

PwC Consulting

ABM and Microsimulation Projects



• Client Need

- The Orton Family Foundation wanted to develop an urban planning tool to help local governments envision their communities futures and suggest ways to change that future.

• PwC Solution

- PwC developed the Policy Simulator component of the CommunityViz software suite. CommunityViz and its components are commercially available at www.CommunityViz.com. Policy Simulator incorporates agent-based modeling to forecast probable land use, demographic, and economic change in a community both spatially and temporally. The simulation is designed so users can implement a policy, run a simulation, and observe the consequences. Policy Simulator allows users to model "what if" scenarios by experimenting with different local policies in the simulated local environment.

• Benefits to Client

- Client is now selling and supporting a software tool that is changing how planning is done in this country.
- The simulation is integrated with a Geographic Information System and a 3-D visualization tool that allows users to see policy effects in their communities.