

Syon P. Bhanot (2021, Journal of Behavioral Public Administration):  
Good for you or good for us? A field experiment on motivating citizen behavior change

## **Online Appendix**

Figure A1. Standard Letter



DEPARTMENT OF LICENSES AND INSPECTIONS  
1401 JOHN F. KENNEDY BOULEVARD  
PHILADELPHIA, PA 19102

## CITY OF PHILADELPHIA

COMMISSIONER  
DAVID PERRI

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Tax ID#: [REDACTED]

Commercial Activity License#: [REDACTED]

EIN#/SSN#: [REDACTED]

It is nearly time for your Housing Rental license renewal. To expedite the renewal process, register your account at <https://eclipse.phila.gov> and renew online. Even though the renewal period starts January 16th, 2017, you may register online now.

Please note, the department will begin phasing out the option to mail-in renewals. Therefore we encourage you to use the online platform this year.

**So take the first step towards online renewal, by registering online TODAY at <https://eclipse.phila.gov>.** That way when the time comes for renewal in 2017, you'll be done in a snap!

If you no longer conduct the activities authorized by this license, please contact License Issuance at [www.phila.gov/licontact](http://www.phila.gov/licontact) or call 311 (215-686-8686) to request closure of the license.

Thank you for your investment in the City of Philadelphia.

Sincerely,  
License Issuance Staff  
Department of Licenses and Inspections

Figure A2. Personal Benefits Letter



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1401 JOHN F. KENNEDY BOULEVARD  
PHILADELPHIA, PA 19102

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[REDACTED]  
[REDACTED]  
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Commercial Activity License#: [REDACTED]

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### **DO YOURSELF A FAVOR AND REGISTER TODAY!**

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Please note, the department will begin phasing out the option to mail-in renewals. Therefore we encourage you to use the online platform this year.

### **HOW DOES REGISTERING ONLINE NOW HELP YOU?**

**-YOU avoid wasted time and stress:** if you register now, we have staff available to assist you should you experience any issues. Don't wait until peak renewal season.

**-YOU get it out of the way:** Things get busy in the winter, and it's better to take care of this NOW to save yourself the hassle LATER! It will make renewing online later a breeze!

So take the first step towards online renewal, by registering online TODAY at <https://eclipse.phila.gov>. That way when the time comes for renewal in 2017, you'll be done in a snap!

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Thank you for your investment in the City of Philadelphia.

Sincerely,  
License Issuance Staff  
Department of Licenses and Inspections

Figure A3. City Benefits Letter



## CITY OF PHILADELPHIA

DEPARTMENT OF LICENSES AND INSPECTIONS  
1401 JOHN F. KENNEDY BOULEVARD  
PHILADELPHIA, PA 19102

COMMISSIONER  
DAVID PERRI

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Tax ID#: [REDACTED]

Commercial Activity License#: [REDACTED]

EIN#/SSN#: [REDACTED]

### **DO THE CITY A FAVOR AND REGISTER TODAY!**

It is nearly time for your Housing Rental license renewal. To expedite the renewal process, register your account at <https://eclipse.phila.gov> and renew online. Even though the renewal period starts January 16th, 2017, you may register online now.

Please note, the department will begin phasing out the option to mail-in renewals. Therefore we encourage you to use the online platform this year.

### **HOW DOES REGISTERING ONLINE NOW HELP THE CITY?**

**-WE need your help:** Every year, an overwhelming number of license holders try to register at the last minute. We don't have the staff to meet the rush of people and this means longer wait times for everyone. By registering online early, you can do us a huge favor in reducing the burden, and help us improve services for all.

**-WE can together build an efficient Philadelphia!** By registering online TODAY you help modernize our system and streamline our processes. Together we can build Philadelphia into a modern, efficient city we can be proud of!

So take the first step towards online renewal, by registering online TODAY at <https://eclipse.phila.gov>. That way when the time comes for renewal in 2017, you'll be done in a snap!

If you no longer conduct the activities authorized by this license, please contact License Issuance at [www.phila.gov/licontact](http://www.phila.gov/licontact) or call 311 (215-686-8686) to request closure of the license.

Thank you for your investment in the City of Philadelphia.

Sincerely,  
License Issuance Staff  
Department of Licenses and Inspections

**Table A1. Treatment Effects Disaggregated by Philadelphia Zip**

	Philadelphia Zip			Other Zip		
	(1) Registered	(2) Renewed at least one license online	(3) Renewed all licenses online	(4) Registered	(5) Renewed at least one license online	(6) Renewed all licenses online
Standard	0.170*** (0.0145)	0.0725*** (0.0121)	0.0678*** (0.0117)	0.244*** (0.0188)	0.106*** (0.0161)	0.106*** (0.0157)
Personal	0.142*** (0.0144)	0.0720*** (0.0121)	0.0712*** (0.0117)	0.231*** (0.0188)	0.122*** (0.0163)	0.120*** (0.0159)
City	0.143*** (0.0143)	0.0617*** (0.0119)	0.0563*** (0.0115)	0.185*** (0.01865)	0.0777*** (0.0157)	0.0804*** (0.0153)
Multiple Licenses	0.0840*** (0.012)	0.0780*** (0.0103)	0.0372*** (0.0098)	0.0462** (0.015)	0.0520*** (0.013)	0.0188 (0.0126)
Constant	0.155*** (0.00953)	0.0952*** (0.00798)	0.0979*** (0.0078)	0.178*** (0.0125)	0.112*** (0.0107)	0.112*** (0.0104)
$R^2$	0.0284	0.0154	0.0084	0.0437	0.0171	0.0143
Observations	7,083	7,083	7,083	4,496	4,496	4,496

Notes: This table presents estimates of the treatment effects of various mailers on three outcomes of interest using linear probability models. Outcomes are reported as percent of individuals registering, renewing at least one license online, or renewing all licenses online, including non-responders. All specifications include a binary control variable indicating whether an individual license-holder possessed multiple licenses or not. Estimates for individuals with Philadelphia zip codes are presented in columns (1)-(3), with results for the corresponding non-Philadelphia individuals presented in (4)-(6). Standard errors shown in parenthesis. \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

**Table A2: Philadelphia Zip Interaction Effects**

	(1) Registered	(2) Renewed at least one license online	(3) Renewed all licenses online
Standard	0.245*** (0.0193)	0.106*** (0.0162)	0.106*** (0.0158)
Personal	0.231*** (0.0193)	0.122*** (0.0162)	0.120*** (0.0158)
City	0.185*** (0.0193)	0.0776*** (0.0162)	0.0803*** (0.0158)
Standard*PhillyZip	-0.0751** (0.0246)	-0.0337 (0.0207)	-0.0386 (0.0202)
Personal*PhillyZip	-0.0885*** (0.0246)	-0.0496* (0.0207)	-0.0487* (0.0202)
City*PhillyZip	-0.0426 (0.0247)	-0.0160 (0.0207)	-0.0241 (0.0203)
PhillyZip	-0.0103 (0.0174)	-0.00824 (0.0146)	-0.00765 (0.0143)
Multiple Licenses	0.0688*** (0.00916)	0.0675*** (0.00769)	0.0298*** (0.00751)
Constant	0.170*** (0.0140)	0.107*** (0.0117)	0.108*** (0.0115)
$R^2$	0.0387	0.0178	0.0130
Observations	11,579	11,579	11,579

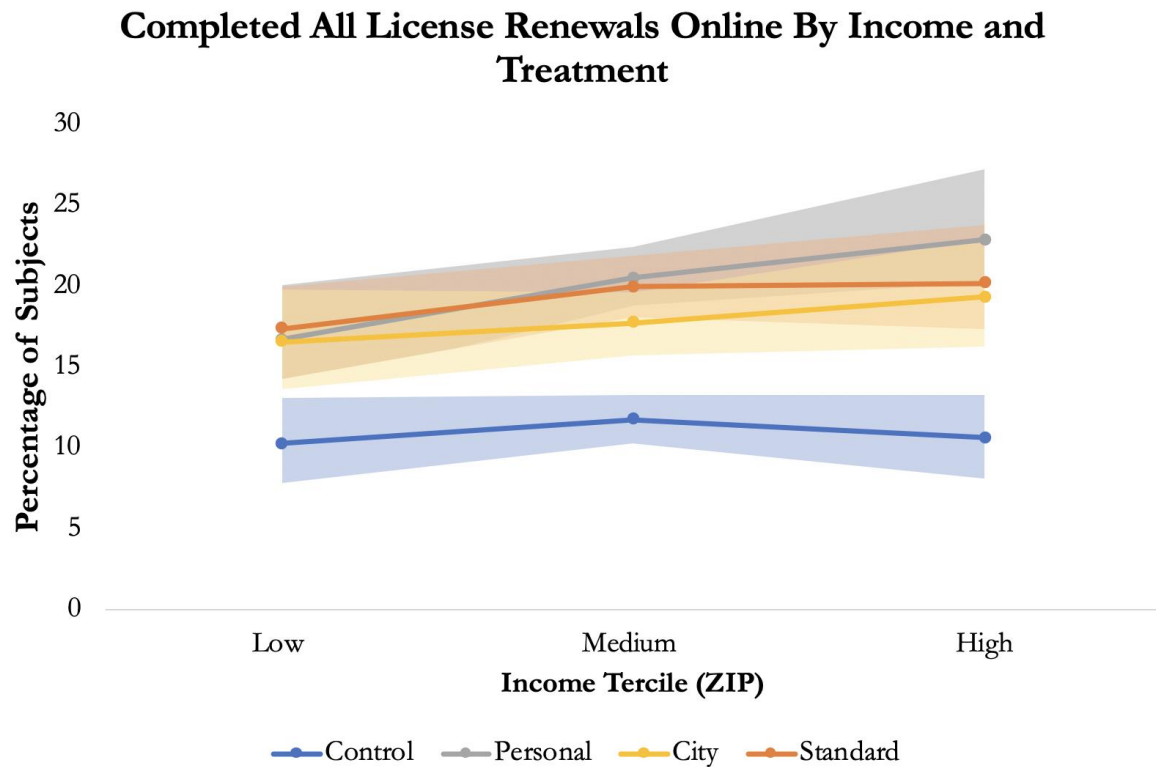
Notes: This table presents estimates of the treatment effects of the various mailers on three outcomes of interest, using linear probability models. Outcomes are reported as percent of individuals registering, renewing at least one license online, or renewing all licenses online, including non-responders. All specifications include interaction terms combining the PhillyZip and Personal/City/Standard treatment group indicators, as well as a binary control for whether an individual license-holder possessed multiple licenses or not. Standard errors shown in parenthesis. \*p<0.05, \*\*p<0.01, \*\*\*p<0.001.

**Table A3. Treatment Effects Disaggregated by Number of Licenses**

	Single license			Two or more licenses		
	(1) Registered	(2) Renewed at least one license online	(3) Renewed all licenses online	(4) Registered	(5) Renewed at least one license online	(6) Renewed all licenses online
Standard	0.207*** (0.0135)	0.0909*** (0.0111)	0.0909*** (0.0111)	0.181*** (0.0219)	0.0730*** (0.0189)	0.0639*** (0.0175)
Personal	0.194*** (0.0135)	0.0919*** (0.01172)	0.0919*** (0.0112)	0.141*** (0.0214)	0.0903*** (0.0189)	0.0865*** (0.0177)
City	0.159*** (0.0133)	0.0577*** (0.0107)	0.0577*** (0.0107)	0.161*** (0.0217)	0.0903*** (0.0191)	0.0832*** (0.0178)
PhillyZip	-0.0741*** (0.0105)	-0.0413*** (0.00869)	-0.0413*** (0.00869)	-0.0359* (0.0161)	-0.0152 (0.0142)	-0.0227 (0.0133)
Constant	0.203*** (0.0106)	0.128*** (0.00883)	0.128*** (0.00883)	0.268*** (0.0170)	0.176*** (0.0148)	0.148*** (0.0136)
$R^2$	0.0388	0.0132	0.0132	0.0231	0.0082	0.0086
Observations	7936	7936	7936	3,643	3,643	3,643

Notes: This table presents estimates of the treatment effects of various mailers on three outcomes of interest using linear probability models. Outcomes are reported as percent of individuals registering, renewing at least one license online, or renewing all licenses online, including non-responders. All specifications include a binary control variable indicating whether an individual license-holder possessed a Philadelphia zip code or not. Estimates for individuals with only one license are presented in columns (1)-(3), with the corresponding estimates for multiple-license holders presented in columns (4)-(6). Standard errors shown in parenthesis. \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

Figure A4. All-Online Renewal Rates by Income Tercile and Treatment



Notes: The figure above depicts the percentage of subjects who completed all license renewals online by income tercile and treatment group. The relevant sample sizes are: Low ( $n=2,194$ ), Medium ( $n=7,108$ ), and High ( $n=2,277$ ). The income terciles are based on ZIP code level data and are as follows: Low ( $\leq \$37,499$ ), Medium (between  $\$37,500$  and  $\$87,499$ ), and High ( $\geq \$87,500$ ). The shaded regions depict 95% confidence intervals.