



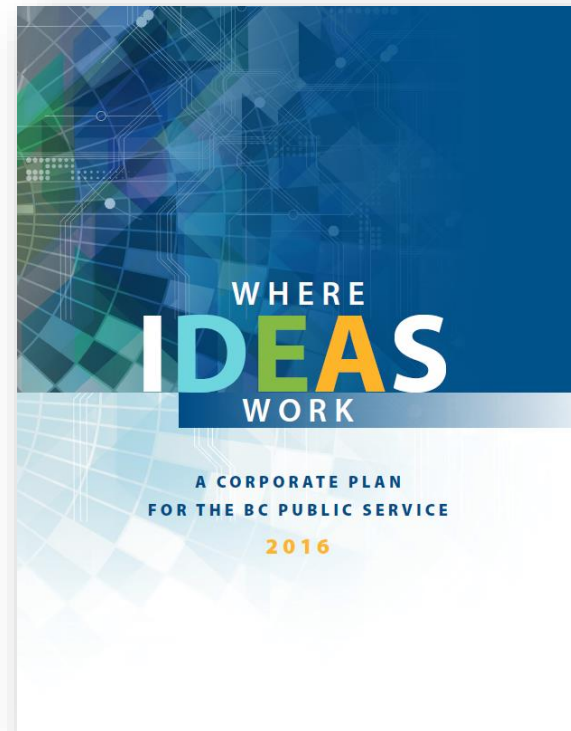
BC BEHAVIOURAL INSIGHTS GROUP

Policy by Design

Heather Devine
September 21, 2018

Why We Exist: The Mandate

BIG launched in October 2016 as a key commitment in the **Where Ideas Work** corporate plan.



Why We Exist: The Mission

To serve our client ministries by using **behavioural insights knowledge and tools** to **improve government programs and services...**

...with the ultimate aim of achieving **better outcomes for British Columbia.**

Who We Are: The Team

DMC-PSI

DM @ PSA



We're

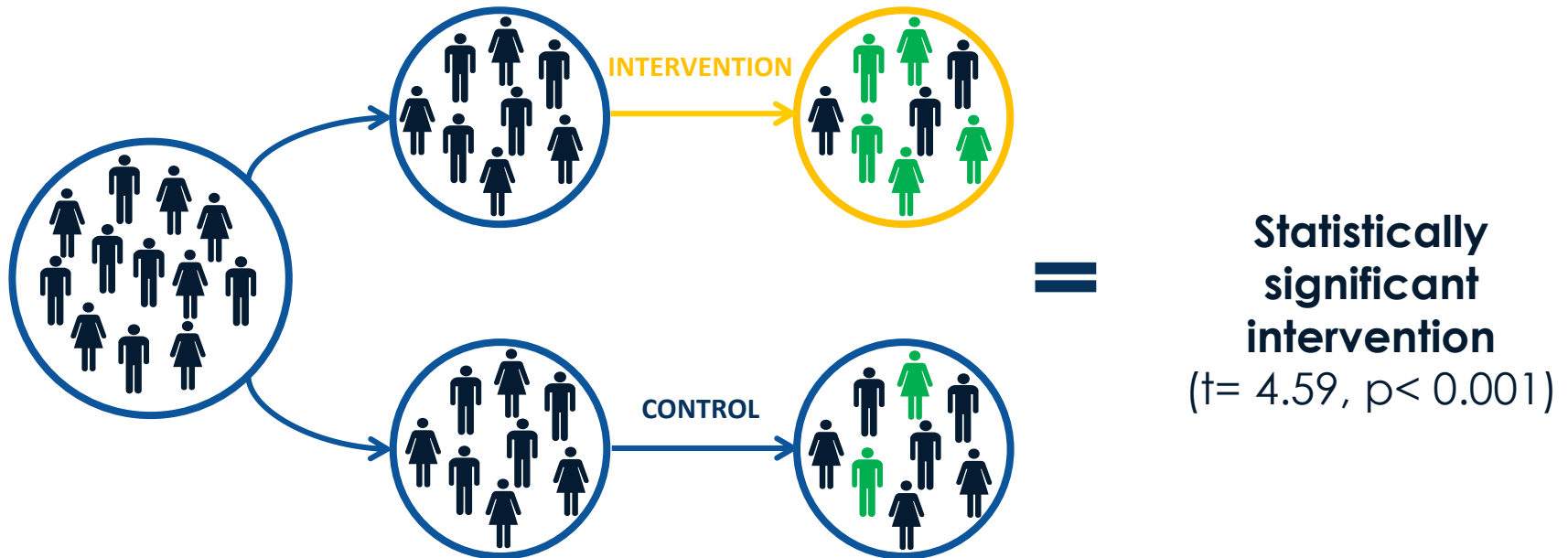
HIRING

behavioural scientists, methods specialists,
knowledge translators, strategists

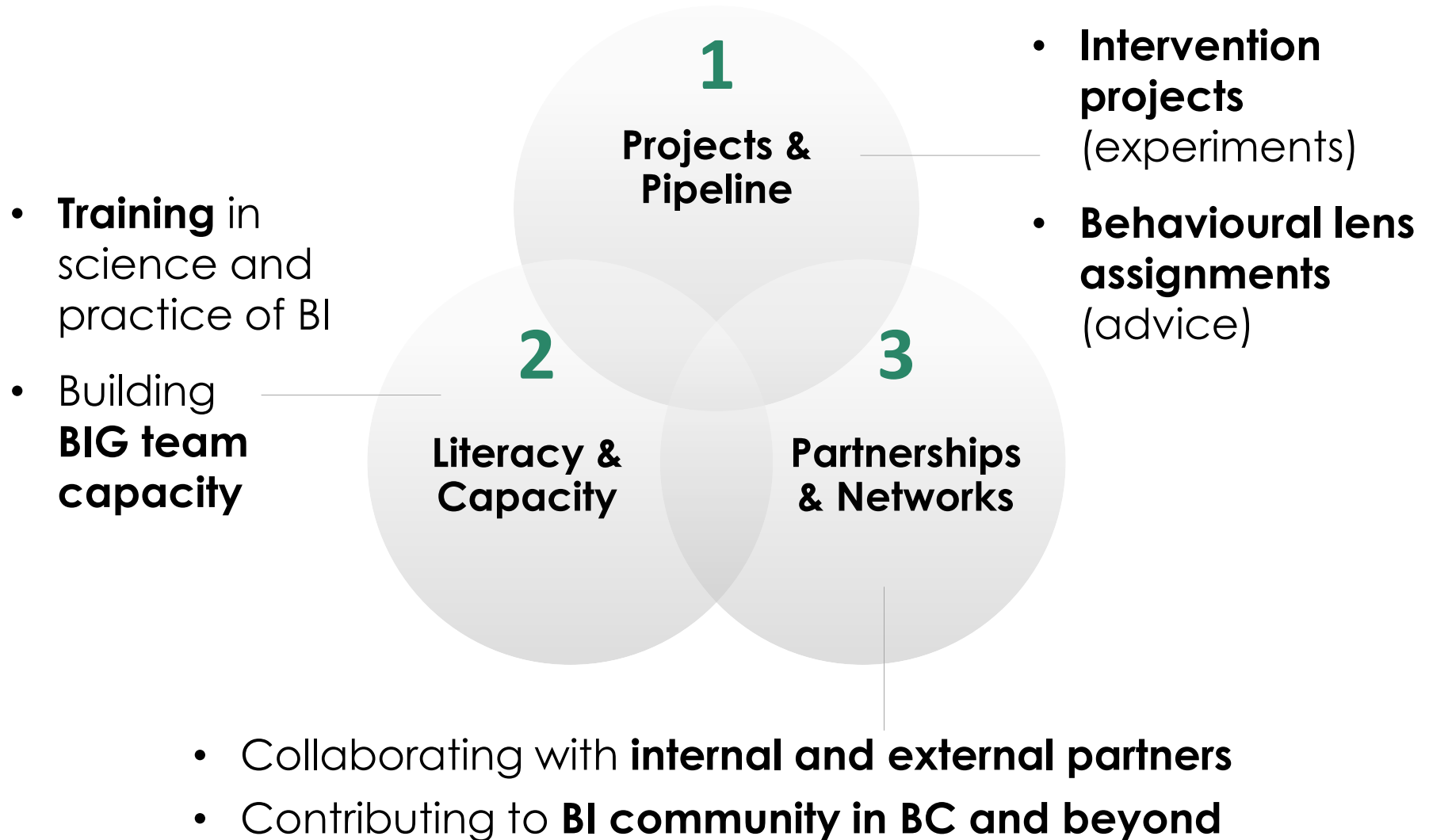
Who We Are: The Rigour

BC BIG uses **experimentation** to understand what works and what doesn't work to shift behaviour.

The team strives for the **highest level of evidence** whenever possible to **test solutions before scaling up**.



What We Do: 3 Areas of Focus



Projects & Pipeline



Hiring



Giving



Tax Compliance



Income Assistance



EMA Licensing



Groundwater Licensing

...and several projects in the field, being scoped, or in our project pipeline.

CASE STUDY: Increasing Tax Compliance

BEFORE

MARCH 2016						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 30d	2	3	4	5
6	7	8	9	10	11	12
13	14	15	8.81% delinquency		18	19
20	21	22			25	26
27	28	29	30	31 DUE		

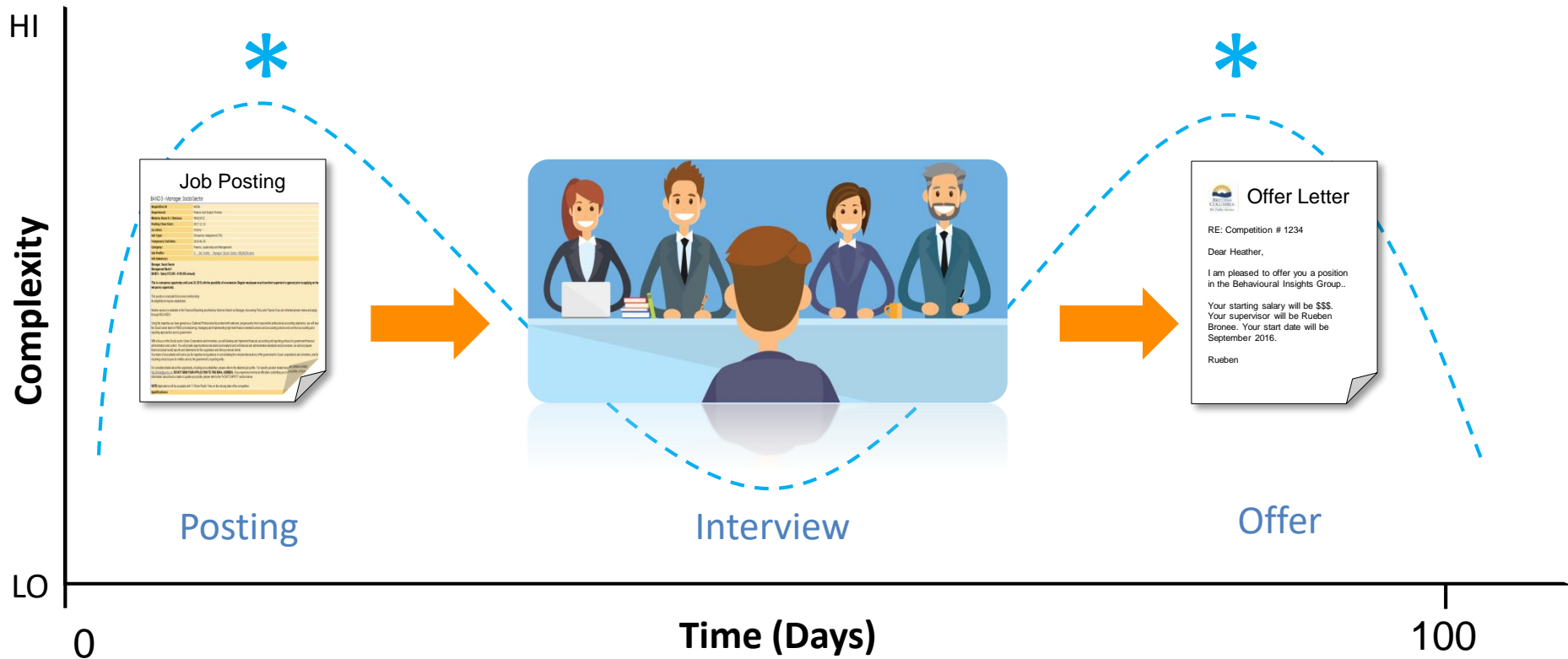


AFTER

MARCH 2017						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 30d	2	3	4
5	6	7	8	9	10	11
12	13	14	4.23% delinquency		17	18
19	20	21			24	25
26	27 5d	28	29	30 1d	31 DUE	

*Timely reminders reduced delinquency in PST payments by **50%** and saved **2,500+ hours** in compliance-related time over 6 months*

CASE STUDY: Reducing Time to Hire

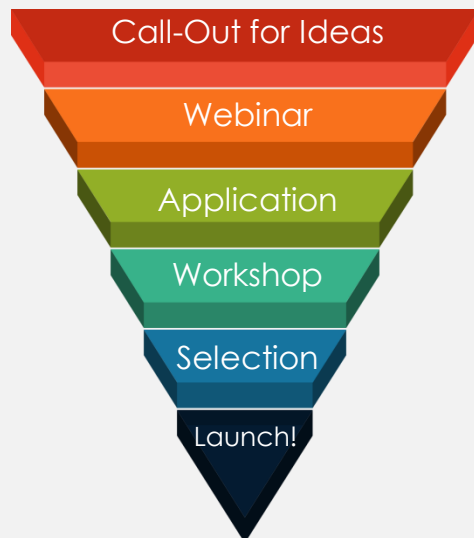


*Reduced hiring time by ~3 weeks for novice hiring managers by providing **phone & email prompts** at key points in the process*

What's Next

Projects & Pipeline

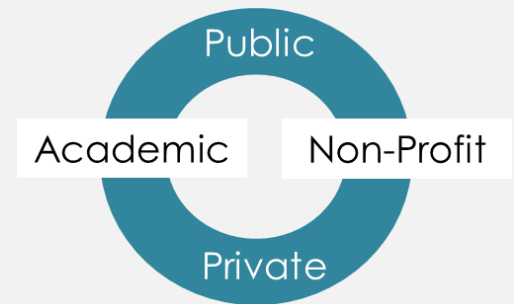
Next Intake
January 2019



Literacy & Capacity



Partnerships & Network



BI Beyond Borders
Community of Practice

CONTACT



Heather.Devine@gov.bc.ca
250-516-5844