BIG Difference BC

Mobilizing Momentum in the Science and Practice of Behavioural Insights





Decision Insights for Business & Society





Optimizing Hearing Attendance

B.C. Residential Tenancy Branch

University of British Columbia

Advanced Professional Certificate in Behavioural Insights

Alexis Gordon, Emily Medd, Lindsay Miles-Pickup and Kirstin Appelt





We respectfully acknowledge and thank the Coast Salish Peoples whose territory we are fortunate to live, work and play on, notably those of the Lekwungen, Songhees, Stó:lō, x^wməθk^wəỷəm (Musqueam), Skwxwú7mesh (Squamish), and səlílwəta? (Tsleil-Watututh) peoples.

We also recognize the Metis, Inuit and urban Indigenous communities who inhabit and enrich these lands.

Our Team



Alexis Gordon

Ministry of Attorney General



Emily MeddMinistry of Health



Lindsay Miles-Pickup



Kirstin Appelt
University of British Columbia

BC Behavioural Insights Group

Special thanks to Rich McLay, Mansun Lui, Mike Harlow and the University of British Columbia

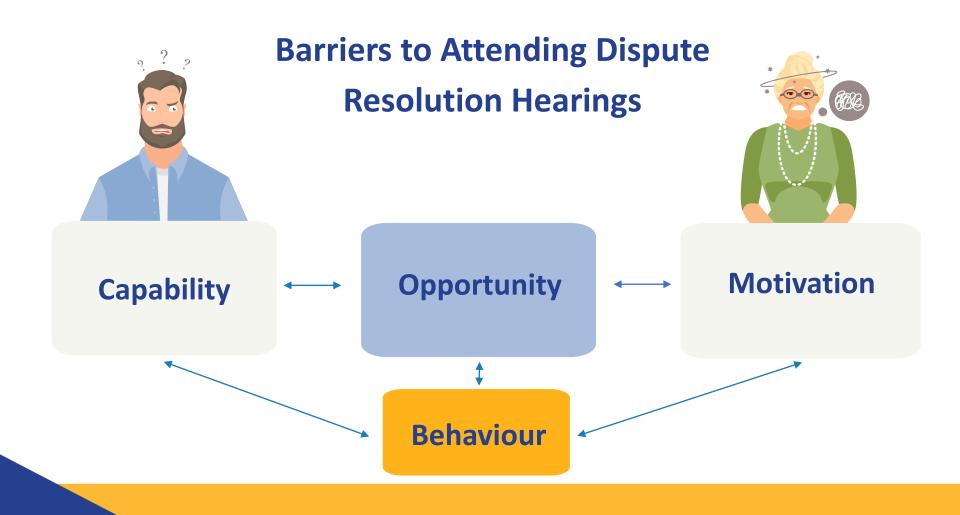
The Problem



One third of households in B.C. rely on rental housing

The Residential Tenancy Branch (RTB) receives 19,000 applications per year

15% of hearings are missed





Touchpoints

Modified Timely Emails to remind Applicants and Respondents

- 21 Day Email Reminder Applicants
 Reminding applicants of steps to prepare for the hearing
- 2 14 Day Email Reminder Respondents
 Reminding respondents of steps to prepare for the hearing
- 3 Day Email Reminder Applicants and Respondents

Reminding applicants and respondents of upcoming hearing

rile number: 9

Dispute access code: htatiXA

Date filed: August 09 2019

Rental address: 1234 Fort Street, Victoria, BC,

Canada, V8R 5M4

Hearing date: March 16 2021 Hearing time: 09:30 AM

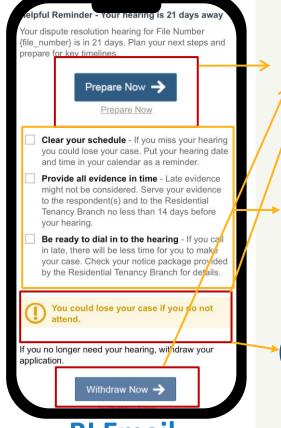
This is a reminder that the deadline for respondents submitting evidence for File Number 91000016 is not less than 7 days prior to the hearing. Evidence must be received by each applicant and the Residential Tenancy Branch before the deadline. Evidence submitted after the deadline is considered late and may not be considered at the dispute resolution proceeding. Visit the Residential Tenancy Branch website for more information on how to prepare and upload your evidence.

Deadlines for submitting evidence are critical

For methods of <u>serving evidence</u> to the applicant(s) including calculating timelines based on the method of service, you can review the Respondent Instructions document provided with the Notice of Dispute Resolution Proceeding.

Serving evidence to each applicant

You must serve identical copies of evidence to



Behavioural Insights Email

Salience

modified language to a 6th grade level, created buttons to encourage action, highlighted important information.

Checklists and Planning

modified quasi-legal language into clear easy steps for individuals to follow.

Consequences clearly listed the consequences

clearly listed the consequences to inaction for each major remaining step and for missing the hearing.

Control

BI Email

Research Design

Week	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
1							
	BI Email – 21 Day Reminder						
2							
	BI Email – 14 Day Reminder						
	Control – 21 Day Reminder						
3							
					BI Email	– 3 Day Remi	nder
	Control – 14Day Reminder						
4							
	BI Email – 3 Day Reminder				Control – 3 Day Reminder		
	BI Email – Hearings						
5	Co	ntrol 2 Da	ay Romindo				
	Control – 3 Day Reminder						
	Control – Hearings						

Preferred Attendance Outcomes



Withdrawal

If withdrawn before the hearing, potential for the hearing slot to be reused.

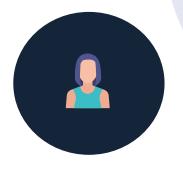
PREFERRED BEHAVIOUR (where appropriate)



Full Attendance

Ensures an efficient, balanced, and impartial service for citizens.

PREFERRED BEHAVIOUR



Single No Show

Can lead to an unbalanced representation of the issue and can impact parties.

LESS PREFERRED BEHAVIOUR



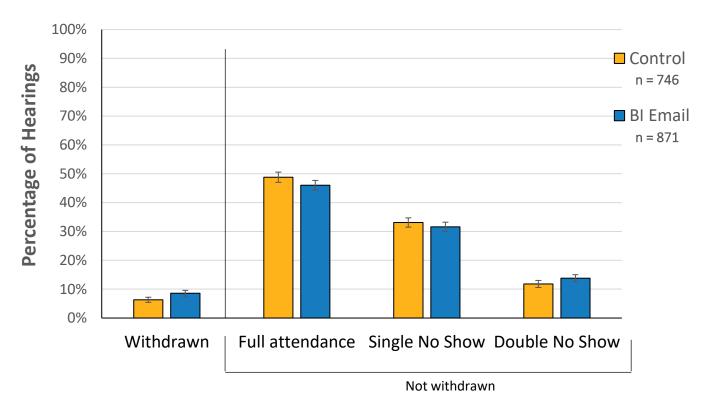
Double No Show

The hearing slot can no longer be used for other hearings and burdens long wait times.

LEAST PREFERRED BEHAVIOUR

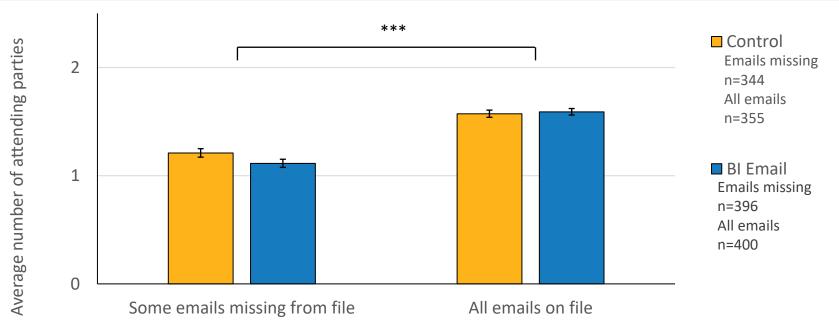
Intervention impact on hearing attendance outcomes

Withdrawn: t(1615) = 1.75, p = .08Full Attendance: t(1615) = -1.1, p = .27. Single No Show: t(1615) = -.66, p = .51Double No Show: t(1615) = 1.19, p = .24Error bars show standard error.



Hearing Attendance Outcomes

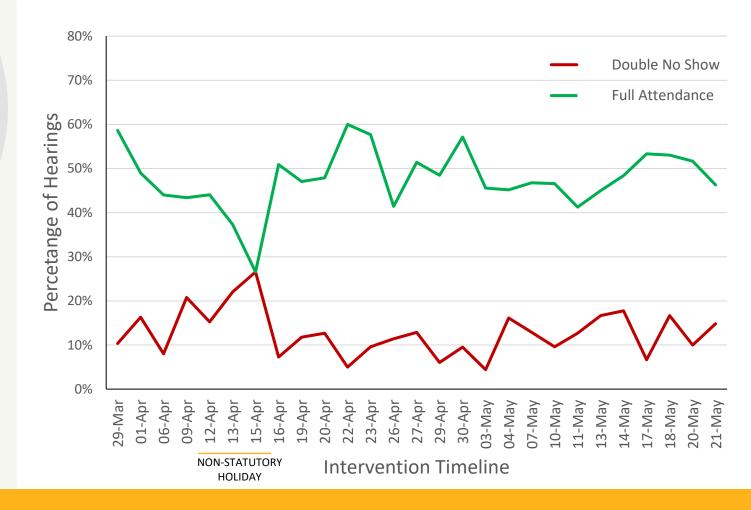
Impact of having all emails on file and intervention condition on average number of parties attending a hearing



***p < .001

Main effect of condition: F(1, 1491) = 1.29, p = .26Main effect of emails on file: F(1, 1491) = 65.02, p < .001Interaction: F(1, 1491) = 2.71, p = .10

Trends in attendance outcomes





Future Considerations

- Apply a Behavioural Insights lens to communications
- Explore other high impact touch points
- Identify and address barriers to access and use of services

Questions?

For additional questions or a copy of the draft working paper, please contact
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