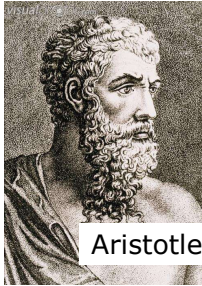


1



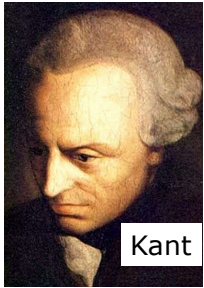
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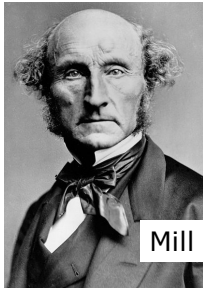
Aristotle

Ethics of Character:

What kind of people should we be?



Kant

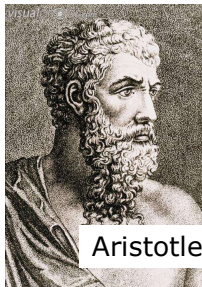


Mill

Ethics of Conduct:

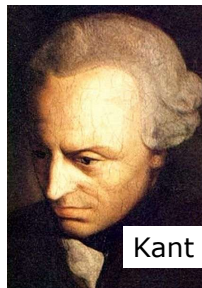
What actions should we perform?

3



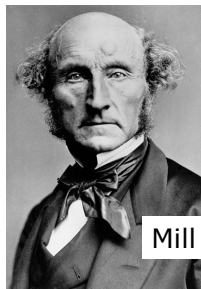
Aristotle

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



Kant

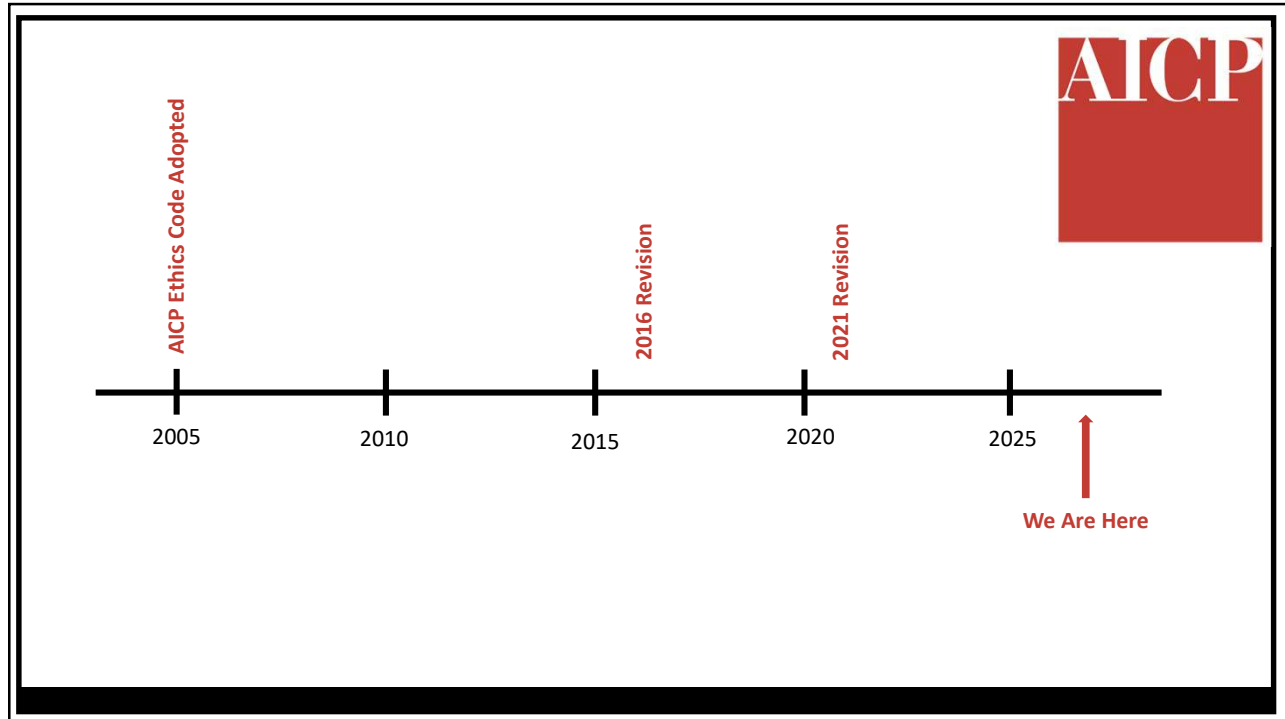
An action is right if it is in accordance with a moral rule or principle.



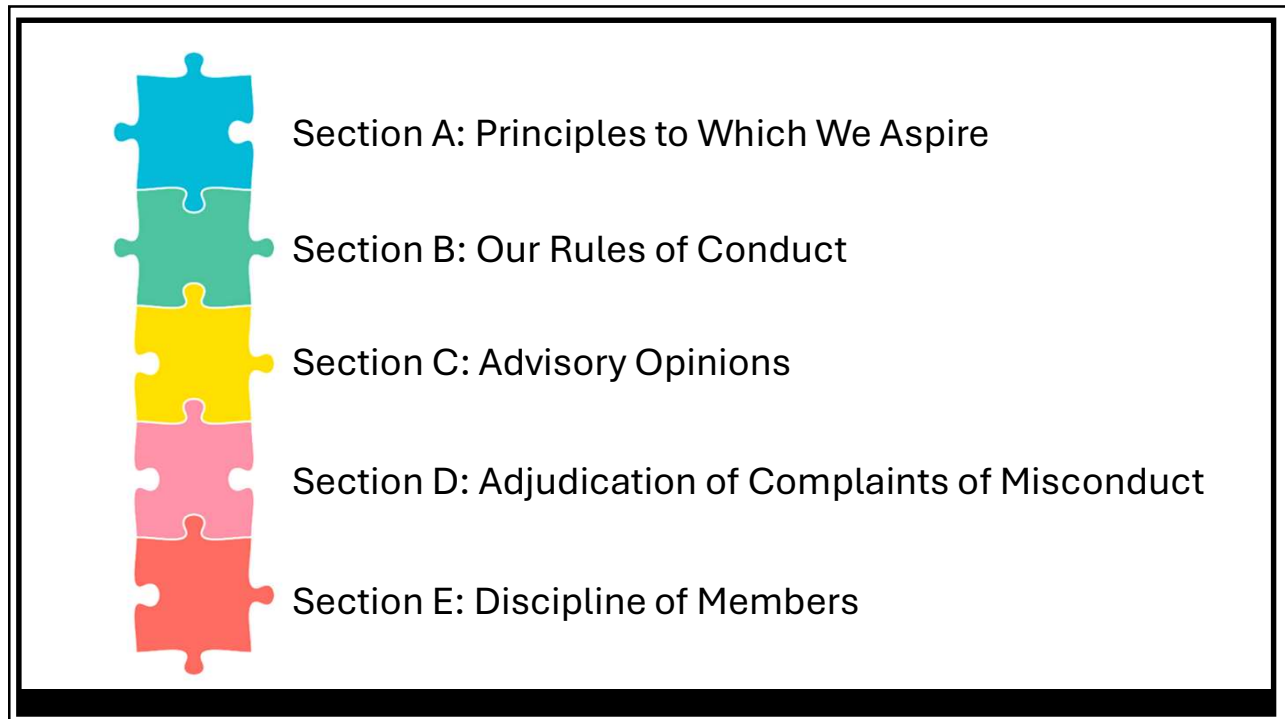
Mill

An action is right if it promotes the best consequences.

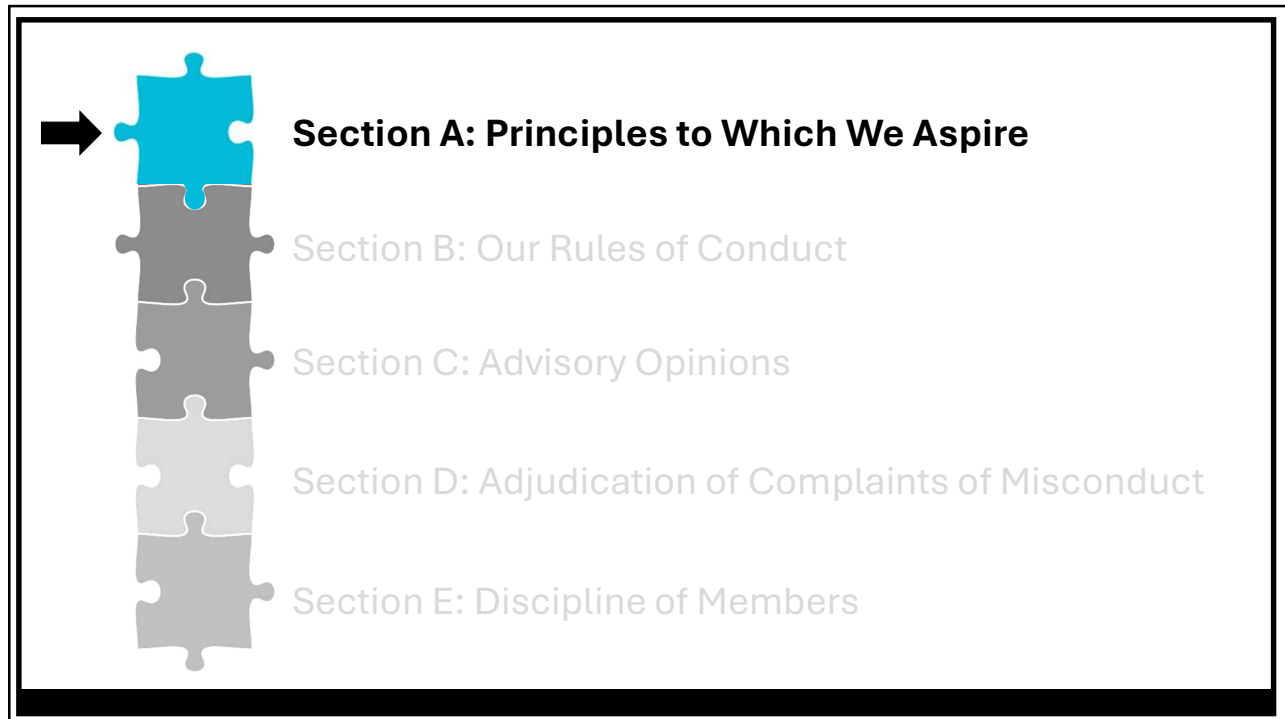
4



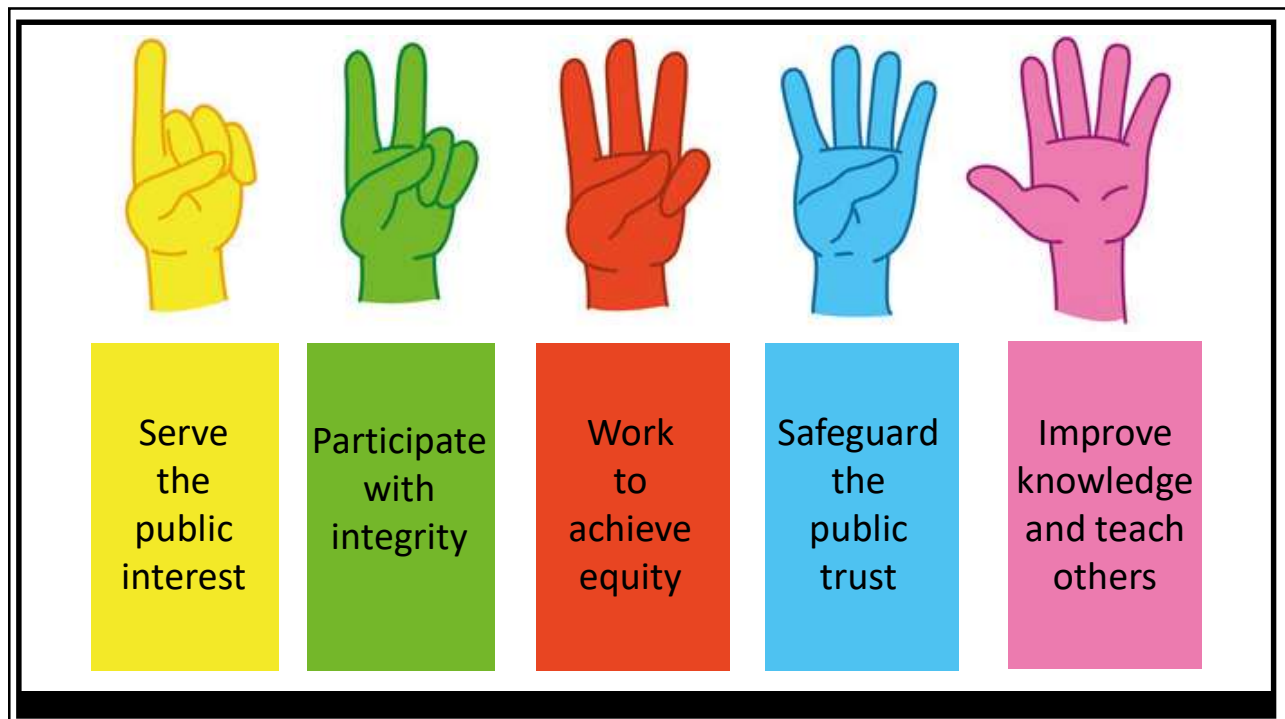
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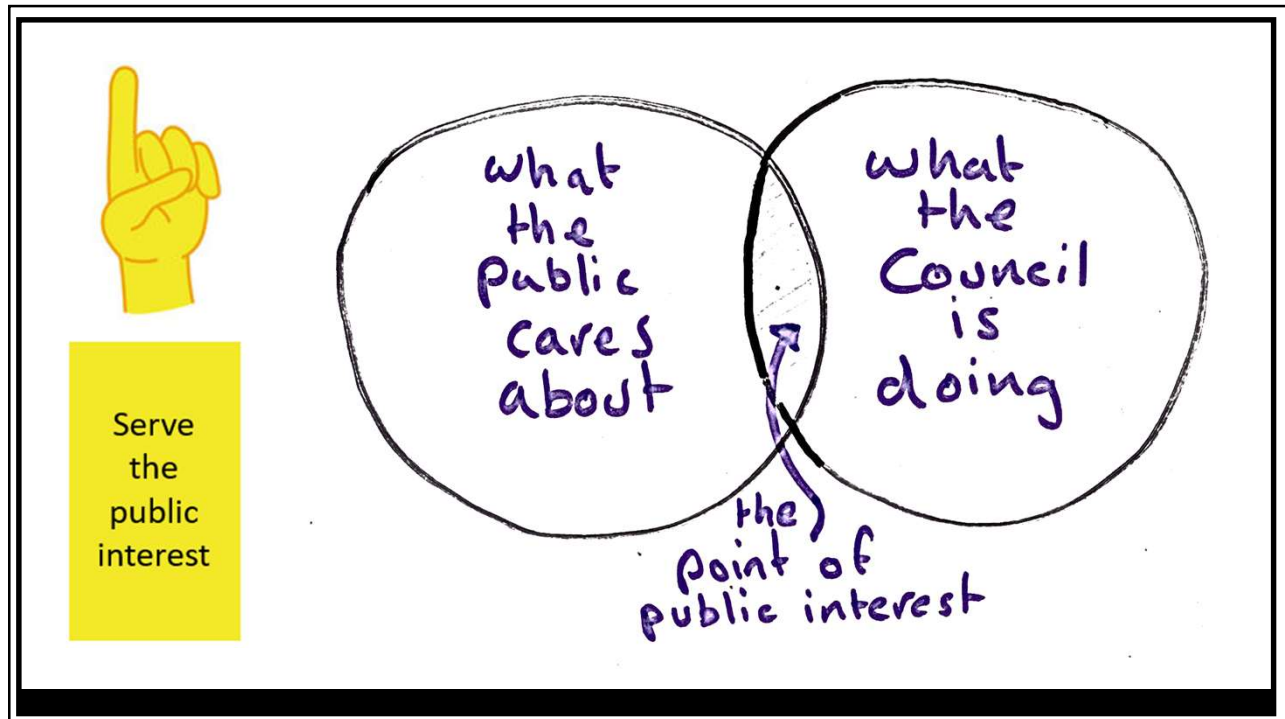
6



7



8



9

Reflective Reading: Section 1

Underline a phrase that stands out

Circle three powerful words

10

Key Concepts

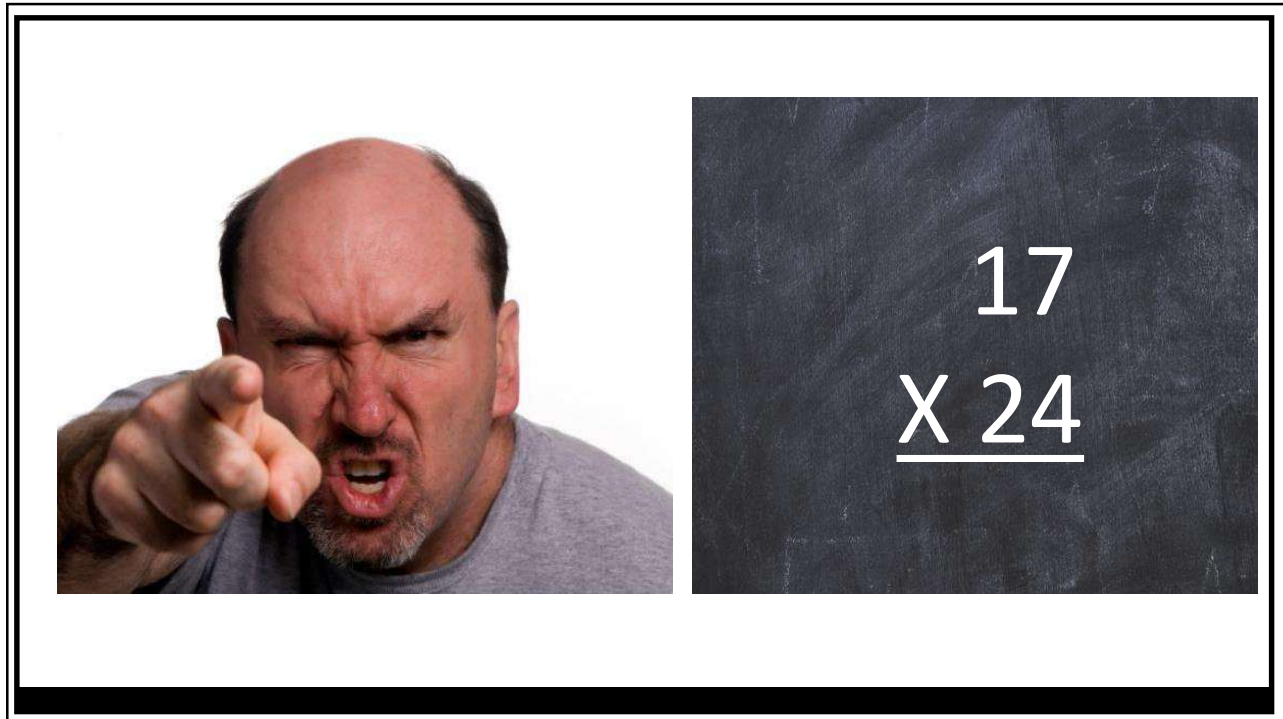


- Understanding our own biases is an essential first step to serving and including the public.
- Communication skills are essential for effective, respectful, and compassionate planning.

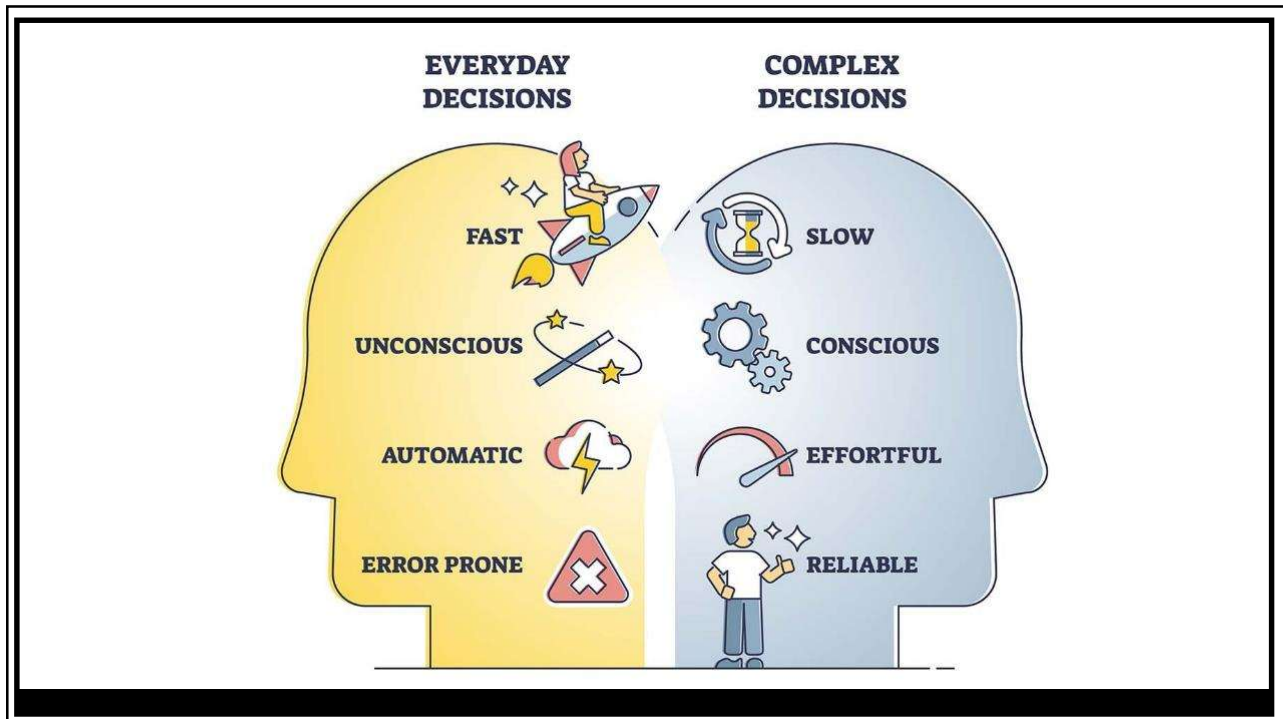
11

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

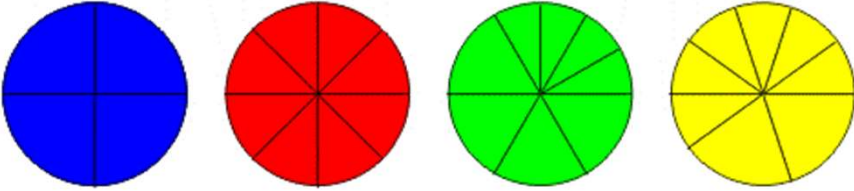
12



13




14



YELLOW **BLUE** **ORANGE**
BLACK **RED** **GREEN**
PURPLE **YELLOW** **RED**
ORANGE **GREEN** **BLACK**

15

A bat and ball cost \$1.10 in total.
 The bat costs \$1.00 more than the ball.
 How much does the ball cost?



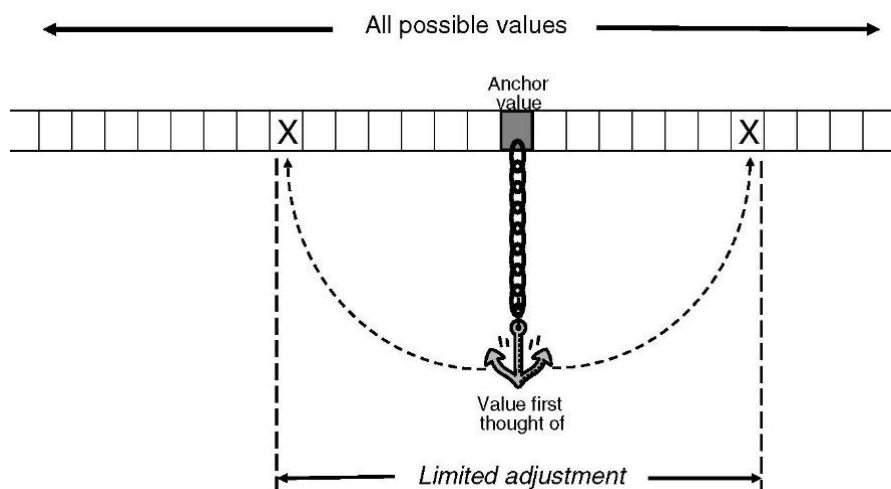
16

In a lake, there is a patch of lily pads.
Every day, the patch doubles in size.

If it takes 48 days for the patch to cover the entire lake,
how long would it take for the patch to cover half of the lake?

17

Anchoring Heuristic



18

Availability Heuristic

What actually happens
in the world
(all the information)

Information you use:

- Covered in the news
- Recent
- Frequent
- Extreme
- Vivid
- Negative

19

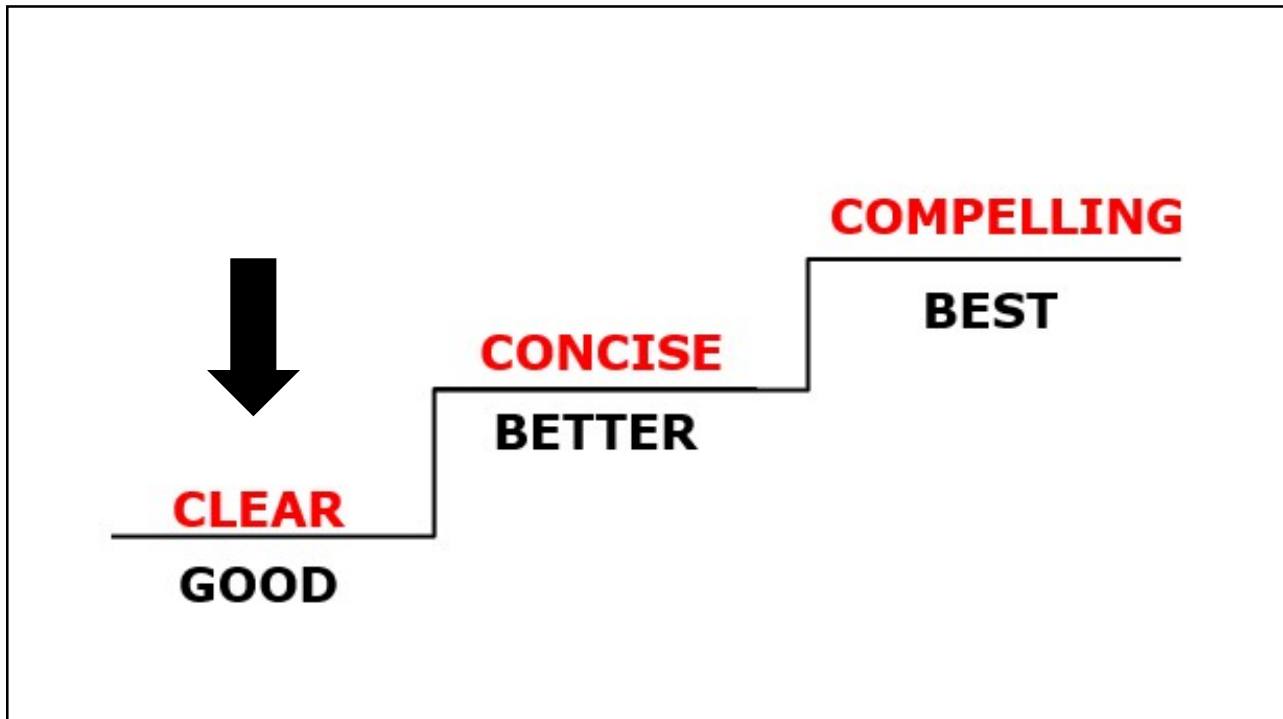


20

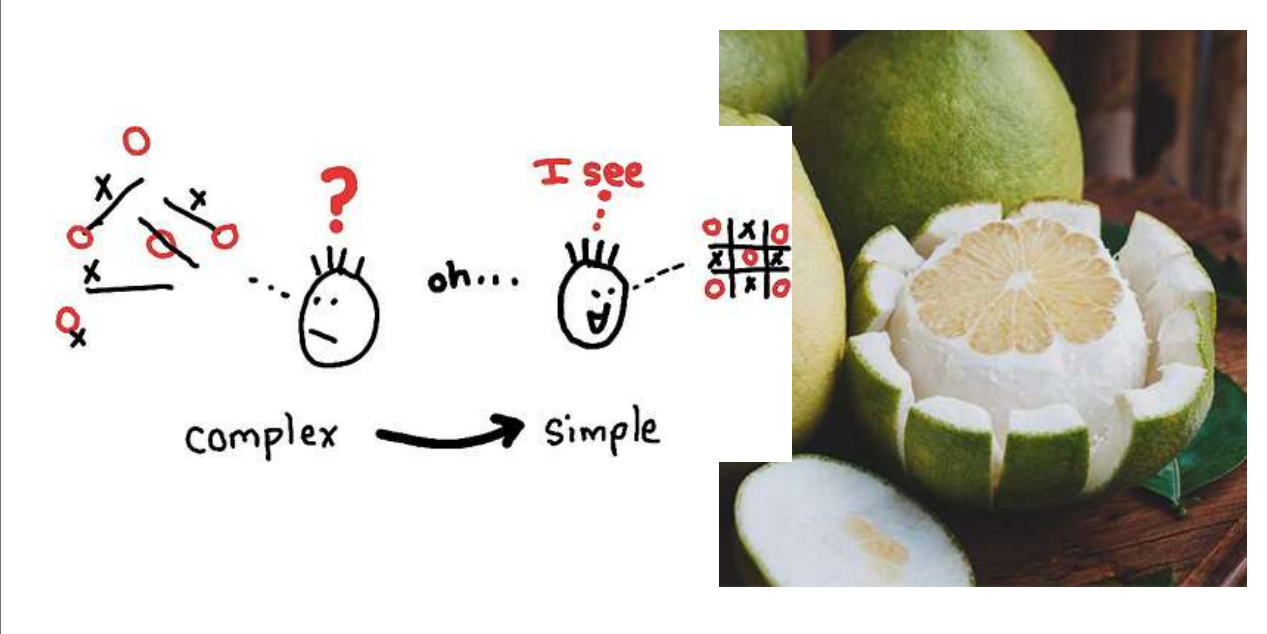
Communication

Using words, sounds, signs, or behavior to express or exchange information, thoughts, feelings, etc.

21



22



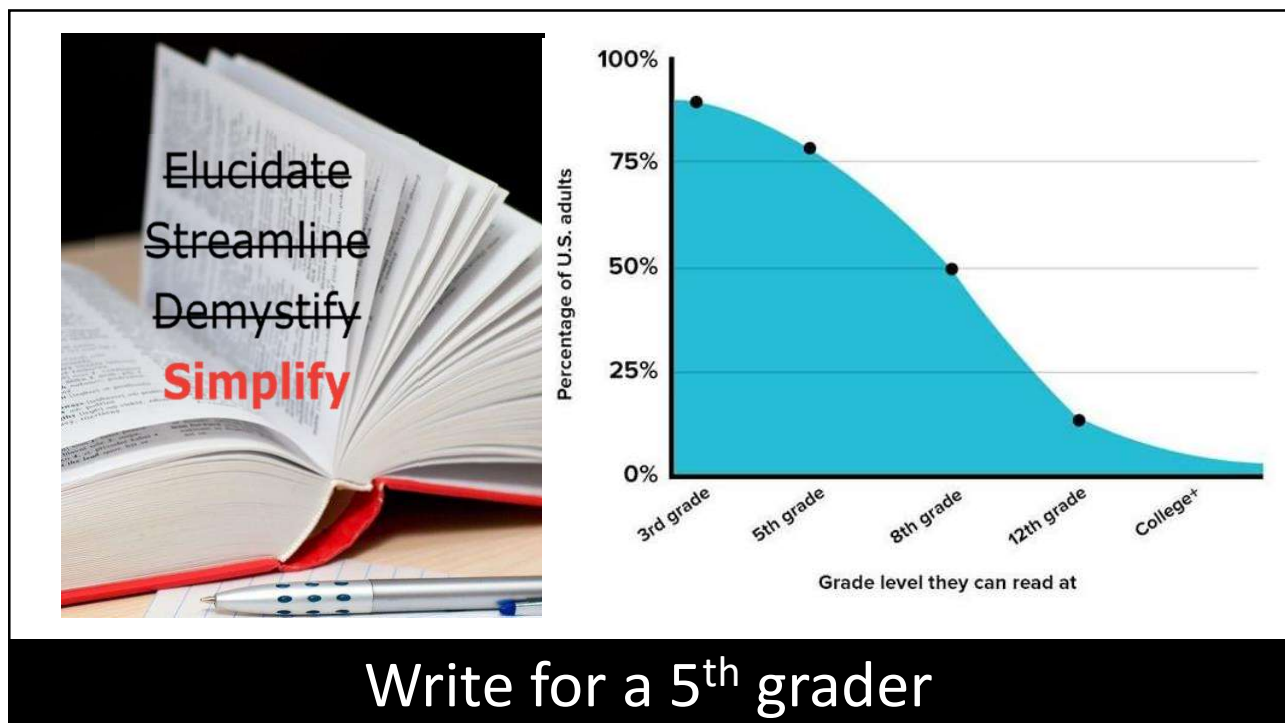
complex → simple

I see

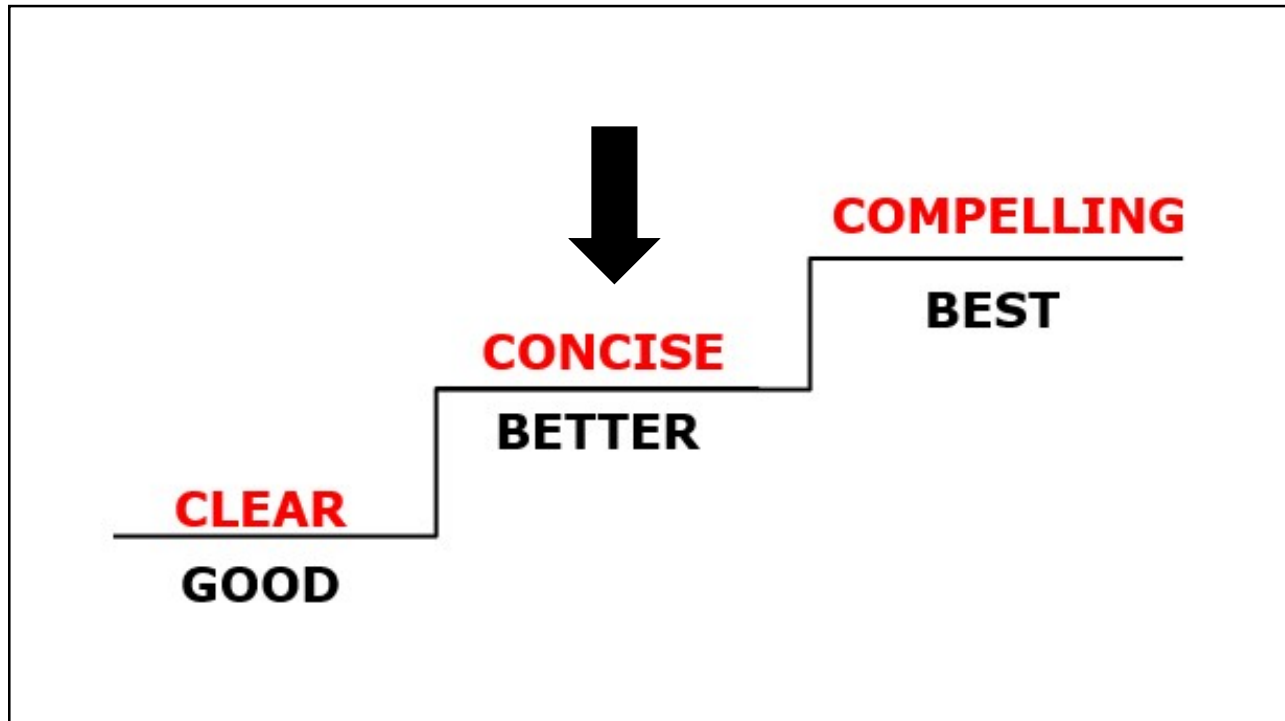
oh...

Simple = connected to something you already know

23



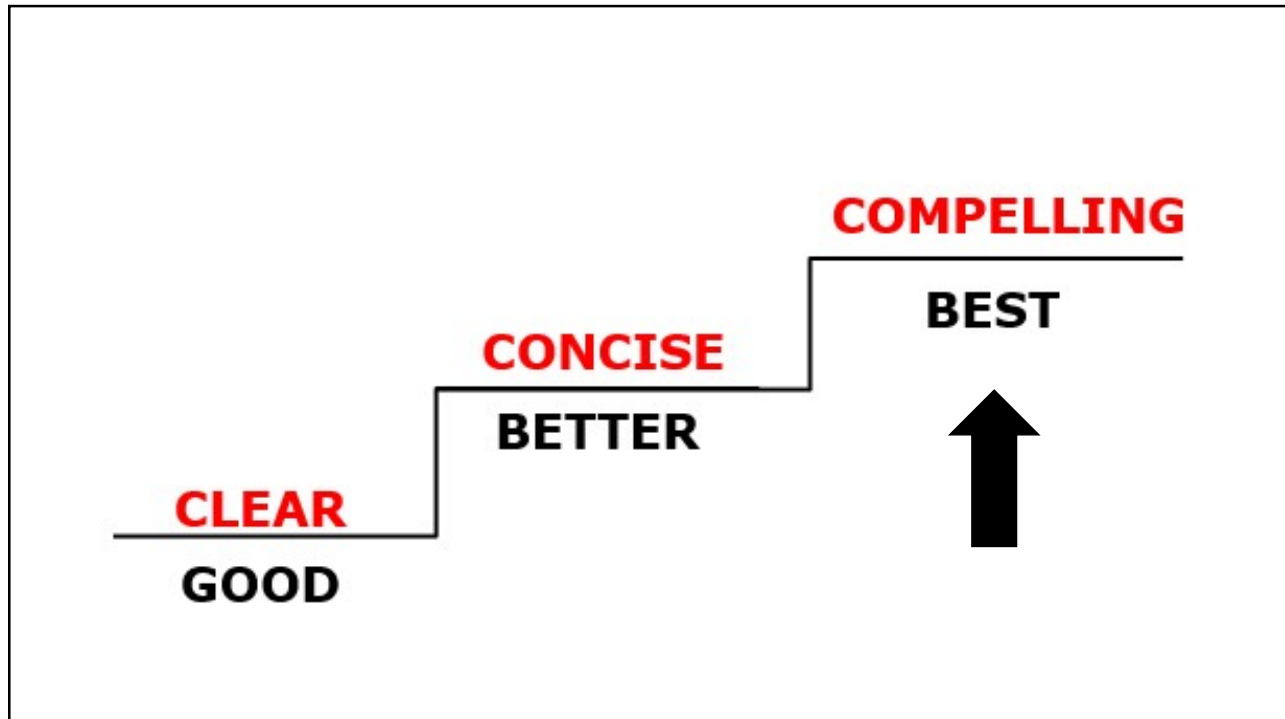
24



25



26



27

- Use stories
- Value emotions
- Zoom in
- Use a human scale

A blue cartoon character is holding a large red horseshoe magnet. Two red lightning bolts are shown striking the magnet, symbolizing attraction or impact.

Drawing people to your message

28




Participate
with
integrity



Integrity: doing the
right thing when no
one is watching

29



Reflective Reading: Section 2

Underline a phrase that stands out

Circle three powerful words

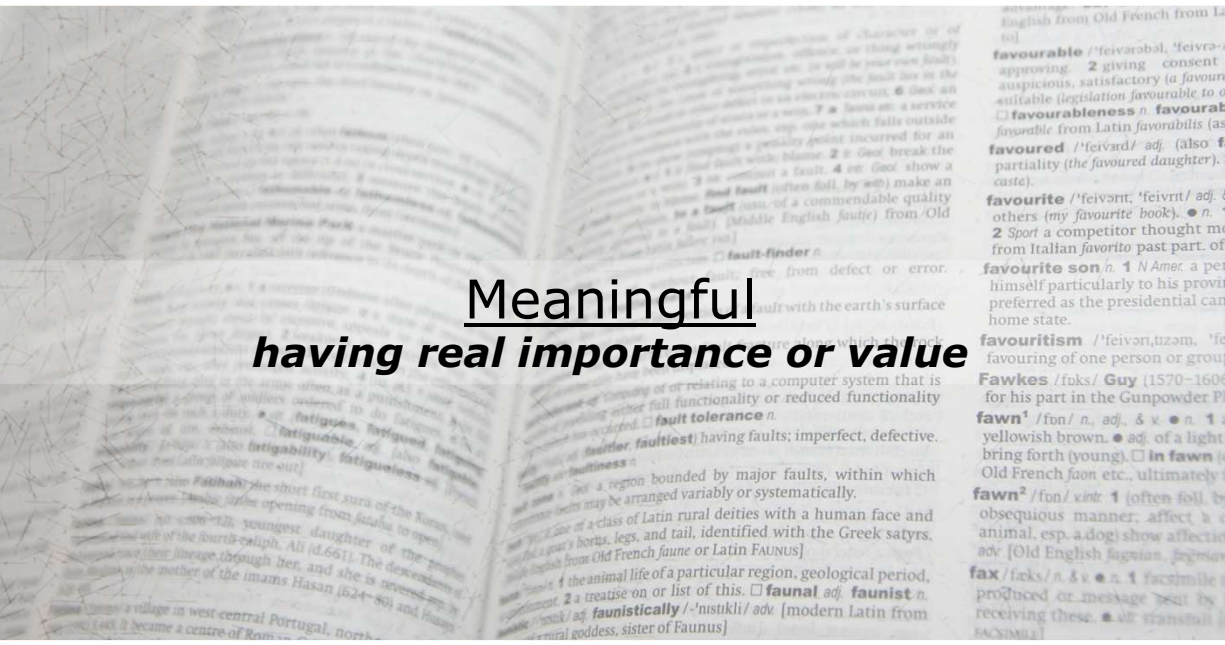
30



Key Concepts

- Facilitate opportunities for meaningful, timely, and informed participation.
- Do good work grounded in sound planning principles.

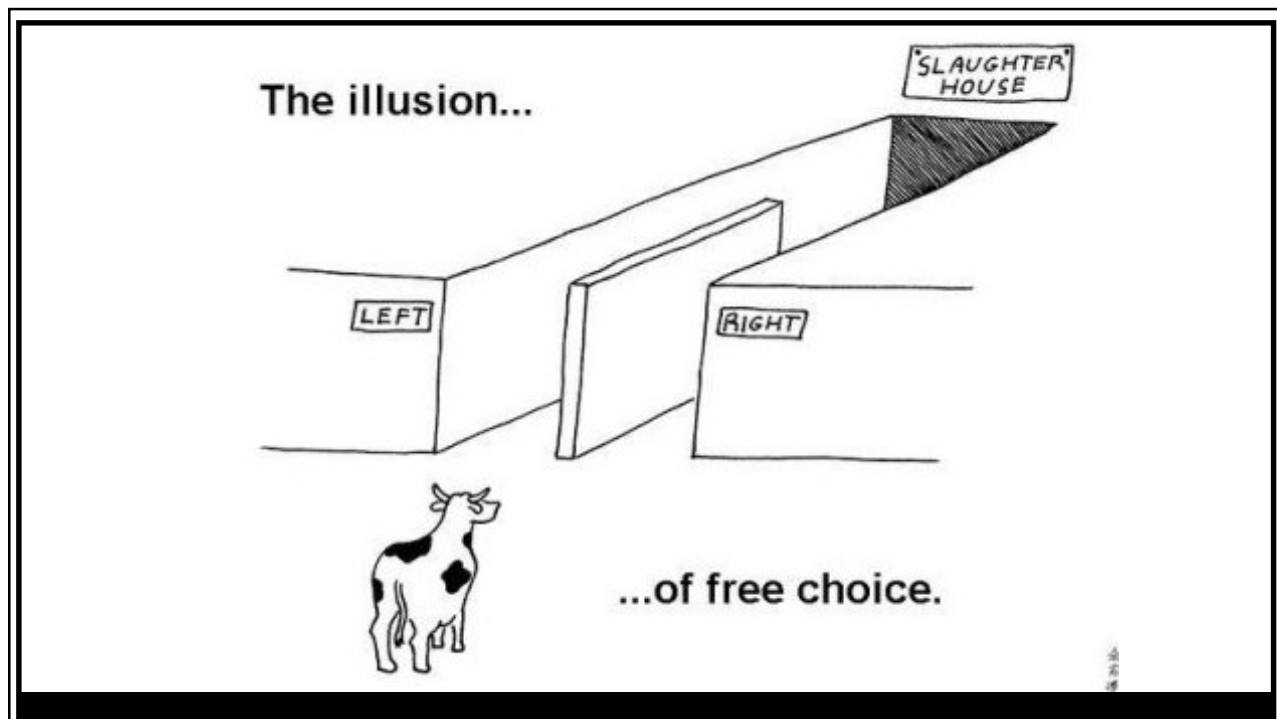
31



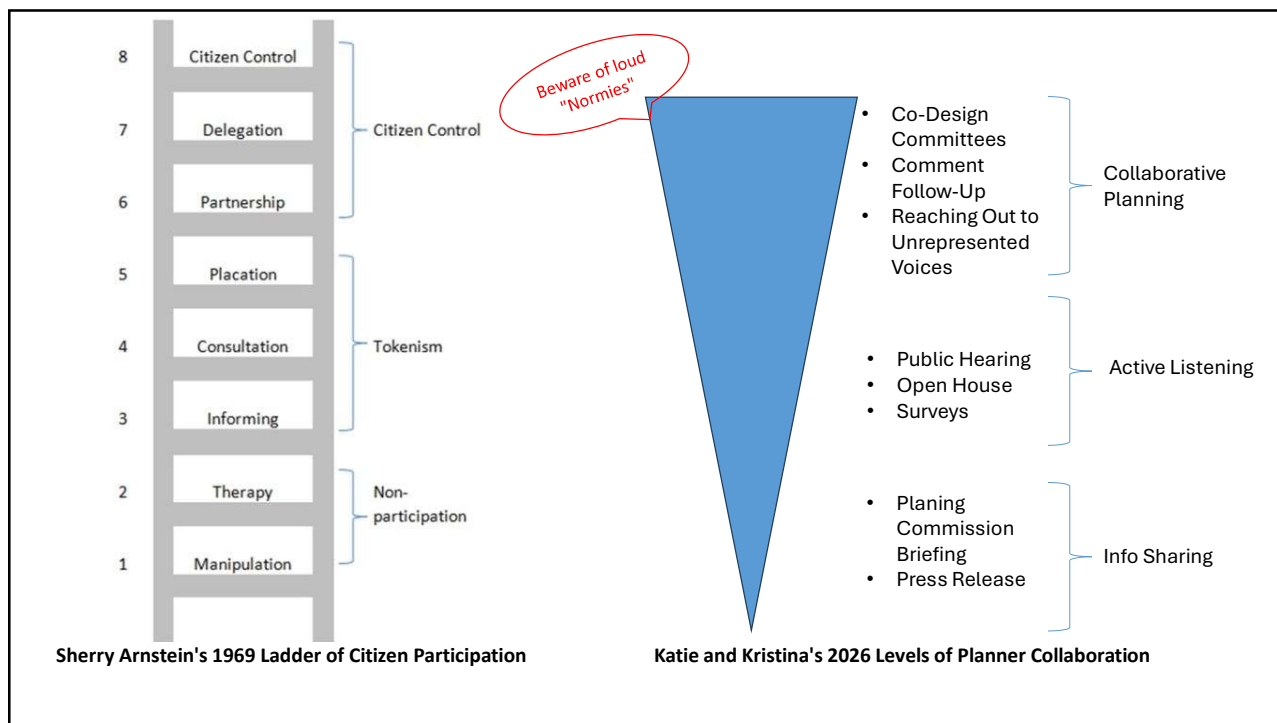
Meaningful having real importance or value

English from Old French from Latin
favourable /'feɪvərəbəl, 'feɪvərə-
 approving **2** giving consent
 auspicious, satisfactory (a favour-
 suitable legislation favourable to a
 □ **favourableness** *n.* **favoured**
 favourable from Latin *favorabilis* (as
favoured /'feɪvərd/ *adj.* (also **f**
 partiality (the favoured daughter);
 caste).
favorite /'feɪvərɪt, 'feɪvrt/ *adj.* **1**
 others (my favourite book). ● *n.* **1**
2 Sport a competitor thought m
 from Italian *favorito* past part. of
favorite son *n.* **1** Amer. a pet
 himself particularly to his provin
 preferred as the presidential can
 home state.
favouritism /'feɪvərɪtɪzəm, 'fe
 favouring of one person or grou
Fawkes /fɔːks/ **Guy** (1570–1606
 for his part in the Gunpowder P
fawn¹ /fɔːn/ *n., adj.* & *v.* ● *n.* **1**
 yellowish brown. ● *adj.* of a light
 bring forth (young). □ **in fawn** *adj.*
 Old French *faun* etc., ultimately
fawn² /fɔːn/ *v.* **1** (often foll. by
 obsequious manner; affect a
 animal, esp. a dog) show affectu
adv. [Old English *fagnian*, *fagnian*
fax /fæks/ *n.* & *v.* ● *n.* **1** facsimile
 produced or message sent by
 receiving these. ● *all* transitive
 FACSIMILE]

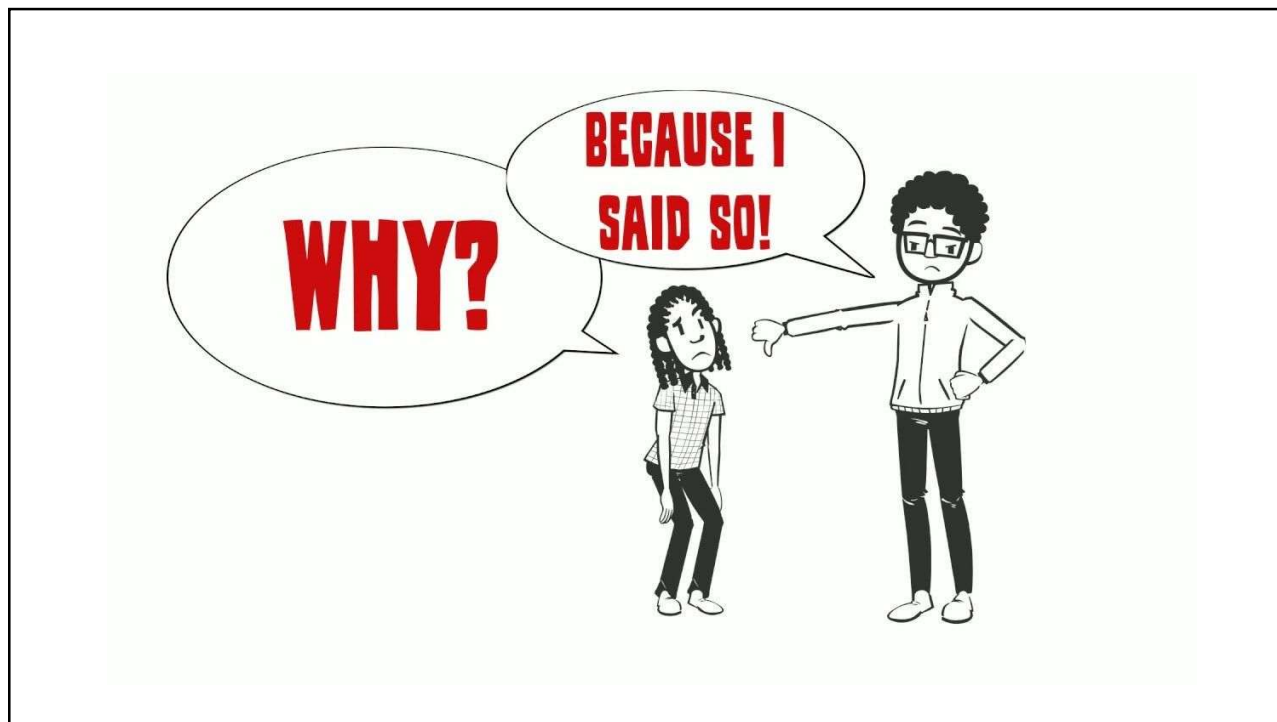
32



33



34




35

Acceptable Building Colors

Earth tones:

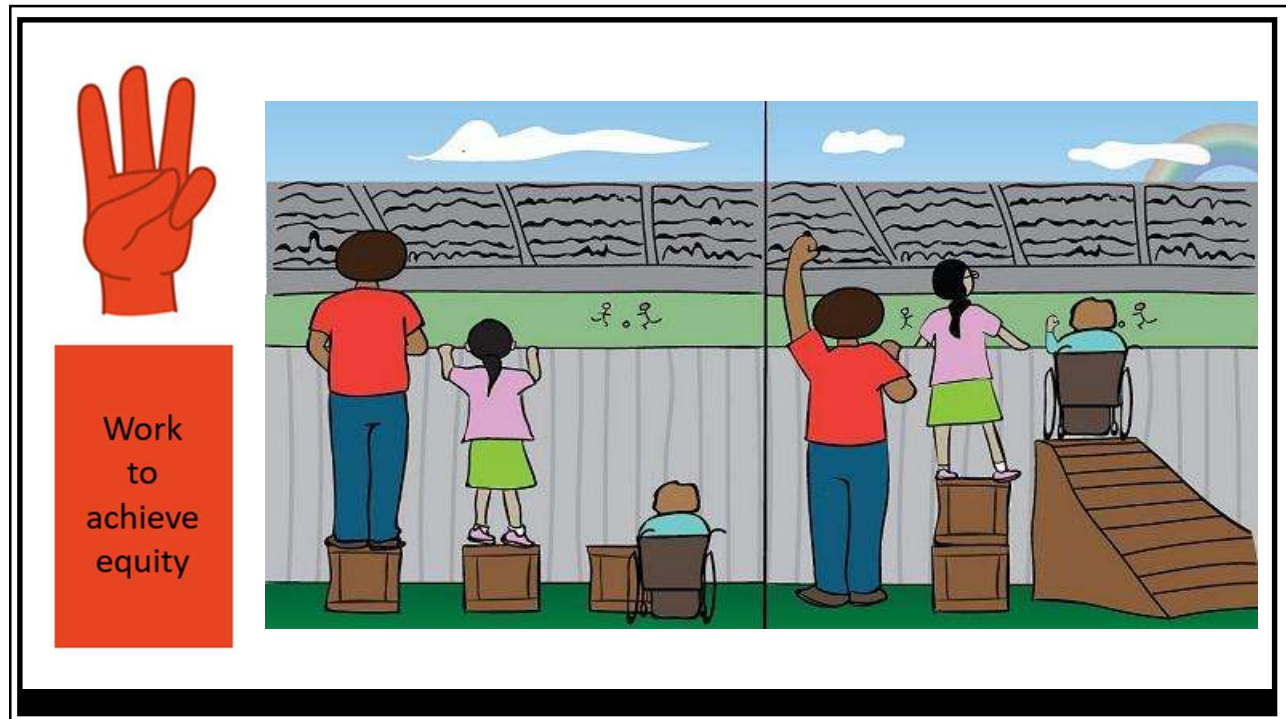
Brown	Red Brown	Tan	Buff	Ochre	Gray	White	Ivory	Tinted glass	Nat. wood	Brick	Stone
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Dark saturated colors:

Dark Green	Dark Blue	Dark Red	Barn Red	Maroon	Burnt Orange	Deep blue-green	Dark Brown	Dark Gray	Black
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36



37

Reflective Reading: Section 3

Underline a phrase that stands out

Circle three powerful words

38



Key Concepts

- We have a responsibility to repair past planning mistakes.
- We need to think and act outside the "planner box" and seek help from those with different perspectives.

39



Repair

to restore to a healthy state

English from Old French from Latin

favourable /'feɪvərəbəl, 'feɪvərə-
 approving **2** giving consent
 auspicious, satisfactory (a favour-
 able legislation favourable to a
 cause) **3** favourable to a person
 [favourableness n. **favourable**
 favourable from Latin favorabilis (as
 favourableness)]

favourable /'feɪvərəd/ adj. (also f-
 partiality (the favoured daughter);
 caste).

favourite /'feɪvərɪt, 'feɪvɪt/ adj. & n.
 others (my favourite book). ● n. **1**
2 Sport a competitor thought most
 from Italian favorito past part. of
 favourare

favourite son n. **1** Amer. a pet
 himself particularly to his province
 preferred as the presidential can-
 didate.

favouritism /'feɪvərɪtɪzəm, 'feɪ-
 favouring of one person or group

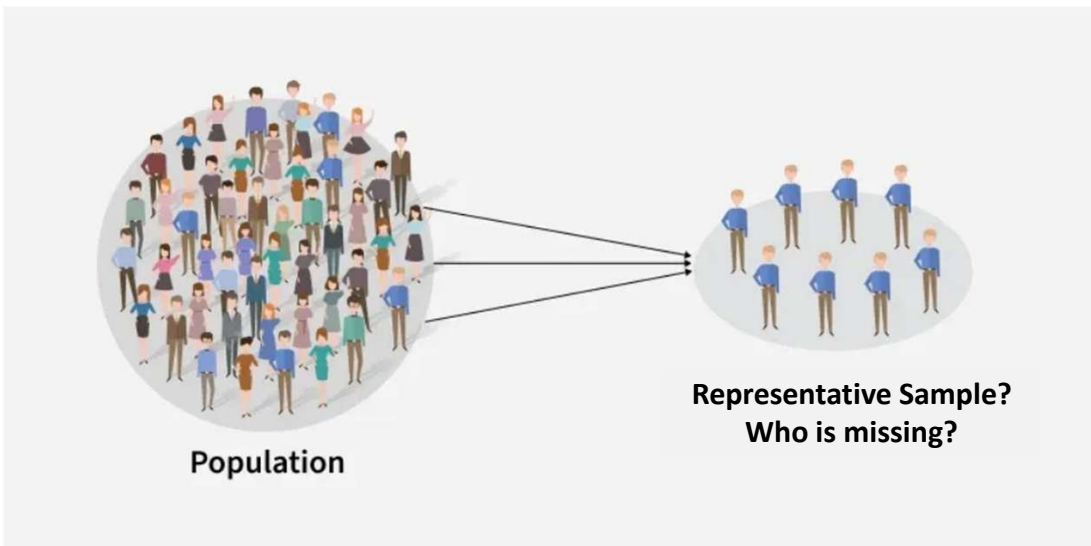
Fawkes /fɔːks/ **Guy** (1570–1606)
 for his part in the Gunpowder Plot

fawn¹ /fɔːn/ n., adj. & v. ● n. **1**
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 from Latin faunus

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 adv. [Old English fagnian, fagnian
 receiving these. ● **in fawn** n.
 from Latin faunus]

40

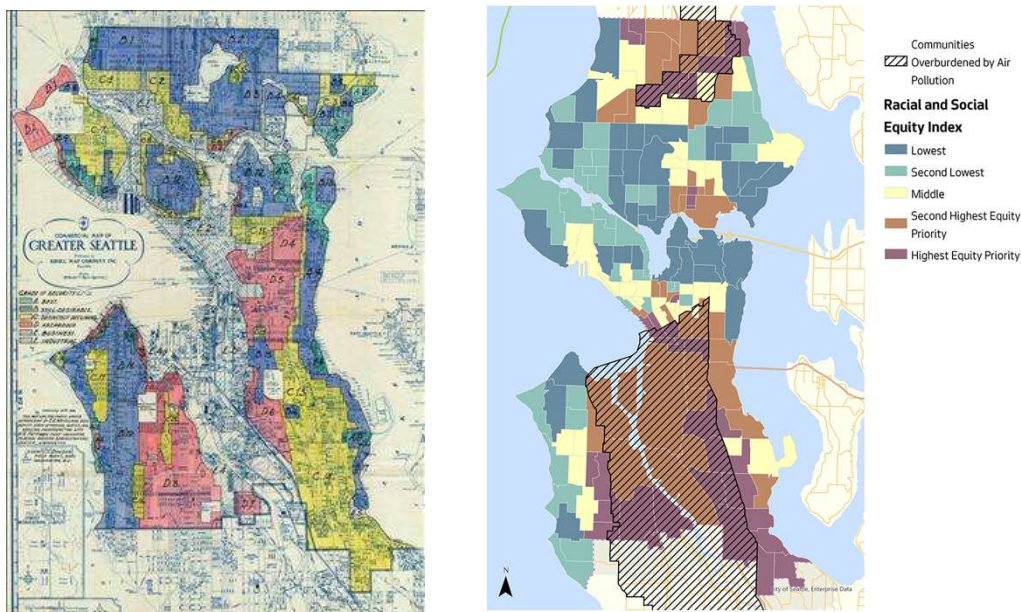
Social Equity



Fair treatment and access to opportunities (schools, healthcare, services).

41

Racial Equity



Proactively eliminating systemic racism, bias, disparities, and institutional barriers.

42

Economic Equity



Seattle food desert locations

Delridge and a part of Highland Park are the only Seattle neighborhoods where at least a third of the population is more than a mile from the closest supermarket. There are several neighborhoods, mostly in North and South Seattle, where at least a third of the population is more than one-half mile from the closest supermarket.

Neighborhood food deserts
 Yellow: 1/2 mile from the closest supermarket
 Purple: 1 mile from the closest supermarket



Fair, just, and equitable distribution of resources, income, and opportunity.

43



44




Safeguard
the
public
trust



TR US
DO UB T

45



Reflective Reading: Section 4

Underline a phrase that stands out

Circle three powerful words

46

Cake for Everyone!



49

Independent
not requiring or relying on something else,
not contingent,
not looking to others for one's opinions

50



51

Which
letter matches
the line
on the far left?


A B C

52



Improve knowledge and teach others

53




Reflective Reading: Section 5

Underline a phrase that stands out

Circle three powerful words

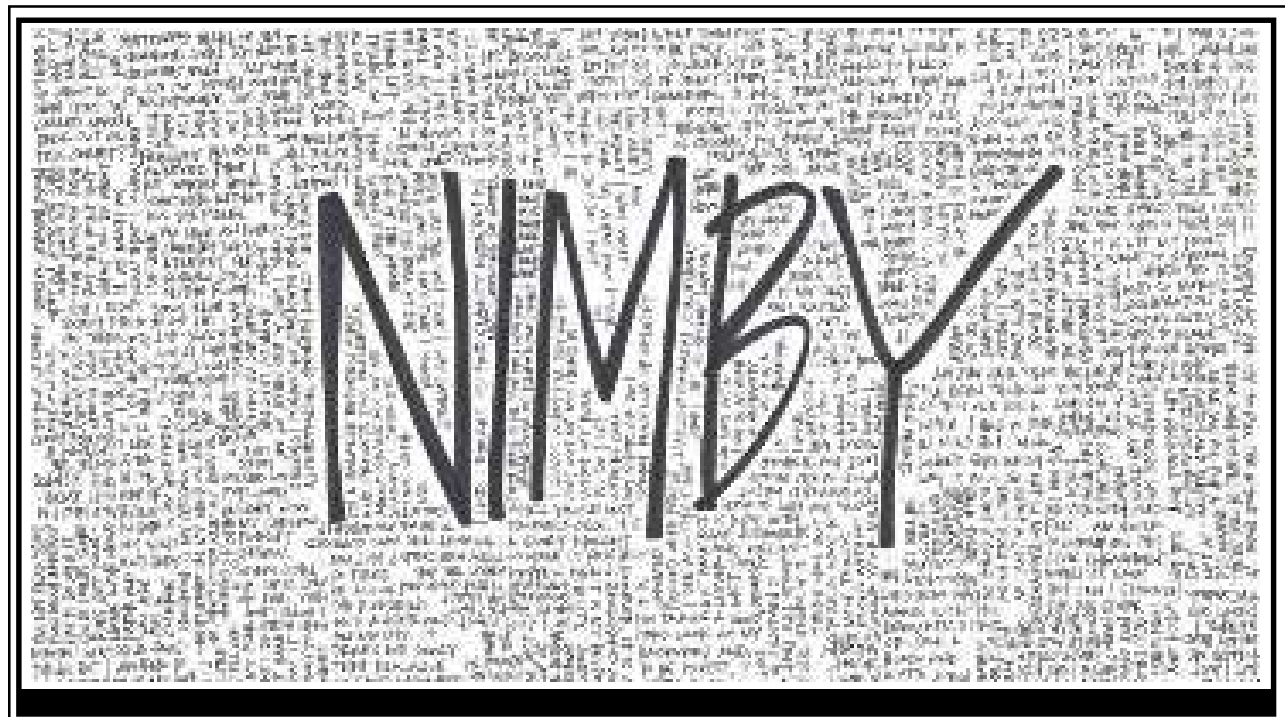
54



Key Concepts

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

55



56



57



58

Ethical behavior starts now.

Share how your jurisdiction is:

- Serving the public interest
- Planning with integrity
- Centering equity
- Building public trust
- Improving understanding

