What are nudges?

An improvement approach that uses information in a predictable way to influence behavior to a significant degree without the use of regulation or incentives.
Four simple ways to apply behavioral insights

EASY

ATTRACTIVE

TIMELY

SOCIAL

EAST. Four simple ways to apply behavioural insights.
Annex 1: Yes and No buttons email

From: Greg Bestgen, City of Scottsdale
Subject: Scottsdale Cares!

Dear neighbor,

Scottsdale Cares is an easy way for you to give back to your community. 100% of donations go to local non-profits that help Scottsdale residents in need.

Local charities needed more than $400,000 in funding to support Scottsdale residents, but Scottsdale Cares was only able to fund one-fourth of the need. This year, thousands of your neighbors have stepped up. But there’s more work to be done.

<table>
<thead>
<tr>
<th>Funded</th>
<th>Unable to fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$100,000</td>
</tr>
<tr>
<td>$200,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>$400,000</td>
<td></td>
</tr>
</tbody>
</table>

Would you like to join your neighbors and donate to Scottsdale Cares?

**NO,**
I do not want to donate $1/month to Scottsdale Cares.

**YES,**
I want to donate $1/month to Scottsdale Cares!
Four simple ways to apply behavioral insights

- Easy
- Timely
- Social
- Attractive
This is what $120 looks like.

If you don’t submit your Health Risk Assessment by Aug. 15, you’ll miss out on $120.

That’s the incentive each employee receives for completing it. If you have a spouse or partner on the city’s health plan, you earn another $120 if they do it, too.
Four simple ways to apply behavioral insights
Hi [NAME],

Are you up for a challenge?

I love being a police officer because no two days are the same. It’s challenging, but I feel like I’m my best self every day.

Scottsdale Police has changed its recruitment process, and we are looking for new officers to join our department. I hope you consider applying. If you thrive in a challenging environment, you’re just the kind of person we’re looking for.


Good luck!

Marcos Garvin
Police Officer, Scottsdale Police Department
Four simple ways to apply behavioral insights

- Easy
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- Social
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Join thousands of Scottsdale residents who have gone paperless.

Sign-up to receive your utility bill electronically at this link: bit.do/scottsdale

- Go to the above link
- Click on the enroll tab
- Enter your account #
- Never receive a paper bill again!

CITY OF SCOTTSDALE
What is the behavioral insights approach?

1. Use what we already know about human behavior to make local government programs and services better
Make sure your communications pass the “flip test.”

Dear Driver,

Our records show that you have not yet paid a parking fine that you received in Louisville <> days ago.

The majority of drivers who receive a parking fine in Louisville pay it within 13 days. If you do not pay your fine, your debt will be referred to a third-party collection agency.

You owe: $<Amount>

To pay now, visit www.parkingticketpayment.com/louisville/
Ticket Number: <insert>
License Plate: <insert>

To pay over the phone, please call 1-855-816-7003. To pay by mail, please include (1) this letter and (2) a check or money order made out to “PARC”, and mail both to:

On Street PARC
430 South 3rd Street, Suite A
Louisville, KY 40202

To pay in person, please visit us at our offices located at 430 South 3rd Street, Suite A, Louisville, KY. Office hours are Monday – Friday, 8 am – 6 pm. Our office phone number is (502) 569-6222.

Sincerely,

LaDonna Bamus
Senior Manager, OnStreet PARC

If you have already paid, please contact us with proof of payment in order to update our records. Please note that you may have other unpaid parking citations not listed in this letter. If you have 3 or more outstanding citations, your vehicle is subject to immobilization or towing.
My name is not “Dear Resident”!

To increase the number of job seekers showing up for mass hiring events, text messages that used the job seeker’s first name were more effective than those that were not personalized.
Shorten your URLs, and take us right where we need to go.

Which is easier?

This?
https://police.southbendin.gov/get-involved/start-career-sbpd

Or this?
www.bit.do/SBPDserve
2. Test these approaches using randomized control trials to find out what really works
“One of the dirty secrets of government is actually that we don’t know whether what we’re doing works a lot of the time.”

Rory Gallagher, Behavioral Insights Team
Get random.

Population is split into two groups by random lot.

Outcomes for both groups are measured.

Graphic from EAST. Four simple ways to apply behavioural insights.
A/B test your emails and digital content
You need a tangible and impactful goal, with a clear, short-term outcome.

Example: Increase payment of parking fines by 10% within 30 days, as measured by the proportion who paid their fine within 30 days.
You need access to relevant data and a substantial sample size.

Typically, evaluations have sample sizes in the thousands, and the department possesses and can share the raw data.
It's not just about communicating better (although that does help)
It’s not a cure all, you’re likely to find processes need improvement