



Ethics
 Conference Case Studies

APA Washington
 2013 State Chapter Conference
 Bellevue, Washington
 October 3, 2012




Mandi Roberts - Principal Urban Planner with Otak, Inc.


Greg Griffith - Deputy State Historic Preservation Officer at the Department of Archaeology and Historic Preservation

Julia Walton - Partner in Studio 3MW

Kendra Breiland - Associate with Fehr & Peers

Chris Mefford - President & CEO of Community Attributes Inc.

Paul Inghram - Comprehensive Planning Manager, City of Bellevue


New AICP Rules


8.7 Punishment for minor offense


- Mandatory attendance at an official AICP Commission business meeting





8.8 Punishment for a second degree offense

- Time in the stockade during exhibitors reception at the next conference




8.9 Punishment for a major offense

- "Volunteer" to be in next year's ethical case study



A man is in the path of a train. There are ten planners on the train...

What are planning ethics?

Don't lie, cheat or steal

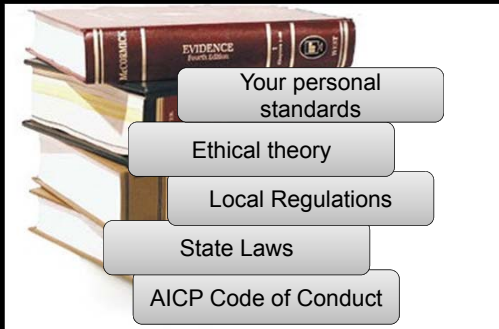


Isn't ethics just common sense?

Planners help address homelessness, protect the environment, create jobs, and build better communities



Planning is inherently ethical, right?



Your personal standards

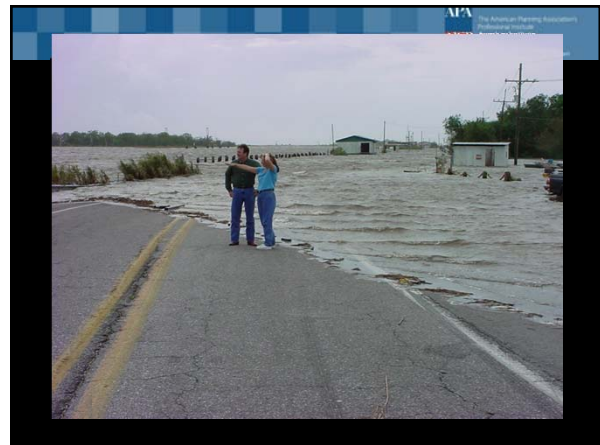
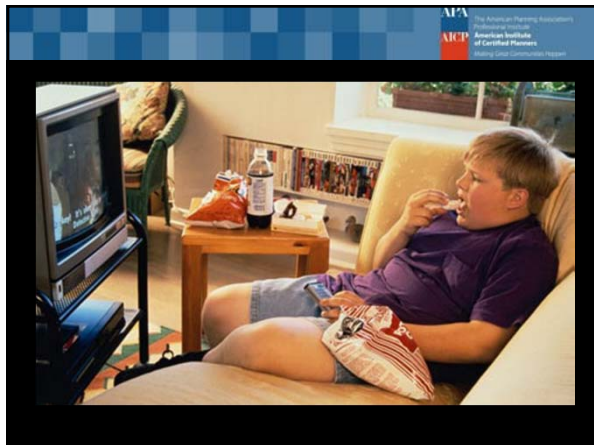
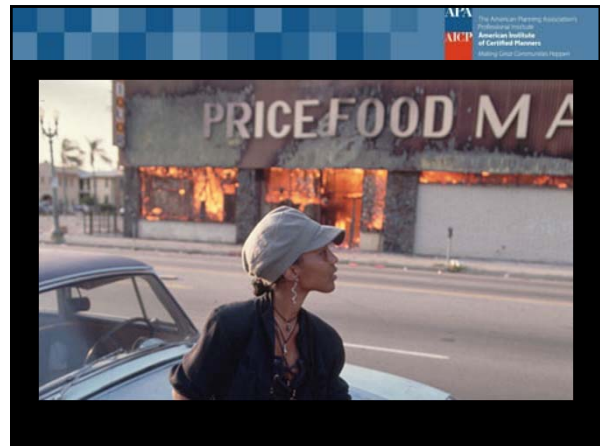
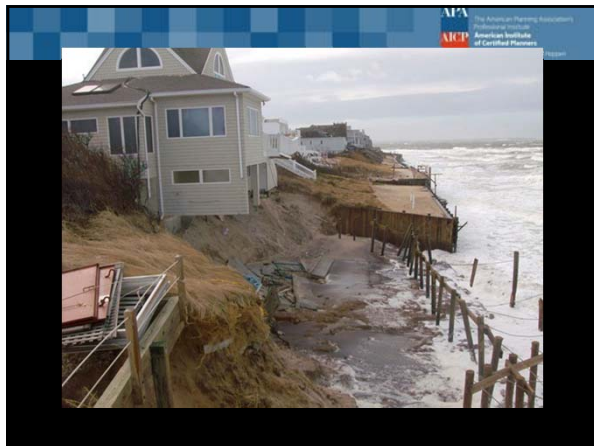
Ethical theory

Local Regulations

State Laws


AICP Code of Conduct

Real ethical issues




Ethical concepts

Greatest good
Golden rule
Cost/benefit



Fairness
Justice
Rights




Due process
Governance
Democracy




Multiple aspects

- Maslow hierarchy
- Housing
- Safety
- Access to food
- Physical health
- Community
- Religion
- Diversity
- Economy
- Governance




AICP Code of Conduct



Rules of Conduct

<http://planning.org/ethics/>



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.

Threats to ethical behavior

Threats

- Self interest
- Self review
- Advocacy
- Familiarly
- Intimidation
- Organizational inertia

When/how should planning play a role?

How can you use ethics to engage the community?


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

How can ethics frame discussions with staff?

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Whose ethics do you apply?

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Panel Presentation & Discussion



Growing Transit Communities on the Eastside

Mandi Roberts, OTAK
Washington APA Conference
October 3, 2013

Puget Sound Regional Council
PSRC

Growing Transit Communities

Partnership for Sustainable Communities

U. S. Department of Housing and Urban Development
U. S. Department of Transportation
U. S. Environmental Protection Agency

Initiatives throughout federal administration to work toward common principles, fundamentally change current processes

Partnership for Sustainable Communities
an interagency partnership HUD • DOT • EPA



Partnership for Sustainable Communities

Livability Principles

- Provide transportation choices
- Promote equitable, affordable housing
- Enhance economic competitiveness
- Support existing communities
- Coordinate policies & leverage investment
- Value communities and neighborhoods



Growing Transit Communities



Growing Transit Communities—Goals



Attract more of the region's residential and employment growth near high-capacity transit

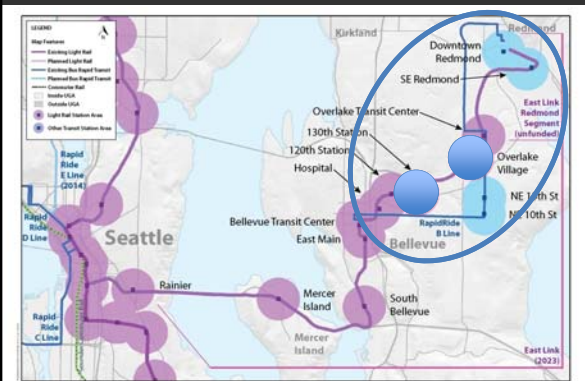


Provide housing choices affordable to a full range of incomes near high-capacity transit



Increase access to opportunity for existing and future community members in transit communities

East Corridor Context



Station Area Profiles



OVERLAKE VILLAGE
STATION REDMOND



130th AVE NE STATION
BELLEVUE

East Corridor Implementation Support



PURPOSE OF PROJECT:

- Help East Corridor cities to get ready for future light rail and rapid transit stations
- Build on planning already completed by Bellevue and Redmond
- Focus on Bellevue's and Redmond's high-capacity transit station areas
- FOUR FOCUS AREAS

PSRC

East Corridor Implementation Support

- Business Retention and Attraction
- Housing Affordability
- Transportation Accessibility and Connectivity
- Partnerships



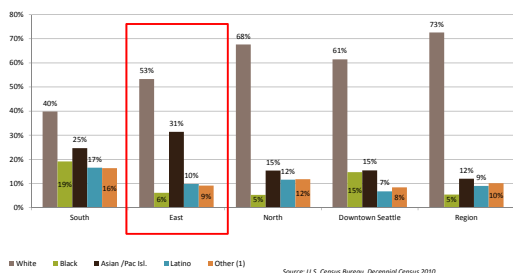
Phase 1: Best Practices Research

<http://www.psrc.org/assets/9341/EastCorridorBestPracticesPhase1.pdf>

East Corridor Implementation Support

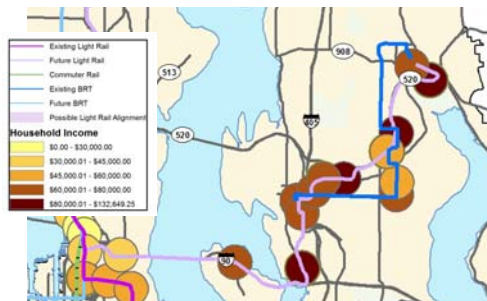
Overall, the East is....more diverse

Corridor and Regional Population by Major Ethnic Group

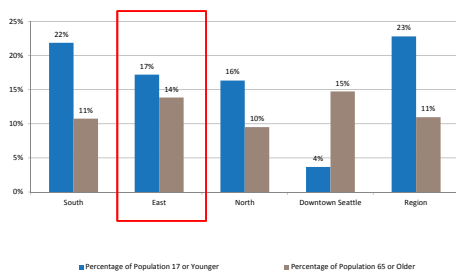


Median Household Income

East has highest median household incomes of the corridors

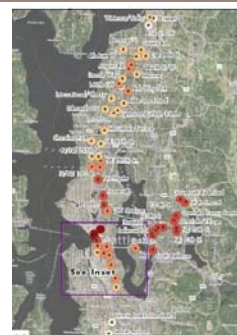


Corridor and Regional Population by Age Groups - Youth (17 and Under) and Seniors (65 or Older)



Housing and Job Demand

- East Corridor TOD Demand Estimates**
 - ~17,000 housing units
 - ~80,000 jobs
- Creating Family Friendly Neighborhoods Attractive to All Ages**



East Corridor Implementation Support

East Corridor Implementation Support

Phase 2 Focus:

- Vibrant Urban Neighborhoods Survey and Outreach Efforts



East Corridor Implementation Support

East Corridor Implementation Support

Phase 2 Focus:

- Vibrant Urban Neighborhoods Survey and Outreach Efforts



- Grab a Bookmark and/or Go Online to:

www.surveymonkey.com/s/vibrantneighborhoods

East Corridor Implementation Support

East Corridor Implementation Support

Ethics Related Considerations

- Expanding Housing Choices including Affordable Units
- Retaining Businesses/Attracting Businesses
- Transportation Access for EVERYONE
- Serving the Needs of Multiple Partners

East Corridor Implementation Support



Greg Griffith

Rehab of Chelan Public Library



Rehabilitation of Masonic Temple for new Chelan Public Library

Project Details:

- Rehab of existing building for use as public library in downtown Chelan
- Vacant, two story, 11,000 sq.ft. building
- Built in 1928 as local Masonic Temple lodge
- Partial funding provided by CDBG funds through Department of Commerce
- Subject to Section 106 consultation with DAHP



DEPARTMENT OF ARCHAEOLOGY & HISTORIC PRESERVATION

Principles to Which We Aspire

- We shall pay attention to interrelatedness of decisions.
- We shall provide timely, adequate, clear, and accurate information on issues to all affected persons and to decision makers.
- We shall...preserve the integrity and heritage of the natural and built environment.
- We shall deal evenhandedly with all planning process participants.
- We shall avoid...even the appearance of a conflict of interest.
- We shall describe and comment on work on others in a fair & professional manner.

DEPARTMENT OF ARCHAEOLOGY & HISTORIC PRESERVATION

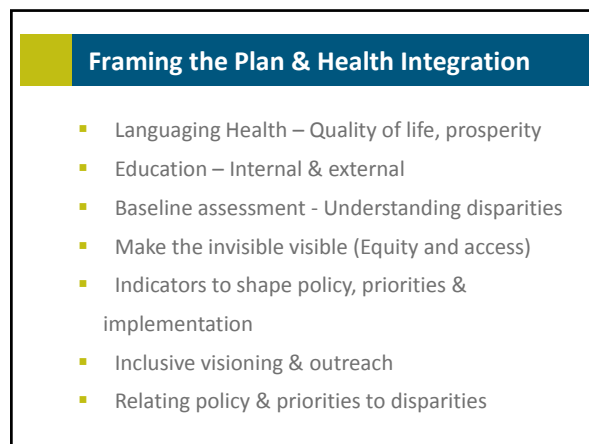
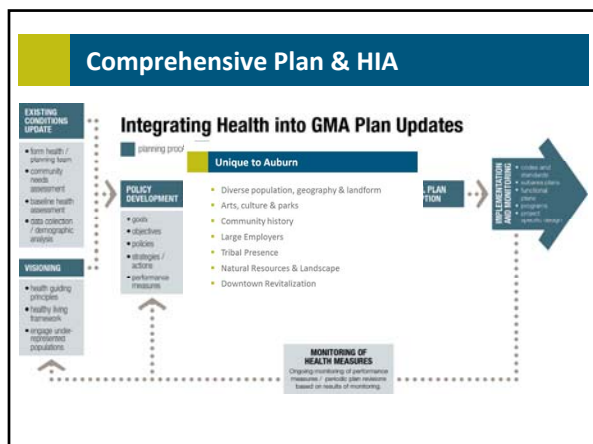
Our Rules of Conduct

- We shall not...accept from anyone...any advantage that may be perceived as related to our public office or employment.
- We shall (not)...misrepresent the qualifications, views and findings of other professionals.
- We shall not use the power of any office to seek or obtain a special advantage that is not a matter of public knowledge or is not in the public interest.
- We shall not direct or coerce other professionals to make analyses or reach findings not supported by available evidence.



DEPARTMENT OF ARCHAEOLOGY & HISTORIC PRESERVATION

Julia Walton, Studio 3MW
Comprehensive Plan & HIA

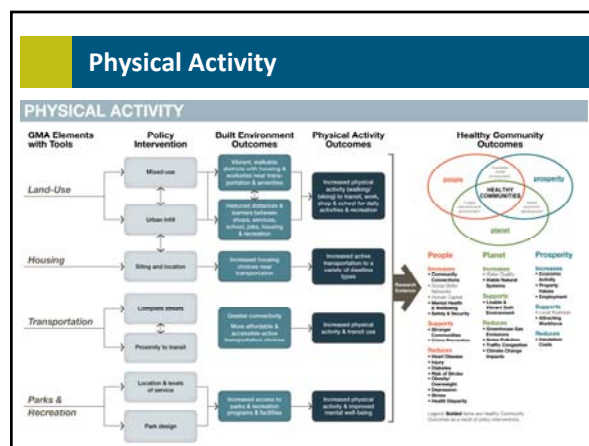


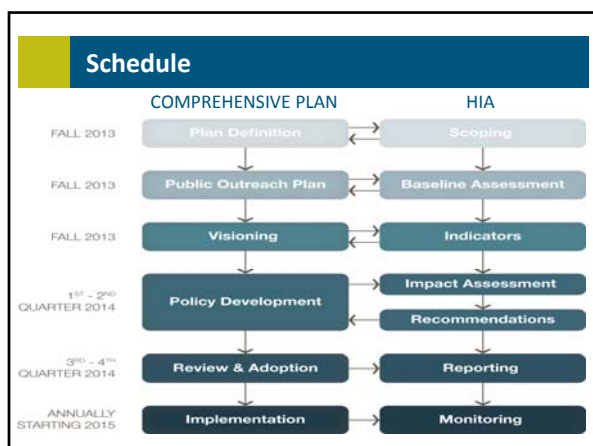
Best Areas of Influence

Health Outcomes	Comprehensive Plan Elements								
	Vision	Baseline Assessment	Land Use	Housing	Transportation	Capital Facilities Plan	Parks and Open Space	Natural Resources	Utilities
Community Identity	•	•	•	•	•	•	•	•	•
Quality of Life	•	•	•	•	•	•	•	•	•
Access to Opportunity	•	•	•	•	•	•	•	•	•
Health Disparities	•	•	•	•	•	•	•	•	•
Physical Activity	•	•	•	•	•	•	•	•	•
Healthy Foods	•	•	•	•	•	•	•	•	•
Tobacco Use	•	•	•	•	•	•	•	•	•

Relating Vision to Comp Plan Graphically

	Transportation	Buildings	Trees	Signage	Districts & Nodes	Public Gathering Places
1. Visibility & Identity	•	•	•	•	•	•
2. Connectivity & Mobility	•	•	•	•	•	•
3. Vibrancy	•	•	•	•	•	•
4. Diversity	•	•	•	•	•	•
5. Healthy, Complete Community	•	•	•	•	•	•
6. Unique, Memorable Experience	•	•	•	•	•	•
7. Cultural Heart	•	•	•	•	•	•
8. Contemporary / Modern City	•	•	•	•	•	•
9. Prosperous	•	•	•	•	•	•



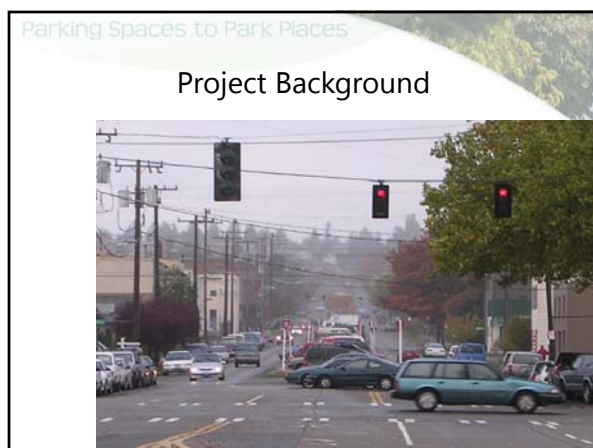
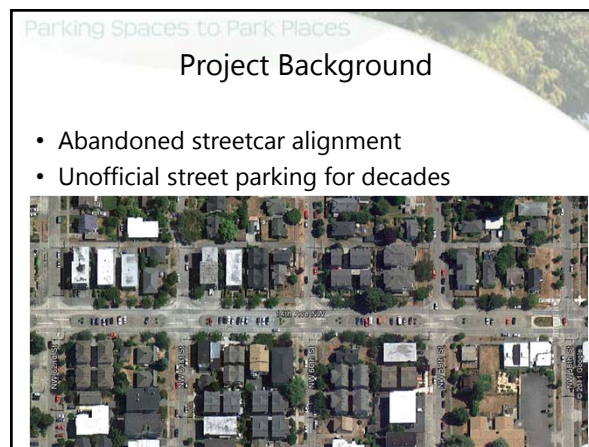


What's Most Important?

MAKE THE INVISIBLE VISIBLE

- Align staff and electeds in diverse, inclusive process
- Communication methods
- Work with existing resources
- Integrate health into each planning phase
- Influence priorities to reduce disparities
- Diverse, inclusive process


KEEP IT SIMPLE



Parking Spaces to Park Places

Project Dovetails with City Goals

- Ultimate vision for mile-long corridor
- Seattle Park's interest in providing more parks to East Ballard
- Seattle DOT's interest in 14th as future bike link



Parking Spaces to Park Places

End Goal



Ethical Considerations

1. Our Overall Responsibility to the Public

- a) We shall always be **conscious** of the **rights of others**.
- b) We shall have special concern for the **long-range consequences** of present actions.
- c) We shall pay special attention to the **interrelatedness** of decisions.

Parking Spaces to Park Places

Stakeholder Perspectives

- Neighbors
 
- Bicyclists
 
- Motorists through the corridor
 

Parking Spaces to Park Places

Stakeholder Perspectives

- Seattle Parks
 
- Seattle Department of Transportation
 

Gaps in Usable Open Space - Ballard

SDOT
Seattle Department of Transportation

Parking Spaces to Park Places

Stakeholder Perspectives

The Seattle Times

Plan for new Ballard park stirs up battle over parking

A group of Ballard residents is complaining that a new \$1.5 million park along 14th Avenue Northwest will take away precious parking spaces.



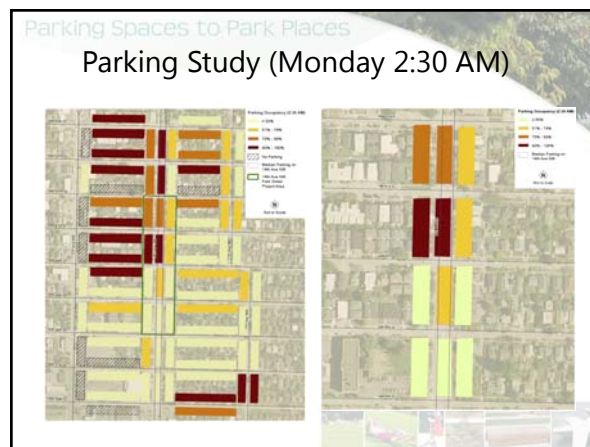
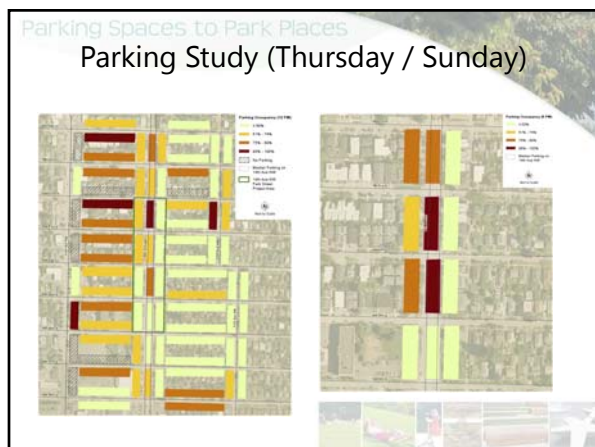

14th Avenue Northwest park
A city park planned for East Ballard will require a two-block stretch of an existing road and parking and eliminate about 50 parking spaces.

TRAFFIC
Southbound
Northbound

Source: Seattle Parks and Recreation Department

3. Our Responsibility to Our Profession and Colleagues

- We shall protect and enhance the **integrity** of our profession.
- We shall **educate the public** about planning issues and their relevance to our daily lives.
- We shall examine the applicability of planning theories, methods, research and practice and standards to the facts and analysis of each particular situation and **shall not accept the applicability of a customary solution** without first establishing its appropriateness to the situation.



Parking Spaces to Park Places

Ethical Themes

- Good data
- Education about tradeoffs
- Staying true to a broader vision



City of Seattle Economic Analysis of Proposed Coal Train Operations

Ethics Panel Discussion



Chris Mefford, AICP
President & CEO
cai community attributes inc.

wicked problems
SMART SOLUTIONS
October 3, 2013



APA
The American Planning Association
Professional Institute
American Institute
of Certified Planners
Planning Ethics and Professionalism Program

Thank you!

For more information about ethics for planners,
consider:

APA Ethics Toolkit
planning.org/ethics

APA Ethics Case of the Year

Everyday Ethics, 2002, Carol D. Barrett, FACIP