

City Of Urbandale
CHARACTER COUNTS!sm Statement

Urbandale is a national leader in **CHARACTER COUNTS!**, endeavoring at all times to promote and model the principles of trustworthiness, respect, responsibility, fairness, caring and citizenship. In conducting tonight's meeting, we expect that all participants will act in a respectful manner consistent with these principles.

The Six Pillars of Character

Guiding Public Service

TRUSTWORTHINESS

- I remember that my role is first and foremost to serve the community
- I consider the interests of the entire community in reaching my decisions
- I am truthful with my fellow public officials, the public and all others
- I avoid any actions that would cause the public to question whether my decisions are based on personal interests instead of the public's interests
- I do not accept gifts or other special considerations because of my public position
- I do not knowingly use false or inaccurate information to support my position
- I will communicate clearly so there are no surprises with other officials, staff or the public
- I do not use my public position for personal gain

RESPECT

- I treat fellow officials, staff and the public with courtesy, even when we disagree
- I focus on the merits in discussions, not personalities or motivations
- I gain value from diverse opinions and build consensus
- I follow through on commitments, keep others informed, and make timely responses
- I am approachable and open-minded, and I convey this to others
- I listen carefully and ask questions that add value to discussions
- I involve relevant staff in all meetings that affect community decisions

RESPONSIBILITY

- I come to meetings and I come to them prepared
- I promote the efficient use of community resources
- I do not use community resources for personal or political benefit
- I represent the official positions of the community to the best of my ability when authorized to do so
- I explicitly state that my personal opinions do not represent the community's position and do not allow the inference that they do
- I take responsibility for my actions, even when it is uncomfortable to do so
- I do not use information that I acquire in my public capacity for personal advantage
- I do not promise that which I have reason to believe is unrealistic
- I disclose suspected instances of impropriety to the appropriate entity
- I do not disclose confidential information without proper legal authorization

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FAIRNESS

- I make decisions based on the merits of the issue
- I honor the law's and the public's expectation that community policies will be applied consistently
- I support the public's right to know and promote meaningful public involvement
- I support merit-based processes for the award of public employment and public contracts
- I am impartial and do not favor those who either have helped me or are in a position to do so
- I promote equality and treat people equitably
- I excuse myself from decisions when my, or my family's, financial interests may be affected by my actions
- I credit others' contributions in moving our community interests forward

CARING

- I realize some people are intimidated by the public process and try to make their interactions as stress-free as possible
- I convey the community's care for and commitment to all community members
- I am attuned to, and care about, the needs and concerns of the public, officials and staff
- I recognize government's responsibilities to society's less fortunate
- I consider exceptions to our policies when there are unintended consequences or undue burdens

CITIZENSHIP

- I work to improve the quality of life in our community
- I consider the broader regional and statewide implications of the community's decisions and issues
- I am proactive and innovative when setting goals and considering policies
- I maintain consistent standards, but will be sensitive to the need for compromise
- In all decisions and actions I will strive to support the common good of the community
- I will do my best to fulfill the duties required of all citizens in our community