Planning Ethics, a Healthy Community, and You
Oregon/Washington Joint Planning Conference
Portland, OR
October 21, 2011

Panelists
Phil Farrington, AICP
AICP Commission
PeaceHealth, Eugene, OR

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

What are Ethics?

AICP Code of Conduct

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.

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.)
What are the solutions?

- 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

What is the role for planning?

How does this connect with ethics?

What aspects of planning should consider community health?

What community health issues are not appropriate for planning?
How can you use ethics to engage in a community health discussion?

What discussions does this create with staff?

Questions?

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

Thank you!