



NATIONAL CAMPAIGN AGAINST YOUTH VIOLENCE



CRYSTAL MESS

HEAVY USE OF CRYSTAL COCAINE INCREASES THE RISK OF GETTING HIV BY 400%.



Buzz killer.

He's tweaking. His heart is racing, he's grinding his teeth, he's talking really fast and not making much sense. He thinks he's sexy and popular. And he's bumped up his risk of getting HIV by 400%.

Don't mess with crystal.
For help, visit crystalmess.net

This message brought to you by SF Dept. of Public Health HIV Prevention Program

JAT
2

HEAVY USE OF CRYSTAL COCAINE INCREASES THE RISK OF GETTING HIV BY 400%.



Party 'n pay, baby.

He's crashing. His brain is out of serotonin, he's depressed and paranoid and possibly suicidal. He can't remember who he was with or what he was doing. And he upped his chances of getting HIV by 400%.

Don't mess with crystal.
For help, visit crystalmess.net

**CRYSTAL
MESS**

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ALWAYS USE PROTECTIVE BARRIERS TO PREVENT SEXUAL TRANSMISSION OF HIV. NEVER SHARE INJECTING EQUIPMENT. ALWAYS USE MESSAGES YOUR RISK BY CONTACTING US AT 415.862.7467



Drowning in denial.

He's addicted. He sets limits and breaks them.
He does more crystal than he admits and has
unsafe sex with more men than he can remember.
He thinks he's in control, until next time.
And there's always a next time.

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**CRYSTAL
MESS**

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COMPLIANCE

SYSTEMS

PROCESSES

INTERACTIONS

EXPERIENCE



EXPERIENCE

INTERACTIONS

PROCESSES

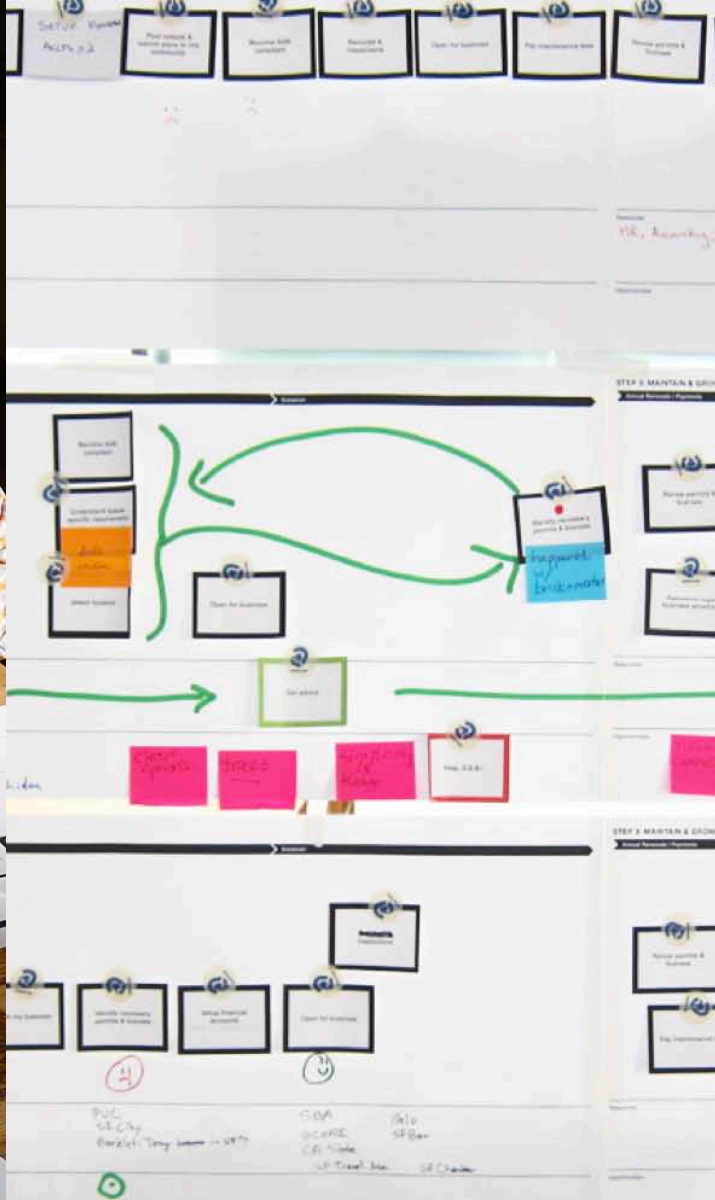
SYSTEMS

COMPLIANCE



USER PROFILES

SEKER	CONNECTOR
1. [unclear]	1. [unclear]
2. [unclear]	2. [unclear]
3. [unclear]	3. [unclear]
4. [unclear]	4. [unclear]
5. [unclear]	5. [unclear]
6. [unclear]	6. [unclear]
7. [unclear]	7. [unclear]
8. [unclear]	8. [unclear]
9. [unclear]	9. [unclear]
10. [unclear]	10. [unclear]



Customer Journey



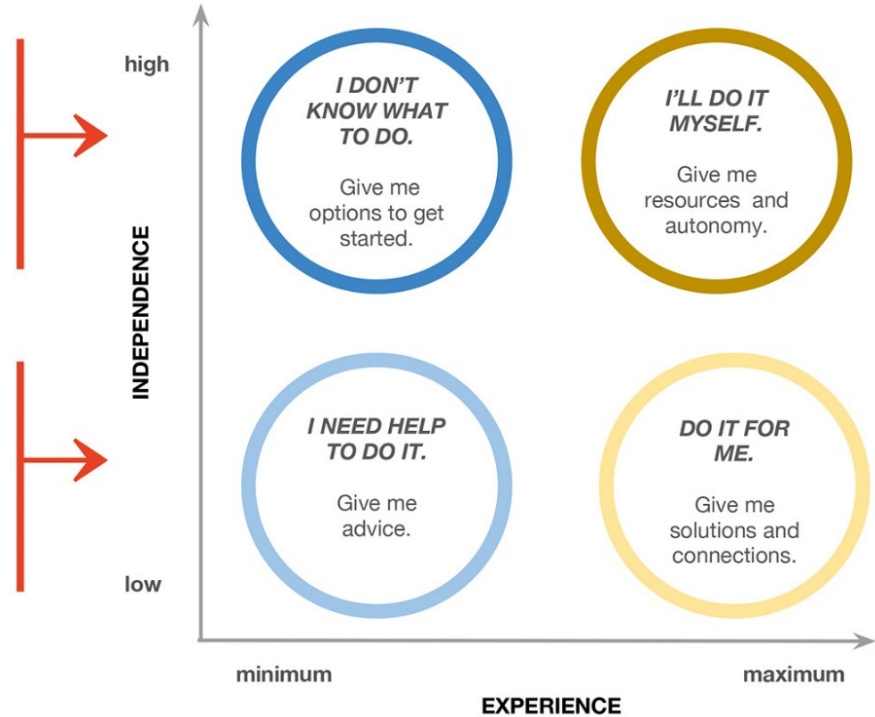
CONSIDER & PREPARE SETUP & ESTABLISH MAINTAIN & GROW

TASKS	CONSIDER & PREPARE	SETUP & ESTABLISH	MAINTAIN & GROW
KEY ACTIVITIES	<ul style="list-style-type: none"> Choose business type & name Create a business / financial plan Explore funding options (loans & incentives) Determine business structure Select location 	<ul style="list-style-type: none"> Setup accounts & pay registration fees Register business Identify & submit necessary permit & license applications Post notices & submit plans Understand space-specific requirements ADA Compliance Remodel & inspections Open for business 	<ul style="list-style-type: none"> Pay maintenance fees Renew permits & licenses Hire employees Open additional locations Change business structure
NEEDS	<p>I'm passionate about an idea and want to start a business.</p> <p>I want to create a plan to understand what I'm getting into.</p> <p>I need more money than I have, to make this happen.</p> <p>I need a location that's available, affordable, and appropriate for my business.</p>	<p>I need to make this legal.</p> <p>I want to make sure that my space is up to code.</p> <p>I need sign-off on my remodeling so I can open.</p> <p>I want to provide access to everyone and avoid litigation.</p> <p>I've put a lot of time and money into this, it's time to start generating income.</p>	<p>I want to stay compliant / legal.</p> <p>I'm growing and need more help.</p> <p>I want to grow my business.</p> <p>I need to plan for growth or restructure my business.</p>
EXPERIENCE	<p>Enjoyability</p> <p>Difficulty</p>	<p>Enjoyability</p> <p>Difficulty</p>	<p>Enjoyability</p> <p>Difficulty</p>
KEY REGULATORY DEPARTMENTS		<p>All Businesses</p> <ul style="list-style-type: none"> County Clerks Office U.S. Patent & Trademark Office Department of the Treasurer <p>Location & Business Type Dependent</p> <ul style="list-style-type: none"> Department of Public Works Planning Department Department of Public Health Department of Building Inspection Fire Department Police Department Public Utilities Commission Arts Commission 	<p>All Businesses</p> <ul style="list-style-type: none"> Department of the Treasurer <p>Location & Business Type Dependent</p> <ul style="list-style-type: none"> Department of Public Health Department of Building Inspection Department of Public Works Fire Department
KEY RESOURCES	<p>Governmental</p> <ul style="list-style-type: none"> Office of Small Business Property Information Map Office of Economic & Workforce Dev <p>Non-Governmental</p> <ul style="list-style-type: none"> SF Made La Cocina The Women's Initiative SCORE Youth Business America Small Business Administration Nolo.com Friends & Family StoreFrontSF Friends & Family 	<p>Governmental</p> <ul style="list-style-type: none"> SFTreasurer.org DataSF.org SFbdi.org Planning Information Center SFDph.org SFbdi.org SF-fire.org SF-Water.org Office of Small Business City Standards Grade Maps Small Business Administration <p>Non-Governmental</p> <ul style="list-style-type: none"> SCORE 	<p>Governmental</p> <ul style="list-style-type: none"> Office of Small Business Small Business Administration

USER TYPES

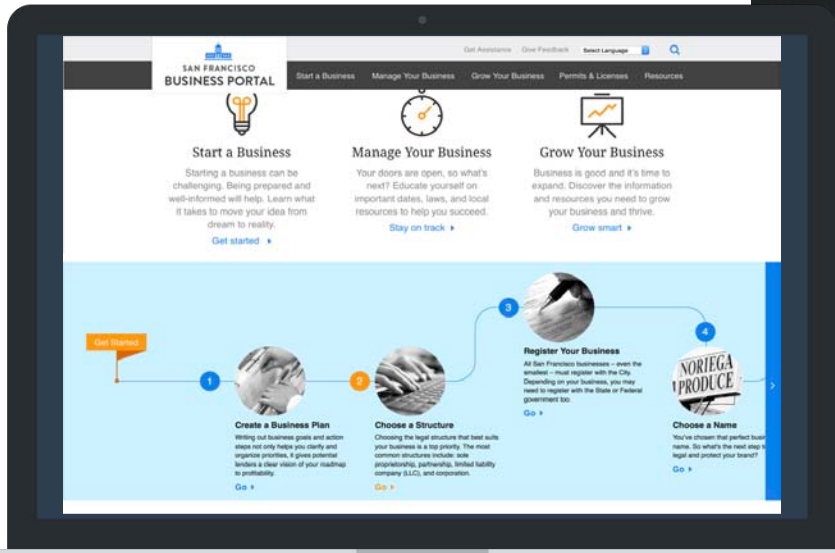
These users hope to find clear directions online so they can do as much as they can on their own. The Portal will help them gain the autonomy and ease they seek.

These users seek support, interactions, classes, and individuals who can help them. The Portal will help them connect to the resources and ease they seek.

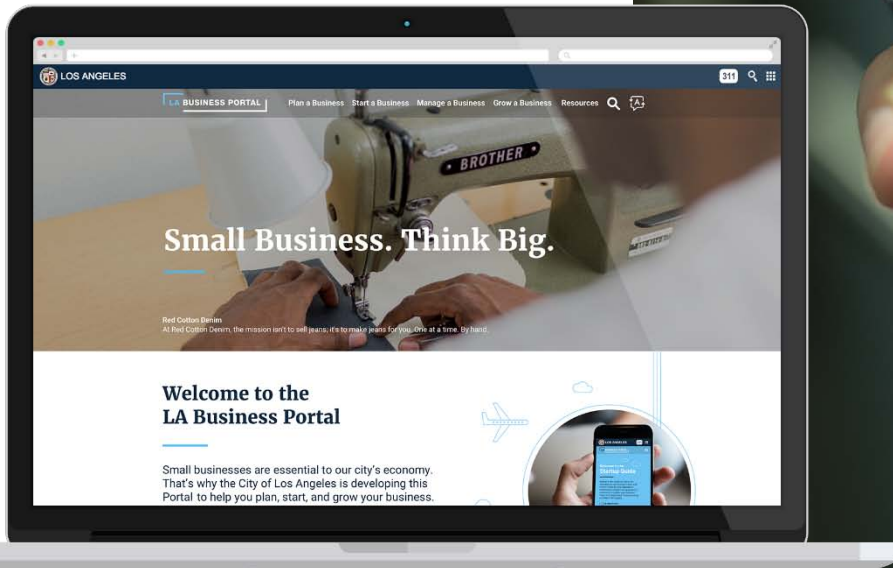


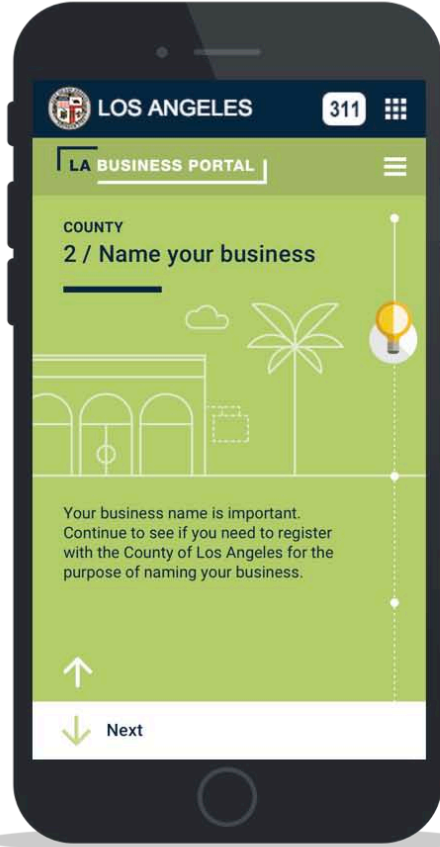
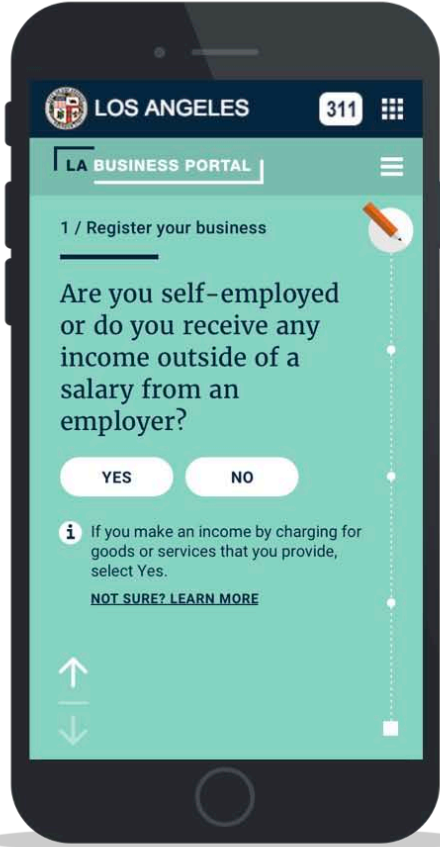


SAN FRANCISCO BUSINESS PORTAL



businessportal.sfgov.org







Massachusetts Energy and Environment Information and Public Access System

An Official website of the Commonwealth of Massachusetts



Welcome to the EEA Authorization and Public Comment Portal

[Search all authorizations](#)

Panel and Q&A



Amanda Daflos
Director, Mayor Garcetti's
Innovation Team



Jennifer May
Director, Designmatters,
Art Center College of Design



Vicki Curry
Chief PIO
City of Los Angeles



Gaby Brink
President and Chief Designer
Tomorrow Partners



Lilly O'Brien
Manager, Great Streets
and Vision Zero



Respete la privacidad de cada cliente
Y espere ser llamado por el proximo
Representante disponible



Currently							Wait Time				
Question	Poor	Good	Excellent	Yes	No	N/A	- 5 Min	5 Min	5-10 Min	10-15 Min	15+ Min
Was the Lobby area welcoming?	0%	40%	60%								
Were you greeted in a pleasant and professional manner?	0%	31%	69%								
Was the staff that greeted you knowledgeable about our programs and services?	0%	30%	70%								
Were your immediate needs met?	0%	26%	74%								
How would you rate your OVERALL experience today with our office?	0%	32%	68%								
Was our office hard to locate?				5%	95%						
Were you assisted timely?				93%	6%						
How long was your wait before you were assisted?							70%	5%	10%	5%	10%

Welcoming Team							Wait Time				
Question	Poor	Good	Excellent	Yes	No	N/A	- 5 Min	5 Min	5-10 Min	10-15 Min	15+ Min
Was the Lobby area welcoming?	0%	0%	100%								
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Was the staff that greeted you knowledgeable about our programs and services?	0%	0%	100%								
Were your immediate needs met?	0%	10%	90%								
How would you rate your OVERALL experience today with our office?	0%	0%	100%								
Was our office hard to locate?				0%	90%	10%					
Were you assisted timely?				90%	5%	5%					
How long was your wait before you were assisted?							71%	14%	14%		

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2017

New Partners
for Smart Growth
Conference

**Marketing and Design in Government:
Thinking of Residents as Clients to
Achieve Impact
Landmark 1, 1:30-2:45PM**