



# AICP CODE OF ETHICS & PROFESSIONAL CONDUCT

Making the Code Actionable (and  
Measurable)?

## SESSION PRESENTERS



Bruce Parker, AICP, Utah Chapter – APA, Professional Development & Ethics Officer.

Principal, Planning and Development Services, LLC, Salt Lake City. PDS provides planning services to private and public sector clients, including plan formulation and coordination, land use ordinance formulation, and development review and permitting. Bruce lives in South Jordan, Utah, with his wife JaNae and close to his grandkids, Elsie, George, Sophie, and Hank.



Olivia Jaramillo, Equality Utah. Olivia is a Leadership and Diversity Equity and Inclusion Specialist. Born and raised in Mexico, she's a retired U.S. Air Force Veteran, serving in Iraq, Europe, and humanitarian missions to Africa. In 2016, she was one of the first individuals nationwide to legally change her name and gender marker while still serving on Active Duty. Olivia is a Salt Lake City Human Rights Commission member and a YWCA's Public Policy Committee member. She lives in Salt Lake City with her son Oliver.



Emery Polelonema. Emery is a distinguished member of the Hopi Nation. He served the Six-County Association of Governments (Central Utah) area as their planner. He serves his church and is a board member of Utah Humanities, an independent non-profit working to improve communities through humanitarian work. Utah Humanities focuses on literature, heritage, education, conversations, and local humanitarian goals. Emery lives in Richfield with his wife, Lillie (a member of the Navajo Nation).

IDAHO & UTAH ARE  
CHANGING -  
(DEMOGRAPHICALLY)



# IDAHO'S DEMOGRAPHIC CHANGES



- More than a quarter of Idaho's 1.8 million population is new (2010 – 2020) (University of Idaho News (August 2022))
- Fastest-growing state.
- 500,000 Idaho residents moved TO the state 2010 - 2020.
- 295,000 Idaho residents moved OUT 2010 - 2020.
- “Using change as a measure, Idaho's population is changing faster than Florida's did in the mid-1990s (Florida was the fastest-growing state in the nation at that time)” (Vos, 2022)

Last year, people moved to Idaho from ...



... and moved from Idaho to these states.

# UTAH'S DEMOGRAPHIC CHANGES



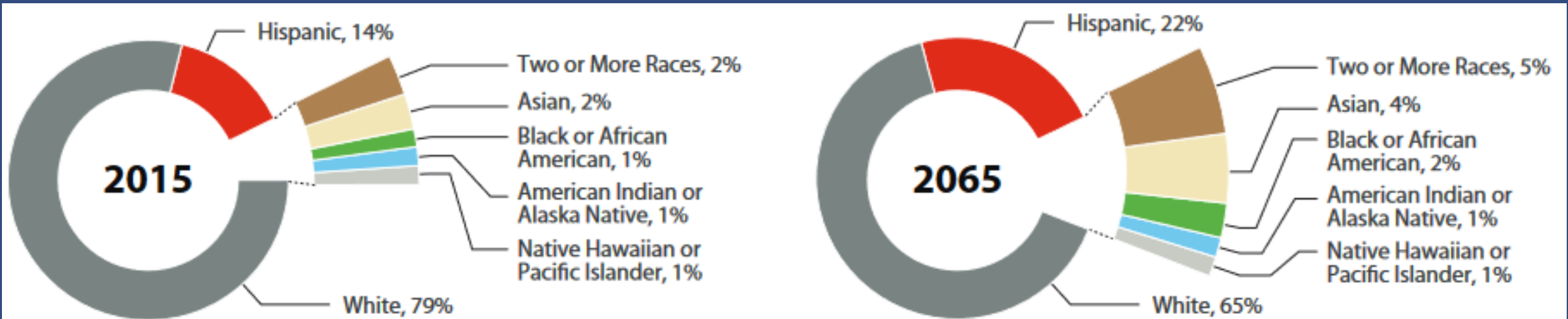
**Utah Race/Ethnic Population Counts, 2015 and 2065\***

<b>Race-Ethnic Group</b>	<b>2015</b>	<b>2065</b>	<b>Average Annual Rate of Change</b>
All Groups	2,997,404	5,827,810	1.3%
White	2,373,993	3,797,664	0.9%
Black or African American	31,200	124,730	2.8%
American Indian or Alaska Native	28,775	51,740	1.2%
Asian	68,702	226,479	2.4%
Native Hawaiian or Pacific Islander	27,956	72,321	1.9%
Two or More Races	57,613	290,437	3.3%
Hispanic	409,165	1,264,440	2.3%

Source: Kem C. Gardner Policy Institute

Utah's Increasing Diversity:  
Population Projections by Race/Ethnicity (Kem C. Gardner Policy  
Institute, April 2019)

# UTAH'S INCREASING DIVERSITY



\* Individuals claiming Hispanic, Latino, or Spanish origin are categorized as Hispanic and can be of any race. Non-Hispanic persons can be classified as a single race alone—White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Pacific Islander—or as two or more races.

Source: Kem C. Gardner Policy Institute

POPULATION PROJECTIONS BY RACE/ETHNICITY  
KEM C. GARDNER POLICY INSTITUTE, APRIL 2019)

**ICP**

# Code of Ethics *and* Professional Conduct

The American Institute of Certified Planners requires its members to adhere to the ethical standards of a detailed Code of Ethics and Professional Conduct.

## THE PRINCIPLES TO WHICH WE ASPIRE ARE:

- To continuously pursue and faithfully serve the public interest
- To act with integrity
- To maintain the highest quality of professional service

## OUR RULES OF CONDUCT ADDRESS THE FOLLOWING:

- Quality and integrity
- Conflicts of interest
- Improper influence
- Honesty and fair dealing





# AICP CODE OF ETHICS & PROFESSIONAL CONDUCT

- ❑ Applies to ALL who engage in the planning process.
- ❑ Seeks to achieve high standards of integrity, proficiency, and knowledge.
- ❑ All who participate in planning should commit to ethical judgments in the public interest.
- ❑ The Code's Section A – Aspirational Principles presents the foundation for our shared values.
- ❑ Revised & adopted November 2021, Effective January 1, 2022

AICP

# CODE OF ETHICS – LET'S LOOK AT WHAT WE DO & HOW WE DO IT



# AICP CODE OF ETHICS ASPIRATIONAL PRINCIPLES (SECTION A)

- ❑ Examine our own cultures, practices, values, and professional positions to **reveal and understand our conscious and unconscious biases and privileges** as an essential first step so we can better serve a genuinely inclusive public interest, promoting a sense of belonging (Section A, 1.1).
- ❑ Planners have a special responsibility to **plan with those who have been marginalized or disadvantaged** and to promote racial and economic equity (and social justice) (Section A. 3. 2).
- ❑ Develop skills that enable **better communication and more effective, respectful, and compassionate planning** efforts with all communities, especially underrepresented communities and marginalized people, so they may fully participate in planning (Section A.1.2)

**Is it possible to make these principles actionable and measurable?**





OUR EXPERIENCES  
- OFTEN PRIVILEGED



# EQUALITY UTAH

education. advocacy. political action.



# Olivia Jaramillo

Retired U.S. Air Force  
Director, Public Outreach (Equality Utah)



**2001** Utah's #1 LGBTQ rights advocacy group established

**2013** Marriage Equality

**2015** Non-discrimination law

**2017** No Promo-Homo repealed

**2019** Hate Crimes law

**2020** Conversion Therapy banned in Utah

**2021** Defeated two anti-trans bills, key in securing change of name & gender marker on birth certificates in the State of Utah

**2023** Defeated two anti-trans bills, key in securing change of name & gender marker on birth certificates in the State of Utah

*Equality Utah is the leading Diversity, Equity & Inclusion training source in Utah.*



# How did we achieve this change?

- ▶ Finding common ground
- ▶ Building on shared values
- ▶ Humanizing individuals
- ▶ Listening to understand
  - ▶ Makes others feel heard and valued
  - ▶ Makes the other more willing to listen
  - ▶ Build solutions when you value other points of view







BUSINESS EQUALITY LEADER  
EQUALITY UTAH

# BUSINESS EQUALITY LEADER

- *We speak your language-* We create understanding on tough issues by focusing on shared values.
- We respect people where they are, we are free from political or cultural biases.
- We use powerful storytelling to create connection.



# BRAVE CONVERSATIONS



# BEL | Companies Making a Difference

Goldman Sachs



ZIONS BANK

3M

ancestry

BRIDGE INVESTMENT GROUP

CHG Healthcare

Your Logo Here!

ClearLamp  
FATFISH

COMCAST

INSTRUCTURE

LendingClub

Lucid

IMAGE STUDIOS

THE SHOP  
CREATIVITY CONNECTED

VISTA  
AN INGENOVIS HEALTH COMPANY

METHOD

Progressive Leasing

RECURSION

SALT LAKE

vivint

DOMO

KLAS RESEARCH



For more info contact us  
[training@equalityutah.org](mailto:training@equalityutah.org)



# AICP CODE OF ETHICS ASPIRATIONAL PRINCIPLES (SECTION A)



**Respect the experience, knowledge, and history of all people** (Section A.1.2).

**Promote the inherent rights of indigenous people** and work with indigenous peoples on developments affecting them and their lands and resources (Section A, 3.4)

**Is it possible to make these principles actionable and measurable?**

# AICP CODE OF ETHICS ASPIRATIONAL PRINCIPLES (SECTION A)

- A respectful, courteous, and fair culture that values individual differences by promoting inclusion, respect, equity, and diversity.
- In a profession that demands high-quality and ever-increasing services, the benefits of embracing inclusion, respect, equity, and diversity make sound personal and professional sense.



# AICP CODE OF ETHICS & PROFESSIONAL CONDUCT

## MAKING THE CODE ACTIONABLE (AND MEASURABLE)?

- Contact Info:



Bruce Parker, [pds@utahplanning.com](mailto:pds@utahplanning.com)



Olivia Jaramillo, [olivia@equalityutah.org](mailto:olivia@equalityutah.org)



Emery Polelonema, [emerypolelonema@gmail.com](mailto:emerypolelonema@gmail.com)

A vibrant rainbow arches across the sky, transitioning from purple on the left to red on the right. Below the rainbow, a tropical beach scene unfolds. In the foreground, a sandy beach is dotted with palm trees and a small boat. The ocean is a deep blue, with a white wake trailing behind the boat. In the distance, a sunset or sunrise is visible, with a bright sun low on the horizon, casting a warm glow over the scene. The sky is a mix of blue, orange, and red, with a few birds flying. The overall atmosphere is bright and cheerful.

QUESTIONS