

Agenda

/1 Project Overview
/2 Problem Statement
/3 Research Overview
/4 Insights
/5 Personas
/6 Next Steps

/1 Project Overview

Our Team

Harvard



Emily Chi HKS



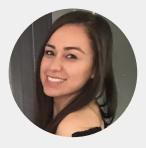
Ian Cutler HKS



Nicolas Diaz HKS



Gavin JiaoGSD&SEAS



Amy Villaseñor HBS

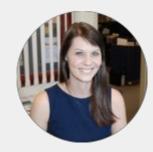
City of Boston



Kelly Mackey
ISD

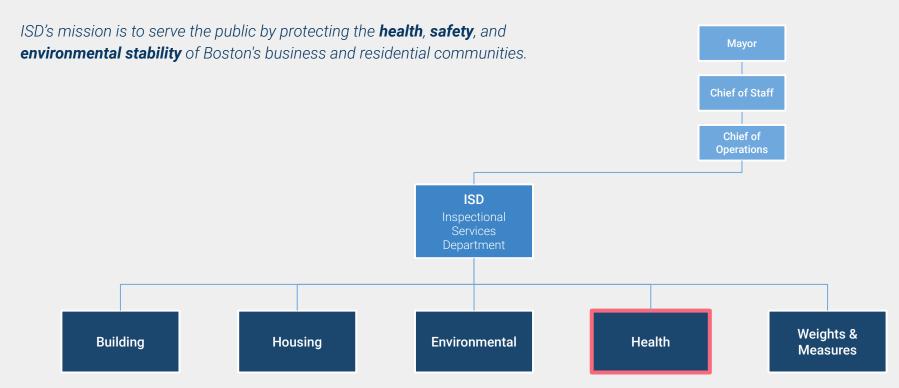


Lisa Timberlake ISD

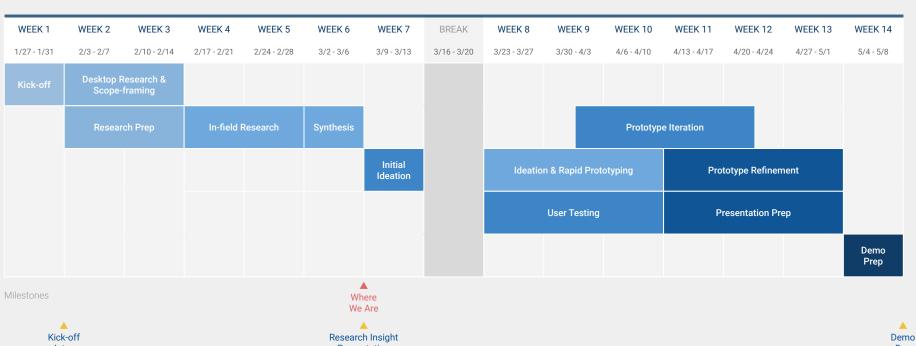


Reilly Zlab
Digital Team

Our Client: Inspectional Services Department



Project Plan











Final Presentation Deck Individual Reflection Paper

Blog IV

Practice Presentation Deck

/2 Problem Statement

How can we help provide an **accessible**, **efficient**, and **effective** restaurant opening experience while ensuring compliance with existing regulations?



/3 Research Overview

What we have done

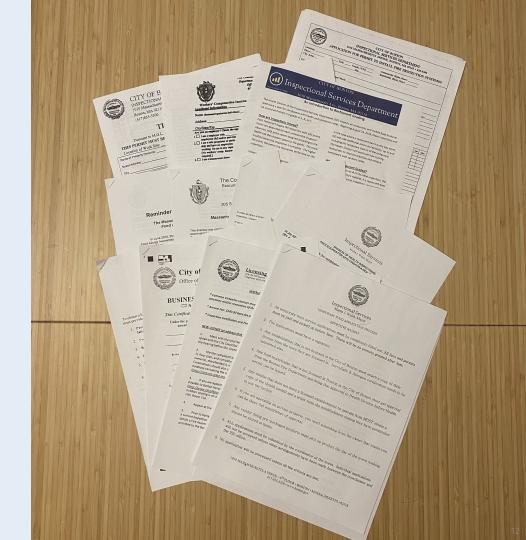


/4 Insights

Manual, disjointed, paper-based process is difficult for owners to navigate

"If you go in there blind, you're gonna be lost."

"You need to get a paper receipt in person for everything."



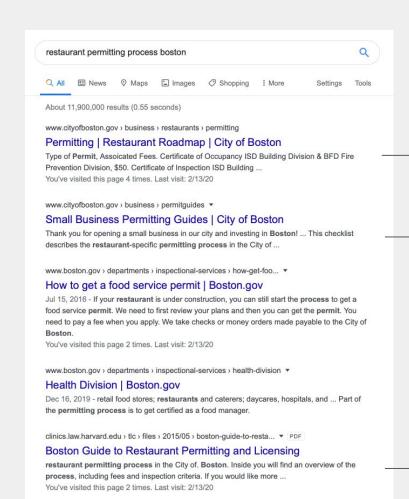
No single source of truth: conflicting information across departments & online resources

"The most frustrating part...is being passed on to different departments for a simple question and not being able to get a straight answer."

"You get bounced from one desk to another."



(Restaurant permitting process Boston"



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https://www.boston.gov/d epartments/inspectionalservices/how-get-food-se rvice-permit

2014 Website



https://www.cityofboston. gov/business/permitguide s/

2010 Guide on Harvard Law School Webpage



http://clinics.law.harvard.edu/tlc/files/2015/05/bost on-guide-to-restaurant-pe rmitting-and-licensing-20 101018-165426.pdf

Information asymmetry leads to difficulty communicating between owners and inspectors

"Inspectors use jargon that we sometimes don't understand, like form C-132, I have no idea what that means."

"The inspectors don't have knowledge about modern kitchens so they miss things they should be focused on but they also focus on things that don't matter anymore with updated tech."



Owners use assistance of lawyers and consultants to navigate the process but not everyone can afford it

"I can't imagine being a single person doing all of this because you may find out too late that you can't open because there is something you had to do that you didn't realize."

"If I could save the money and do it myself, I absolutely would. [Lawyers] charge about \$700 per hour."



Unpredictable delays impose a financial cost on owners

"You need to hire staff, train staff...The guessing game of understanding how much time, how many inspections, how many re-inspections – that process is incredibly difficult to navigate."



Inspectors are constantly switching between the role of educator, regulator, and success partner

"One person chewed me out for not knowing what a proviso is."

"They don't give a shit [about us]."

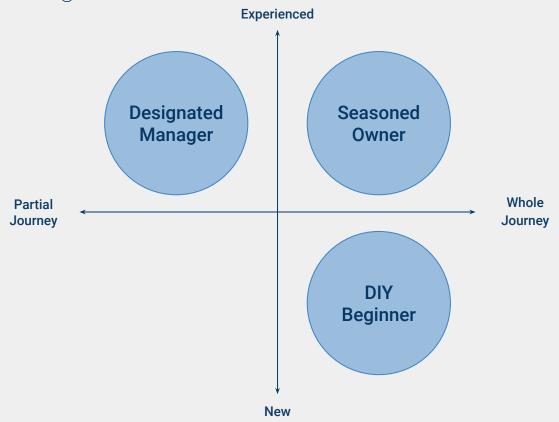
"It's not their job to be your friend, it's their job to make sure you did things properly."

"We want owners to succeed." -- ISD Inspector



/5 Personas

Persona Planning



/6 Next Steps

Project Plan

Research Plan

Interview Guide



City of Boston Inspectional Service Department × Harvard University DPI 663 Tech and Innovation in Government

Thank you!

Appendix

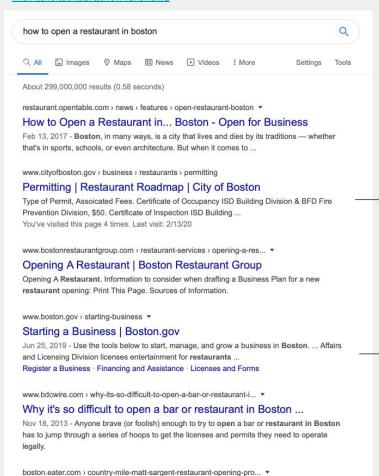
Website Journey Map

Boston.gov_Website User Journey							
	Opening a restaurant in Boston						
Phase	Finding information on how to open a new restaurant						
Step	Look for general guidance	Find out where I apply for permits	Understand Application Process	Apply			
Activity	- Googled: How to open a restaurant in Boston, result: Restaurant Roadmap (redirected to Econ Development Dpt.), and Boston Guide to Restaurant Permitting (a 2010 pdf on Harvard Law School site) - Learn abt multiple permits needed - Look for info by navigating through Boston.gov - Guides > Starting a business > How to Starting a restaurant > Economic Development Dpt. (missing page)	- Googled: restaurant permits Boston, clicked on second result	- Read through the long list of steps under each of 1) before you get started 2) get your plans reviewed 3) get your info together 4) give us your info and get an inspection	- Attempted to fill out some of the forms, specifically the food service application			
Touchpoint	- Boston.gov site	- ISD site	- ISD site	- ISD site			
Pain -point	 No direct portal for restaurant startups / entrepreneurs Missing page for 'Start a restaurant' on 'Guide to Boston: Starting a business' Difficult to navigate and find info via department page No overall guidance on how to start a restaurant or what needs to be done 	Very long list of instructions Not sure what other permits need need to be applied besides getting food service permit	- The process is too manual and has so many touchpoints with different people at different points in time for appointments.	- Having to print out the form to then submit them in person as well as having to request appointments for plan review			
Emotion	- Confused	- Overwhelmed	- Overwhelmed and confused	- Overwhelmed			
Link	https://www.boston.gov/starting-business http://clinics.law.harvard.edu/tlc/files/2015/05/boston-guide-to-restaura nt-permitting-and-licensing-20101018-165426.pdf	https://www.boston.gov/departments/inspectional-services/how-qet-food-service-permit					

Looking for information

(How to open a restaurant in Boston"

https://www.google.com/search?sxsrf=ALeKk02zkeI0dTszBwKO15ym6_343WNt1A%3A15822998 12196&ei=pPpPXpHDC4zL_QaCup-oDA&q=how+to+open+a+restaurant+in+boston&oq=how+to+ pp&gs_l=psy-ab.1.0.35i39!2i0l8.157415.168156..170482...13.4..0.122.1047.5i6.....0....1..gws-wiz...0i71i0i131i0i67ji0i273i0i10.f7YBX6mLwtQ

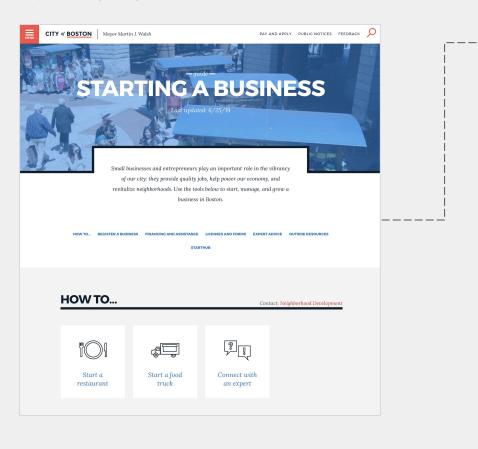


What It Takes to Open a Small Restaurant in Greater Boston ...

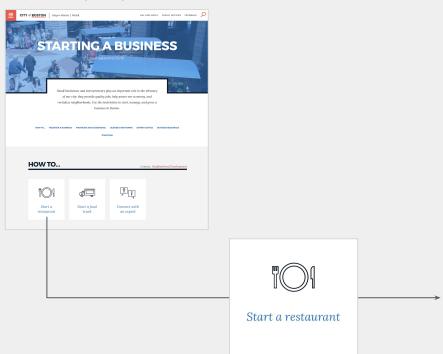
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https://www.boston.gov/departments/economic-development



CITY of BOSTON

PAY AND APPLY PUBLIC NOTICES FEEDBACK



HOME > DEPARTMENTS > ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT



The Mayor's Office of Economic Development offers a one-stop resource for all businesses in the City of Boston.

EVENTS ECONOMIC CENTER LATEST NEWS NEWSLETTER

BUSINESS STRATEGY EQUITY AND INCLUSION

RESOURCES WHO WE ARE

We promote policies that help businesses grow while fostering economic inclusion and equity.

The Business Strategy team aids companies and entrepreneurs across industries in Boston. We can help you expand, move, or keep and grow your business in Boston.

The Small Business Development team is Boston's front door for small businesses. We have permitting and licensing resources, as well as technical help. We also offer certification for local, women, minority and veteran owned businesses

CONTACT

617-635-5729



JOHN.BARROS@BOST ON.GOV



1 CITY HALL SQUARE BOSTON MA 02201 UNITED STATES

OFFICE HOURS

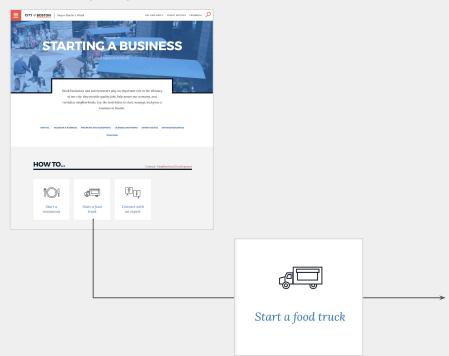


Monday through

Friday, 9 a.m. - 5 p.m.

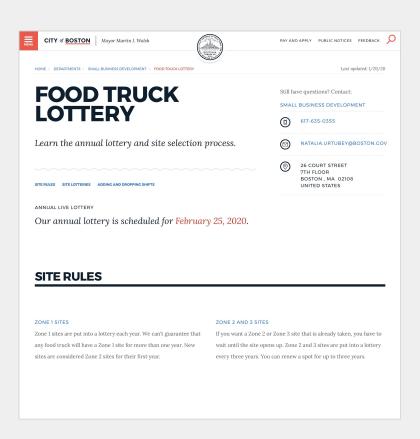


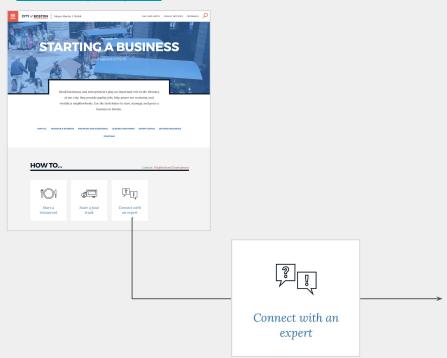
Media members, please contact Taylor Connolly at taylor.connolly@boston.gov or 617-635-0943.



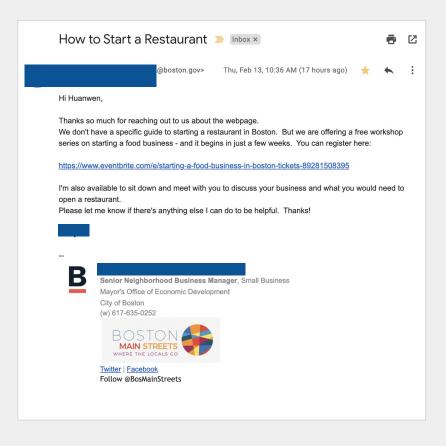
Relatively a central place for information

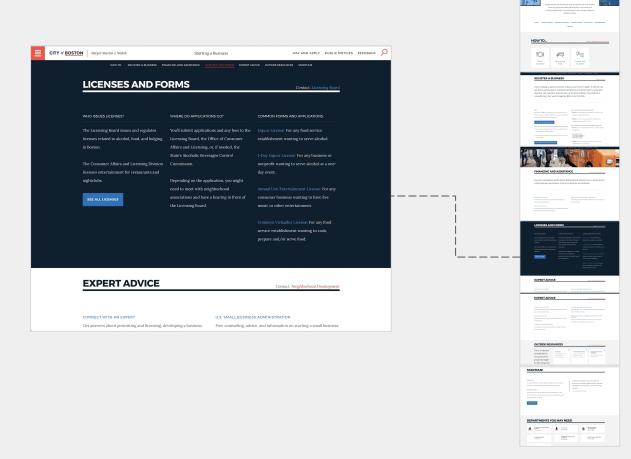
https://www.boston.gov/departments/small-business-development/food-truck-lottery



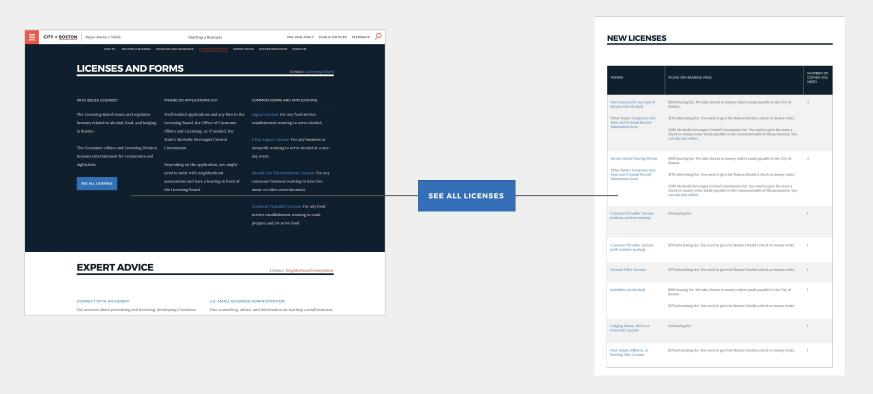


"We don't have a specific guide to starting a restaurant in Boston."



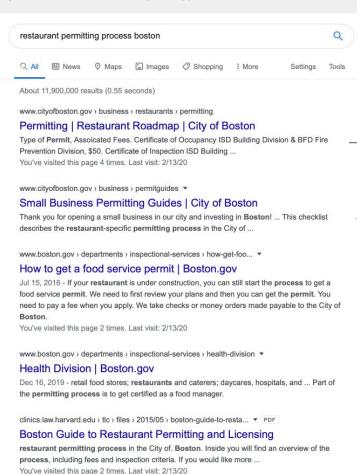


STARTING A BUSINESS



(Restaurant permitting process Boston"

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https://www.boston.gov/ departments/inspection al-services/how-get-foo d-service-permit



https://www.cityofbosto n.gov/business/permitg uides/

2010 Guide on Harvard Law School Webpage



http://clinics.law.harvard .edu/tlc/files/2015/05/bo ston-guide-to-restaurant -permitting-and-licensin a-20101018-165426.odf

References





http://clinics.law.harvard .edu/tlc/files/2015/05/bo ston-quide-to-restaurant -permitting-and-licensin a-20101018-165426.pdf

RESTAURANT INSPECTIONS

Completion of this checklist does not guarantee inspection approval. This information is provided to help you prepare for the necessary inspection(s) in starting your restaurant. Please contact the Office of Business Development at 617-635-0355 if you have further questions.

BUILDING INSPECTION - CEPTIFICATE OF OCCUPANCY

- Emergency lights installed and functional Fire escapes in satisfactory condition Fire extinguisher tag dates current
- Fire alarm system/smoke detectors Commercial duct work cleaning on schedule Exitways unobstructed Stairs properly railed General conditions satisfactory

FIRE INSPECTION - PLACE OF ASSEMBLY PERMIT

- ISD Certificate of Inspection posted Place of Assembly Permit posted Flammability permits for all decorations, furnishings, and interior finishes
- Egress plan on site, consistent with layout of furniture Fire escapes clear and operable
- Sprinkler inspections up to date See the complete list of BFD requirements at http://www.cityofboston.gov/fire/inspections/assembly.asp

HEALTH INSPECTION - FOOD SERVICE HEALTH PERMIT MANAGEMENT AND OPERATIONS

Person In Charge (PIC) assigned, knowledgeable, performing duties Proper, adequate handwashing FOOD SAFETY

Proper food safety practices in storage, preparation, and service of food Proper labeling of food containers and prepackaged foods

Coolers and/or hot holding units operating at proper temperature levels Thermometers available to check food

product temperatures EQUIPMENT AND UTENSILS

Three compartment sink with drainboards OR dishwashing machine operational and properly sanitizing (test kit for chemical sanitizing or proper temperature for biob-temp sanitizing) Wash water and rinse water are clean Wiping cloths used for raw food stored in separate sanitizing solutions

PLUMBING AND WASTE DISPOSAL No waste water back up: proper backflow devices installed

PHYSICAL FACILITIES

No evidence of rodents or insects Handwash sinks with soap, drying device Light fixtures above food products have Outside storage area clean

protective shields properly installed Kitchen areas properly ventilated See the entire list of health code violations at the Mayor's Food Court website at http://www.cityofboston.gov/isd/health/mfc/explaincodes.asp.

Revised 08/2010

Exits/directional signs visible and lit

Sprinklers functioning properly

Door self-closers operate correctly

Exits unobstructed, lead to public way

Stairwells clear with proper signage

Alarm system inspections up to date

Chemicals stored properly and safely

Moos and brooms stored properly

Food properly protected from

preparation

uncooked foods

Mop sink provided

preparation area

clean and covered

Soiled linens stored in proper container

contamination in storage, display, and

In-use food utensils properly stored

No re-service of potentially hazardous or

Proper segregation of cooked and

Separate handwash sink in food

Food contact surfaces properly

designed maintained installed

Non-food contact surfaces properly

designed, maintained, installed

Adequate number of refuse containers,

Proper storage of pots and pans

Evit doors swing outward

Good general housekeeping

RESTAURANT PERMITTING OVERVIEW

This checklist describes the restaurant-specific permitting process in the City of Boston. Additional business registration requirements are outlined in the Office of Business Development (OBD) <u>Small Business Resource Guide</u>. Links to online applications are available at www.cityofboston.gov/restaurants. For questions, please contact OBD at 617-635-0355.

CHOOSING A LOCATION - ZONING AND OCCUPANCY

- Check zoning online by searching for parcel designation on the Boston Redevelopment Authority's searchable map, then check whether Restaurant, Take-out, Drive-in, or Live Entertainment uses are Allowed, Forbidden, or Conditional in the Zoning Code (by Neighborhood District in Articles 38-73).
- Check the building's existing legal use and occupancy online through the Building Permit Search. To change the zoning or use, file a Long Form online and appeal to the Zoning Board of Appeal if it
- is a conditional or forbidden use at that location. The Inspectional Services Department (ISD) offers a Zoning Clinic for zoning-related questions every Tuesday from 9am-12 noon at Plans and Zoning, Counter 2, 1010 Mass Ave, Boston, MA.

DESIGNING THE SPACE - CONSTRUCTION AND BUILDING APPROVAL

- Obtain ISD Health Division approval of restaurant design before construction or alteration. Request a Plan Review appointment at 617-635-5326, then bring a completed Food Service Health Permit Application, equipment specifications, menu, and 3 copies of plans to the appointment.
- For major construction or structural changes, file a Long Form online. For minor repairs, file a Short Form online. For more information on building permit types, visit ISD's website.
- The Boston Fire Department (BFD) also requires permits for construction projects. Those applications and guidelines can be found at the BFD's Construction Site Safety web page.
- Secure the appropriate building/plumbing/gas/electrical/mechanical permits through ISD's online application system. Only licensed contractors may apply. Obtain all required inspections.
- Certificate of Occupancy: If no existing Certificate of Occupancy or if seeking to change the occupancy/use, apply at ISD Counter 3A with signed building card and final cost breakdown. Also see the BFD's requirements for Certificate of Occupancy.
- Place of Assembly Permit (if occupancy is 50 persons or more) is issued by the BFD.
- Certificate of Inspection: Submit 3 sets of plans stamped with capacity approvals from ISD and BFD

to ISD Counter 3A; await inspection. SERVING FOOD - RESTAURANT LICENSES AND PERMITS

- Common Victualler License: To apply for an existing CV License, submit a completed application and fee. Applications for a new CV License require attending a scheduled hearing. After approval, bring the Certificate of Inspection and copy of the lease to pick up the CV License
- Food Service Health Permit: Submit completed application with proper fees and documentation (Certificate of Occupancy, Certificate of Inspection, Food Safety Manager Certificate, Federal Tax ID, and Workers' Compensation Insurance information) to ISD Health Division. Request a health inspection to check conformity to State Sanitary Code and Federal Food Code
- Alcoholic Beverages License: The number of available licenses is limited by State law: applicants must appear at a hearing to allow for neighborhood input. See the Boston Licensing Board website.
- Site Cleanliness License: Submit dumpster site plan, maintenance schedule, disposal contract, and rodent/pest control contract to ISD Environmental Division, 1010 Mass Ave, 4th Floor.
- Dumpster Placement Permit: If larger than 3 cubic yards, file an <u>Annual Permit Application Form</u>.

OTHER CONSIDERATIONS - ADDITIONAL PERMITS

- Live Entertainment License (Annual Seven-Day License) or Non-Live Entertainment License: Available online. If live entertainment does not conform to zoning or is not listed on the Certificate of Occupancy, file a Long Form to add that use and appeal to the Zoning Board of Appeal if necessary. Pool Table License: Applications online. For questions, contact the Boston Licensing Board.
- Sidewalk Café Permit: Complete all requirements to apply. Also file a Use of Premises application.
- Valet Parking Permit: Available online. For questions, call Daniel Nuzzo at 617-635-4489.
- Clubs: Restaurants which may also be considered clubs due to their use must have the club use
- stated on their Certificate of Inspection and Place of Assembly Permit. Kitchen Exhaust Hoods and Ducts require Health Department review and BFD Certification. See the
- BFD website for more information on commercial hood and duct maintenance requirements

RESTAURANT PERMITTING FEES'

Certificate of Occupancy\$5 (ISD Building Division & BFD Fire Prevention Division)
Certificate of Inspection
Place of Assembly Permit (only if capacity > 50 persons)\$100-\$1000, by capacity (BFD Fire Prevention Division)
Common Victualler License\$100 plus \$1 per seat, or \$210 for Take-Out Onl (Licensing Board)
Food Service Health Permit\$200 plus fees for certain menu items (ISD Health Division)
Alcoholic Beverage License\$170 Advertising Fee + \$200 Filing Fee + \$100 Hearing Fee (Licensing Board)
Site Cleanliness License
Dumpster Placement Permit \$420 (BFD Fire Prevention Division)
Live Entertainment License
Non-Live Entertainment License \$105 for background music, \$145 for < 5 small TVs (Consumer Affairs & Licensing) \$180 for > 5 small TVs, \$180 per widescreen TV, \$180 per DVD playe
Pool Table License\$170 Advertising Fee + \$50 Primary Fee + \$30 per pool table (Licensing Board)
Sidewalk Café

CONTACT INFORMATION

.....\$40 per linear foot of curb space per year + \$150 per sign for five years

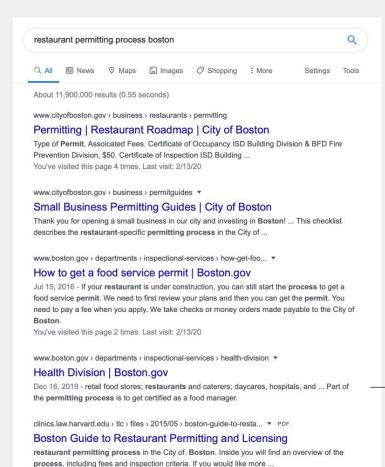
Valet Parking Permit....

(BTD Off-Street Parking Division)

AGENCY	ADDRESS	PHONE
Office of Business Development	26 Court Street, 9th Floor	617-635-035
ISD Building, Plans & Zoning Division	1010 Mass Ave, 5th Floor	617-635-531
ISD Certificate of Occupancy Division	1010 Mass Ave, 5th Floor	617-635-322
ISD Health Division	1010 Mass Ave, 4th Floor	617-635-532
Boston Licensing Board	City Hall, Room 809	617-635-417
Boston Fire Department Fire Prevention Division	1010 Mass Ave, 4th Floor	617-343-304
Public Works Department Permit Division	City Hall, Room 714	617-635-491
ISD Environmental Services Division	1010 Mass Ave, 4th Floor	617-961-342
Transportation Department Off-Street Parking Division	43 Hawkins Street	617-635-448
Mayor's Office of Consumer Affairs & Licensing	City Hall, Room 817	617-635-416
Mayor's Office of Neighborhood Services	City Hall, Room 708	617-635-348

*Links to all permit and license applications can be found online at www.cityofboston.gov/restaurants Additional business registration fees apply. See OBD's Small Business Resource Guide for more details

Revised 08/2010



You've visited this page 2 times. Last visit: 2/13/20

"The Health Division
enforces food and sanitary
laws for Inspectional
Services. Learn about our
team approach to
protecting public health."

Less of a voice from a partner for restaurant startups

https://www.boston.gov/departments/in spectional-services/health-division



https://www.boston.gov/departments/in spectional-services/how-get-food-servi ce-permit



Thank you for opening a small business in our city and investing in **Boston!** ... This checklist

describes the restaurant-specific permitting process in the City of ...

www.boston.gov > departments > inspectional-services > how-get-foo... •

How to get a food service permit | Boston.gov

Jul 15, 2016 - If your restaurant is under construction, you can still start the process to get a food service permit. We need to first review your plans and then you can get the permit. You need to pay a fee when you apply. We take checks or money orders made payable to the City of Boston.

You've visited this page 2 times. Last visit: 2/13/20

www.boston.gov > departments > inspectional-services > health-division *

Health Division | Boston.gov

Dec 16, 2019 - retail food stores; restaurants and caterers; daycares, hospitals, and ... Part of the permitting process is to get certified as a food manager.

clinics.law.harvard.edu > tlc > files > 2015/05 > boston-guide-to-resta... ▼ PDF

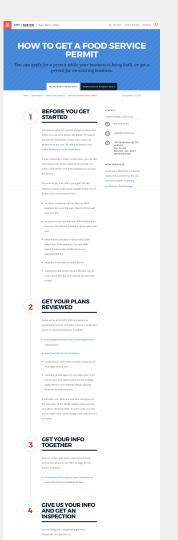
Boston Guide to Restaurant Permitting and Licensing

restaurant permitting process in the City of. Boston. Inside you will find an overview of the process, including fees and inspection criteria. If you would like more ...

You've visited this page 2 times. Last visit: 2/13/20

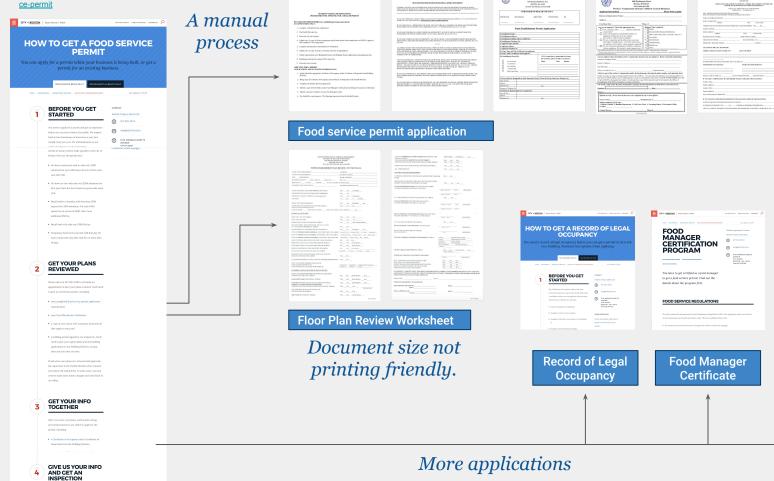
Finally something informative, however, it takes a long time to digest.

"Do I need any other permits besides the Food Service Permit?"



Applying for permit

https://www.boston.gov/departments/in spectional-services/how-get-food-servi ce-permit



See the second s

HOW TO GET A COMMON

Victualler

License

BEFORE YOU GET STARTED