

BIG Difference BC

Mobilizing Momentum in the Science and Practice of Behavioural Insights



BC BEHAVIOURAL
INSIGHTS GROUP

Where ideas work

WORK SAFE BC

Optimizing Hearing Attendance

B.C. Residential Tenancy Branch

University of British Columbia

Advanced Professional Certificate in Behavioural Insights

Alexis Gordon, Emily Medd, Lindsay Miles-Pickup and Kirstin Appelt



We respectfully acknowledge and thank the Coast Salish Peoples whose territory we are fortunate to live, work and play on, notably those of the Lekwungen, Songhees, Stó:lō, xʷməθkʷəy̓əm (Musqueam), Sḵw̓x̓wú7mesh (Squamish), and səlílwətaʔt (Tseil-Watututh) peoples.

We also recognize the Metis, Inuit and urban Indigenous communities who inhabit and enrich these lands.

Our Team



Alexis Gordon

Ministry of Attorney General



Emily Medd

Ministry of Health



**Lindsay
Miles-Pickup**

BC Behavioural Insights Group



Kirstin Appelt

University of British Columbia

Special thanks to

Rich McLay, Mansun Lui, Mike Harlow and the University of British Columbia

The Problem

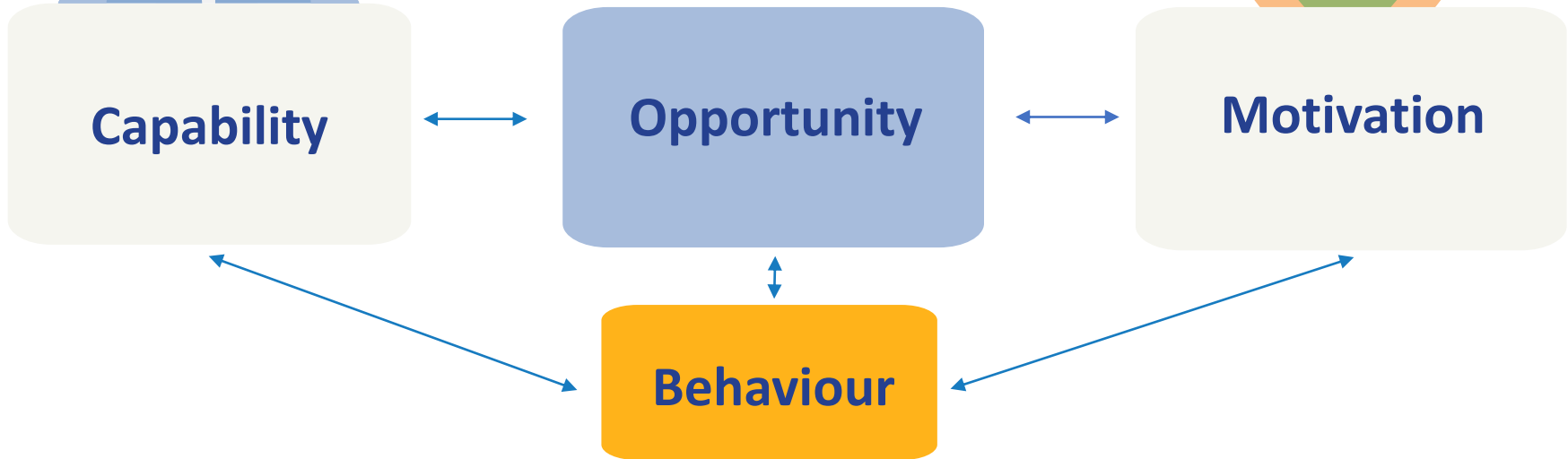


One third of households in B.C. rely on rental housing

The Residential Tenancy Branch (RTB) receives 19,000 applications per year

15% of hearings are missed

Barriers to Attending Dispute Resolution Hearings





Touchpoints

Modified Timely Emails to remind Applicants and Respondents

1

21 Day Email Reminder – Applicants

Reminding applicants of steps to prepare for the hearing

2

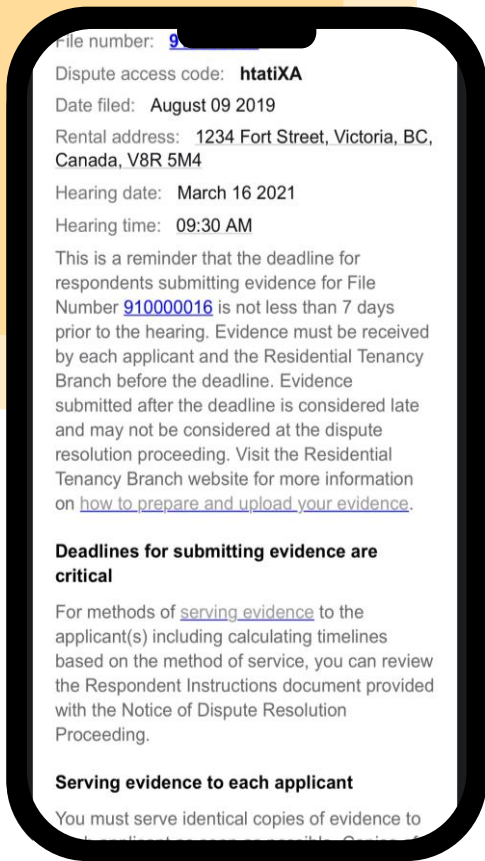
14 Day Email Reminder – Respondents

Reminding respondents of steps to prepare for the hearing

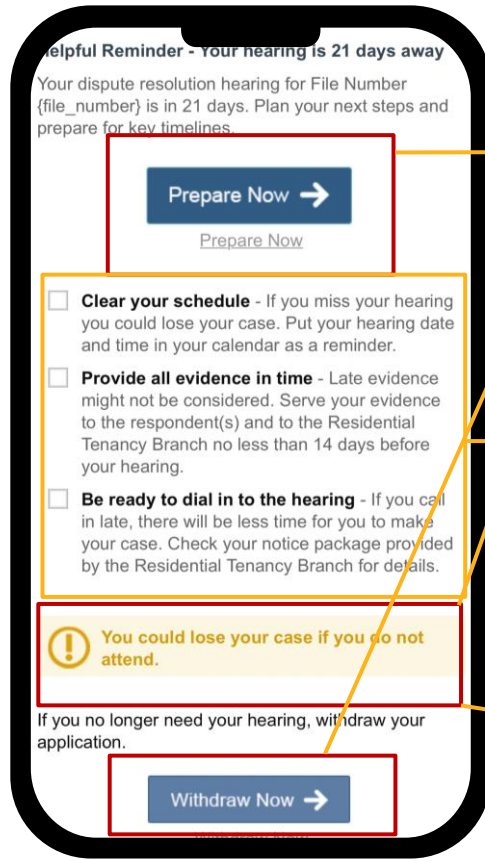
3

3 Day Email Reminder – Applicants and Respondents

Reminding applicants and respondents of upcoming hearing



Control



BI Email

Behavioural Insights Email

1

Salience

modified language to a 6th grade level, created buttons to encourage action, highlighted important information.

2

Checklists and Planning

modified quasi-legal language into clear easy steps for individuals to follow.

3

Consequences

clearly listed the consequences to inaction for each major remaining step and for missing the hearing.

Research Design

Week	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
1	BI Email – 21 Day Reminder						
2	BI Email – 14 Day Reminder						
	Control – 21 Day Reminder						
3					BI Email – 3 Day Reminder		
	Control – 14 Day Reminder						
4	BI Email – 3 Day Reminder				Control – 3 Day Reminder		
	BI Email – Hearings						
5	Control – 3 Day Reminder						
	Control – Hearings						

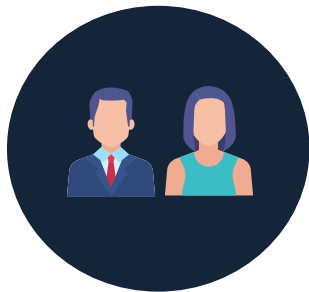
Preferred Attendance Outcomes



Withdrawal

If withdrawn before the hearing, potential for the hearing slot to be reused.

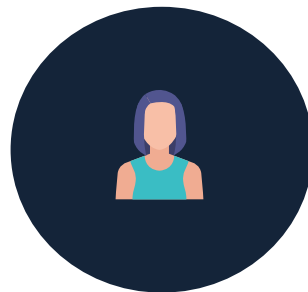
PREFERRED BEHAVIOUR
(where appropriate)



Full Attendance

Ensures an efficient, balanced, and impartial service for citizens.

PREFERRED BEHAVIOUR



Single No Show

Can lead to an unbalanced representation of the issue and can impact parties.

LESS PREFERRED BEHAVIOUR



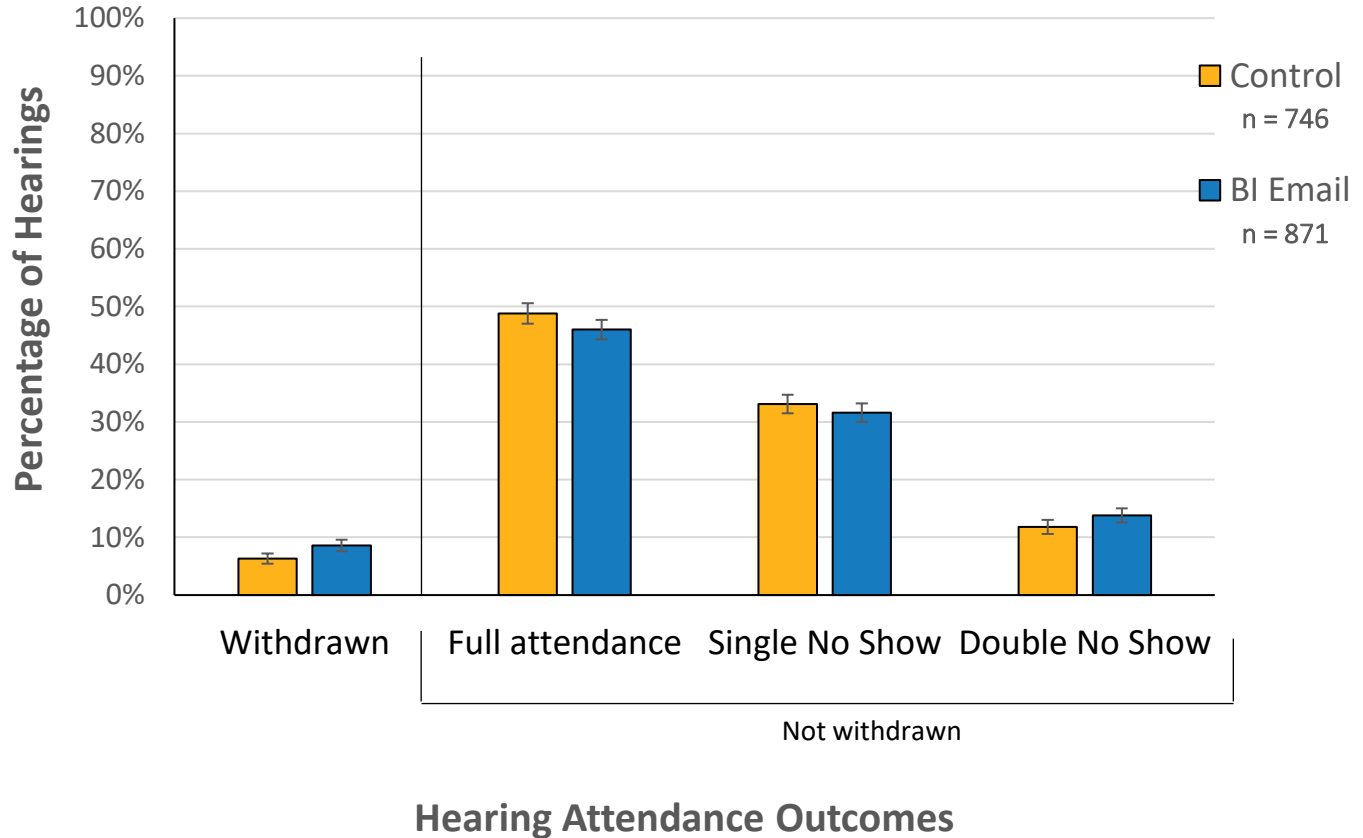
Double No Show

The hearing slot can no longer be used for other hearings and burdens long wait times.

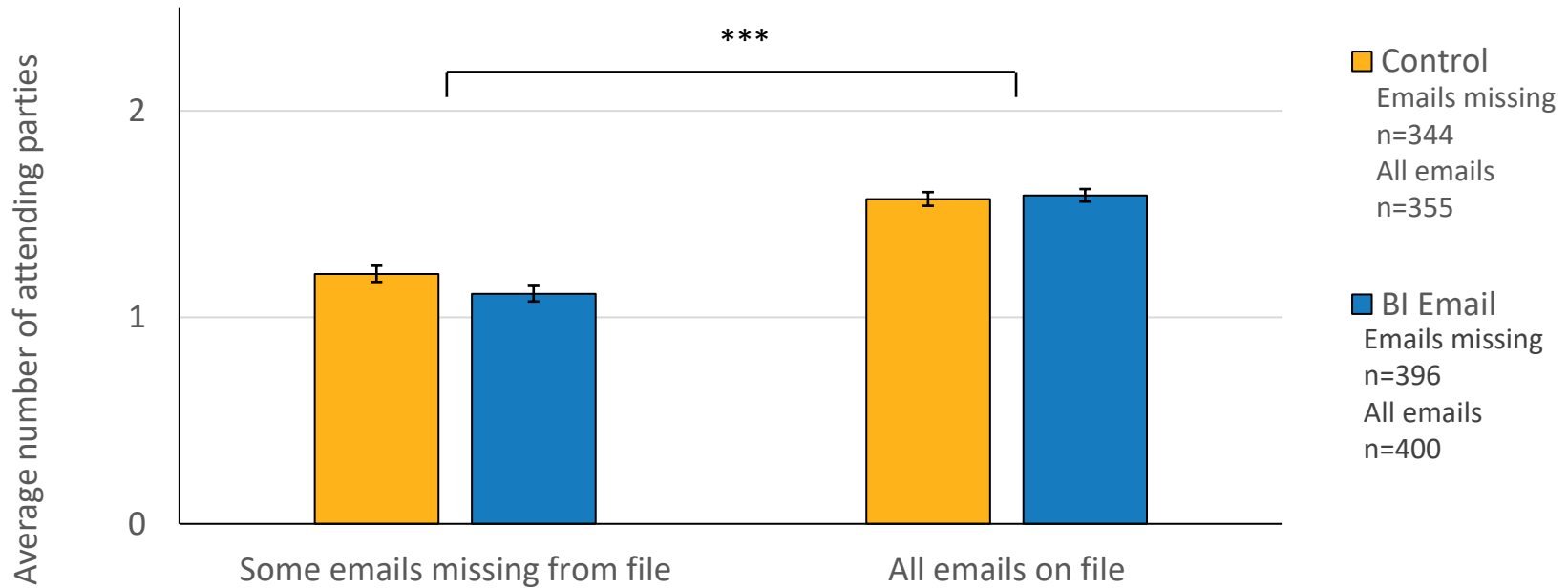
LEAST PREFERRED BEHAVIOUR

Intervention impact on hearing attendance outcomes

Withdrawn: $t(1615) = 1.75, p = .08$
Full Attendance: $t(1615) = -1.1, p = .27$
Single No Show: $t(1615) = -.66, p = .51$
Double No Show: $t(1615) = 1.19, p = .24$
Error bars show standard error.



Impact of having all emails on file and intervention condition on average number of parties attending a hearing

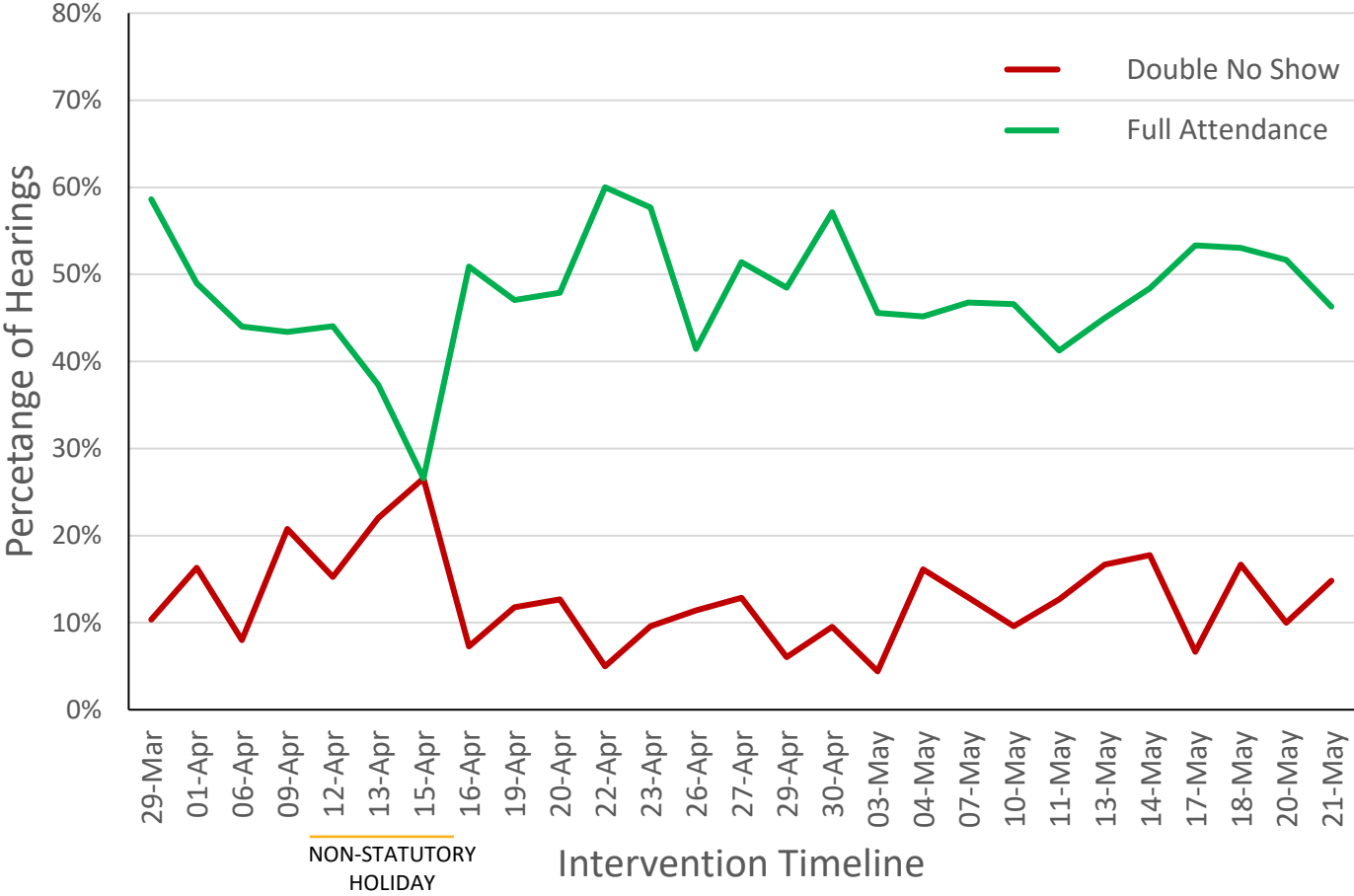


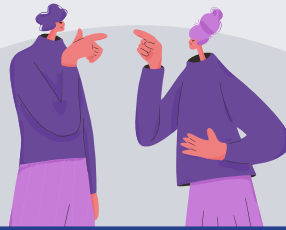
Main effect of condition: $F(1, 1491) = 1.29, p = .26$

Main effect of emails on file: $F(1, 1491) = 65.02, p < .001$

Interaction: $F(1, 1491) = 2.71, p = .10$

Trends in attendance outcomes





Future Considerations

- Apply a Behavioural Insights lens to communications
- Explore other high impact touch points
- Identify and address barriers to access and use of services

Questions?

**For additional questions or a copy of the
draft working paper, please contact
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