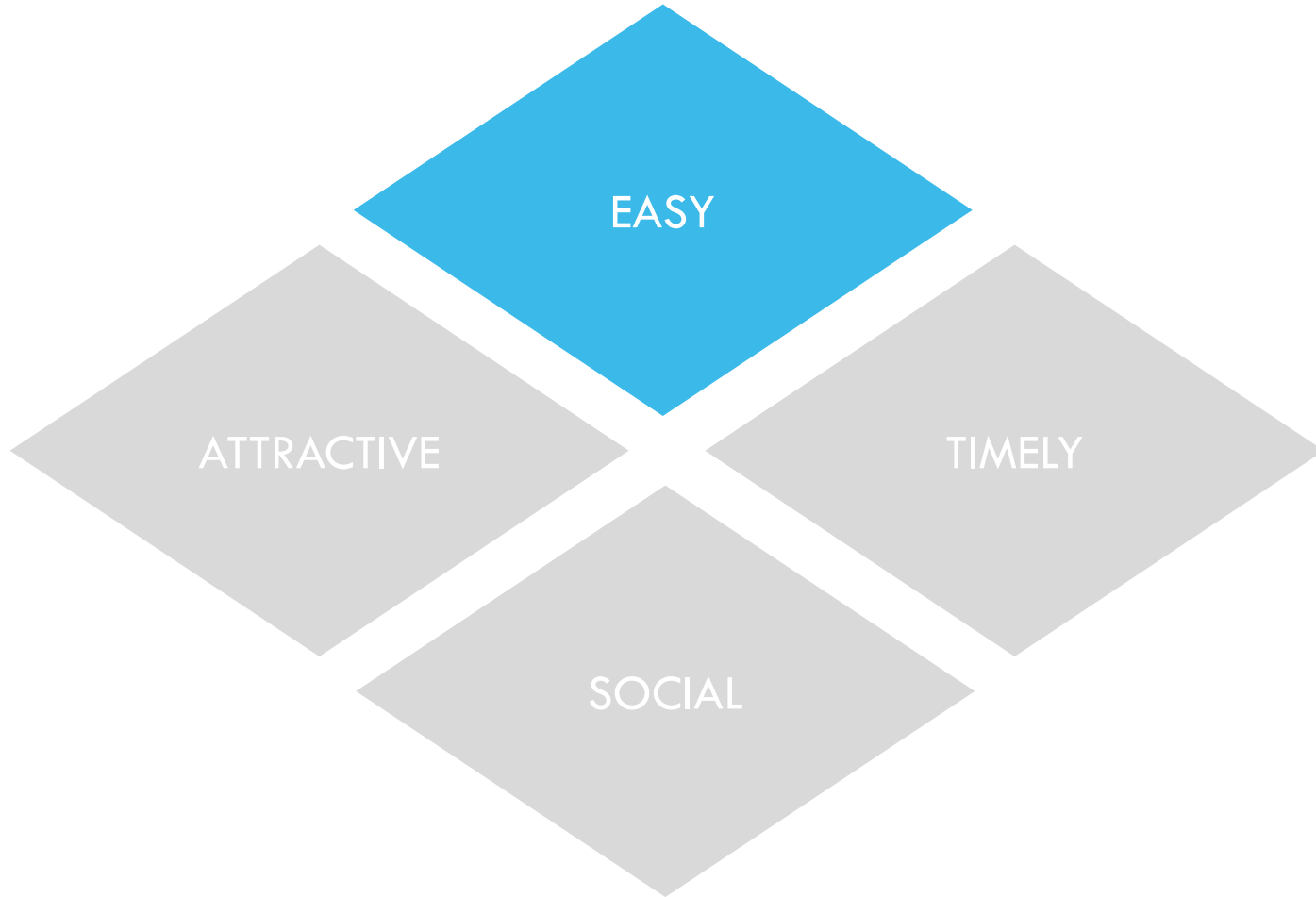


What are nudges?

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



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.

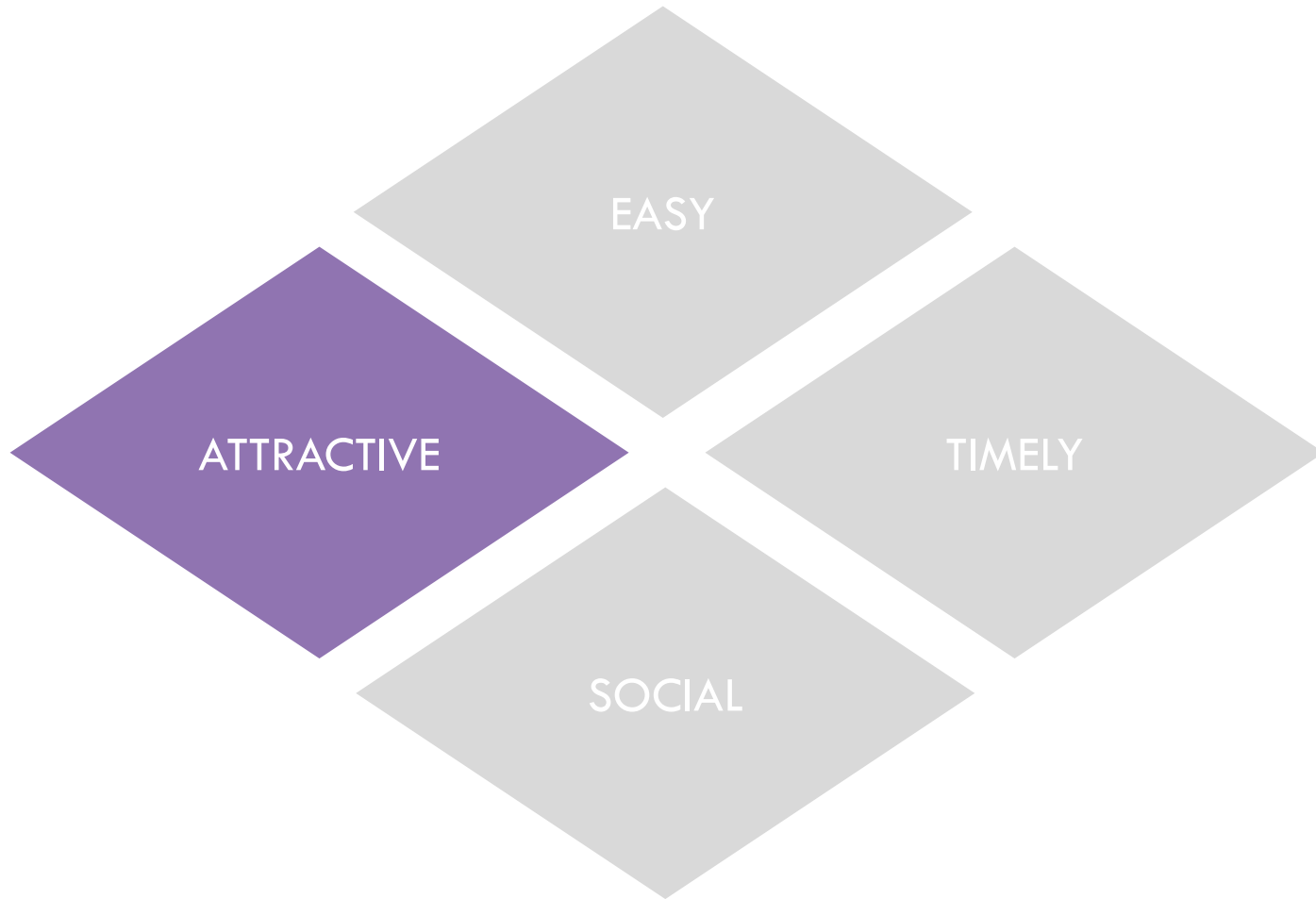
Local charities needed more than \$400,000 in funding to support Scottsdale residents, but Scottsdale Cares was only able to fund one-fourth of the need. This year, thousands of your neighbors have stepped up. **But there's more work to be done.**



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

The form contains two large, rounded rectangular buttons. The left button is red and features a red circle with a diagonal slash through it, indicating a 'no' response. Below the symbol, the text reads: "NO, I do not want to donate \$1/month to Scottsdale Cares." The right button is green and features a green circle with a checkmark inside, indicating a 'yes' response. Below the symbol, the text reads: "YES, I want to donate \$1/month to Scottsdale Cares!"

Four simple ways to apply behavioral insights



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



Subject: Apply to the Scottsdale Police Department today



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.**

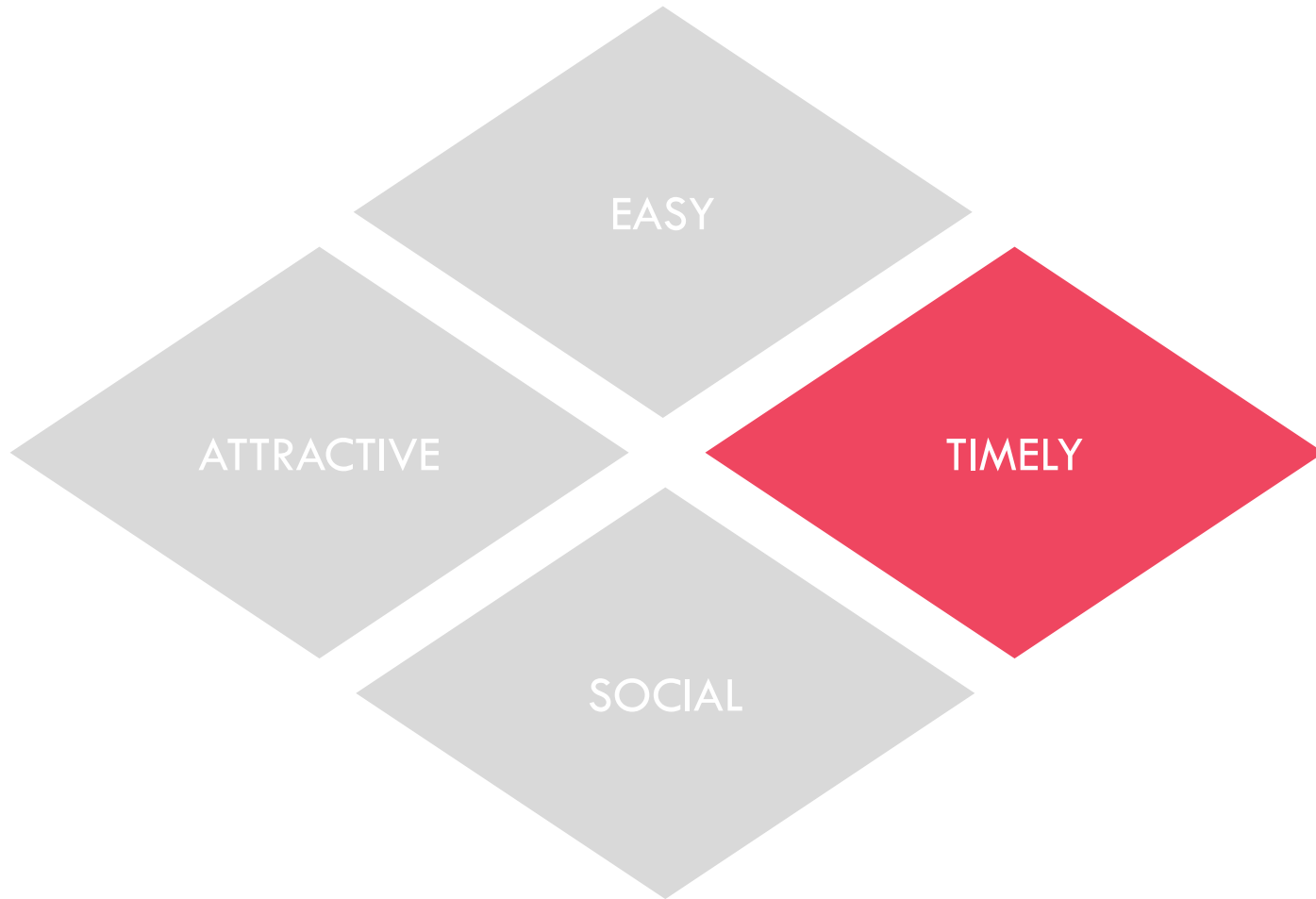
To apply, go to <https://www.governmentjobs.com/careers/scottsdaleaz/jobs/1688869/police-officer-recruits-laterals-waivers?keywords=polic%20officer&pagetype=jobOpportunities/jobs#>, and submit by April 9th.

Good luck!

Marcos Garcia

Police Officer, Scottsdale Police Department

Four simple ways to apply behavioral insights



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!



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.”



January 29, 2016



<Name>
<Address 1>
<Address 2>
<City, State Zip>

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 Bemus
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”!

iMessage
Today 2:57 PM

Brent, I've booked you a spot at the job recruitment event Friday, good luck!

Delivered

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.southbend.in.gov/get-involved/start-career-sbpd>

Or this?

www.bit.do/SBPDserve

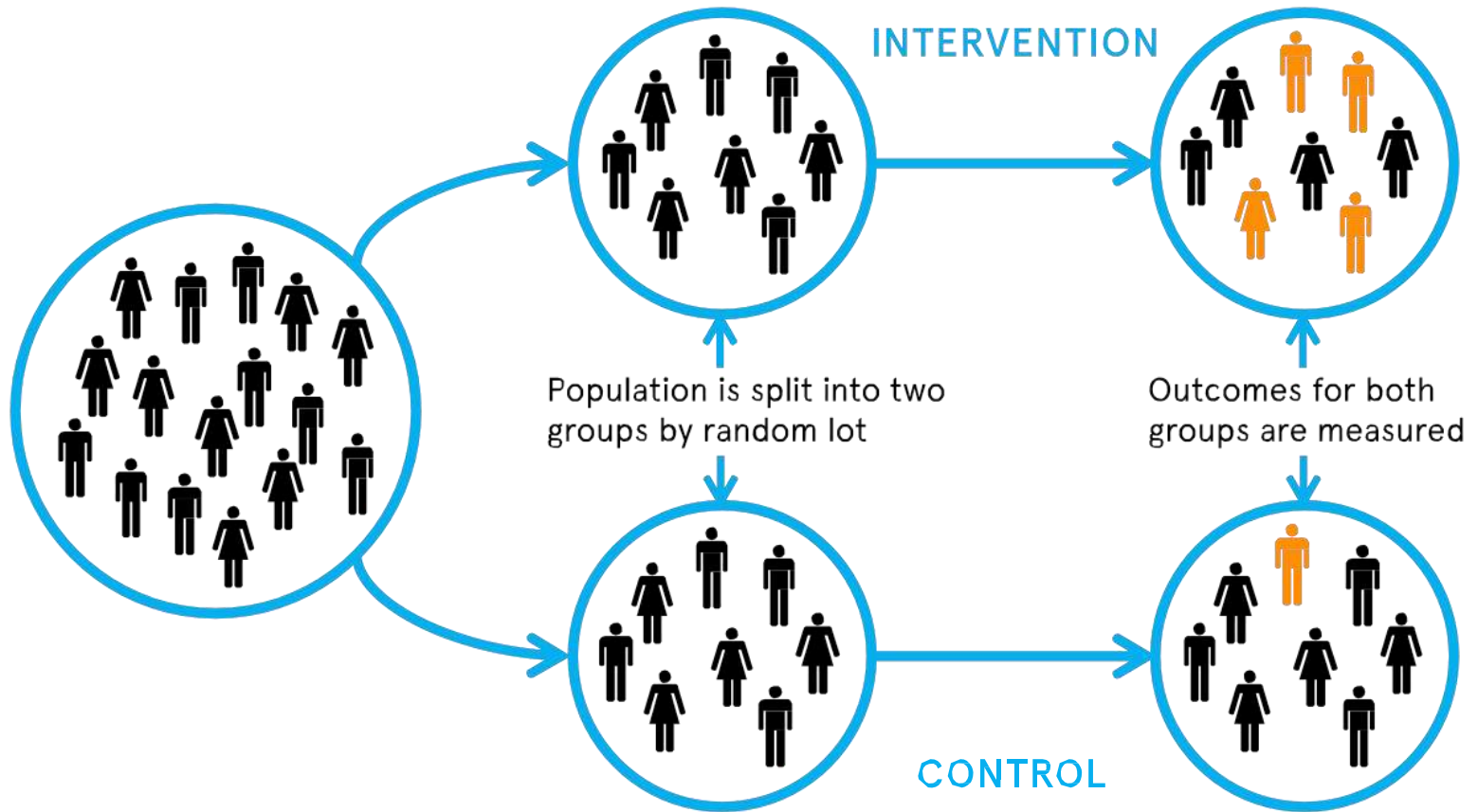
AND

**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.



A/B test your emails and digital content

Email A



Pocketgov.com is giving you the gift of time this holiday season.

Skip the trip at the DMV and renew your license plates from anywhere, at any time, on any device.

Plus, search for special events that feature entertainment, and sign up for water pick-up reminders so those party leftovers and discarded wrapping paper are disposed of properly.

Create a personalized profile today and get easy access to your favorite city services!



Go now! Renew it now.
www.pocketgov.com

Email B



"I'd rather be waiting at the DMV during the holidays," said NO ONE EVER.

If you're like us, you'd rather be enjoying those City holidays, making wine nights, or decorating your frontyard house with holiday lights.

With pocketgov.com, you can do all that and renew your vehicle registration this festive season! With personalized reminders to help you avoid pick-up, avoid waiting, and so much more, Denver's resident website is the gift that keeps on giving.

Create your profile today and get access to city services from anywhere, at any time, on any device.



Go now! Renew it now.
www.pocketgov.com

**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**