Session 2 Meeting: Where are we?

AFFECTIVE ADVISORY'S **D.R.I.V.E.®** framework for applying behavioural science in business strategy

D.EFINE
Analyse and define strategy as a set of target behaviours

R.ESEARCH
Research actual behaviours and review related contexts

I.DENTIFY
Identify and evaluate suitable science-backed solutions

V.ALIDATE
Design, test and validate tailor-made behavioural interventions

E.XECUTE
Realise reliable change by executing tested interventions
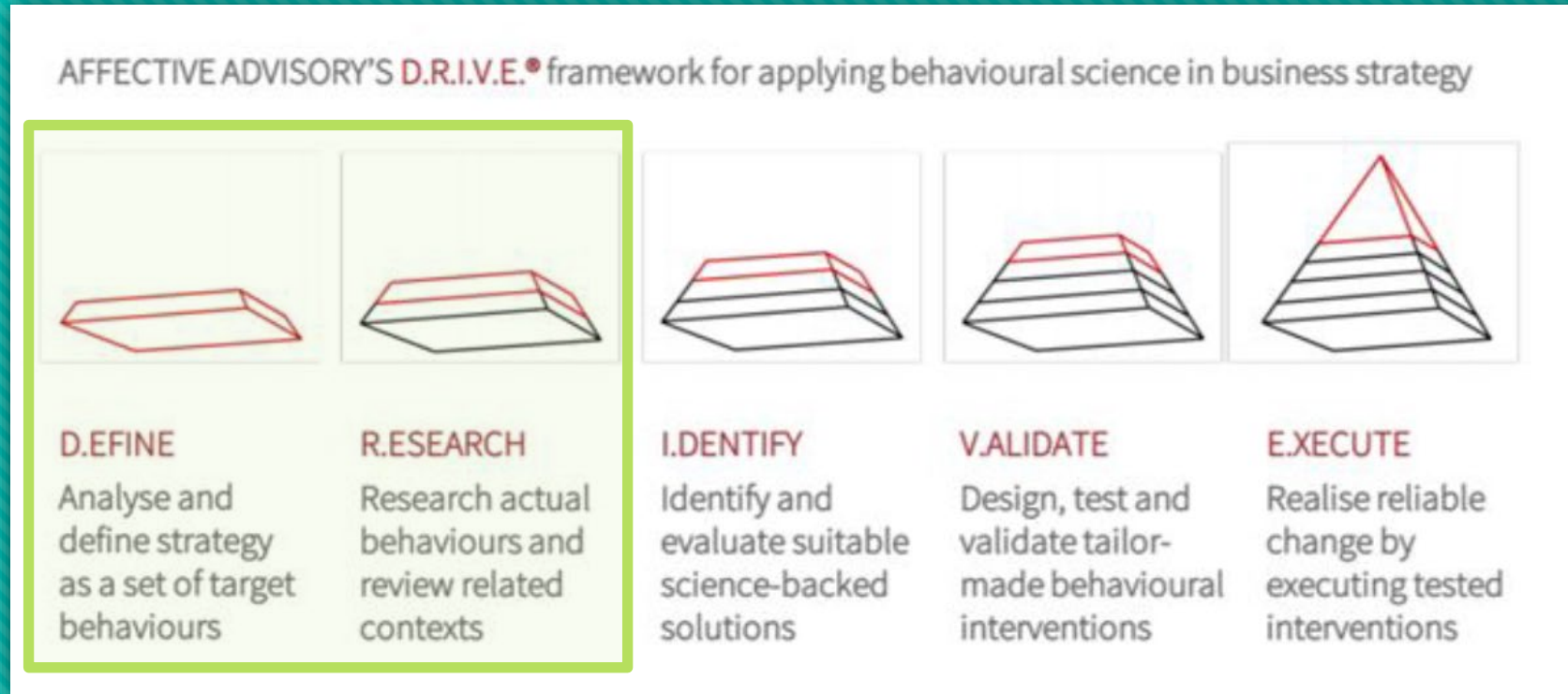
1) Decided on the D.R.I.V.E Process Framework (building from the ground level up matched with your needs)

2) **D**efine target behavior: "How can we increase behavior of landlords taking housing vouchers?"

3) **R**esearch: Investigated two previous attempts: Risk Mitigation & Landlord Incentives

Insights from Risk Mitigation & Landlord incentive Program

1) We found that the **Risk Mitigation** program yielded **less landlords** than the **Landlord Incentive Program**

2) However, the **satisfaction** of those who opted in for **the Risk Mitigation** program was **higher**

3) Reason: We suspect that using the words "**Incentive**" and spelling out the **exact amount of money** draws more people in. The **Risk Mitigation** prevented **a future problem** that would have been a huge hassle **had they not opted in**.
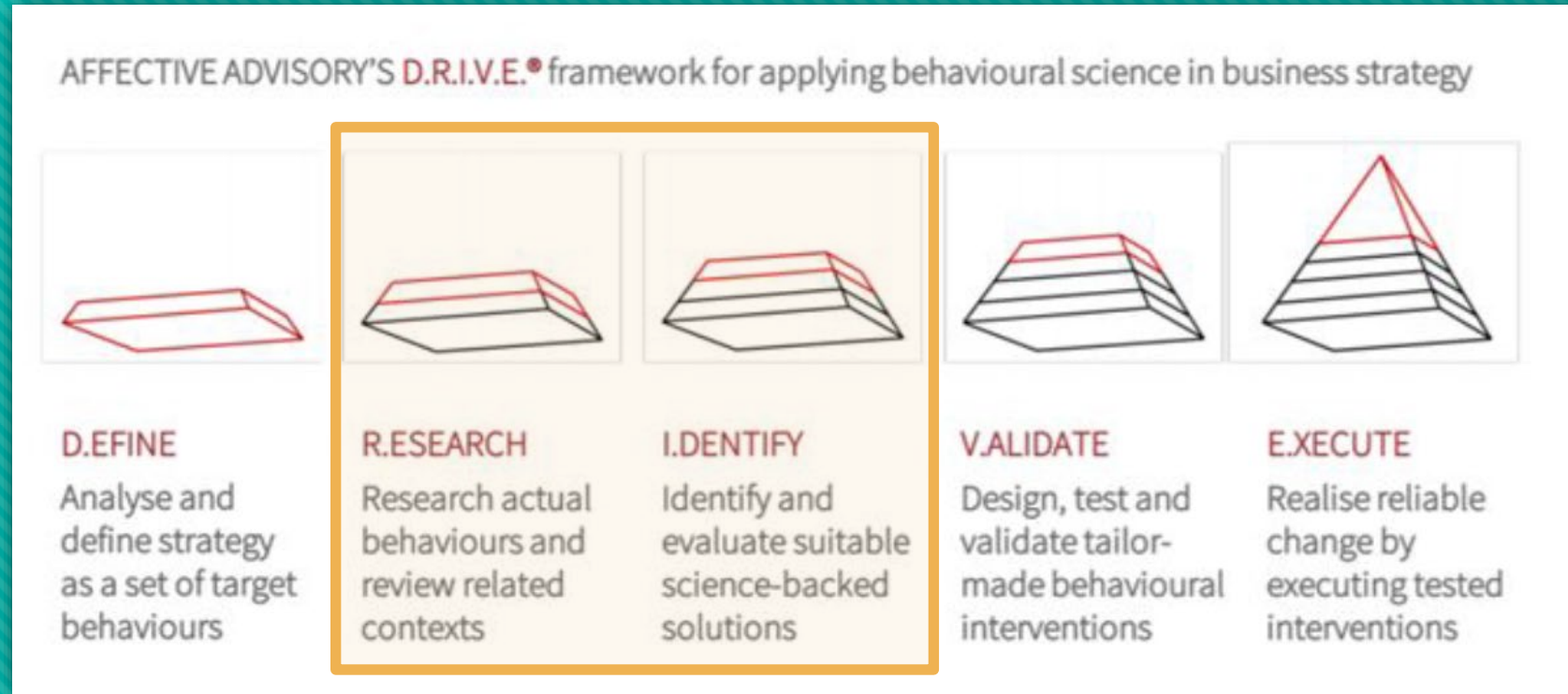
Brief Reminder: Past Tools
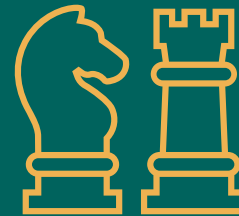
Risk Mitigation : flexible fund that may provide financial assistance to mitigate various types of risks incurred by landlords participating in subsidy programs

Landlord Incentive Program : provides $2000 in form of a lease signing bonus for landlords who sign new 12-month leases with House Choice Voucher Participants
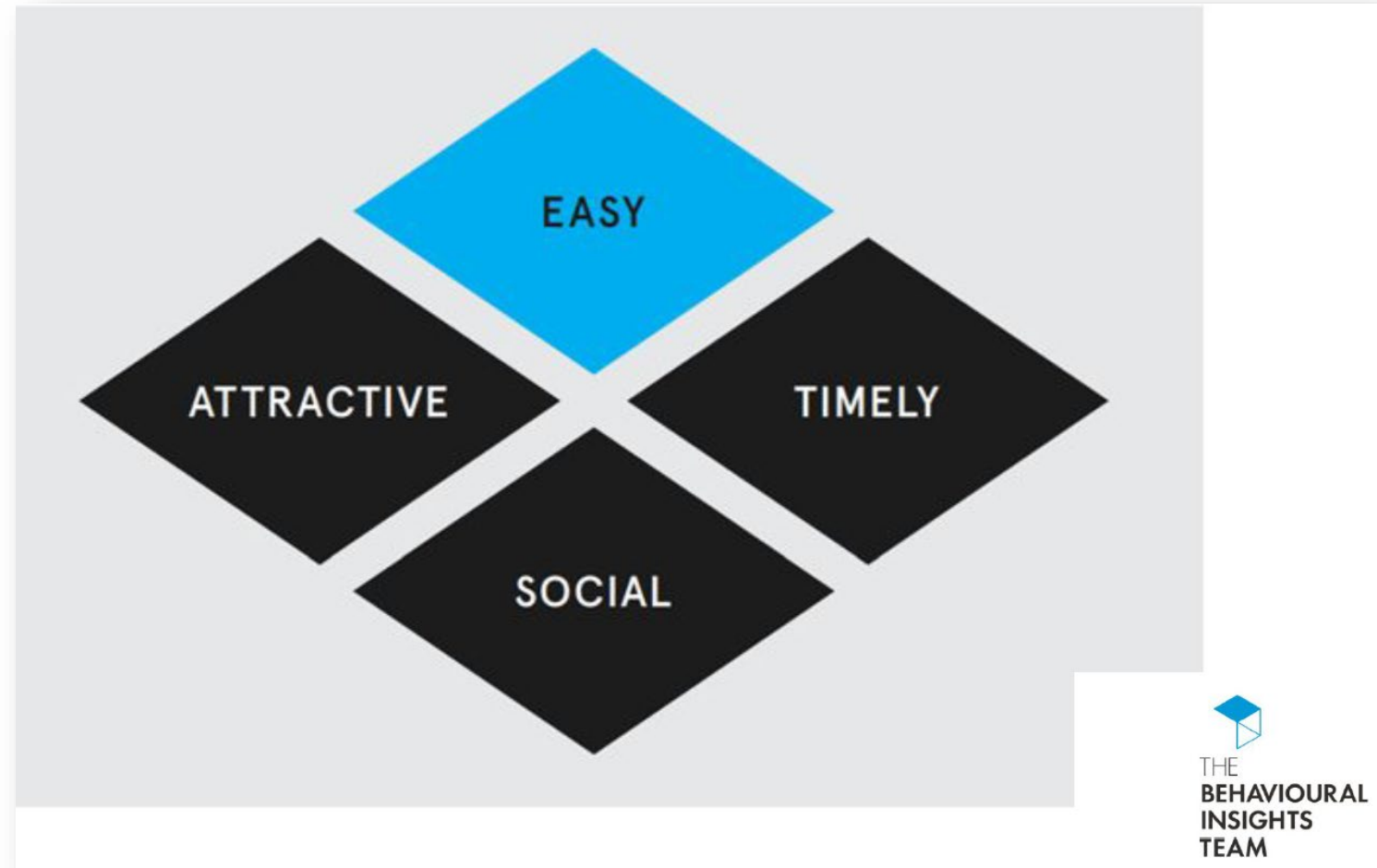
Session 2 Meeting: Next Steps?

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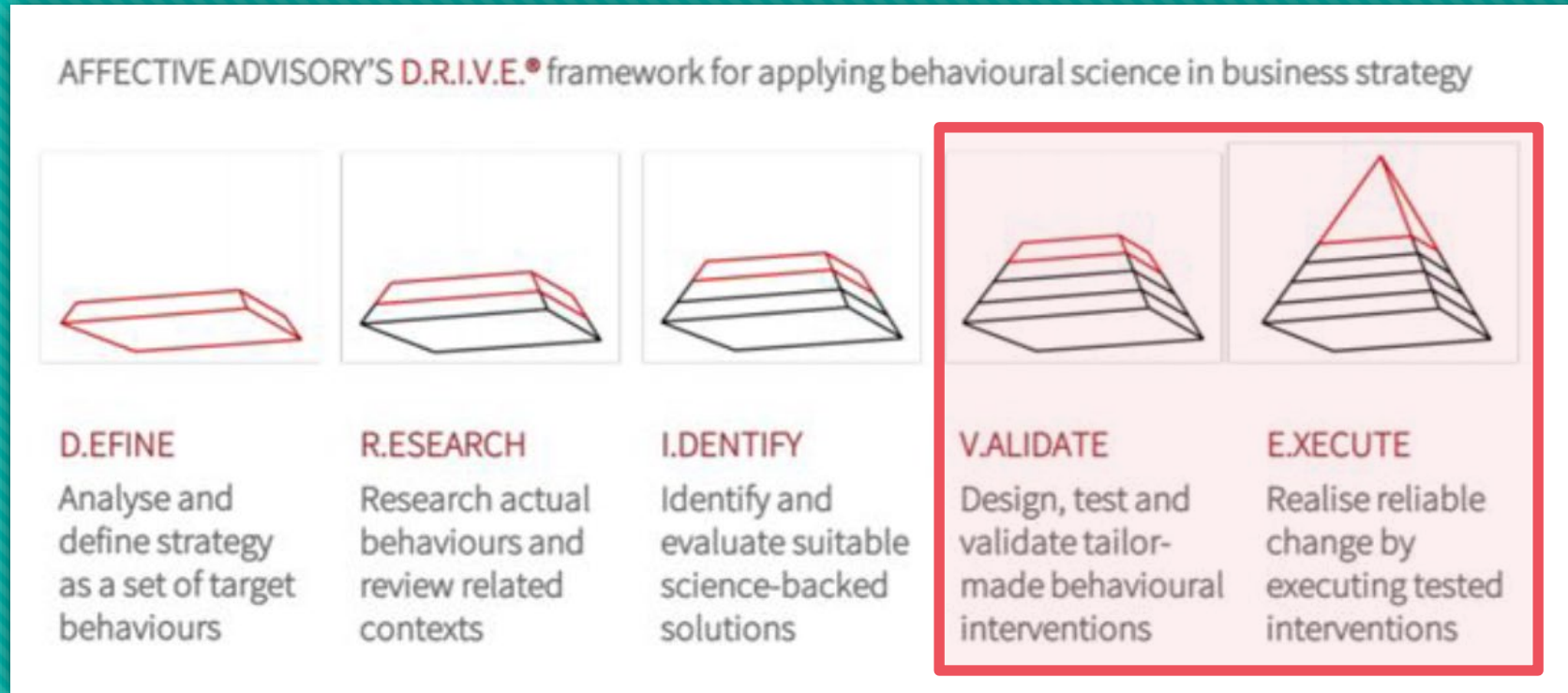Realise reliable change by executing tested interventions

1) **R**esearch: Now that we looked at local data, we will examine what others have done and do a thorough literature review on information out there

2) **I**dentify: Specifically, we will look at how effective the wording of "incentive" & having an exact amount of money listed, and others success rate solutions with mitigating future problems

What method will we use?

- For this future program we hope to test, we will be using this behavioral framework developed by the Behavioral Insights Team

- We need the future program to be

  - **Easy:** Utilize behavioral heuristics such as default heuristic. Reduce hassle and create simple messages

  - **Attractive:** draw attention the same way you would for marketing. Make rewards clear and attractive

  - **Social:** show how it is a desired behavior and will increase their network making it easier for them. Encourage people to make others commit

  - **Timely**: Be aware of time sensitive offer difference. Consider cost and benefits. Help people plan their intentions

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- Once we decide what the best program will **V**alidate it & **E**xecute it by:
    - Assess the success & weaknesses
    - Examine the Impact of program
    - Make changes, if necessary, after brief Pilot Program

Final Step: Share results & Scale the Insights

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EASY

ATTRACTIVE

TIMELY

SOCIAL

THE BEHAVIOURAL INSIGHTS TEAM

Once we know what works, we can **expand** the program to all of Orange County to hopefully **boost** Landlords behavior to **take housing vouchers.**