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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**

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| Functional Capabilities | Specialized skillsets |
| * Project management
 | * Behavioral science
 |
| * Data analysis
 | * Evaluation design
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| * Low-cost evaluation
 | * Statistical analysis
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 | **DEPARTMENT PARTNER** Human Services DepartmentSeattle City LightSeattle 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)
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