

The American Planning Association
Professional Institute
AICP
American Institute
of Certified Planners
Making Smart Communities Happen

Planning Ethics, a Healthy Community, and You

Oregon/Washington Joint Planning Conference
Portland, OR
October 21, 2011

The American Planning Association
Professional Institute
AICP
American Institute
of Certified Planners
Making Smart Communities Happen

Panelists

Phil Farrington, AICP
AICP Commission
PeaceHealth, Eugene, OR

Paul Inghram, AICP
AICP Immediate Past-President
Comprehensive Planning Manager
City of Bellevue, WA

The American Planning Association
Professional Institute
AICP
American Institute
of Certified Planners
Making Smart Communities Happen

What are Ethics?

The American Planning Association
Professional Institute
AICP
American Institute
of Certified Planners
Making Smart Communities Happen

AICP Code of Conduct

The American Planning Association
Professional Institute
AICP
American Institute
of Certified Planners
Making Smart Communities Happen

Aspirational Principles

1. Our Overall Responsibility to the Public

Our primary obligation is to **serve the public interest** and we, therefore, owe our allegiance to a conscientiously attained concept of the public interest that is formulated through continuous and open debate. We shall achieve high standards of professional integrity, proficiency, and knowledge.

The American Planning Association
Professional Institute
AICP
American Institute
of Certified Planners
Making Smart Communities Happen

Aspirational Principles

2. Our Responsibility to Our Clients and Employers

We owe **diligent, creative, and competent performance** of the work we do in pursuit of our client or employer's interest. Such performance, however, shall always be consistent with our faithful service to the public interest.



Aspirational Principles

3. Our Responsibility to Our Profession and Colleagues

We shall **contribute to the development of, and respect for, our profession** by improving knowledge and techniques, making work relevant to solutions of community problems, and increasing public understanding of planning activities.



Healthy communities and planning



What makes a healthy community?



- Maslow hierarchy
- Housing
- Safety
- Access to food
- Physical health
- Walkability
- Sense of community
- Cultural attributes
- History
- Economy
- Governance



What are the threats to healthy communities?



- Physical health
- Economic conditions
- Lack of connections
- Cultural tensions
- Exclusion
- Lack of trust
- Impacts to children
- Aging demographics
- Costs (of health care, housing, transportation, etc.)

MPA The American Planning Association
Professional Institute
American Institute
of Certified Planners
Making Smart Communities Happen

What are the solutions?

MPA The American Planning Association
Professional Institute
American Institute
of Certified Planners
Making Smart Communities Happen

- Breast feeding
- School meals and snacks
- After school activities
- Walking to school
- Food choices, grocery stores, farmers markets
- Affordable housing
- Transportation choices
- Pedestrian and bicycle safety
- Mix of land uses
- Community engagement/outreach
- Transparency
- Economic development/jobs
- Public safety
- Education
- Religious and cultural institutions

MPA The American Planning Association
Professional Institute
American Institute
of Certified Planners
Making Smart Communities Happen

What is the role for planning?

MPA The American Planning Association
Professional Institute
American Institute
of Certified Planners
Making Smart Communities Happen

How does this connect with ethics?

MPA The American Planning Association
Professional Institute
American Institute
of Certified Planners
Making Smart Communities Happen

What aspects of planning should consider community health?

MPA The American Planning Association
Professional Institute
American Institute
of Certified Planners
Making Smart Communities Happen

What community health issues are not appropriate for planning?

APFA The American Planning Association
Professional Institute
AICP American Institute of Certified Planners
Making Smart Choices Smarter

How can you use ethics to engage in a community health discussion?

APFA The American Planning Association
Professional Institute
AICP American Institute of Certified Planners
Making Smart Choices Smarter

What discussions does this create with staff?

APFA The American Planning Association
Professional Institute
AICP American Institute of Certified Planners
Making Smart Choices Smarter

Questions?

APFA The American Planning Association
Professional Institute
AICP American Institute of Certified Planners
Making Smart Choices Smarter

Why Talk About Ethics?

1. Essential to being a successful professional planner
2. AICP members are supposed to know the Code of Ethics
3. Ethics help signal to staff how to act
4. Acting ethically is just "the right thing to do"
5. It sets planners apart

APFA The American Planning Association
Professional Institute
AICP American Institute of Certified Planners
Making Smart Choices Smarter

Thank you!