



The Value of a Policy Lab within Local Government

GovLabPHL

*Anjali Chainani, Director of Policy
Office of the Mayor, City of Philadelphia*



[@GovLabPHL](https://twitter.com/GovLabPHL)

City services



Social Services



Emergency Services



Recycling



Housing



Schools

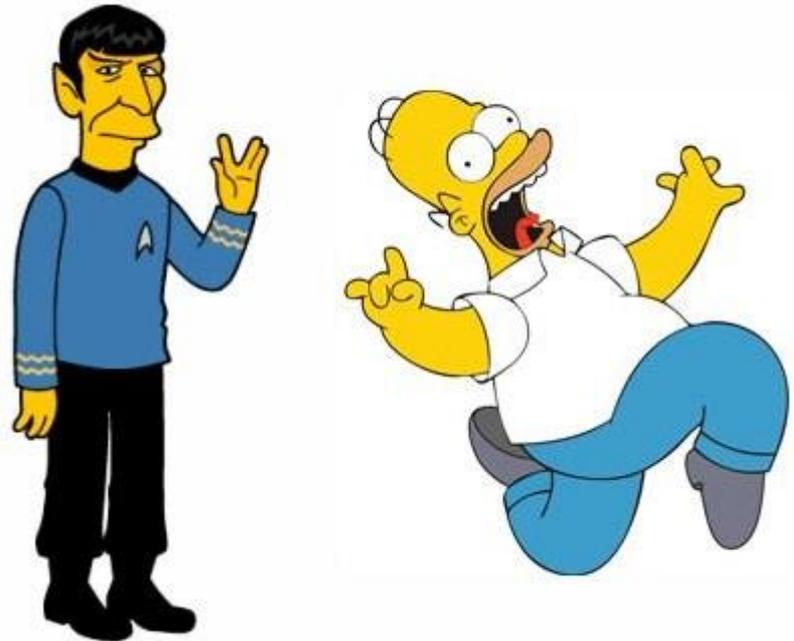


Trash



Behavioral Science

- Key idea: people are **systematically** irrational
 - Huge implications for policy, workplaces, personal life, etc.





Evidence-based Policy and the City



@GovLabPHL



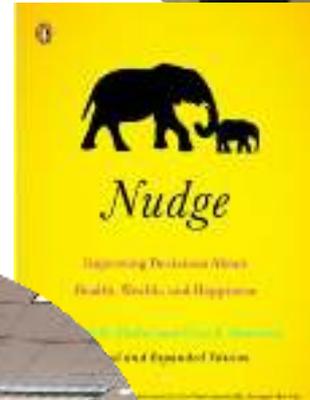
GovLabPHL

GovLabPHL, led by the Mayor's Policy Office, is a multi-agency team centered on embedding **evidence-based and data-driven practices** into City programs and services through cross-sector collaboration.

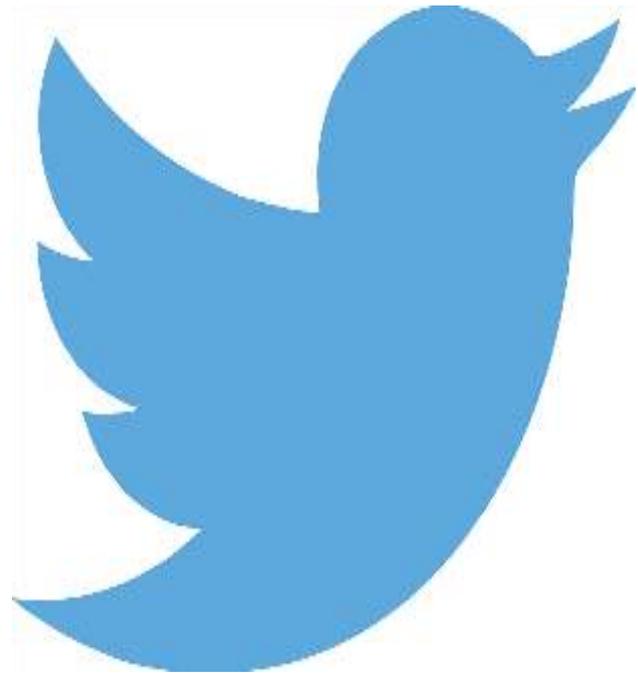
Three streams of work:

1. Create learning opportunities for city employees;
2. Pilot innovative programs and prototypes;
3. Ensure the public has access to learn about new initiatives and best practices.

GovLabPHL



@GovLabPHL



@GovLabPHL





Testing Loss Aversion and Checklists in the City of Philadelphia's Wellness Program

- Completion rate fell from 54% to 39% between 2014 to 2015
- The goal of the City Administered Plan is to reduce health risks, improve health-consumer skills, and improve overall well-being
- Save the City and taxpayers money
- The department was engaging city employees and retirees in many ways without knowing which method worked better or best.

GovLabPHL

Study involving ~6,000 active City of Philadelphia employees and retirees

Random assignment to one of four version of a **postcard**:

Loss Framing + Checklist

Loss Framing + No Checklist

Gain Framing + Checklist

Gain Framing + No Checklist



In order to EARN THE \$500 HEALTH CARE CREDIT towards 2018 health insurance costs, all employees and covered spouses enrolled in City Administered Plan (CAP) benefits must complete the wellness program. Follow the instructions below to complete the wellness program.

Remember, both covered spouses/life partners and employees need to complete their online 2017 Health Assessment and Biometrics on or before Oct 31, 2017.

- Register an account or log on to the Wellness Action Zone at www.myactivehealth.com/city.
Note: your spouse/life partner must have a separate account.
- Complete your online 2017 Health Assessment
- Enter your 2017 blood glucose, blood pressure, HDL, LDL and total cholesterol level

Only employees complete two additional activities below on or before Oct 31, 2017:

- 1 dental exam or cleaning using your United Concordia benefits by Sept 30, 2017
- Log 60 days of physical activity online
- 3 phone sessions with a My Active Health Coach/Nurse
- Earn 100 heartbeats in Online Digital Coaching
- Earn 200 heartbeats in Online Digital Coaching
- Complete the My Active Health Tobacco Cessation Program
- Log 2 in-person visits to an in-network registered dietitian (RD)
 - Find an in-network RD at www.ibxweb.healthsparq.com
- Complete NutriSavings by Sept 30, 2017. Go to order.nutrisavings.com

You are done after you complete the steps above.

Log on to the Wellness Action Zone at www.myactivehealth.com/city to get started.

No Checklist

In order to EARN THE \$500 HEALTH CARE CREDIT towards 2018 health insurance costs, all employees and covered spouses enrolled in City Administered Plan (CAP) benefits must complete the wellness program. Put this checklist on your fridge and get started!

Remember, both spouses/life partners and employees need to complete steps 1-4 on or before Oct 31, 2017.

- Step 1:** Review this card
- Step 2:** Register an account or log on to the Wellness Action Zone at www.myactivehealth.com/city. **Note: your spouse/life partner must have a separate account.**
- Step 3:** Complete your online 2017 Health Assessment
- Step 4:** Enter your 2017 blood glucose, blood pressure, HDL, LDL and total cholesterol level
- Step 5:** Only employees complete two additional activities below on or before Oct 31, 2017:
 - 1 dental exam or cleaning using your United Concordia benefits by Sept 30, 2017
 - Log 60 days of physical activity online
 - 3 phone sessions with a My Active Health Coach/Nurse
 - Earn 100 heartbeats in Online Digital Coaching
 - Earn 200 heartbeats in Online Digital Coaching
 - Complete the My Active Health Tobacco Cessation Program
 - Log 2 in-person visits to an in-network registered dietitian (RD)
 - Find an in-network RD at www.ibxweb.healthsparq.com
 - Complete NutriSavings by Sept 30, 2017. Go to order.nutrisavings.com
- Step 6:** You are done!

Log on to the Wellness Action Zone at www.myactivehealth.com/city to get started.

Checklist



@GovLabPHL



Zero Waste Behavioral Science Initiative

- The Zero Waste and Litter Cabinet is an interdepartmental effort.
- Recycling saved Philadelphia over \$5 million in 2017 on disposal fees and is a major component of our Zero Waste goals.
- On average 60% of a typical maintenance crew's total staff time was spent picking up litter and managing waste.



Tracking Litter – Developing the Litter Index



The screenshot shows a mobile application interface for a survey. At the top, there is a green header with a close button (X) and the title 'My Survey'. Below the header, there is a red bar with the text 'No Location' and a location icon. Underneath, there is a map area with the text 'Press to capture location using a map' and a link to 'Edit contributors'. The form contains several input fields: 'Litter Count' with an asterisk, 'Litter Rating' with a dropdown arrow, 'Requires Immediate Action' with a dropdown arrow, and 'Address' with an asterisk. At the bottom right, there is a green bar with a checkmark icon.

In 2017, the Zero Waste and Litter Cabinet in coordination with the Streets Department, CLIP, SEPTA, Parks and Recreation, the School District and the Water Department developed a litter index tool based off of a previous litter index developed by the Streets Department in 2007. This index:

- Takes litter counts and litter rating scores from assets monitored by all 6 partner organizations
- Creates an aggregated score of an area
- Is used internally to coordinate multi-department responses to litter as well as publically for residents to see their litter index score

What we did

- Changing the number of public waste bins available and examining the influence on litter
- Distributing recycling bins to local residents and examining changes in recycling behavior
- Dovetailed with the city's litter index pilot

Results are published!





Results

- Overall, distributing bins in Port Richmond resulted in an increase in recycling of 0.66 tons each week
- If this intervention had been implemented across all of Port Richmond, this would have resulted in an annual savings of \$9,884.16 in this neighborhood
- Increase recycling bin distribution locations beyond the 6 sanitation center sites
- Pilot an investment in larger bins with attached lids
- An increase in publicly accessible waste receptacles led to a 30 minute decrease in time spent picking up litter by sanitation staff
- Encourage businesses to “adopt-a-receptacle” to decrease litter
- Plan for future placement of waste receptacles



Overall Impact

- Narrowing the key policy questions in collaboration with diverse partners
- Developing a consistent process / opportunity to re-train staff team
- Improvements to data collection + incentive to do data clean-up
- Assessing implementation methods and assuring they integrate seamlessly with partner agency's workflow
- Designing an intervention and testing a hunch
- Insights on subgroups of employees





Overall Impact

- Early insights into how the department or agency is currently engaging their constituents
- Creation of new evidence with low-cost interventions
- Reinforcing existing engagement efforts
- Actions are driven by data and evidence – economic and operational justifications
- Increased accountability
- Increased transparency
- Craft policy and regulation through strategic partnerships
- Inform new future programs and initiatives
- Supports the spirit of innovation





Questions?

Thank you!



@GovLabPHL