



## Partnership for SUSTAINABLE COMMUNITIES

Mountain View, Calif.—Sitting in on a conference on technology and innovation at Google headquarters recently, I hung on every word from visionaries such as Sergey Brin, Vinod Khosla, and L. John Doerr.

According to these titans of Silicon Valley, saving the earth from global warming could be as easy as turning carbon dioxide from a waste product into a raw material. Don't laugh. They believe technological innovation can solve any problem, and that we are only limited by our lack of imagination (and government support for R&D).

Life is not quite so easy for those of us involved in community planning and development. We know that planning more sustainable cities and towns is not nearly as simple as manipulating electrons or molecules. But I found inspiration in the spirit of creativity and innovation that permeates the Googleplex and the entire Silicon Valley.

If we apply half the creativity to finding innovative approaches to land use planning and community development that Google's founders have brought to the virtual world, we will move further ahead in the next ten years than we have in the last sixty.

Americans also need to invest more in technology to gather, analyze, and present data. For example, the [Center for Neighborhood Technology](#) has launched an online interactive mapping tool that measures the true affordability of housing based on location. With funding from the Rockefeller Foundation, this site will be expanded to cover over 337 metropolitan areas in the US.

Here at PSC, we are exploring the potential for computer modeling of the future of individual cities based on planning scenarios and assumptions about density, transit and housing affordability. When people see the benefits of a new approach to planning, including more compact development, they are more likely to support the policies needed to get there.

This is just one of our ideas; PSC is committed to applying technology to improve land use planning to make American communities more sustainable. To do so, we need your financial support. As you review your year-end charitable giving, [please add us to your list](#). All contributions are fully tax deductible.

Yes, it's a big project, and no, it won't happen overnight. But when Brin and his cofounder Larry Page started Google back in 1998, no one believed that in less than ten years Google would be one of the most widely used tools in the world.

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