Here Lies a Planner Who Didn’t Do Anything Illegal

Here Lies a Creative, Diligent, Effective Planner

(Mostly)
Do’s

&

(A Few)
Don’ts

Ferdouse Oneza, AICP
Oneza & Associates
Moderator

Kristina Cerise, AICP
Cerise Consulting
Speaker

Gary Maynard, AICP
AECOM
Speaker

Aristotle
Virtue Theory

Kant
Deontology

Mill
Consequentialism

Ethics of Character

What sort of people should we be?

An action is right if it is what a virtuous person would do in the circumstances.
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.

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

Section A
Aspirations

Section B
Obligations

Section C
Investigations

Section D
Incarcerations

SHOULD

SHALL

DOH!

DID!
A planner’s primary obligation is to:

- do the bidding of the City Council
- make sense of rambling comment letters
- serve the public interest
- remember the “L” in 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

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
Do you see the gorilla?

The upside down crow and yellow duck are behaving in a manner consistent with the code of ethics and professional conduct.

Cake for Everyone!

Responsibilities to Clients & Employers

True or False?

The upside down crow and yellow duck are behaving in a manner consistent with the code of ethics and professional conduct.
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

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
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

Using time wisely
...an ethical obligation to avoid interruptions

Brain Storm Warning
Responsibilities to Profession and Colleagues

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
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
Case Studies

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)

The Wetland Caper
A planner that worked for a regional planning agency on a wetlands preservation study discovers that the agency’s director has purposely left out certain findings that did not support the agency’s official policies. These well-documented findings were deleted from the report. Without authorization the planner gives these findings to an environmental group, which is in favor of a wetlands preservation program. Was the benefit of the planner who released the information ethically?

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? Would you be on the side of the planner or consultant?