



# WESTERN CENTRAL CHAPTER

montana · wyoming · idaho · south dakota · north dakota

## The New American Ruralism

by Richard H. Carson

American society has become more urban and less rural according to every census taken since 1790. Only in 1820 did the balance momentarily shift. However, the technological advances of the last decade already are shifting the population trends toward a New American Ruralism.

### THE CHANGING PARADIGM

The 20th century was not kind to rural America. By the end of the century, the rural areas were losing population and were in economic ruin. The rural resource economy collapsed. The combination of dwindling resources, as well as increased environmental and land use regulation, led to the closure of mines, fisheries and forests. Corporate and mechanized agriculture reduced the need for workers. Finally, the new global order has let foreign competitors undercut the price of domestic resource products. The only alternative left was to pursue a tourism economic development strategy with low-paying jobs.

According to the United States Department of Agriculture (USDA), 25 percent of Americans live in rural areas.<sup>1</sup> Since 1990, nearly 75 percent of the nation's 2,304 rural counties have gained population.<sup>2</sup> The USDA also notes that:

*"The decade of the 1990's has been a period of rebound in rural and small town population growth as more people move into nonmetro counties than are moving out. The nonmetro population grew by 5.3 million, or 10.3 percent, during the 1990's compared with just a 1.3-million increase in the 1980-90 decade."*<sup>3</sup>

Part of this population shift has to do with people taking a conventional retirement or buying a second recreation home in rural areas. However, the more important trend is technological freedom and the reality of telecommuting.

### THE NEW RURAL ECONOMICS

One of the more important changes driving this new urban flight is technology. My new neighbors are a good example. They both work at home. He is a securities broker, and she is an insurance claims adjuster. All they need is high-speed Internet and telephone access. The latter has recently had a major breakthrough because the new satellite technology can give you television and high-speed Internet. This means you are no longer restricted by the need for DSL or cable land lines. These folks can live absolutely anywhere in the world. And now they live in the hills of southwest Washington. In an article on this subject, land use planner Ray Quay noted that:

### In this Issue:

The New American.....1 Ruralism
WCC Directory.....2
President's Message.....3
Congratulations to the.....3 New WCC AICP Members!
New AFT Report On.....5 80 COCS Studies
NDPA Fall Conference.....6

*Continued on Page 4*



## DIRECTORY

### President

Andrew Epple, AICP  
Department of Planning &  
Community Development  
P.O. Box 1230  
Bozeman, MT 59771  
p: 406.582.2260  
f: 406.582.2263  
e: aepple@bozeman.net

### Vice President

Don Contraman  
223 South 2nd Street  
Hamilton, MT 59840  
p: 406.375.6229  
f: 406.363.2102  
e: bear@spinningfiber.net

### Secretary

David Abo, AICP  
Boise Planning & Development  
Services  
P.O. Box 500  
Boise, ID 83701  
p: 208.384.3830  
f: 208.384.3753  
e: daboo@cityofboise.org

### Treasurer/Immediate Past President

Ramona Mattix, AICP  
Yellowstone County Planning  
510 North Broadway, 4th Floor  
Billings, MT 59101  
p: 406.657.8247  
f: 406.657.8252  
e: MattixR@ci.billings.mt.us

### Idaho State Director

Patricia Nilsson, AICP  
Community Planning  
Association  
800 South Industry Way  
Meridian, ID 83642  
p: 208.855.2558  
f: 208.855.2559  
e: pnilsson@compassidaho.org

### Montana State Director

Jeff Bollman, AICP  
Montana DNRC  
1371 Rimtop Drive  
Billings, MT 59105  
p: 406.247.4404  
f: 406-247-4429  
e: jbollman@state.mt.us

## DIRECTORY

### North Dakota State Director

Stephen E. Miller, AICP  
Kadmas, Lee & Jackson, P.C.  
P.O. Box 1157  
Bismarck, ND 58502  
p: 701.255.8406  
f: 701.255.0943  
e: stephen.miller@kljeng.com

### South Dakota State Director

Neil Putnam  
City of Mitchell  
612 North Main Street  
Mitchell, SD 57301  
p: 605.995.8433  
f: 605.995.8410  
e: nputnam.cityofmitchell@midconetwork.com

## DIRECTORY

### Wyoming State Director

Michael Archibald  
Lincoln County Planning Office  
P.O. Box 468  
Kemmerer, WY 83101  
p: 307.877.9256  
f: 800.877.6439  
e: marchibald@lccwy.org

### Chapter Grants Committee

Betty Clack, AICP  
Nez Perce County Planning  
P.O. Box 896  
Lewiston, ID 83501  
p: 208.799.3089  
f: 208.799.3149  
e: bettyclack@co.nezperce.id.us

## NEWSLETTER INFORMATION

This newsletter is published by the Western Central Chapter of the American Planning Association. Circulation is to APA members of the Western Central Chapter (WCC). The WCC Board welcomes submission of original articles, editorial letters, and any other information of interest to both professional and citizen planners. Submissions should be made to the newsletter editor:

### Jody J Sanford, AICP

P.O. Box 775  
Bozeman, MT 59771-0775  
p: 406.582.2266 (day)  
p: 406.587.5836 (evening)  
f: 406.582.2263  
e: jodyolsenmt@hotmail.com

### 2004 WCC Newsletter Schedule

Spring - March 5 (submittal deadline February 13)  
Summer - June 4 (submittal deadline May 14)  
Fall - September 3 (submittal deadline August 13)  
Winter - December 3 (submittal deadline November 12)

## CHANGES OF ADDRESS

If your mailing address has changed, please contact the American Planning Association at the address below. You can also edit your information online at <https://www.planning.org/myprofile/>.

American Planning Association  
122 South Michigan Avenue  
Chicago, IL 60603-6107  
p: 312.431.6107  
f: 312.431.9985  
e: membership@planning.org

## DIRECTORY

### WPR Chapter Rep

Joanne Garnett, AICP  
WLC  
200 Pronghorn  
Casper, WY 82601  
p: 307.266.2524  
f: 307.235.5604  
e: joanneg@wlcwyo.com

### Continuing

### Education Coordinators:

### Chapter Professional Development/Idaho

Diane Kushlan, AICP  
Planning & Management Svcs.  
P.O. Box 8463  
Boise, ID 83707  
p: 208.433.9352  
f: 208.433.9352  
e: dkushlan@fiberpipe.net

### Montana

Chris Saunders, AICP  
Department of Planning &  
Community Development  
P.O. Box 1230  
Bozeman, MT 59771  
p: 406.582.2260  
f: 406.582.2263  
e: csaunders@bozeman.net

### North Dakota

Stephen E. Miller, AICP  
Kadmas, Lee & Jackson, P.C.  
P.O. Box 1157  
Bismarck, ND 58502  
p: 701.255.8406  
f: 701.255.0943  
e: stephen.miller@kljeng.com

### South Dakota

Sam Trebilcock, AICP  
Sioux Falls City Planning  
224 West Ninth Street  
Sioux Falls, SD 57104-7034  
p: 605.367.8888  
f: 605.367.7801  
e: STrebilcock@SIOUX-FALLS.ORG

### Wyoming

*This position is  
currently vacant.*

# President's Message

by Andrew C. Epple, AICP

It was good to see so many Western Central Chapter members at the Western Planner 25<sup>th</sup> Anniversary Conference in Missoula last month. Montana's "Garden City" was in mid-summer glory, and the host committee did a fine job of putting together great programs and a lively social agenda. Many thanks to the Montana Association of Planners, and especially Gavin Anderson, Chris Behan, Janet Cornish, Jody Sanford, Victoria Drummond, and Linda Stoll, for organizing such a fine event.

The Western Central Chapter sponsored a well-attended session entitled "Putting Growth in its Place With TDRs," presented by Mr. Rick Pruetz, FAICP. Rick has written the most comprehensive studies to date on transfer of development rights, including *Beyond Takings and Givings: Saving Natural Areas, Farmland and Historic Landmarks with Transfer of Development Rights and Density Transfer Charges*. Bringing a nationally acclaimed speaker of Mr. Pruetz' caliber to our regional conference is just one way that WCC contributes to the continuing education and betterment of our membership.

The WCC Executive Committee took the opportunity to hold meetings while in Missoula, and discussed ways to provide relevant services to chapter members. In attendance were: Vice President Don Contraman; Secretary Dave Abo; Montana State Director Jeff Bollman; North Dakota State Director Stephen Miller; Chapter Professional Development Officer Diane Kushlan; and me. With a quorum present, we were able to officially conduct business. Actions taken included approval of a request from the Idaho Planning Association to assist them with Fall conference expenses. Issues discussed included: developing Chapter grant criteria; role of WCC in promoting examples of "planning gone good;" continuing education; leadership development; and possibly sponsoring a Chapter awards program. Committee members also reviewed the WCC Strategic Plan drafted last year by Immediate Past President Ramona Mattix, and discussed the value of publishing Executive Committee Minutes and budgets in this newsletter to better communicate with members. Finally, your Executive Committee committed to participating in regular conference call meetings to continue discussion of these and other issues of importance to you. The next such meeting is scheduled for late October. If you have thoughts and ideas about the direction you would like to see this organization go, don't hesitate to contact me or any of our Executive Committee members.

Hope you all enjoy a beautiful and productive Fall with family, friends, and co-workers!

---

## Congratulations to New WCC AICP Members!

Congratulations to the following Western Central Chapter planners who passed the American Institute of Certified Planners (AICP) exam in May:

- Mathew Ashby, City of Cheyenne, Wyoming
- Phyllis Lamken, Town of Jackson, Wyoming
- Steven Linhart, CH2MHill Boise, Idaho

They will join the association of 14,000 planners nationwide who through this achievement can be identified for their professionalism and commitment to ethical values in the practice of planning.

Are you interested in becoming an AICP member, too? The next exam period will be in November and if you are eligible, you can register to take the exam by October 1st, 2004. If you have not already applied for a determination of eligibility, the next deadline is January 7th, 2004.

Questions? If you have any questions about the exam, want help in preparing, or just moral support, contact your state Continuing Education Coordinators or the Chapter Professional Development Officer listed under the Directory on Page 2 of this newsletter.

# The New American Ruralism, continued from Page 1

*“One possible future this could lead to is the re-ruralization of America. With the decisions about location of work and home now separate, people unsatisfied with the urban experience but still desirous of current urban employment opportunities could retain employment and relocate to rural areas. Between 1980 and 1990, there was a 1.5 percent shift (3.7 million) in U.S. population from rural areas to urban areas. Even if only 20 percent of potential telecommuters chose to move to rural America, this could represent a potential 4 million people. Essentially this would completely reverse the loss from rural communities over the last 10 years!”<sup>4</sup>*

This population shift brings with it some fundamental changes in rural economics. The economic shift will be from the traditional agrarian and resource-based industries, to more knowledge-based industries. There will also be social changes. The urban flight will bring with it people who still have urban wants and biases.

## THE CHANGING RURAL CHARACTER

According to western statesman and author Daniel Kemmis, rural Americans are characterized as “the last of what is best in America” and by their “plain-spoken, uncomplicated neighborliness.”<sup>5</sup> However, the growth in rural areas is resulting in a more cosmopolitan resident moving in. This gentrification of the rural area is not an easy one for either the original inhabitants or the newcomers. Rural centers used to have the minimum requirements for civilization—that being a post office, a church, a general store and a tavern. The people who had stores there catered to loggers and farmers, and their families. However, the new urban immigrants want espresso bars, day care, a video store and a tanning salon. A restaurant that was called Fatty Patty’s will now be called Augustinos.

This results in a tremendous clash of cultures. One theme that rural area natives have is that everything is “constitutionally protected.” That generally means it is OK to occasionally discharge your rifle, ride your unmuffled dirt bike and start your diesel truck engine at 4:00 in the morning. However, these are all things that the former urbanites hate and they routinely complain to their local government about them. The immigrant urbanites also will protest any new mining, logging or farming activities because they ruin their view, or are too noisy or smelly.

## THE POLITICS OF RURALISM

The new American ruralism is sure to bring us back to some basic constitutional issues. The framers of the Bill of Rights and the Constitution were drawn from two very different groups with very different perspectives about what the America experience should be. One group, led by people like Alexander Hamilton, James Madison and John Jay, wanted a more urbanist, federalist and interdependent America. The other group, led by Thomas Jefferson and John Quincy Adams, wanted a more ruralist, decentralist and self-reliant America.

However, the new rural America will be the product of residents who have traditionally worked the land and newcomers who want to live in what they see as a peaceful, pastoral landscape. They too are people with very different values and motives for living in rural America.

Daniel Kemmis says, “Places have a way of claiming people. When they claim very diverse kinds of people, then those people must eventually learn to live with each other; they must learn to inhabit their place together ... and nurture the old-fashioned civic virtues of trust, honesty, justice, tolerance, cooperation, hope and remembrance.”<sup>6</sup>

Let’s hope he is right.

**This article was reprinted with permission from the author.**

*Richard H. Carson is a theorist, writer and practicing planner with 30 years experience in the Pacific Northwest states of Oregon and Washington.*

## Footnotes

<sup>1</sup>U.S. Department of Agriculture, Economic Research Service ([www.ers.usda.gov/Briefing/Rurality/WhatisRural](http://www.ers.usda.gov/Briefing/Rurality/WhatisRural)).

<sup>2</sup>Kenneth Johnson and Calvin Beale, *The Continuing Population Rebound in Nonmetro America*, Rural Perspectives, vol.13, no. 3.

<sup>3</sup>U.S. Department of Agriculture, Economic Research Service ([www.ers.usda.gov/briefing/Population/](http://www.ers.usda.gov/briefing/Population/)).

<sup>4</sup>Ray Quay, *Telecommuting: Possible Futures for Urban and Rural Communities*, McQuay Technologies, 1995.

<sup>5</sup>Daniel Kemmis, *Community and the Politics of Place*, University of Oklahoma Press, 1945.

<sup>6</sup>Op. cit.

## Report Shows that Saving Farmland Makes “Cents”

Few local leaders typically think of their communities’ working lands as a fiscal boon. But a new report by American Farmland Trust features a body of work demonstrating that privately owned farm, ranch and forest lands boost community coffers by contributing more in tax revenues than they require back in public services. ***Cost of Community Services Studies: Making the Case for Conservation*** is an evaluation of 83 Cost of Community Services (COCS) studies conducted in 19 states that compare the net fiscal contribution of different land uses. The studies have found that on average, residential development generates significant tax revenue, but requires costly public services that surpass its tax contributions. In contrast, farm, ranch and forest lands consistently generate tax surpluses.

COCS studies are a case study approach used to determine a community’s public service costs versus revenues based on current land use. A subset of the much larger field of fiscal analysis, COCS studies have emerged as an inexpensive and reliable tool to measure the direct fiscal relationships between existing land uses. Their particular niche is to evaluate the overall contribution of agricultural and other open lands on equal ground with residential, commercial and industrial development.

COCS studies investigate current land use relationships based on tax and other revenues and public expenditures in a single fiscal period. They are fiscal, not economic, analyses and so do not examine economic benefits or secondary impacts of a given land use to the local or regional economy. For instance, new residential development brings with it new construction jobs, or agricultural businesses generate economic activity directly through the sale of farm products and indirectly through agribusiness sales and services. COCS studies do not analyze these impacts. Other types of studies can provide this information and are an important complement to COCS findings.

“Cost of community services studies show that farm, ranch and forest lands are important commercial land uses that help balance community budgets,” said Julia Freedgood, director of American Farmland Trust’s Technical Assistance Services division. “They challenge the assumption that working lands are just vacant lands waiting around for development.”

“While these studies are useful at the community level, taken as a whole, they’re important nationally because they

consistently show the fiscal benefit of sustaining the working landscape,” said Doug Lawrence, team leader of farmland protection and community planning staff for the U.S. Department of Agriculture’s Natural Resources Conservation Service.

***Cost of Community Services Studies: Making the Case for Conservation*** describes what COCS studies are and how they are performed. It shares lessons from AFT’s experience conducting COCS studies and evaluates the methodology in terms of other types of fiscal analyses. The report also provides examples of how communities have used the results of COCS studies and helps readers assess whether a COCS study would be useful in their community.

The report demonstrates how findings of COCS studies have helped communities improve dialogue about land protection strategies, build support for farmland protection strategies, defend use assessment tax policies, and improve local planning and zoning for agriculture.

Results of the COCS study helped inform members of our community of the economic value of farmland conservation,” said Margaret Graves, executive director of The Bluegrass Conservancy, a land trust based in Lexington, Kentucky. “The COCS study done by AFT ultimately helped convince our local officials to adopt a purchase of development rights program in order to protect our regional economy and rural character.”

American Farmland Trust became interested in growth-related issues because agricultural land is converted to development more commonly than any other type of land. According to USDA’s National Resources Inventory (NRI), from 1992 to 1997 more than 11 million acres were converted to developed use—and more than half of that conversion was agricultural land. During that period, on average, more than 1 million acres of farmland were developed each year. The NRI also shows that the best agricultural soils are being developed faster, and the rate of conversion is increasing: up 51 percent from the rate reported in the previous decade.

***Cost of Community Services Studies: Making the Case for Conservation*** can be purchased for \$16.95 by calling 800-370-4879. An order form is also available on the American Farmland Trust’s Publications page at: [http://www.farmland.org/research/publications\\_for\\_sale.htm](http://www.farmland.org/research/publications_for_sale.htm).

# North Dakota Planning Association Fall Conference

The North Dakota Planning Association announces its Fall Conference, October 28-29, 2004, at the Seven Seas Inn and Conference Center, Mandan, ND. This conference will feature workshops on planning and training for planning commissioners, the rollout of the revised Community Planning Handbook, and a session on the AICP exam. Check the NDPA website ([www.NDPlanning.org](http://www.NDPlanning.org)) for a copy of the registration brochure. In addition, the Circle of Cultures, a national Lewis & Clark Signature Event, is scheduled for Oct 22-31, 2004 in Bismarck. Enjoy the conference and the signature event! Check the following website for details: [www.circleofcultures.com](http://www.circleofcultures.com)

Training (for planning commissioners) and professional development (AICP exam preparation) are key elements of this years conference. The first of the new AICP exam formats was completed in May. Those who took this exam will be finding out about the results shortly and APA will be evaluating the process. The new process is exciting as it offers two times during the year to take the exam instead of just once. And because it is a computer-based exam, there are 12 days during each exam period in which you can take the exam. These are exciting changes and should help more people who are interested in obtaining certification complete the process. With this new process in mind we have scheduled one session during the conference to provide information on the new AICP exam process and how to prepare for it. Diane Kushlan, the Western Central Chapter Professional Development Officer from Boise, ID will lead this session.



## North Dakota Planning Association

serving North Dakota since 1973

**From: Western Central Chapter  
American Planning Association  
c/o Jody Sanford  
P.O. Box 775  
Bozeman, MT 59771-0775**

PRST STD  
U.S. POSTAGE  
PAID  
BOZEMAN, MT  
PERMIT #235

**To:**

### ***In This Issue...***

The New American Ruralism  
President's Message  
New WCC AICP Members  
New Study on COCS by AFT



*Please recycle this newsletter  
when finished...*