

THE URBAN MARKETS INITIATIVE FORUM 2007

OCTOBER 18-19, 2007

THE BROOKINGS INSTITUTION

WASHINGTON, D.C.



**CONNECTING
COMMUNITIES**

Using Information to Drive Change

Information, Technology, & 21st Century Community Development

Ben Hecht
President & CEO
Living Cities



Living Cities:

- * 15 years, \$15 billion
- * Founding Sponsor of UMI

Community Development: Key Forces of Change

- Money
- Climate Change
- Technology and Internet

Money

- More
- Different players

Climate Change

- Renewed interest
- Land use and transportation

Technology and Internet - Information

- Private sector decision-making
- Individual decision-making

Technology and Internet – Wholesaling Social Change

- Big impact immediately
- No boundaries
- Marginal incremental cost
- Technology itself provides solutions

What Does this Mean for Us?

- Tell a different story
- Heightened need for Information/evidence-based approaches
- Design for people and places
- Ride, don't buck, the trends of change

Early Adopters

- Stand proud
- Keep the faith
- Be popular

Information, Technology, & 21st Century Community Development

Ben Hecht
President & CEO
Living Cities

