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reading for
you!*

October 29, 2025
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What's New

In land use planning

RFM Land Use Consulting

California Chapter APA Annual Conference 2025

From September 28, 2025 to October 1, 2025, the California Chapter of the American Planning Association (APA) held its annual conference. This year it was in beautiful Monterey, just south of San Francisco along the Coast. This year, according to the organizers, attendance was at an all time record at 2,100 attendees.

These conferences serve several purposes. Networking, passing along of knowledge of projects, updates on legislation and opportunities to gain AICP Continuing Education Credits.

Individuals from different agencies banded together to prepare and present their findings on projects from up and down the state. The Chapter's Legislative body updates everyone on Assembly and State bills that were passed or were in the pipeline

that covered everything from climate action to CEQA to housing to Tribal consultation. There were several of these types of breakout sessions throughout each of the three days.

For those who wished to view projects around Monterey, there were also mobile workshops to take advantage of.

Interspersed through these sessions were opportunities to network and reconnect with people one knew (or knows). This included breakfast each morning, a networking luncheon, an opening night reception (buffet dinner) and a sponsors/exhibitors reception.

Join me on...

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Economic Growth in Distressed Communities

One of the sad facts of current life is the economic separation of rich and poor communities. This division has been around for a long time, but has accelerated with suburbanization, which has allowed affluent communities to remove themselves from older neighborhoods. This has included the shift of many job centers to the suburbs, a lack of private investment in distressed communities, and the concentration of poor people in crowded, older communities.

For well over fifty years, it has been a basic model of public policy to use the

planning process to try and revive inner-city neighborhoods. Unfortunately this effort has not succeeded. Poor neighborhoods have only become poorer, and working- and middle-class individuals have fled and little economic investment has happened.

It is typical that a large part of planning efforts have been reflected in the overall physical appearance of a community. Money is poured in to improving roads, infrastructure, and housing (i.e. housing rehabilitation).

A few of the most common tools used by planning departments in distressed

Economic Growth in Distressed Communities (cont.)



neighborhoods include: targeted public improvements, location of public facilities in distressed neighborhoods, subsidies for individual businesses and developers, and tax credits and regulatory streamlining. Most of these tools are paid through local redevelopment loans or Community Development Block Grants (CDBG).

Typically, different economic tools are used in combination with one another to increase the likelihood of success. Sometimes these

efforts make a difference. More often than not, the sad slide of distressed areas continues.

Most of the reason for this is the fact that planning cannot solve the underlying social problems such as crime or lack of education. Another reason being that many planning tools designed for distressed neighborhoods are not highly targeted to those neighborhoods.

Efforts must be made at the grassroots level to keep efforts moving forward to improve these neighborhoods.

To Laugh, or Not to Laugh, that is the Joke...

Do you know what the problem with History Class was? The teachers tended to Babylon....

It's said you should wear glasses when doing math...it helps with division....

Define "avoidable"....what a matador tries to do.

I met a lady who sells batteries in the park...so she sells C cells by the seesaw.

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Yes, Planners do have a sense of humor!!



What is the APA (American Planning Association)?

Like so many professional organizations, the Planning field has a professional organization that provides many services. That organization is the American Planning Association (APA).

This association is comprised of the National organization and is further broken down in to State Chapters. These State Chapters, for the most part, have multiple sections (i.e. California Chapter has the Northern Section, Central Section, Central Coast Section, Inland Empire, etc.).

The APA provides for advocacy in the industry, professional training opportunities, and annual chapter and national conferences.

The APA also has a certification arm for those planners who choose to participate. This certification, the American Institute of Certified Planners (AICP) shows that those who get the certification are dedicated to their

profession and are dedicated to furthering their careers. The certification requires a certain number of years in the profession (based on level of education) before taking a test. This test goes beyond what planners need to know for their daily job (i.e. size of an acre, what a general plan is, etc.). It goes in to law, history, significant people in the formation of the planning field, and other aspects.



What is of interest to you, the reader...

I hope you have been enjoying these newsletters as much as I have in writing them. I've been trying to find information that may be of some interest to everyone.

Now that I've been doing this awhile, let me turn the tables on to you, my readers! Please let me know what may be of interest to you...things you may want to know, or hear about.

Additionally, if you have any announcements you may wish to pass along, or have a short piece to share, please pass it along and I'll be happy to include it in the newsletter.

As you know, I publish this once a month, so plan accordingly! If there is a special announcement though, I can easily slip it in the email blasts as a

separate and stand-alone item!

If you would like to see it explained on YouTube, now that I have a channel started, please let me know too!





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Customer Comes
First***

Publications

I hope you have enjoyed this publication of RFM Land Use Consulting's newsletter! While short in nature, I hope you have found the information useful.

It is my hope to periodically publish a newsletter to keep my clients up to date with articles relating to the planning field, as well as highlight projects I feel are of note for the community.

If there are subjects of interest in the

planning field you would like to see here, please feel free to contact me with those ideas, and I will include them in future publications.

If you know anyone wanting to subscribe to this newsletter, go to www.rfmlanduseconsulting.com, or click on the QR code below, it's free!

Thank you for reading!

Topics in future editions of the newsletter...

- Legal issues
- Planning theories
- Trends in planning
- Project highlights (both mine, and those in the Community)
- Cycles in the Planning Field
- Brown Act (public participation)
- New services
- Services and products
- Service area
- Articles from you!

Sign up for our Newsletter!



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