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1) Good starting pointers for SC2000.
These may or may not work for other SC versions.
Here are some general hints to help you get started.
I)People only build a maximum of six space away from a road.
II)People will only build if they have direct access to a powerline.
IIV)People need industry to work in before they move in to town.
2)How do you increase...
I)Educational Quotient,
Pro-reading campaign which can help everyone to a lesser effect than Libraries.
Build Schools which can provide up to 90 EQ, this is for 5 to 20 year olds.
Build Colleges which can provide up to 140 EQ, this is for 15 to 25 year olds(has slight effect on older population).
Build Libraries which provide education for all ages, but to a lesser effect then Schools and Colleges.
Build Museums which are like Libraries but bigger, better and more expensive.
Remember education is inherited, so if one generation is intelligent then the next generation will start off with a higher EQ than
their parents started with.
Libraries and Museums are good as they don't have any annual cost, only the original building cost, if you've got a spare $500
then go and find a church knock it down and then build a library there.
II)Life Expectancy,
Select all options under Saftey & Health.
Select CPR training.
Build Hospitals but don't overdo it unless you've got too much cash.
Lower crime rate.
Improve Fire services.
Keep pollution down.
IIV)Land Values,
Select all options under Promotional.
Select Homeless Shelters.
Selecting Nuclear Free Zone raises the value of Residential land, but lowers the value of Industrial land.
Build Parks.
IV)Your money
Raise Taxes.
Select Parking Fines.
Cut down on funding for police, fire and education services(not\ recommended).
Don't ever get bonds.
For the long term invest in renewable power sources.
3)How do you decrease...
I)Crime,
Make sure you have a good spread of police stations.
Don't have legalized gambling.
Have Anti-Drug campaign.
Have Neighborhood watch.
Refuse to have a Military zone.
If you have Arcologies make sure you have at least one Police station near by.
II)Pollution,
Select Pollution Controls.
Build trees near industrial areas.
Select Parking fines.
Supply public transit.
Use clean Energy sources.
Raise taxes on Industries that pollute.
Build Water treatment plants.
IIV)Abandoned buildings, (Also how to encourage people to move in)
Select Promotional options.
Improve Land Values.
Reduce crime.
Reduce Pollution.
Build Zoos.
If it is in an Residential area make sure it's close enough to an industrial zone, the SimCitizens don't like traveling a long
distances to work.
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If a zone has negative demand then make the other forms of zoning, and see if this helps, also read the newspapers and see what

people are upset about and correct the problems.

IV)Traffic

Supply public transit.

Have parking fines.
Make residential areas closer to Industrial areas.

I)The Nessie

I think this only appears if you have a marina, Its just a harmless creature which is rumoured to eat boats.

This man files around when you have heavy pollution, perhaps he would be better named 'Pollution Man'.

IIV) The Helicopter

This helicopter appears after you have built an airport, it tells you if there is heavy traffic, if your feeling annoyed at it (or any other reason) and you want to shoot it down, select the Centre Display button and click on the Helicopter (If this does not work then click on the square below the Helicopter) this will make the pilot say 'I'm hit' and then he'll crash(watch out this will cause a fire).

IV)First Light

This is a magical boat captained by J.Scirica who must be magical himself, being able to exist in several places at the same time.

V)Llamas

Perhaps its just me, or does there seem to be an obsession with Llamas, by that I mean stuff like the Llama zoos and the Llama Dome. Anyone know why ?

This I find really strange, the SimCitizens don't die off when they don't have water, infact they hardly mind at all, perhaps the SimCitizens don't need water to live, but does that mean that the SimCitizens are not human, or is it just me going paranoid