

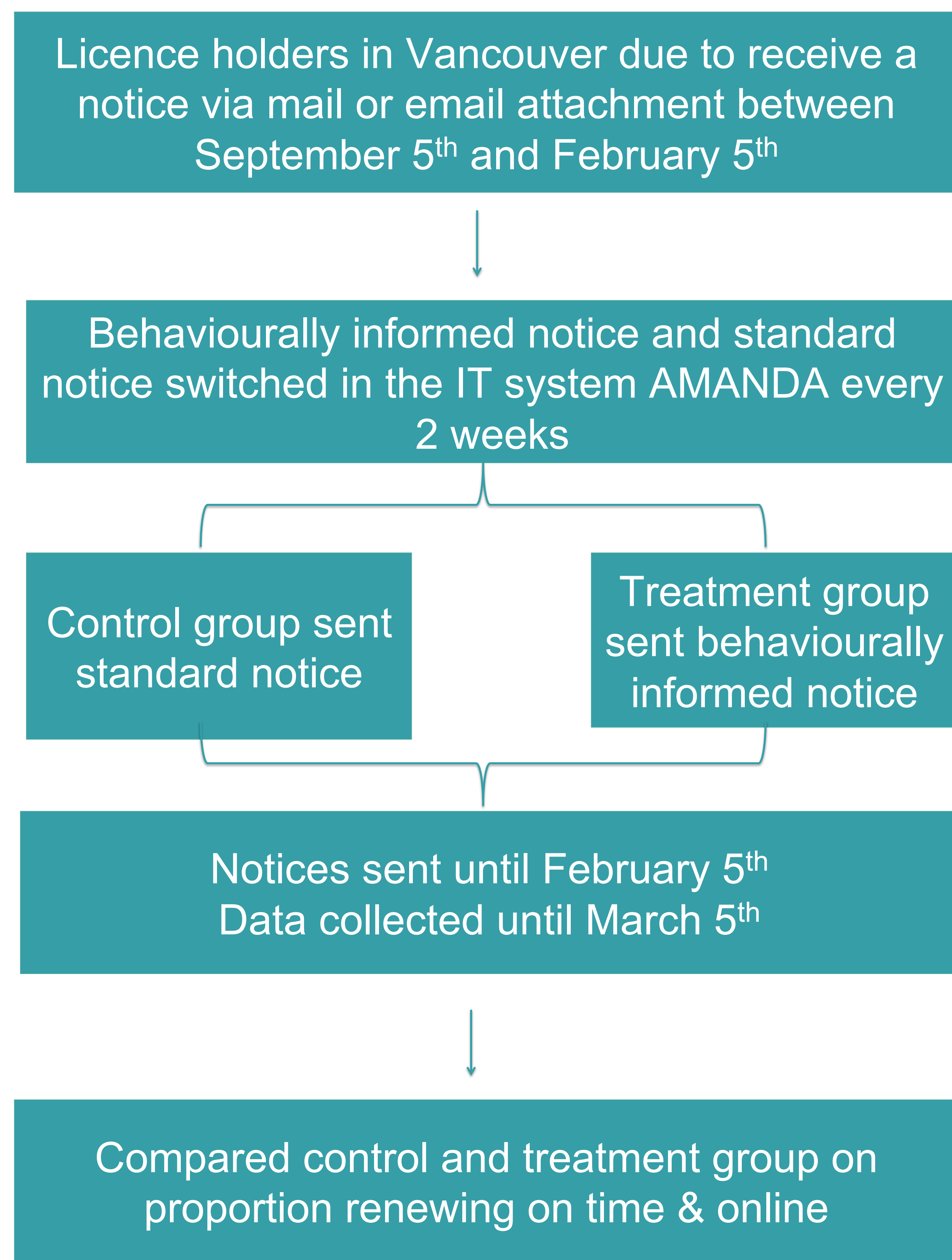
Em-bark-ing on a BI trial to send dog licence renewal rates through the woof

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THE TRIAL

AIM: to increase on time and online dog licence renewals by adapting the renewal notice

PROCEDURE



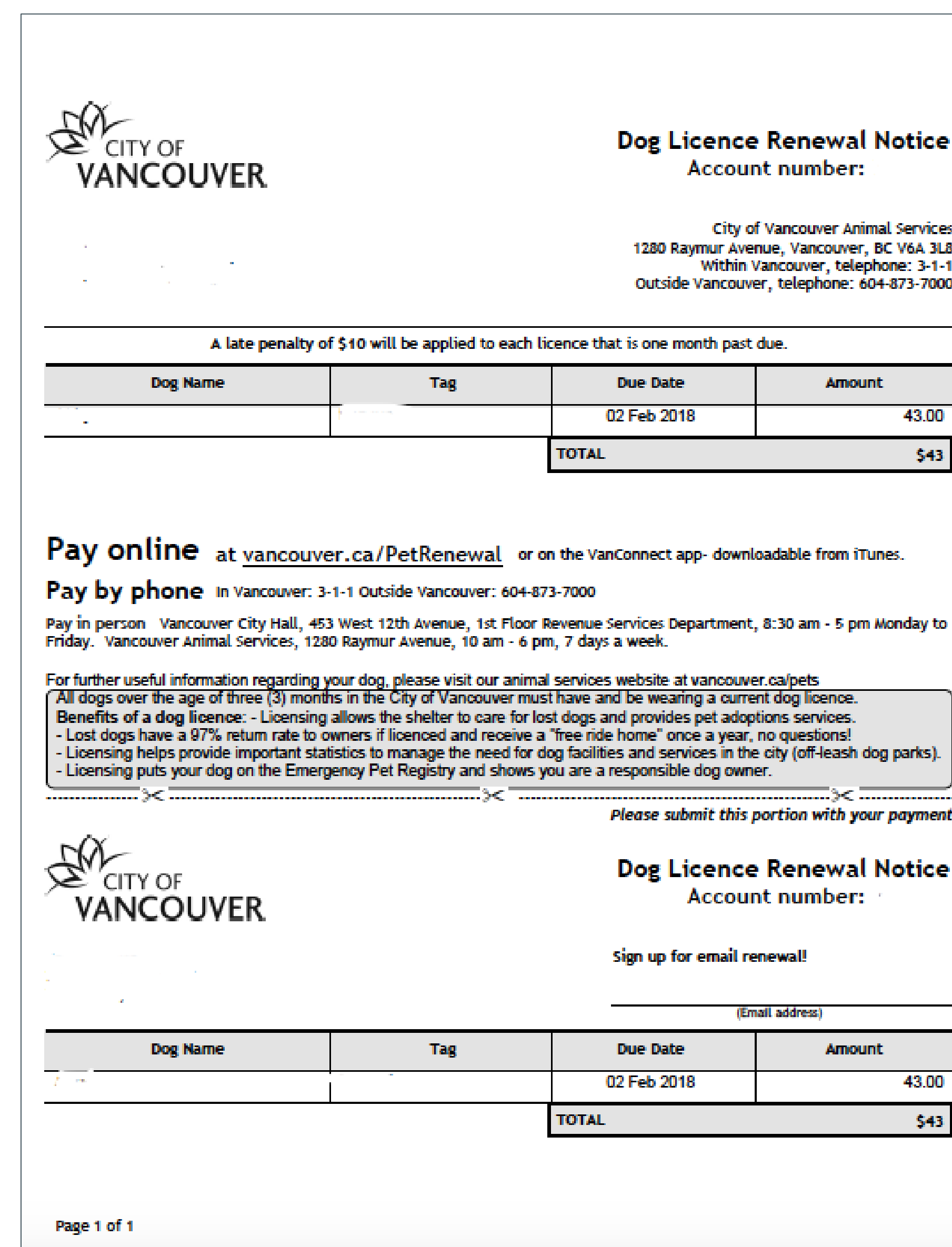
Notices sent via mail (n=682)
 Notices sent via email attachment (n=6,994)



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INTERVENTION

Standard Notice



Behaviourally Informed Notice



Personalized greeting

Clear call to action, salient deadline and payment methods

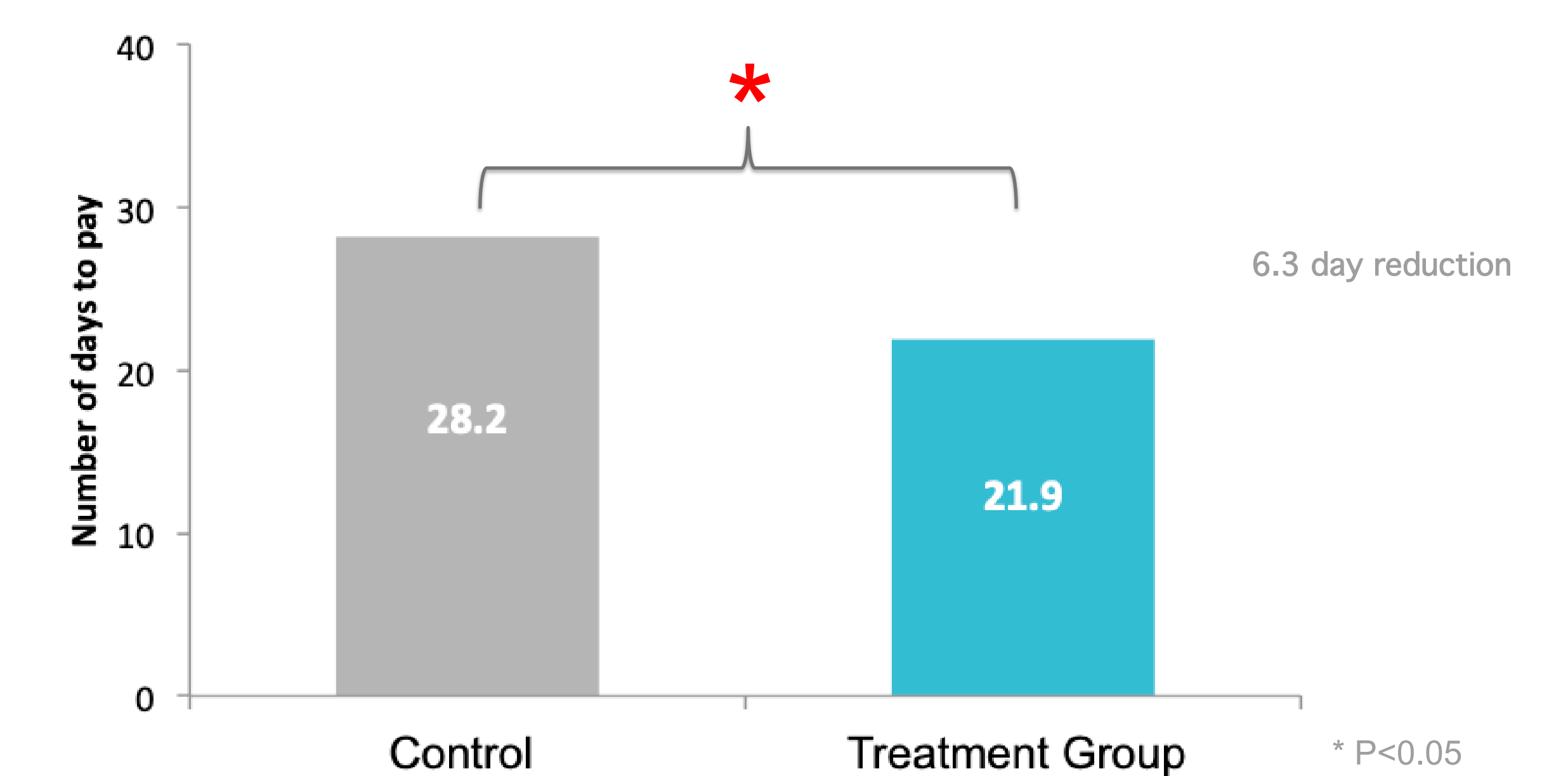
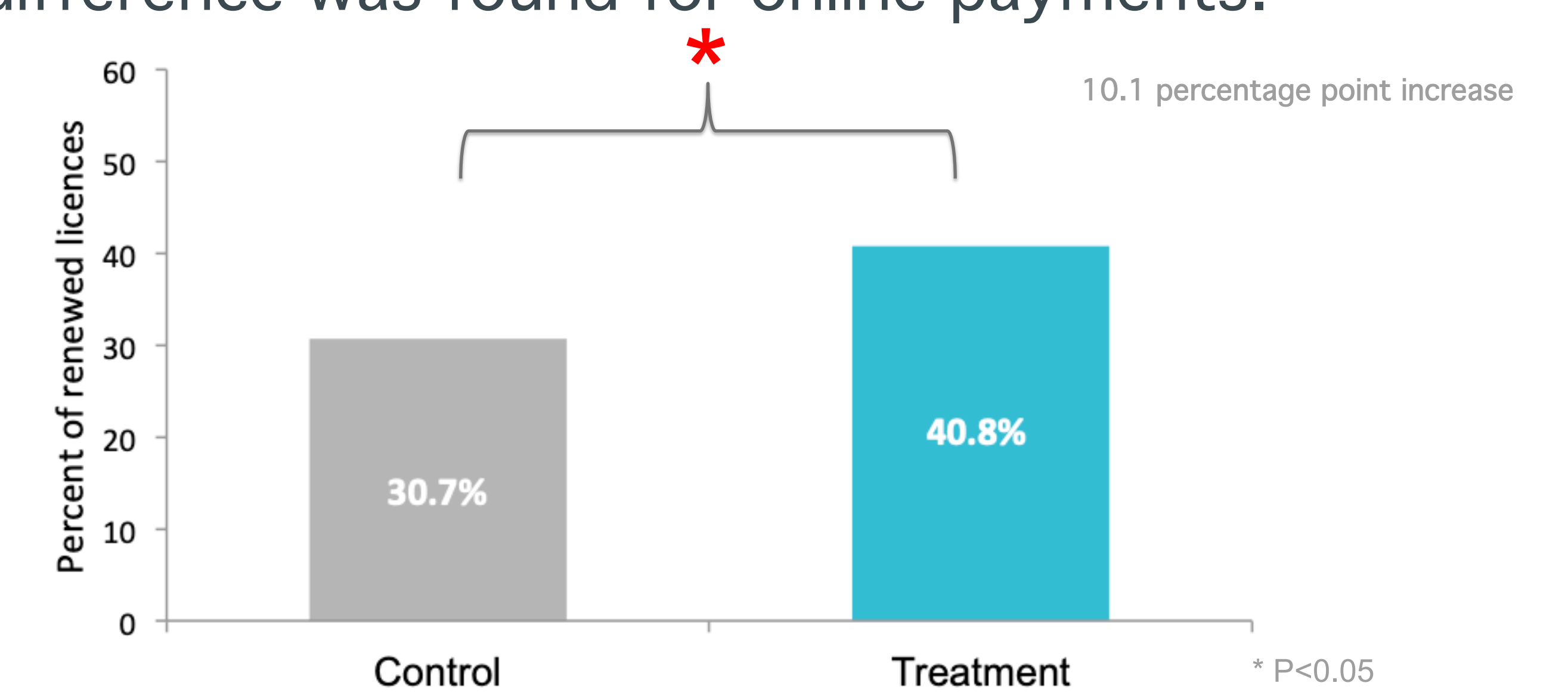
Clear repercussions of not paying

Red renew stamp highlighting required action

Dog image and gain framed message to highlight how money is used

KEY FINDINGS

For mailed notices, the behaviourally informed notice increased on time dog licence renewals by 33% (which equates to a 10.1 percentage point increase) and reduced payment delays by 6.3 days. No significant difference was found for online payments.



RETURN ON INVESTMENT: The behaviourally informed notice resulted in an additional \$11,300 being collected annually and a saving of \$4 for every new notice sent compared to the standard renewal notice.

OTHER FINDINGS: There was no difference in on time renewal rates for licence holders receiving their notice as an email attachment. However, the time taken to pay reduced by 3.8 days and online payments increased by 1.8 percentage points.

WHAT'S NEXT? The BI notice has been scaled and the content of the email has been adjusted to reflect best practice in BI. The City is continuing to run trials with the latest focusing on parking fine payments.