

Testing Behavioural Insights at the municipal level

Tobin Postma September 21, 2018





- Understanding human behavior is critical for improving public services
- By paying attention to how people actually behave in practice, city officials can identify, understand, and design more effective programs and policies
- Advances in technology mean that city administrations can play a more deliberate role in accelerating and nurturing innovation



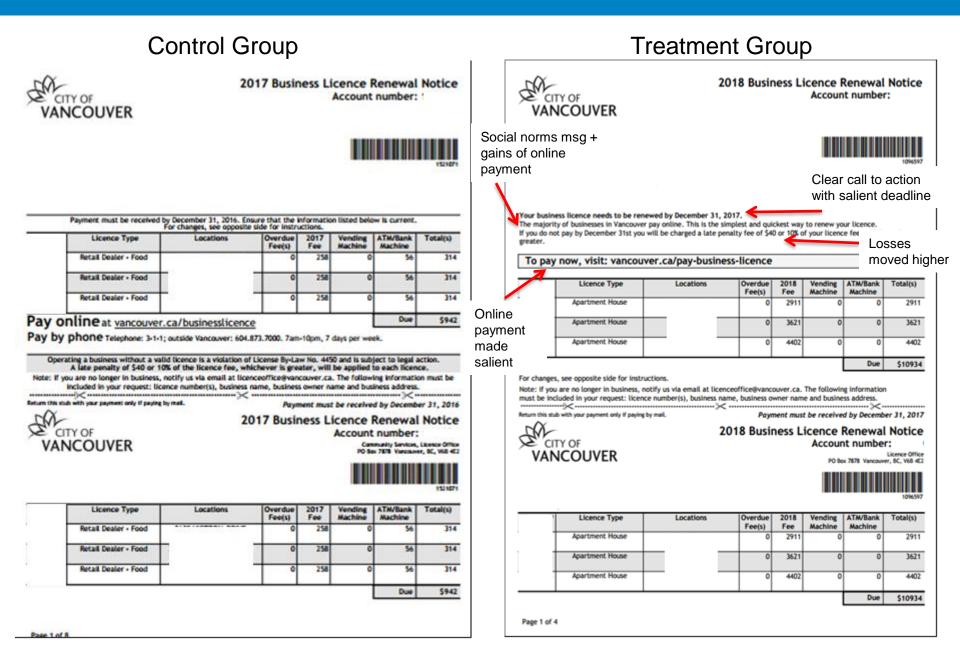
- Launched three trials in twelve months:
 - 1. Business Licence renewals
 - 2. Alarm Permit renewals
 - 3. Dog Licence renewals
- A fourth trial (Parking fine payments) is awaiting approval



- **Aim:** Increase on-time business licence renewals
- Intervention: Changing the renewal notice
- **EAST elements:** EASY, ATTRACTIVE, SOCIAL the notice was made more action focused with a salient deadline, the option to pay online made salient and gain-framed, a social norms message was included (*the majority of businesses in Vancouver pay online*) and the losses associated with not renewing on time (*i.e. late penalty fee*) were moved higher in the notice
- **Stage:** Finished the results indicate that the proportion of businesses renewing their licences on time was significantly higher with the behaviourally informed notice compared to the standard notice with renewals rates being 70.9% and 67.5%, respectively. However, the issues associated with randomization mean that we do not know whether this effect is due to the intervention or the biases associated with randomization and as such we can draw no firm conclusions

Business Licences







- Aim: Increase on-time and online alarm permit renewals
- Intervention: Changing the renewal notice
- EAST elements: EASY, ATTRACTIVE, SOCIAL the notice has been made more action focused, the option to pay online has been made more salient and gain-framed and a social norms message has been included. It also includes a red 'renew now' stamp
- **Stage:** Finished the results indicate that the proportion of permit holders renewing their permits on time was significantly higher with the behaviourally informed notice compared to the standard notice with renewals rates being 58.4% and 55.2% respectively

Alarm permits



Control Group					Treatment Group						
	20	2018 Alarm Permit Renewal Notice Permit number: Account number:						2017 Alarm Permit Renewal Notice Permit number: 1 Account number:			
		I	169491		ial norms i is of online	0		Red	stamp		NO701 31
Permit Type Alarm Type Residential Audible (makes sound) PAYMENT DUE Ja		0.00 T	otal Due \$17.55						y \$17.55 via one of th	NEW N	
Pay in person 453 West 12th Avenue (Vancouver) Pay in person 453 West 12th Avenue (Vancouver) If after hours you can deposit you Pay by mail Alarm Permit, PO Box 7878 Vancouver Make cheques payable to: City of not accented.	ver City Hall) 1st floor Rev our form and payment in t couver, BC V68 4E2	enue Services Department he mail slot at City Hall 17	ur information if needed. 2th Ave entrance.		То	pay now v methods include: Alarm Permit, PO B	visit: vanco	OUVER.Ca/	est and quickest way. pay-alarm- ques payable to: City of	Vancouver (Note yo	Clear call to action +
Note: If you have disconnected your alarm syste				Online payment made		453 West 12th Aver	nue (Vancouver City you are mailing your pa	Hall) 1st floor Rev	t card cheques are no renue Services Departm his stub with your payment	ient	salient deadline
Zuts Alarm Permit Renewal Notice Permit number: Account numbe Janette Lim	ars t		169491	salient and link	Permit numbe Tom Kusumoto	r: 1885543 Acc	ce count number: 5814	18			9278131
Permit Type Alarm Type Residential Audible (makes sound)	Location	Overdue Fee(s) 20 0.00	18 Fee Reinstatement F 17.55 0.	to start of process	Permit Type Residential	e Alarm Type Audible (makes sound)	Loc	ation	Overdue Fee(s) 0.00	2017 Fee Reinst 17.55	atement Fee 0.00
PAYMENT DUE Ja	anuary 15, 2018	То	tal Due \$17.55			PAYM	ENT DUE December	8, 2017		Total Due	\$17.55
As a value-added benefit to you, please consid and serve you more efficiently. Email address ""Please indicate any n Alarm Company: Safelink Communications	:		ent.***	and the second se	To reduce was			y changes below a	il address : nd return with your po g Company: Alarm Ma	mes	olified saging
By law, you must provide the Vancouver Polic or guard service information. Three (3) Keyh contact numbers have changed, you must upd	older References or one			14					nitoring company with anged, you must updat		te keyholder
Name: Lim, Francis	Cell: 604.250.8001	Home: 604.263.4805	Work: 604.263.5576	1	Name:		Cell:		Home: (Work:	
Name: Cardos, Elizabeth	Cell:	Home: 604.263.4805	Work:	1	Name:		Cell:		Home:	Work:	
Name: Lim, Robert	Cell:	Home: 604.263.8024	Work:	1	Name:		Cell:		Home:	Work:	
Page 1 of 1					Page 1 of 1						



- Aim: Increase on-time and online dog licence renewals
- EAST elements: EASY, ATTRACTIVE, SOCIAL the adapted notice includes a grain framed message (return of lost dogs and fund public services), a red 'renew now' stamp, more action focused, make the payment options salient and highlight the losses associated with late payment
- Intervention: Changing the renewal notice
- Stage: Launched

Dog Licences



Control Group

Treatment Group



Dog Licence Renewal Notice Account number:

City of Vancouver Animal Services 1280 Raymur Avenue, Vancouver, BC V6A 3L8 Within Vancouver, telephone: 3-1-1 Outside Vancouver, telephone: 604-873-7000

A late penalty of \$10 will be applied to each licence that is one month past due.

Dog Name	Tag	Due Date	Amount	
Abby		02 Feb 2018	43.00	
		TOTAL	\$43	

Pay online at vancouver.ca/PetRenewal or on the VanConnect app- downloadable from iTunes.

Pay by phone In Vancouver: 3-1-1 Outside Vancouver: 604-873-7000

Pay in person Vancouver City Hall, 453 West 12th Avenue, 1st Floor Revenue Services Department, 8:30 am - 5 pm Monday to Friday. Vancouver Animal Services, 1280 Raymur Avenue, 10 am - 6 pm, 7 days a week.

For further useful information regarding your dog, please visit our animal services website at vancouver.ca/pets

All dogs over the age of three (3) months in the City of Vancouver must have and be wearing a current dog licence. Benefits of a dog licence: - Licensing allows the shelter to care for lost dogs and provides pet adoptions services. - Lost dogs have a 97% return rate to owners if licenced and receive a "free ride home" once a year, no questions! - Licensing helps provide important statistics to manage the need for dog facilities and services in the city (off-leash dog parks).

Licensing neps provide important statistics to manage the need for dog facilities and services in the city (on-least dog parks)
 Licensing puts your dog on the Emergency Pet Registry and shows you are a responsible dog owner.

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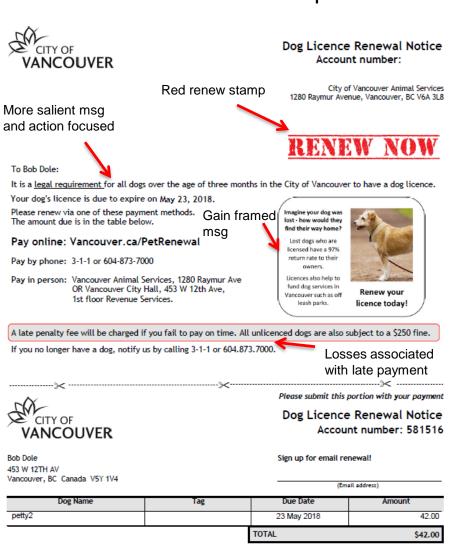
Please submit this portion with your payment



Dog Licence Renewal Notice Account number:

Sign up for email renewal!

		(Email address)				
Dog Name	Tag	Due Date	Amount			
Abby		02 Feb 2018	43.00			
		TOTAL	\$43			



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- Aim: Increase parking fine payments and online payments
- Intervention: Changing the reminder notice
- EAST elements: EASY, ATTRACTIVE, SOCIAL notice will include a red 'pay now' stamp, be personalized, have a clear call to action and deadline, include a social norms message about paying online, and the losses associated with not paying will be made salient
- **Stage:** Awaiting approval for launch

Parking fines



Control Group

BY-LAW NOTICE - REMINDER

Notice number: AA00000

Statement Date: << date reminder batch is run>>

BARCODE

Property Address: Folio: Offence Date: By-law: Section: Section Description:

Payment received as of <<statement date: Amount due on or before <<21 day date>>: Amount due after <<21 day date>>:

S 0

\$0

\$ Ö

Our records show this By-law Notice has not been paid in full nor has a Dispute Request been filed. The amount shown above is now due and payable.

If you have already made a payment on this By-law Notice, it may not have been received within the discount period. Therefore the amount shown is still owing to the City.

You may view your ticket balance online at vancouver.ca or call 3-1-1 for assistance.

Please remit your payment by <<21 day date>> to avoid an additional surcharge.

See reverse for payment instructions.

Notice number: AA00000

Statement Date: << date reminder batch is run>>

BARCODE

Treatment Group

 Payment received as of <<statement date:</td>
 \$ 0

 Amount due on or before <<21 day date>>:
 \$ 0

 Amount due after <<21 day date>>:
 \$ 0



To [Insert Name],

You are late paying your parking fine for your [insert make of car]. You are in the minority of people who have not yet paid.

Nine out of ten people pay their parking fines online. Please pay [Amount] by [Date] via one of the payment methods below.

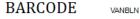
Visit vancouver.ca/parking-ticket

📞 🛛 Call 3-1-1

If you do not pay by [date] an additional 50% will be added to the amount due, making the total amount [\$]. Your [insert make of car] may also be towed for future offenses.

If you have already made a payment it has not been received within the discount period. Therefore the amount shown is still due.

BY-LAW NOTICE - REMINDER Notice number: AA00000



Amount due on or before <<21 day date>>:

Amount due after <<21 day date>>

Registered owner Address Line 1 Address Line 2 Address Line 3 Address Line 4 Address Line 5

AA000009 0000050009 000001000

19 00000100009 00000150009

\$0

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Payment received as of <<date reminder batch is run>>: \$0

Property Address: Folio: Offence Date: By-law:

Section:

Section Description:



- Find the right people
- Look for inspiration
- Practice patience
- Discovering barriers to experimentation
- Navigating the move from simple to complex