



BOSTON CODE ENFORCEMENT

Final Presentation



Our Client

Boston Code Enforcement

Responsible for monitoring code violations and issuing tickets, through patrols and the 311 app/hotline.



Boston, MA

685,094

residents

38%

tickets unpaid

5

major languages

\$10,123,841

unpaid fees

That's Where We Come In



CLARISA YEROVI

HKS MPP



CLARE HERCEG

MIT MBA



NAEHA RASHID

HKS MPP



ELYSE VOEGELI

HKS MPP



ARIANA SOTO

Harvard College



Introduction

Problem Statement

Timeline

User Groups

Prototypes

Implementation



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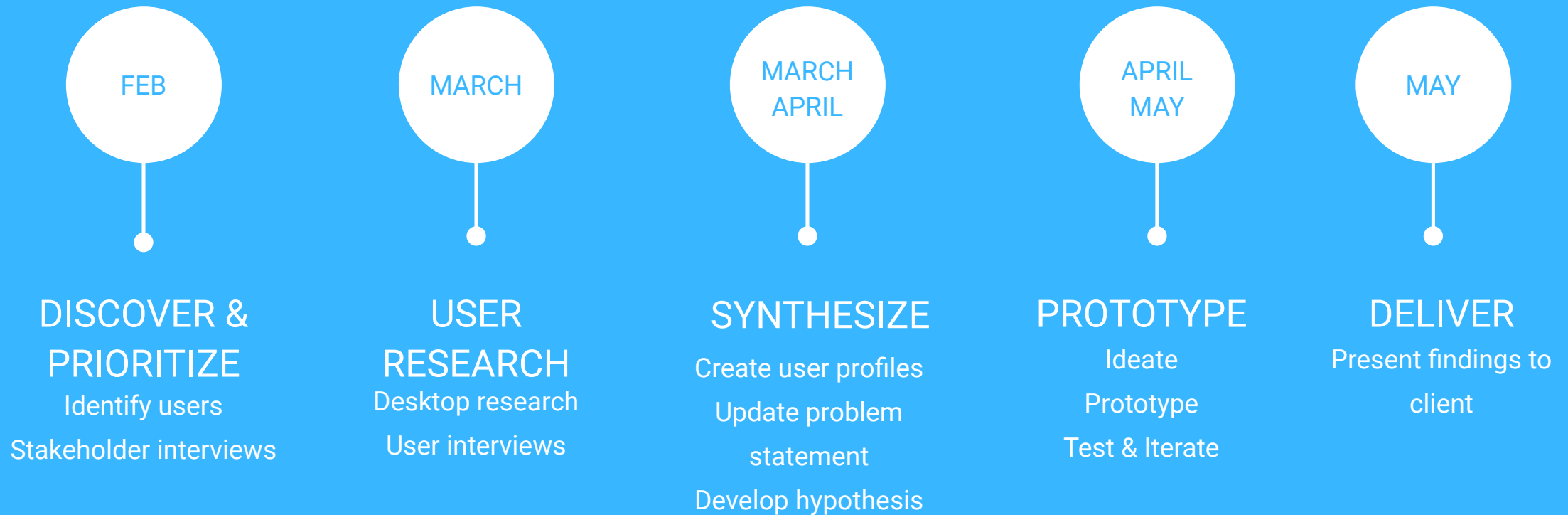
the challenge

**HOW MIGHT WE SPARK
BEHAVIOR CHANGE IN BOSTON
RESIDENTS RESULTING IN MORE
TICKETS PAID AND FEWER
VIOLATIONS?**

”



TIMELINE



User Groups

PEOPLE WHO HAVEN'T
ENTERED THE
PAYMENT PROCESS

Suspicious Ignorers
Apathetic Ignorers
Constrained Ignorers

PEOPLE IN THE
PROCESS OF PAYING

Suspicious Checkers
Accepting Escalators

PEOPLE WHO
COMPLETED THE
PAYMENT PROCESS

Accepting Payers
Fearful Payers

Ideas

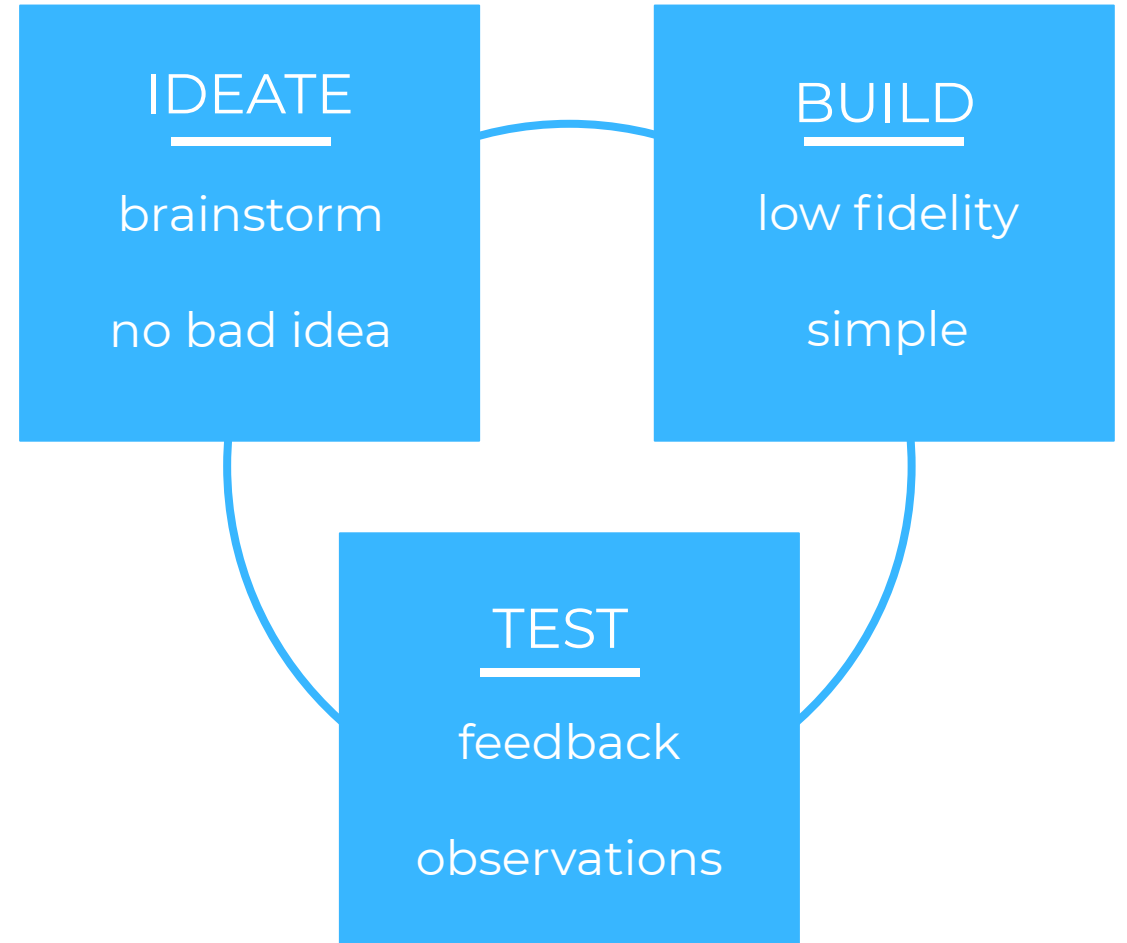
| SMS system

| Landlord Facebook

| 311 App

| Policy

| Administration



TICKET

INSERT

ENVELOPE

WEBSITE
LANDING

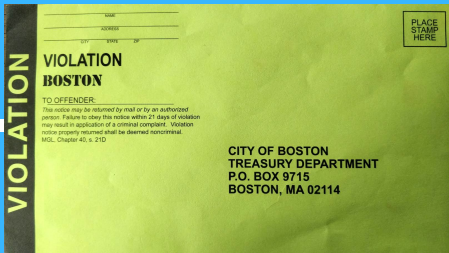
FOLLOW UP
LETTER

Ji-Yun



"WHO IS THIS FROM AND
WHO MADE THIS AT HOME?
IS THIS A SCAM?"

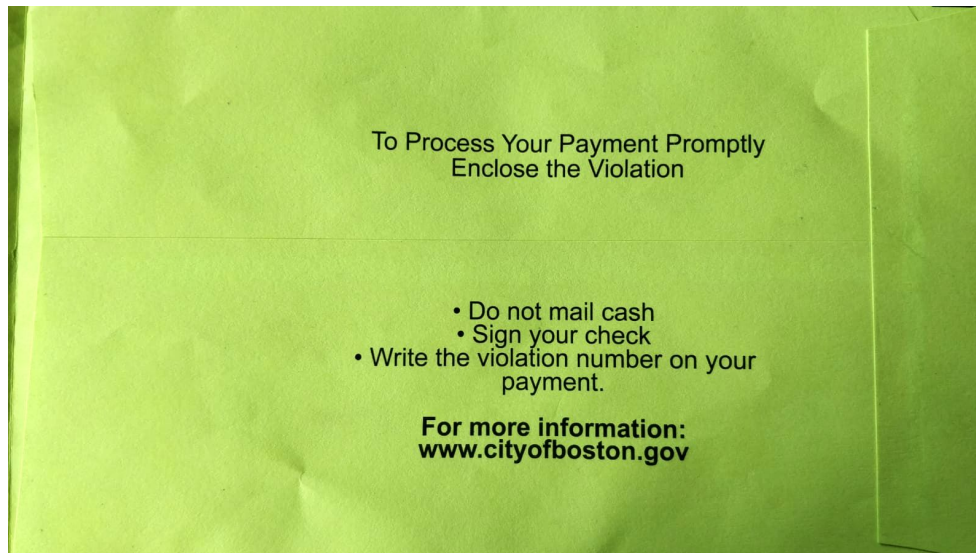
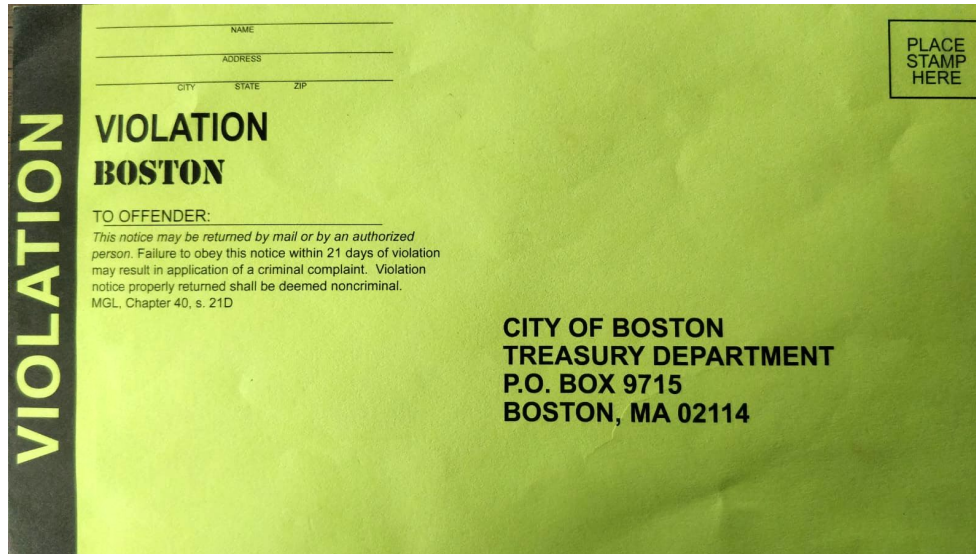
JI-YUN'S CURRENT JOURNEY





Envelope

Before



“Is this real? What do I do with this?”

“Says ‘Treasury’- must be something to do with taxes.”

“It looks like spam...I would just ignore it”

After

Front

“This looks serious.”

*“I know it’s official so
I’ll open it.”*

*“[This] will definitely
catch my attention.”*

The image shows the front of a red code violation fine ticket from the City of Boston. On the left, a black vertical bar contains the text "CODE VIOLATION - FINE" in white. The main red area features the City of Boston seal at the top left, followed by the text "CITY of BOSTON" in large bold letters, and "DEPARTMENT OF PUBLIC WORKS" and "CODE ENFORCEMENT POLICE" below it. A grey box in the top right corner says "PLACE STAMP HERE". The address "CITY OF BOSTON, P.O. BOX 9715, BOSTON, MA 02114" is printed in the center. A checklist on the right side includes three items: "Improper disposal of trash" (unchecked), "Failure to shovel snow" (checked with a black checkmark), and "Other" (unchecked). A black triangle in the bottom right corner contains the text "SEE TICKET INSIDE" in white.

7 iterations

58 user tests

After

Back

“The [info on the] back is useful.”

“I’m convinced it’s not a scam.”

“I need to do something about this.”

SEE TICKET FOR PAYMENT INFORMATION

Boston Code Enforcement keeps your neighborhood safe and clean. Help us achieve our mission.

English	to pay ticket and learn more:
Español	Para pagar el ticket y aprender más:
Português	para pagar o bilhete e saiba mais:
Kreyòl Ayisyen	peye tikè epi aprann plis:
Tiếng Việt	để trả vé và tìm hiểu thêm:

 **WWW.BOSTON.GOV/CODE-VIOLATION**
(617) 635-4900

7 iterations

58 user tests



Ticket



Before

VIOLATION TICKET

Violation#: 72R5AV06
Violation Date: 01/10/2019
11:00 AM
For Telephonic Inquiries Call
(517) 635-4896
Payments: boston.gov/code-violations

Violator's Name: 70-72 ANTWERP STREET REALTY
(or Current Owner)
Violator's Address: 27 BOSTONIA AV C/O KEITH H.
ARNOWITZ, BRIGHTON, MA, 02135
Address of Violation: 70 to 72 Antwerp ST, Brighton, MA,
02135


#	Violation	Fee
3	Overfilling of barrel/dumpster.	\$100
		Fee Total \$100

Comments: overloaded barrels
Officer Number: 006 Department: P.W.D.

Payment can be made online at boston.gov/code-violations or by placing check or money order payable to the City of Boston in the accompanying envelope and mail within 21 days to avoid a late penalty. **DO NOT MAIL CASH.** Send payment to the City of Boston Treasury Department Box 9715, Boston, MA, 02114. Failure to obey this notice within 21 days may result in application of a criminal complaint. Violation notices properly returned shall be deemed noncriminal (Mass. General Laws,

Chapter 40, Section 21D). Outstanding fines can later be transferred to your property tax which can be subject to a municipal lien for non-payment.

THE PERSON CITED MAY OBTAIN AN ADMINISTRATIVE HEARING OR SUBMIT A WRITTEN APPEAL WITHIN 21 DAYS FROM THE DATE THE TICKET WAS ISSUED. REQUESTS FOR EITHER A WRITTEN APPEAL OR AN ADMINISTRATIVE HEARING MUST BE MADE IN WRITING TO BOSTON PUBLIC WORKS DEPARTMENT, ATTN: CEP HEARING OFFICER, 1 CITY HALL PLAZA, ROOM 714, BOSTON, MA 02201. FOR WRITTEN APPEALS YOU MAY SEND DOCUMENTATION, WITNESS STATEMENTS OR PICTURES TO DISPUTE THE VALIDITY OF THE CITATION(S).



“It looks like a receipt.”

“I would definitely throw this away!”

“What did I do wrong? I don’t understand.”

“It’s clear that I owe
\$50.”

“I would give this to my
landlord.”

“I like that ‘pay by’ is
highlighted.”



CITY of BOSTON CODE VIOLATION

Ticket#: 123457892

Violation type: Improper Snow Removal

\$50 fine

Pay By 4/5/2019

FINE INFORMATION

Violation Address:

136 Corey St, West Roxbury, MA 02132

Landlord: George Smith

Landlord's Address:

10 Pond Street, Needham, MA, 02492



Officer's comments:
Pedestrians were
unable to use
sidewalk more than 3
hours after snowstorm.

Violation Date: 14/4/2019 9:53AM

WHY DID I RECEIVE THIS?

You received this ticket because you did not meet your snow removal responsibilities within three hours. Improper snow removal is dangerous for pedestrians.

WHAT DO I DO NEXT?

If you are a tenant give this ticket to your landlord unless stated otherwise in your lease.

To make a payment use one of the following methods:

Option 1 - PAY ONLINE
www.boston.gov/code-violation

Option 2 - PAY BY MAIL
Use this red envelope to pay your fine by enclosing a check or money order

Option 3 - PAY IN PERSON
Boston City Hall, Room M-38

If you received this ticket in error
appeal at www.boston.gov/appeal-violation
or in person within 21 days.

**Pay as soon as possible to avoid
incurring a late fee.**

After

6 iterations

43 user tests



Insert

Understanding Responsibilities

FRONT

CITY of BOSTON



MEET CHRIS

Chris is a 40-year old Boston resident who has lived in Roslindale for 15 years. He is also a new dad, and enjoys taking his 6-month old daughter, Brittany, out for walks in the stroller.

One morning, Chris is out with Brittany and finds the sidewalk blocked by a pile of unwanted furniture and debris. He lifts up the stroller and has to push it in the street to avoid the debris.

Let's work together to keep our sidewalks safe, clean, and unobstructed so people like Chris and Brittany can safely access the streets.

2 iterations

B

CITY of BOSTON



TRASH STORAGE AND DISPOSAL

Trash must be put on the curb between 5 p.m. the night before your trash day and before 7 a.m. on your trash day.

Barrels must be made of metal or durable plastic, be completely closed, and can't be heavier than 50 lbs when full. Trash bags must be two-ply, hold no more than 32 gallons, and tied.




SNOW REMOVAL

Once it stops snowing, residential and commercial property owners have 3 hours to remove ice, slush, and snow from their sidewalks.

BACK

8 user tests



“It’s a helpful reminder of why it matters. On the trash stuff some of that is hard to know whether you’re complying with that.”

“This sucks; I’ll pay and now with [the insert] I’ll know for next time.”

“I think the story is helpful.”

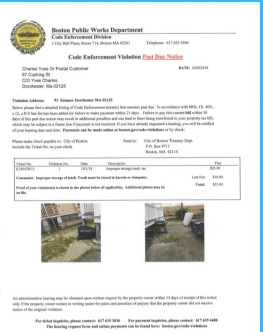




Letter

PREVIOUSLY

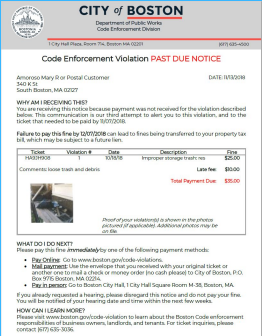
PAYMENT DUE



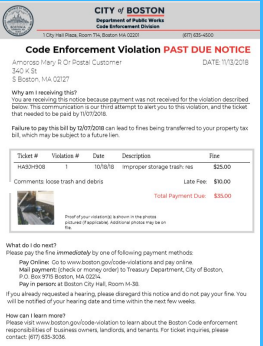
PAST DUE LETTER

NOW

PAYMENT DUE

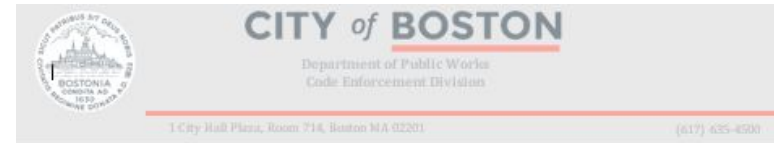


REMINDER LETTER



PAST DUE LETTER

Follow-up + Reminder



Code Enforcement Violation **PAST DUE NOTICE**

Amoroso Mary R or Postal Customer
340 K St
South Boston, MA 02127

DATE: 11/13/2018

WHY AM I RECEIVING THIS?

You are receiving this notice because payment was not received for the violation described below. This communication is our third attempt to alert you to this violation, and to the ticket that needed to be paid by 11/07/2018.

Failure to pay this fine by 12/07/2018 can lead to fines being transferred to your property tax bill, which may be subject to a future lien.

Ticket	Violation #	Date	Description	Fine
HA9JH908	I	10/18/18	Improper storage trash: res	\$25.00
Comments: loose trash and debris				Late fee: \$10.00
				Total Payment Due: \$35.00

A photograph showing a cluttered outdoor area with various pieces of trash and debris scattered on the ground.

Proof of your violation(s) is shown in the photos pictured (if applicable). Additional photos may be an file.

WHAT DO I DO NEXT?

Please pay this fine **immediately** by one of the following payment methods:

- **Pay Online:** Go to www.boston.gov/code-violations.
- **Mail payment:** Use the envelope that you received with your original ticket or another one to mail a check or money order (no cash please) to City of Boston, P.O. Box 9715 Boston, MA 02214.
- **Pay in person:** Go to Boston City Hall, 1 City Hall Square Room M-38, Boston, MA.

If you already requested a hearing, please disregard this notice and do not pay your fine. You will be notified of your hearing date and time within the next few weeks.

HOW CAN I LEARN MORE?

Please visit www.boston.gov/code-violation to learn about the Boston Code enforcement responsibilities of business owners, landlords, and tenants. For ticket inquiries, please contact (617) 635-3036.

“I like the headings and information flow.”

“I understand what happens if I don’t pay.”

“I like the picture - that’s how I know it is my fault”

3 iterations

11 user tests

Website Landing

Before

Separate Pages

“I’m a little confused by all these tabs.”

CITY of BOSTON | Mayor Martin J. Walsh

PAY AND APPLY PUBLIC NOTICES FEEDBACK TRANSLATE

HOW TO PAY THE FINE FOR A CODE VIOLATION

Did you get a trash or snow and ice "Green Ticket" from the City? Here's how to pay the fine:

ONLINE BY MAIL IN PERSON

HOME DEPARTMENTS PUBLIC WORKS HOW TO PAY THE FINE FOR A CODE VIOLATION Last updated: 1/14/19

STEP 1 BEFORE YOU GET STARTED

CONTACT: PUBLIC WORKS 617-635-4900

Through our portal, you can search by your ticket number and make a

CITY of BOSTON | Mayor Martin J. Walsh

PAY AND APPLY PUBLIC NOTICES FEEDBACK TRANSLATE

HOW TO APPEAL A CODE VIOLATION

Did you get a trash or snow and ice "Green Ticket" from the City? You have the option to make an appeal online or request an in-person hearing.

HOME DEPARTMENTS PUBLIC WORKS HOW TO APPEAL A CODE VIOLATION Last updated: 12/7/18

STEP 1 GET YOUR INFORMATION TOGETHER

NEED TO KNOW:
If the fine is upheld after your appeal and you still disagree with the decision, you have 10 days to appeal to the Boston Housing Court at:

CITY of BOSTON | Mayor Martin J. Walsh

PAY AND APPLY PUBLIC NOTICES FEEDBACK TRANSLATE

HOME DEPARTMENTS PUBLIC WORKS HOW CODE ENFORCEMENT WORKS IN BOSTON Last updated: 1/10/18

HOW CODE ENFORCEMENT WORKS IN BOSTON

COMMON ISSUES APPEALING A GREEN TICKET CODES ENFORCED BY THE POLICE

The Code Enforcement Police enforce state and City sanitary codes. The police patrol the City on foot, bike, and car.

Still have questions? Contact:
PUBLIC WORKS
617-635-4900
PUBLICWORKS@BOSTON.GOV
1 CITY HALL SQUARE
ROOM 714
BOSTON, MA 02101-2024
UNITED STATES

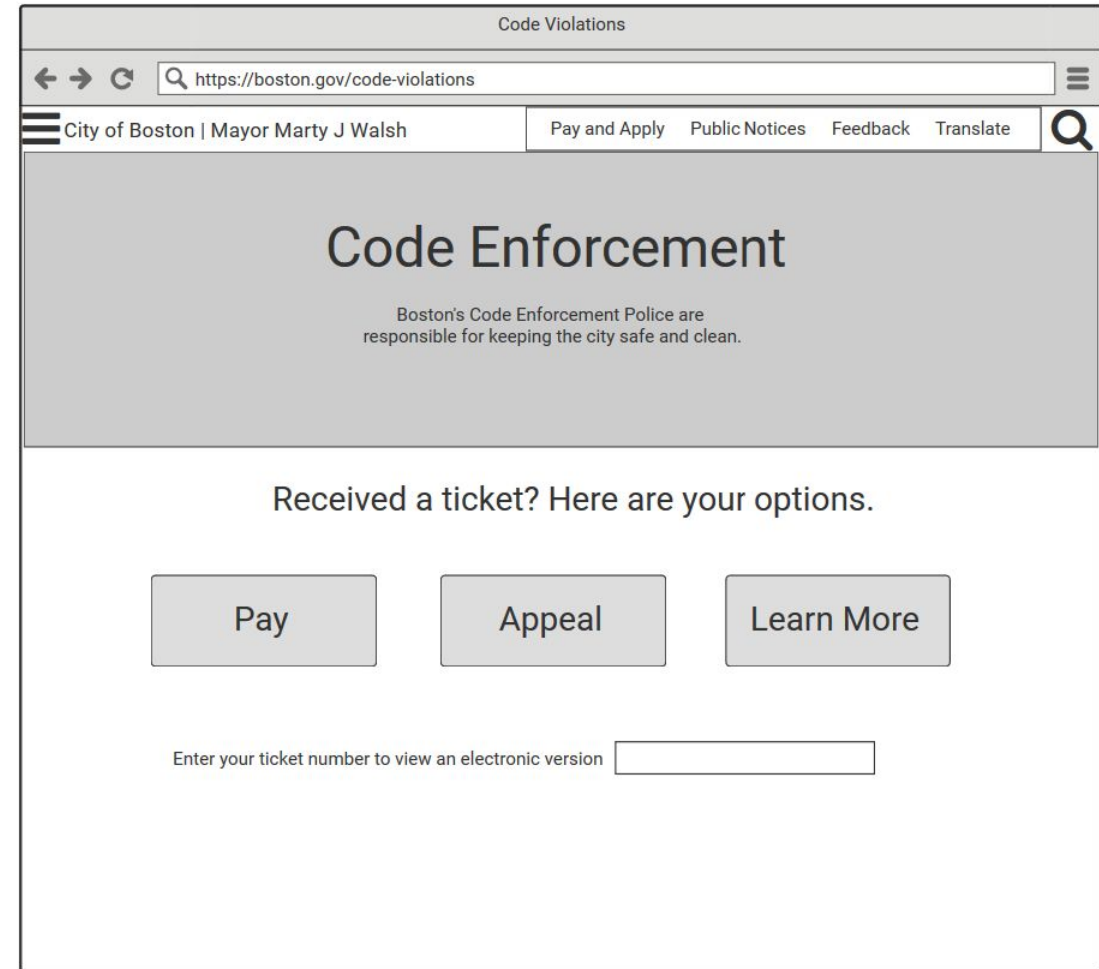
COMMON CODE ENFORCEMENT ISSUES

After

Redo flow

| Electronic ticket

| Unified landing page



2 iterations

4 user tests

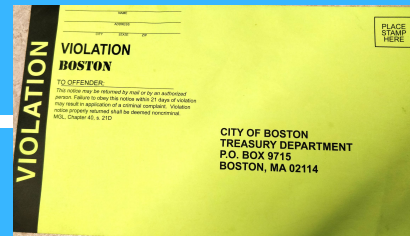


Implementation

Timeline of Implementation

	Stage 1	Stage 2	Stage 3	Stage 4
Ticket	Backend Checks	Launch	-	Continued Evaluation
Envelope	Plan Pilot	Launch Pilot	Decide Final Color + Launch	
Inserts	-	Launch	-	
Letters	Collaborate with Treasury	Launch	-	
Website	Work with Digital Team to Launch	-	-	

JI-YUN'S OLD JOURNEY



JI-YUN'S NEW JOURNEY



CODE VIOLATION - FINE

CITY of BOSTON
DEPARTMENT OF PUBLIC WORKS
CODE ENFORCEMENT POLICE

CITY OF BOSTON
P.O. BOX 9715
BOSTON, MA 02114

- Improper disposal of trash
- Failure to shovel snow
- Other

PLACE STAMP HERE

TICKET NUMBER

CITY OF BOSTON
CODE VIOLATION

Ticket#: 123457892
Violation type: Dumpster Snow Removal
\$50 Fine
Pay By 4/5/2019

FINE INFORMATION

Landlord: George Smith
Landlord's Address: 12 Bond Street, Needham, MA, 02492
Violation Address: 126 Cony St, West Roxbury, MA 02132
Violation Date: 14/4/2019 9:53AM

Officer's comment: Positions were unsafe to use, sidewalk more than 2 hour after operation.

WHY DID I RECEIVE THIS?
You received this ticket because you did not meet your snow removal responsibilities within three hours. Improper snow removal is dangerous for pedestrians.

WHAT DO I DO NEXT?
If you are a tenant give this ticket to your landlord unless stated otherwise in your lease. To make a payment follow one of the following methods:
(I) **PAY ONLINE**
www.boston.gov/code-violation
(II) **PAY BY MAIL**
Treasury Department, City of Boston
P.O. Box 9715
Boston, MA 02214
United States
(III) **PAY IN PERSON**
Boston City Hall, Room M-38

If you received this ticket in error appeal at www.boston.gov/appeal-violation or in person within 21 days.

Pay as soon as possible to avoid incurring a late fee.

Boston Code
Help us achieve our vision of a safe and clean, vibrant city.

TRASH STORAGE AND DISPOSAL
Trash must be put on the curb the night before you receive your trash, before 7 a.m. on your trash day.

Barrels must be made of plastic, be completely closed, and hold no more than 25 gallons, and tied.

Why did I receive this?
Living, residential and party owners have 3 hours to remove trash and snow from their property.

CITY OF BOSTON
Department of Public Works
Code Enforcement Division

Code Enforcement Violation PAST DUE NOTICE

Amranda Nery R-O-Rose Customer DATE: 1/13/2018
342 X St
S Boston, MA 02227

Why am I receiving this?
You are receiving this notice because payment was not received for the violation described below. This communication is your final attempt to alert you to this violation, and the ticket that needs to be paid by 1/13/2018.

Failure to pay this bill by 1/13/2018 can lead to fines being transferred to your property tax bill, which may be subject to a future lien.

Ticket #	Violation #	Date	Description	Fine
H43H-008	1	10/16/16	Improper storage trash res	\$25.00
Comments: loose trash and debris				Late Fee: \$5.00
				Total Payment Due: \$30.00

Proof of your violation shown in the picture provided (trash can, redline photo) may be required.

What do I do next?
Please pay the fine immediately by one of following payment methods:
Pay Online: Go to www.boston.gov/code-violations and pay online.
Mail payment: Check or money order to Treasury Department, City of Boston, P.O. Box 9715 Boston, MA 02214.
Pay in person at Boston City Hall, Room M-38.
If you already requested a hearing, please disregard this notice and do not pay your fine. You will be notified of your hearing date and time within the next few weeks.

How can I learn more?
Please visit www.boston.gov/code-violation to learn about the Boston Code enforcement responsibilities of business owners, landlords, and tenants. For local inquiries, please contact: 877-655-3036.

Code Violation

Code Enforcement

Received a ticket? Here are your options.

Pay Appeal Learn More

Enter your ticket number to view an electronic version



Ji-Yun



"OOPS, I SHOULD HAVE
SHOVELED THIS WEEK. GOTTA
PAY THIS TICKET ONLINE."



Thanks!

