



*Let us do the
reading for
you!*

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What's New

In land use planning

RFM Land Use Consulting, LLC

Is being AICP Certified a good thing?

American Institute of Certified Planners, or AICP, is it worth being certified?

I have been AICP Certified since 2011, and I believe it to be a good thing. It shows your dedication to the profession. It also adds to your credibility, as it requires you to get Certificate Maintenance (essentially Continuing Education) credits on an annual basis. This CM keeps you up to date on trends, the law, and ethical standards.

To me, being certified holds yourself to a higher standard, and should show to the general public that you know what you're doing beyond just being employed as a Planner. The testing required delves more in to the field than just basic knowledge any

and all Planners should know. Law, history, ethics, concepts and more are tested beyond defining what is zoning and what is the general plan.

Should a new planner get certified? in my opinion, YES! It is well worth it. It not only holds you to ongoing education (which I am a proponent for), but offers networking opportunities with fellow planners as well.

Join me on...

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Downtowns and local economy...

I have lived in a few towns over the course of my lifetime. Each town has had its charm, its quirks, and its version of a downtown.

With the exception of where I live now, there was always a draw to that downtown...whether it is stores, restaurants, coffee shops, movie theaters, or places just to hang out and people watch. There was always something that would draw me to the downtown area and even spend a few dollars, or just hang with friends.

Where I'm at now, yes there is a downtown, but there isn't anything there

that would keep me there longer than a visit to the bank or post office. It's just...well, just there and that's it.

What's the purpose of a downtown? It defines a community; it helps bring a community together, where the people can take pride in their towns identity. It can also, in great part, bring economy to the town. Through sales tax revenue, City leadership can (at least in theory) funnel that back in to the town for things like infrastructure maintenance, life safety maintenance (firefighters and the like).

But when a downtown is not clearly

Downtowns and local economy (cont.)



defined, there are more vacant storefronts than there are streetlights, and the roads...well, let's say are bad to put it mildly, people tend to avoid downtowns like the plague.

What will it take to create a downtown? In short, it needs to be a place that has that certain appeal to not just tourists driving through, but also the locals who can say they enjoy going there. Whether it's that little coffee shop where one can enjoy a morning (or afternoon) cup of coffee while

reading a book, or a small café that specializes in that must have sandwich, or a store that has that one item no one else has. It doesn't have to be the Big Box varieties....just something that has that small (or medium) town vibe, that fits in. Does it have to be a "big box" store? Or does it have to be a well-known franchise? Not necessary...just something that has a draw.



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

Why are ghosts bad liars? You can see know the words
right through them.

Why did Mickey Mouse go to space? He
wanted to visit Pluto.

What did the beach say when the tide
came in? Long time no sea.

Why do bees hum? Because they don't

Have you seen those "leave a penny,
take a penny" things at the store? They
make no cents....

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Yes, Planners do have a sense of
humor!!

This, That, The Other...and whatever that is...

It has come to my attention that there are issues with signing up to be on my email list through Constant Contact. I do apologize for that, but it appears out of my control to fix. CC is not really customer service oriented I find. If you know anyone who wants to sign up, please have them contact me through my email at rfm467@gmail.com and I'll take care of it.

In a previous issue, I opened up the possibility of having an advisory committee if anyone wanted to volunteer. Sort of like a Board of Directors. Positions are open, feel free to reach out at rfm467@gmail.com.

Update: positions still open.

YouTube videos on planning topics are something I started a while back. There are a few now, but I would like ideas for

future postings. Let me know your thoughts!

I am thinking of changing a few things up on these newsletters. The first of which, given that I am running out of ideas of what to write on, is going to either a one-page/one topic per month issue. Another is to continue this format and go to every other month. What is/are your thoughts?

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Coffee or lunch with a Planner? What are your thoughts? Let me know! Would like to have a monthly gathering either over coffee or lunch with those in the field or potential clients...Drop me a line.



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

I hope you have been enjoying reading 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. If you have an article you want published, please forward it along too!

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!

If you would like a different format, let me know!

Also note that I have a blog on my website (www.rfmlanduseconsulting.com) that I will occasionally post on. Check it out!





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***Where The
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. Thank you for reading!

Possible topics in future editions of the newsletter...

- Articles from you!
- Trends in Planning
- Advisory Board
- Community Engagement

Sign up for our Newsletter!

If you know anyone interested in signing up for this newsletter, or if you've viewed this from the website and want to be included in the regular publication of it and for future communications from RFM Land Use Consulting, have them get a hold of me at rfm467@gmail.com.