña and B. Yoon, S. Benedito, D. Benjamin, M. Kawaguchi and M. Mortarini)

[A Strategic Plan for Western Cairo, Egypt](#) | 2003

(B. de la Peña and B. Yoon, S. Benedito, D. Benjamin, M. Kawaguchi and M. Mortarini)

[A Redevelopment Plan for the Hanjiang Waterfront \(Wuhan, China\)](#) | 2003

(B. de la Peña and B. Yoon and S. Chui)

[A Strategic Redevelopment Plan for Revere Beach, Massachusetts](#) | 2004

(B. de la Peña and S. Lankford)

Published Works

[The Topology of Ideas Exchanged](#) | *Abitare Magazine*

with Carlo Ratti | Issue #449 (April 2005)

[Cross Section Through the City: The Redevelopment of the Hanjiang Waterfront](#)

Edited by Peter G. Rowe (Harvard, 2005)

[Smart Growth Tools](#) | *Smart City Radio*

Radio Interview with Carol Colletta (December 20, 2007)

[The Smart Growth Implementation Toolkit](#) | *Knowledgeplex Experts Chat*

Online presentation and discussion (December 12, 2007)

[Case Studies in Smart Growth Implementation](#)

Author/Editor, Available online (January 2008)

[Design of our Democracy](#)

Self-published monograph, Available Online (February 2008)

[Another Hundred Years Hence: Discussions about Philippine Urban Futures](#)

Self-published online commentary (2005-2008)

Work samples available online via www.benjamindelapena.net

References available upon request