



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

- Going Beyond Traditional Outreach Strategies
- Design and Media Approach
- Measuring Impact

Session Goals



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

SAVE THE DROP




HOME FOR RENTERS



HOME FOR Renters

This unit in Koreatown...

is a home for Sue.





Her mother held her new born for the first time here.

1 OUT OF 2 HOUSEHOLDS IN CITY OF LA LIVE IN A RENT-STABILIZED UNIT. IS YOUR RENT STABILIZED?

VISIT www.HomeForRenters.org • CALL 866.557.7368 FOR ASSISTANCE



Brought to you by City of LA Housing + Community Investment Department Rent Stabilization Program



75% of all rental housing in City of LA are rent stabilized. Is your rent stabilized?

Call 866.557.7368 today to find out.

VISIT www.HomeForRenters.org FOR MORE INFO.



This campaign is brought to you by City of LA Housing + Community Investment Department Rent Stabilization Program



JOIN
LAFD


LOVE &
ABUSE.
NEVER
TOGETHER.

"You may now hit the bride."

1 IN 3 WOMEN ARE VICTIMS OF DOMESTIC VIOLENCE.

DOMESTIC VIOLENCE HAS NO PLACE HERE.

NO DV LA.ORG



I HURT YOU

10 MILLION PEOPLE A YEAR ARE VICTIMS OF DOMESTIC VIOLENCE.

DOMESTIC VIOLENCE HAS NO PLACE HERE.

NO DV LA.ORG

where are you?

where are you??

WHERE ARE YOU?

WHO ARE YOU WITH??

WHERE THE HELL ARE YOU??!!

answer me...OR ELSE

DOMESTIC VIOLENCE HAS NO PLACE HERE.

NO DV LA.ORG