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To: Dan Breedon

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Subj: Ideas changing the world

Ref A, Annual Special Issue of Time Magazine, 10 ideas Changing the World Right Now, Time mar 23, 09, pp 45-66

Background: Gleaning ideas for the general plan update with an emphasis on the Housing Element up to 2030 is challenging. I have found Ref A to be helpful in incorporating the ideas of investigative journalists and the editors of Time Magazine in a ranked list that has implications for the housing element.

1. Jobs are the new Assets: Recognition that 75-80% of a person's output comes from human capital rather than housing or stocks has become a major driver in allocation of resources. Butte County needs to be supportive of individuals who need formal and informal education/knowledge that is relevant to applications ranging from service support to high tech research.
2. Recycling the suburbs: The Metropolitan Institute at Virginia Tech predicts that there will be a surplus of 22 million large lot homes (>1/6 acre) by 2025. Ellan Dunham-Jones in her book *Retrofitting Suburbia* is recommending that auto-dependent malls, away from the nominal center of a town be recycled into retail stores, offices and apartments. An estimated 148,000 stores closed down last year (see www.time.com/darkstores). In our immediate area, we have seen Trautmans, Mervyns, Circuit City closed and Gottschalks currently in the process of looking for a buyer.
3. Reinstating the Interstate: The Obama priority attached to high speed rail lines (\$8B in stimulus package) suggests that the 47,000 mile interstate system can become the backbone for a combined utility and transportation corridor based primarily on the avoidance of purchase of rights of way. In many cases solar arrays are included as part of the mix. Portland is a good example of this principle where light rail and roadway are integrated.
4. Amortality: Our attitude on aging is shifting per studies by the Humanity Institute at Oxford. Faltering mortals are straining the public purse in some areas and providing flexible help in other areas. Benham Harman the father of free radial aging theory (See *Catalyst*, Vol 3 #2, Fall 08/Winter 09) is a pioneer in this area.
5. Biobanks: These banks are being set up to store biologic samples. The current effort is directed to medical research. In the past, seed banks have been set up in remote cold areas and are continuing to store specimens against the day when common crops are decimated.
6. Survival Stores: Avoiding conspicuous consumption and minimizing environmental impact has many aspects and this approach is characteristic of the need for this type of new service.
7. Ecological Intelligence: Providing scientific data on products that affect the environment/humans is the key to this new database.

Comments:

1. Establishing a strong work ethic, recognizing the value of education and the need for continuing update of knowledge needs to be encouraged by government and education organizations.
2. In order to reduce life costs, training/certification needs to be minimized. Building trades to brain surgeons need to be under scrutiny. Organizations such as the Professional Examination Service (PES) and the Practice Analysis Task Force (PATF) are key players in this field e.g. in my field of interest the IEEE Communication Society (IEEE ComSoc) has set up a credential service for Wireless Communication Experts (WCET) that is internationally recognized. PATF gathers information and sets up focus groups in support of a given area of expertise. Similarly, educators are setting up certification for skilled teachers in lieu of higher levels of graduate school training.
3. Multiple classes zoning in a given area can be the key to minimizing our carbon footprint and creating a vibrant economy in tough times.
4. Physicists, material/electrical engineers need to take a hard look at underground superconductors for electrical power distribution as part of a major utility and transportation right-of-way configurations with integrated PV solar. Corridor requirements can drive many zoning decisions.
5. Dynamic shaping of the housing element goals utilizing a wide range of age/energy/skills can be the key to overall sustainability. Choosing a housing element plan during the current recession scenarios based on the opinions of people like Bernnacke (chairman of the Federal Reserve), Reich (Obama's economic advisor) or the Hrens (32 year old family low carbon footprint advocates in North Carolina I previously reviewed) will be interesting.
6. The definition of what constitutes a viable/non-viable community needs to be examined. Minimizing routine circulation is a worthy goal but ownership/access to nearby recreation locations needs to be considered. Limits posed by hydrology and atmospheric degradation at our current state of knowledge will play a part in goal setting.
7. Hopefully the IEEE professional groups on power/energy and geosciences/remote sensing can play a part in establishing bounds and goals and stimulating student interest in local schools that can directly affect the general plan update.