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| **Using behavioral science to increase enrollment in utility discount program** | |
| *Quote*  *- Colleague, Title* | |
| **THE NEED**  Despite years of active promotion and marketing, the Utility Discount Program ("UDP") administered by the City's utilities and Human Services Department ("HSD") remained at below 50% enrollment. The departments approached the Innovation & Performance team (IP) to explore ways in which data could be better leveraged to improve results.    **OUR APPROACH**  Together with the Utilities and HSD, Innovation & Performance (“IP”) developed behaviorally-informed application materials which enabled households to self-certify their income levels. Using a randomized controlled trial, we tested the materials' impact on program uptake.  **THE RESULTS**  The randomized controlled trial demonstrated that the self-certification offer was 6x as effective as marketing alone, a level of impact that could increase UDP enrollment by an additional ~7,500 households across the service area.  This work enabled a rapid roll-out of the approach as part of the City's COVID-19 response. The idea was to allow a limited number of randomly selected households in lower-income areas to enroll in the UDP by *only attesting to* qualifying household information (e.g. household size, income) through a “fast track” application form. Analysis from Round 1 shows that the self-certification “fast-track” form, combined with mailing, is 8x more effective than the status quo method.  **OUR ROLE**   |  |  | | --- | --- | | Functional Capabilities | Specialized skillsets | | * Project management | * Behavioral science | | * Data analysis | * Evaluation design | | * Low-cost evaluation | * Statistical analysis | | **DEPARTMENT PARTNER**  Human Services Department  Seattle City Light  Seattle Public Utilities  **PROJECT**  **DURATION**  Text  **IMPACT**  Increased marketing efficacy by 6x and >ask Kahreen for COVID trial results<  **KEY DEPARTMENT**  **CONTACTS**   * Kahreen Tebeau (SPU)   **FOR MORE**  **INFORMATION**  **CONTACT**   * Richard Todd (IP) |