NYC BEHAVIORAL DESIGN TEAM
SERVICES FOR CITY GOVERNMENT

Is your agency or program facing a tough behavioral challenge?

- ❌ Few participants sign up for programs or attend sessions
- ❌ Initially enthusiastic participants stop attending
- ❌ Clients under-utilize available benefits, services, and resources relevant to their goals

- ❌ Staff don't take actions to fully engage or serve clients
- ❌ Clients fail to comply with program requirements
- ❌ Programs struggle to identify and recruit clients who would benefit most from available services

We can help!

The BDT uses insights from behavioral science to develop results-based, cost-effective solutions to challenges across NYC government. Our team will work with you to: **define** the behavioral problem; **diagnose** the behavioral barriers to the desired action, using observations, interviews, surveys, and data analysis; **design** low-cost interventions or changes to current program procedures or communications; and **test** these interventions to generate evidence on the impact of those changes.

Let's work together!

The BDT is a **free resource** for any NYC agency interested in applying behavioral insights to new and existing processes and programs.

Do you work for an NYC agency interested in using behavioral science?

CONTACT US at **nycbdt@ideas42.org** to learn more.

Need quick behavioral design advice?

SIGN UP for an office hour at **calendly.com/nycbdt/officehour**

What makes a good partnership?

Criteria we consider when identifying new projects include:

- ▶ **Social impact:** BDT projects advance social impact in areas including promoting economic well-being, increasing the accessibility and efficiency of public services, and achieving diversity, equity, and inclusion across NYC.

- ▶ **Clear behavioral problem:** We work on problems related to individuals' choices and actions. Often, we focus on increasing uptake, retention, compliance, or matching clients to services best suited to their needs.

- ▶ **Existing touchpoints:** We often leverage existing touchpoints with clients, such as in-person interactions, emails, mailers, or other communications.

- ▶ **Available data:** We ask our partners to have data that could be used to measure the impact of our solutions.

About Us

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The NYC Behavioral Design Team (BDT) is a partnership between ideas42, NYC's Mayor's Office for Economic Opportunity, and CUNY's Institute for State and Local Governance (ISLG). Since its launch in 2016, the BDT has worked with more than a dozen agencies across City government to enhance programs and policies using behavioral design. Together, the BDT and agency partners have developed practical solutions to problems in education, employment, health, government efficiency, energy and the environment, economic mobility, equity, and other areas.