

Ethics of Conduct

What sort of actions should we perform?

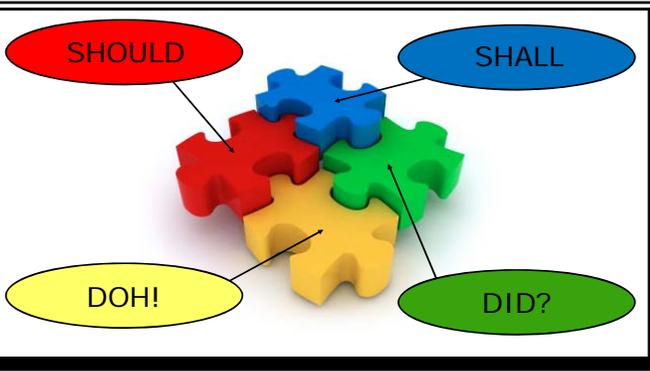
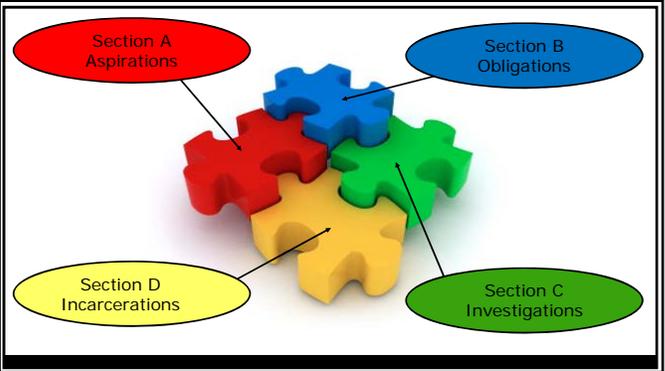
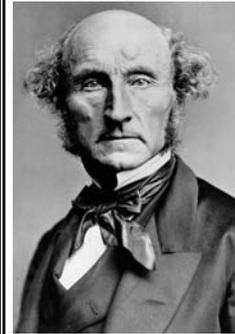
An action is right if it is in accordance with a moral rule or principle.

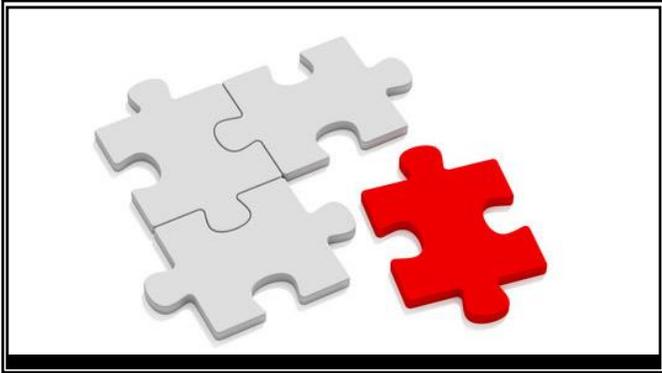


Ethics of Conduct

What sort of actions should we perform?

An action is right if it promotes the best consequences (i.e. maximizes happiness for all).

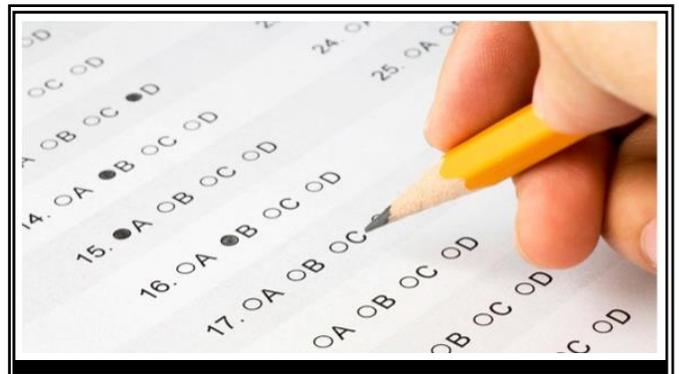




Our Responsibilities

Public Clients & Employers Profession & Colleagues

Responsibilities to the Public

A collage of diverse human faces, representing the public.

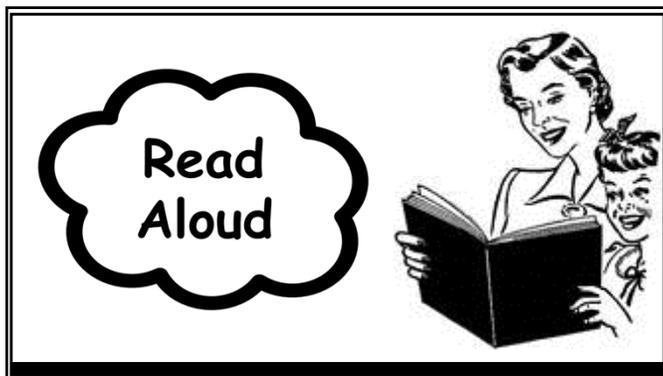
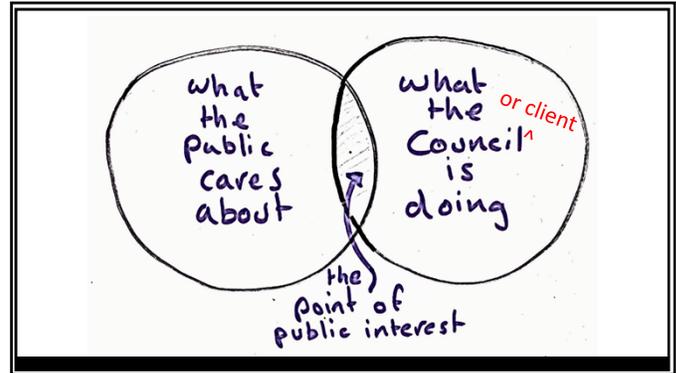
A planner's primary obligation is to:

- a) do the bidding of the City Council
- b) make sense of rambling comment letters
- c) serve the public interest
- d) remember the "L" in public



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- a) do the bidding of the City Council
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Key Concepts

- Always be conscious of the rights of others
- Give people the opportunity to have a meaningful impact on development plans and programs
- Deal fairly with all participants in the planning process

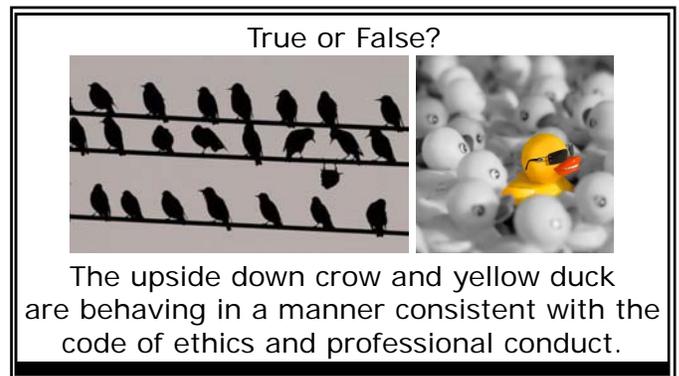
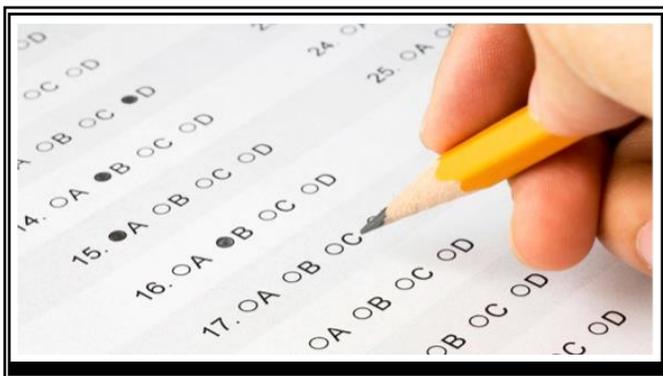
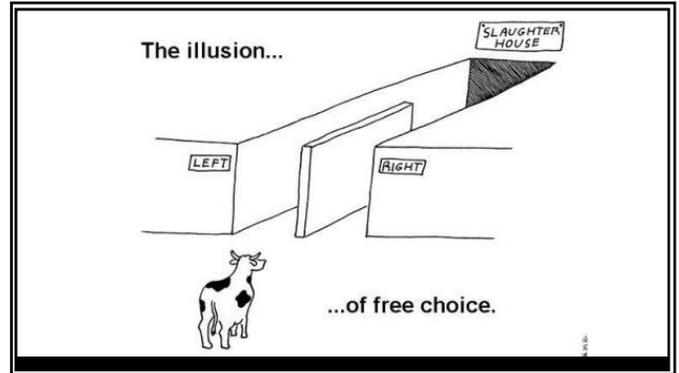
Key Concepts

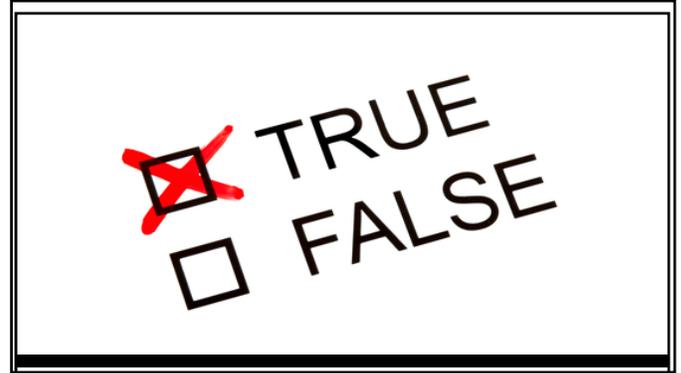
- Always be conscious of the rights of others
- Give people the opportunity to have a meaningful impact on development plans and programs
- Deal fairly with all participants in the planning process

Conscious
*noticing with controlled thought or observation;
 acting with critical awareness*

Meaningful
having real importance or value

Fair
*marked by impartiality and honesty;
 free from self-interest, prejudice, or favoritism*





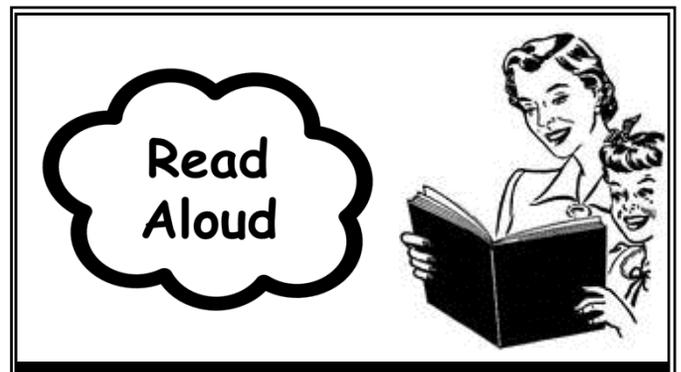
The AICP code of ethics requires planners to do which of the following?

- a) work through lunch
- b) wear practical shoes
- c) wear black turtlenecks
- d) A and B but not C
- e) B and C but not A



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Key Concepts

- We pursue our client's/employer's interest with diligence, creativity and competence.
- Avoid (even the appearance of) a conflict of interest
- Everything we do must be consistent with our faithful service to the public interest.



Key Concepts

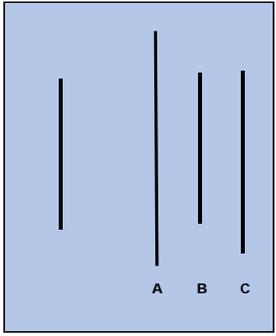
- We pursue our client's/employer's interest with diligence, creativity and competence.
- Everything we do must be consistent with our faithful service to the public interest.

Diligent
characterized by steady, earnest and energetic effort

Creative
using the ability to make or think of new things

Competent
having the necessary ability or skills

Which letter matches the line on the far left?



A B C

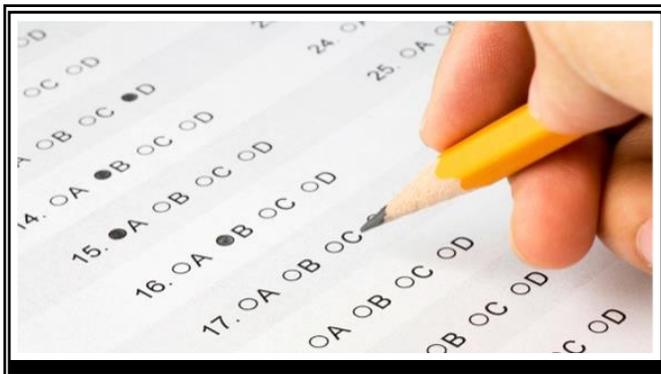
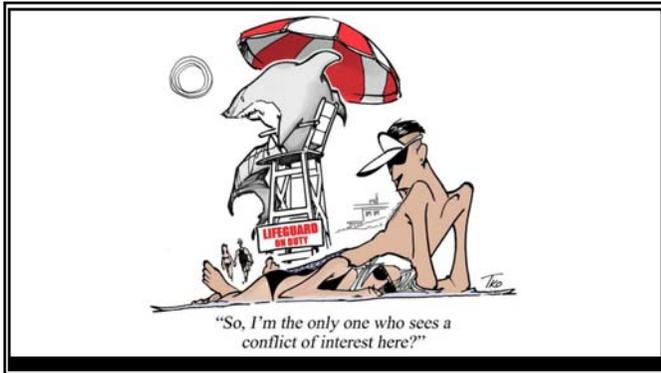


Brain Storm Warning



Using time wisely

...an ethical obligation to avoid interruptions



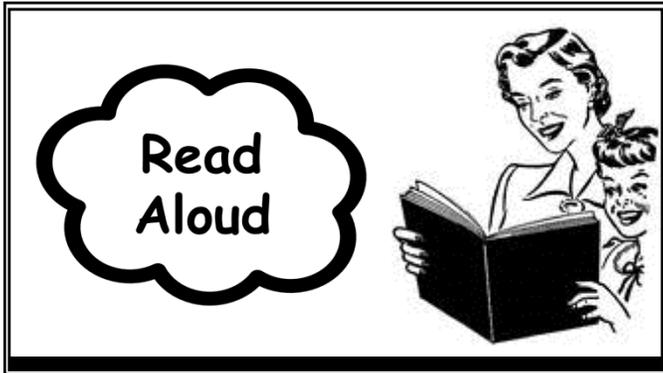
The AICP code of ethics requires you to:

- a) explain what a "woonerf" is to your grandma
- b) speak at next year's APA conference
- c) agree to coffee with the next grad student who calls
- d) all of the above



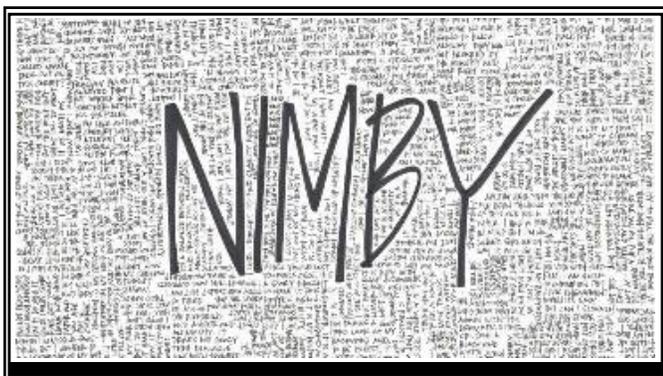
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Key Concepts

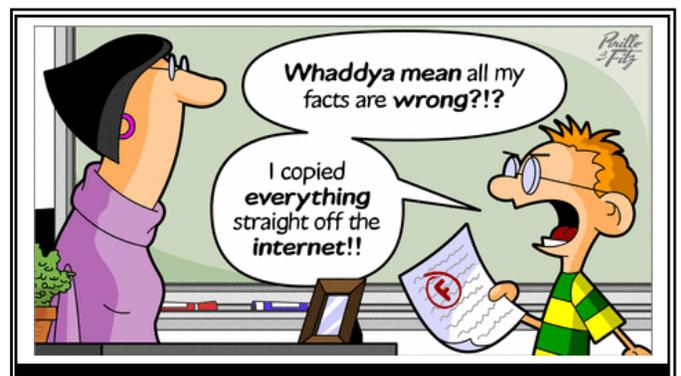
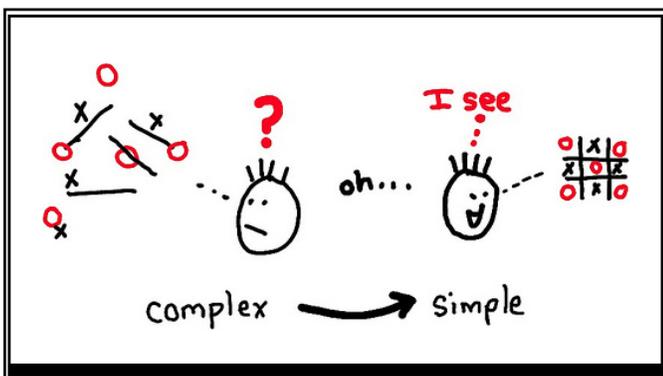
- It is our job to educate others on why planning matters
- Sharing is caring
- We owe others our time and resources



Nobody Informed Me of the



Benefits Yet





Ethics Aspirational Goals Context

- **The Public Has a Right to Know** – strive to provide full, clear and accurate information to citizens and government decision-makers (A.1.d), and give citizens the opportunity to have a meaningful impact on development of plans and programs (A.1.e)
- **Protect Natural Resources** – strive to protect the integrity of the natural environment (A.1.g)
- **Obligation to One's Own Professional Integrity** – exercise independent professional judgment on behalf of clients and employers (A.2.a)
- **Loyalty to Employer** – must accept the decisions of a client or employer concerning the objectives and nature of professional services (A.2.b)
- **Don't Deceive** – must not commit a deliberately wrongful act which reflects adversely on the planner's professional fitness (B.25)
- **Private Communications** – shall not engage in private communications with planning process participants if the discussions relate to a matter over which we have authority to make a binding determination if such communications are prohibited by law, agency rules, or custom (B.8)

My Airport Retirement Plan

Part 1: You are working for a consulting firm that completes a master plan update for a large regional airport. After the master plan is completed the airport releases an RFP for engineering services based on recommendations from the plan. Are there any ethical issues with your firm pursuing this work?

Part 2: You have developed a close personal relationship with one of the airport staff who incidentally provides you with some inside information on the consultant selection process. What ethical issues exist on the side of the planner and consultant? What should either party do?

Ethics Aspirational Goals Context

- **Responsibility to Our Profession** – not use the power of any office to seek or obtain a special advantage that is not a matter of public knowledge (B.14)
- **Conflict of Interest** – avoid a conflict of interest or even the appearance of a conflict of interest in accepting assignments from clients or employers (A.2.c)
- **Disclosure** – provide timely, adequate, clear, and accurate information on planning issues to all affected persons and to governmental decision makers (A.d)
- **Private Communications** – shall not engage in private communications with planning process participants if the discussions relate to a matter over which we have authority to make a binding determination if such communications are prohibited by law, agency rules, or custom (B.8)



 <p>KEEP CALM AND ACT ETHICALLY</p>	 <p>Kristina Cerise, AICP kristinacerise@gmail.com</p>  <p>Gary Maynard, AICP gary.maynard@aecom.com</p>  <p>Ferdouse Oneza, AICP foneza@onezaassociates.com</p>
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