

TPPF envisions a regulatory Citizen Bill of Rights to help Americans respond to government intrusions in their lives. As a first step, this requires raising awareness of the problem and defining it in terms that will resonate with all Americans.

The Frontier Lab conducted 60 interviews with voters to identify the deepest-held values associated with their strongly held views of regulatory reform, as well as how they became engaged on the issue.

This preliminary analysis, based on "values laddering" and behavioral event modeling (BEM), provides insight that can guide strategies to raise awareness of the need for regulatory reform, and create demand for a Citizen Bill of Rights.

#### RESEARCH DESIGN

INTERVIEW METHODS	"Values" and "Behavioral Event Modeling" in-depth interviews conducted via telephone in March 2019	RECRUITING CRITERIA
LENGTH	30 to 60 minute sessions	
NUMBER	60	
ТОРІС	Regulatory Reform	

- Ages 18+
  - Likely voters
  - High-intensity strong champions of a positive Regulatory Reform position
  - 30 "Values Laddering" interviews with those who support Regulatory Reform
  - 30 "Behavioral Event Modeling" interviews on where interest originated

The Frontier Lab<sup>^</sup>

## 60 INTERVIEWS

GENDER	M 34		F	26			
AGE	18-24	02					
	25-34	16					
	35-44	10					
	45-54	20					
	55+	12					
RACE	Hispanic	04		African American	10	White	40
	Native American	00		Asian/Pacific	06	Other	00

The Frontier Lab^

Americans who advocate strongly for Regulatory Reform aren't interested only in economic growth and opportunity, innovation, preserving resources, and improving transparency in regulatory processes—although these all matter greatly. Rather, our research indicates there is greater concern about the relationship between unaccountable government agencies and the citizens they are supposed to serve.

This "power imbalance" creates concerns that America's opportunity culture is being throttled by increasingly oppressive regulatory burdens.

This makes clear that an overarching narrative can be applied to the regulatory state: Whose rules are these, where do they originate, and whom do they serve?

#### **EXECUTIVE SUMMARY**

By examining characteristics of the "Over-Ruled," those who have had a vivid experience with or exposure to victims of regulatory abuse, we can learn to expand engagement on regulatory reform. We can also strengthen engagement by the Over-Ruled by creating a "regulatory relationship" framework.

We explored important aspects of the regulatory relationship (*i.e.*, the Whose Rules?) framework by examining:

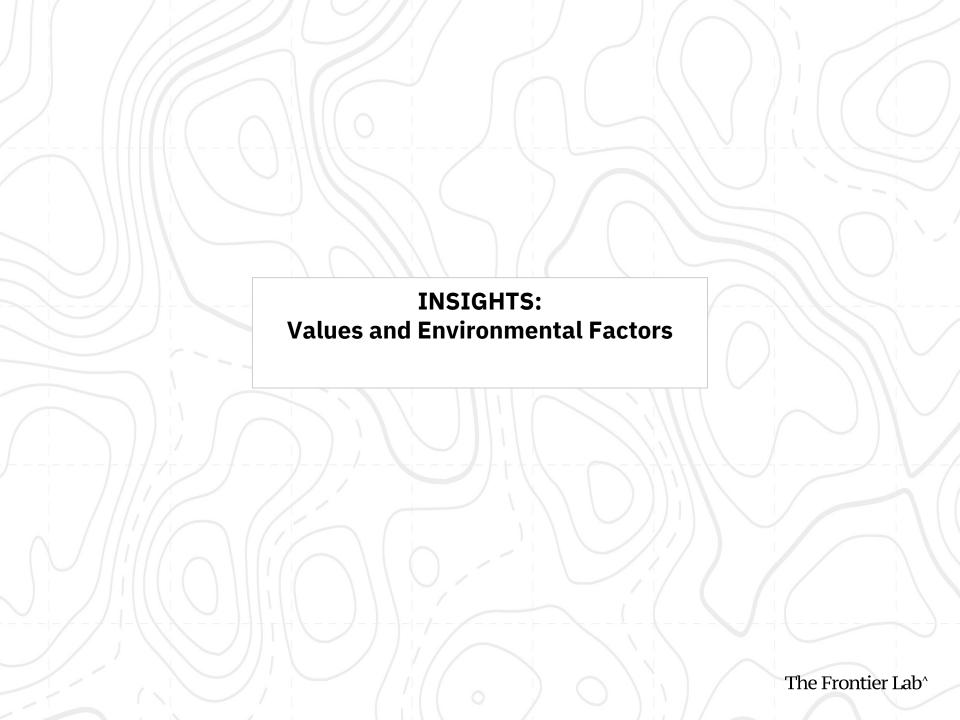
- The deep values that explain why the Over-Ruled support reform
- The environmental factors the lead citizens to a reform-seeking mentality

# THE "OVER-RULED" REFORMERS

The Over-Ruled are very aware of the burdens of regulatory compliance. They see regulatory overreach as a deeper and systemic problem where Americans are being robbed of: (1) their self-governance; (2) opportunity to attain the American Dream, and; (3) a society that prizes individual ingenuity.

While this it what they said explained their support for reform, underlying psychological drivers provide greater direction for redefining a regulatory framework.

We identified three values that explain support for reform. Two of these describe the quality and goals of relationships between people: "Personal" and "Empowerment." The third, "Americanism," implies there are consequences for failing to address dysfunctional regulatory relationships: loss of the Opportunity Story that defines America.



# WHOM DO THE RULES SERVE?

The Over-Ruled believe the rules serve political and corporate interests first.

Regulations are understood as protection for "them" rather than "us," which inflames a sense of unfairness. A burden has been placed on individuals to serve the interests of a corrupt system.

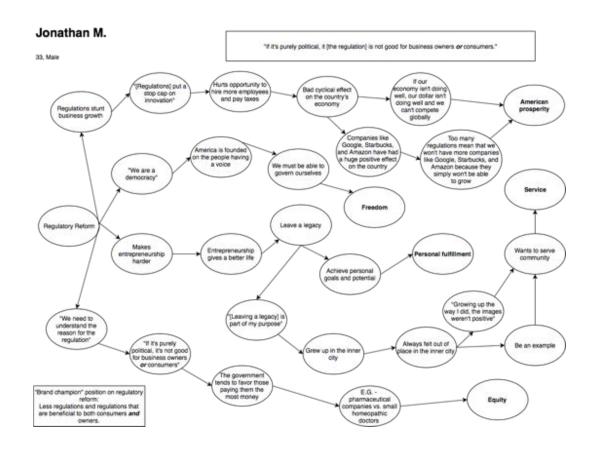
The Over-Ruled see corruption, special favors, and an overarching political agenda as evidence that the rules do serve a specific purpose – but not theirs

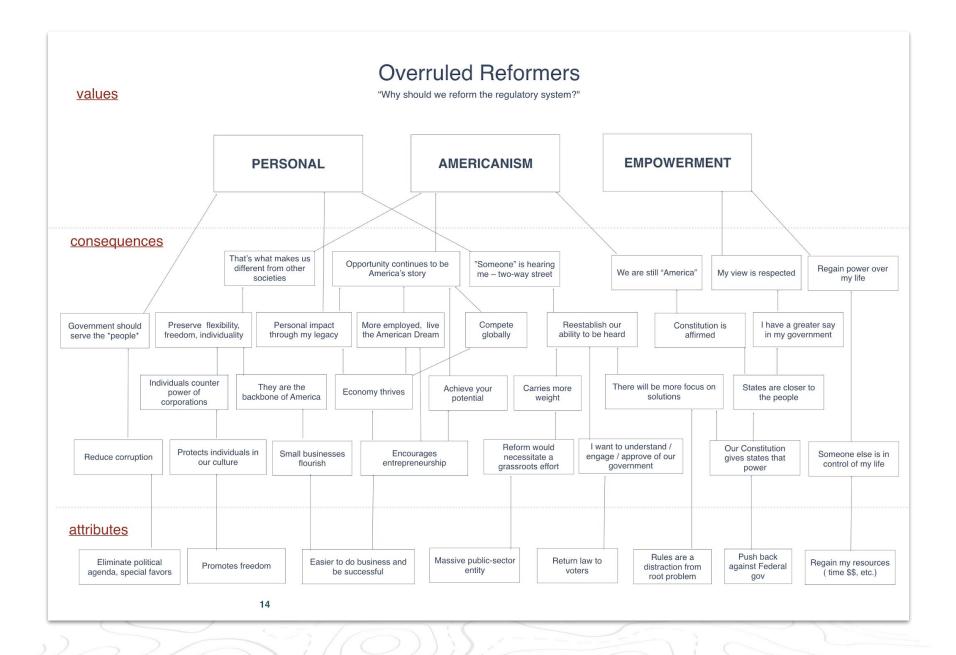
For the Over-Ruled, it is even more jarring that abusive regulations are part of an official system, accepted and built into the modern American state.

This causes fear that reform is an almost insurmountable task, requiring grassroots effort rather than government action.

Believing failure of the rules to do anything but distract from root problems and true solutions leads them to feel they are on the sidelines – these rules are not theirs, and they are not meant to serve them.

# EXAMPLE INSIGHTS FROM OVER-RULED JONATHAN:



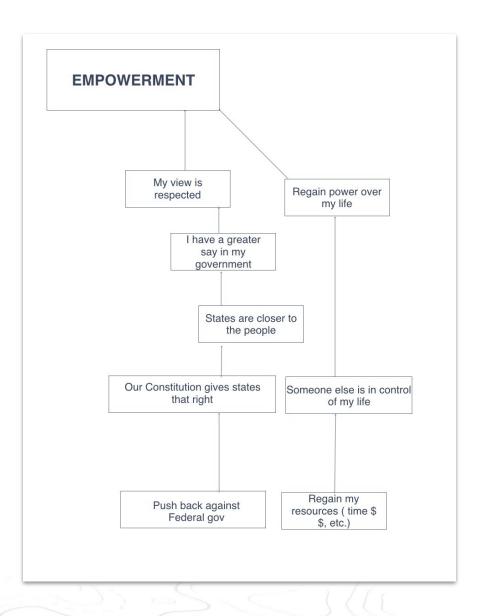


# AN UNEQUAL POWER RELATIONSHIP

The Over-Ruled perceive themselves to be in a relationship with regulatory agencies that is based on *power and control* instead of *equality* and respect.

They wonder, "Whose rules?," and have determined the rules are not theirs, but are those of nameless, unaccountable powers.

Therefore, engaging reform provides hope for restoring empowerment into the relationship -- to have a greater say in their government and more power over variables (money, time) in their own lives.



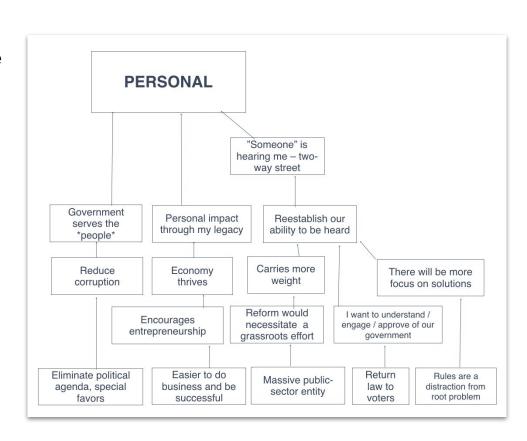
Reformers seek to be heard. Instead, the relationship today is distant and isolating. While the Over-Ruled articulated concerns about burdens when starting new businesses, corruption, and regulations being duplicative or outdated, the underlying concern is estrangement.

Americans are facing obstructions that are in their way relating to:

- -creating their own unique pathways to success
- -leaving a legacy to others
- -balancing the economic power of corporations

Solutions to make the system more personal would:

- -indicate respect associated with listening
- -prioritize voters' understanding of / engaging with / and approving of its rules



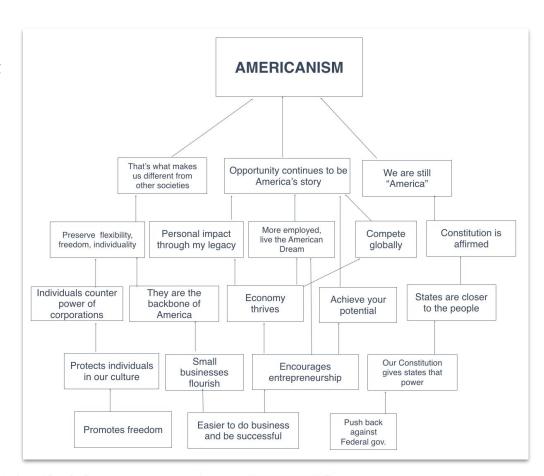
## A RELATIONSHIP THAT TRIVIALIZES AMERICA'S STORY

The regulatory system in America hasn't just soured a relationship with the American people; it also trivializes the story of the dreams of the American people. That story is:

The individual is more important than public-private alliances / corporate power

An entrepreneurial culture provides the American Dream to oneself *but also to others* 

Places rights closer to the people (the states)





The Over-Ruled take proactive steps to pursue reform and end their relationship with the regulatory system by adopting a "Whose Rules?" mentality, This occurs when they have a firsthand experience of regulatory abuse or hear secondhand stories of abuse.

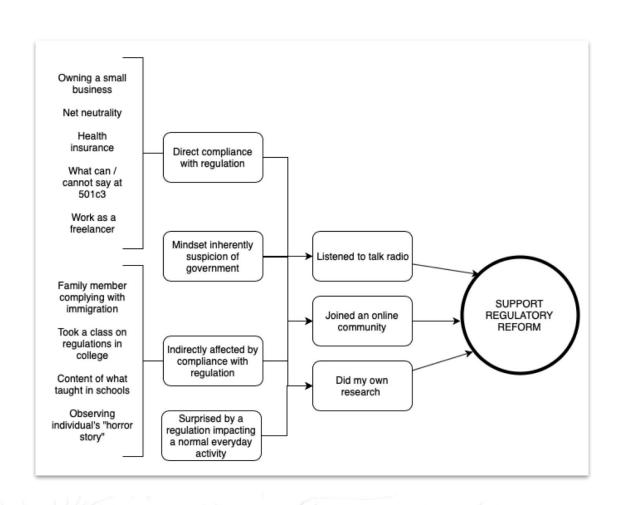
After this initial turn toward reform, a secondary group of stimuli -- all of which involve an element of community-building -- then confirmed their pathways toward full support for reform:

- Participation in an online community where citizens observe others engaged on an issue.
- 2. Follow-up confirmation from talk radio.
- 3. Conducting their own research about the topic.

These secondary actions involve recognition by citizens that others are aware of the problem and are equally incensed. We identified isolation from like-minded opinion holders as a key barrier to awareness of and support for reform.

In addition, there is disconnect between the prominence of individualized stories impacting initial interest in reform and the lack of those stories in the mental map that describes motivations of the Over-Ruleds. This represents an opportunity to retell stories after initial interest wanes.

Consolidated critical events that preceded engagement with regulatory reform, identifying three changes and four distinct types of events.



#### **GRADUATING**

Direct interaction with three regulation experiences: Graduating from high school or college means new responsibilities of procuring health insurance post-age 26, paying taxes, and no longer deferring student loans – focusing attention on presence of regulations.

#### **CHURCH AND STATE**

Having to take action to prevent a regulatory problem: Religious leaders must carefully plan and document their activities so not to set off the punitive regulatory trip wire.

#### **IMMIGRATION**

Direct experience with immigration regulations.

#### THE CONFLICT BETWEEN FAMILY TEACHING & SCHOOL

Observing the implementation of agency-promoted policies by their teachers that conflict with generations of family tradition, morality and culture.

#### **PRIVACY COMMUNITIES**

For some, it only takes one personal experience with an overly watchful government to warrant joining an online community as an outlet for their cynicism and mistrust of Big Brother.

Intervention: Share stories of commonplace activities young adults engage in that are unknowingly shaped and restricted by regulations, and then reveal the regulatory framework that guides the behavior.

Intervention: Engage with churches that might desire to express the tenets of their faith through political speech, coaching them on the regulatory pitfalls but empowering them to be advocates for a deregulated church/state relationship.

Intervention: Inspire parents to question their teachers and administrators when new school policies are implemented, demanding explicit attribution to local, state or federal regulations for all of their actions.

#### **BUSINESS OWNERSHIP**

Owning a small business could mean freelancing or founding a community bank, but all entrepreneurs face complying with complex regulatory frameworks, often accompanied with serious investment of resources.

#### **EDUCATION**

Many indicated that they enrolled in a college course addressing the impact of government regulations, which alerted them to the problem they had not directly experienced.

#### **MEDICAL ISSUES**

A desire for a certain level of care is challenged by regulations that dictate how medical procedures will proceed.

#### 9/11

Observing what is seen as a callous misuse of September 11, 2001, by government to expand its regulatory reach.

#### WHAT'S IN MY FOOD?

Curiosity of citizens concerned about food sourcing stemming from by news articles or television specials about agency malfeasance—especially when it comes to larger food producers—prompts further research and confirms deep-seated cronyism about the industry and government at-large.

Intervention: Share stories of commonplace activities young adults engage in that are unknowingly shaped and restricted by regulations, and then reveal the regulatory framework that guides the behavior.

Intervention: Engage with churches that might desire to express the tenets of their faith through political speech, coaching them on the regulatory pitfalls but empowering them to be advocates for a deregulated church/state relationship.

Intervention: Inspire parents to question their teachers and administrators when new school policies are implemented, demanding explicit attribution to local, state or federal regulations for all of their actions.



# Whose Rules?: My Rules How can Regulatory Reform become a hinge point for citizens' rights? The Frontier Lab^

#### REDRAWING THE BOUNDARIES

In the current regulatory system, we are ruled over – and the ones in charge of the rulemaking have power over our prosperity, our individualized legacies, our freedom, and our American story.

We will reach more Americans when we set aside surface-level focus on the attributes of healthy relationship with regulations, and instead focus on the abuse and unhealthy power held by regulatory agencies today.

A new relationship framework will ask Americans to redraw their boundaries so that we can ensure regulations are: (1) accountable; (2) respectful of the individual, and; (3) acknowledging of the American Opportunity Story.

#### APPLYING FINDINGS TO A 'CITIZENS BILL OF RIGHTS'

#### A Citizen Bill of Rights should:

- Acknowledge the validity of a regulation.
- Establish the boundaries outside of which regulations can never stray (States' rights).
- Retell the American Opportunity Story within the relationship context.

#### Be Personal:

- Conveyed as a service to the people.
- Show input received from everyday Americans as a process to creating the Bill of Rights.
- Reframe "rules" as avoidance of solutions to root problems.

#### Affirm Americanism:

- Connect this to our heritage of affirming individual rights (The title does this well).
- Describe the goal: The American Dream for all and for future generations.
- Show this is a way to maintain a distinctly American culture.
- Describe corruption that ensues with regulations as a counter to Americanism.

#### Empower:

Ensure special focus on the Value of Time (lost).

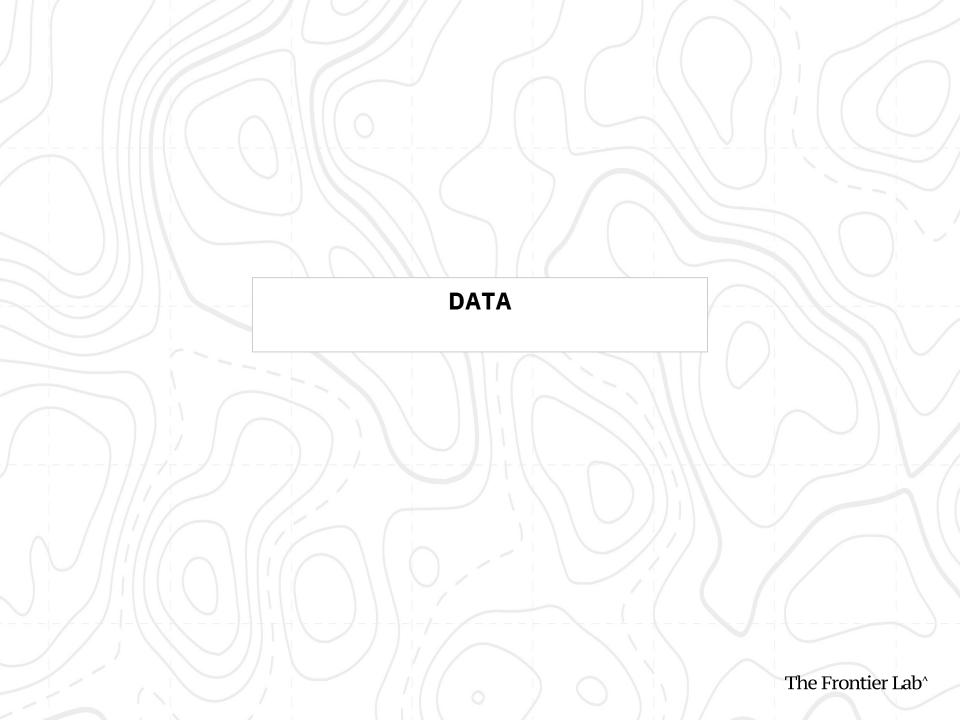
Put in context of a larger grassroots investment in this issue.

Additional Considerations from the Research:

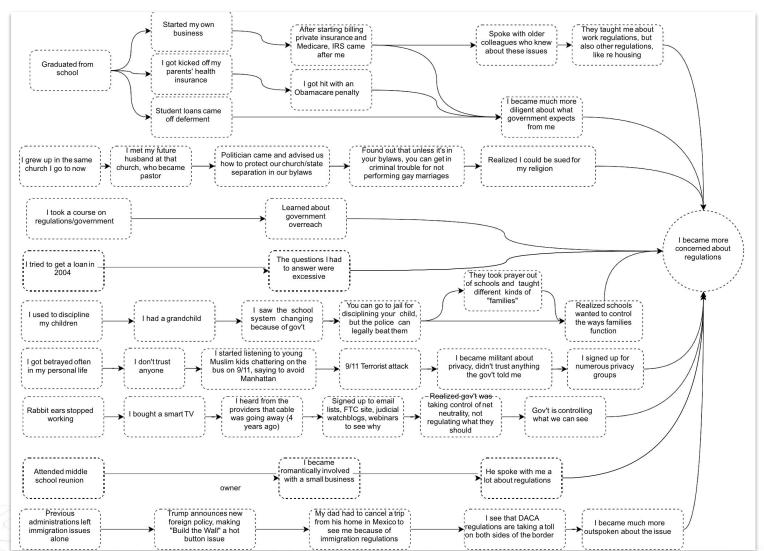
- The behavioral event modeling research revealed that citizens are persuaded by individual stories, and yet the stories are not found in our mental map of why people continue to strongly support regulatory reform.
- So, while this context initially brings people into the issue, it is not reaffirmed by the brand of Regulatory Reform.

Introduce individual injustice as a concern that, if resolved, will lead to a system more oriented to the individual.

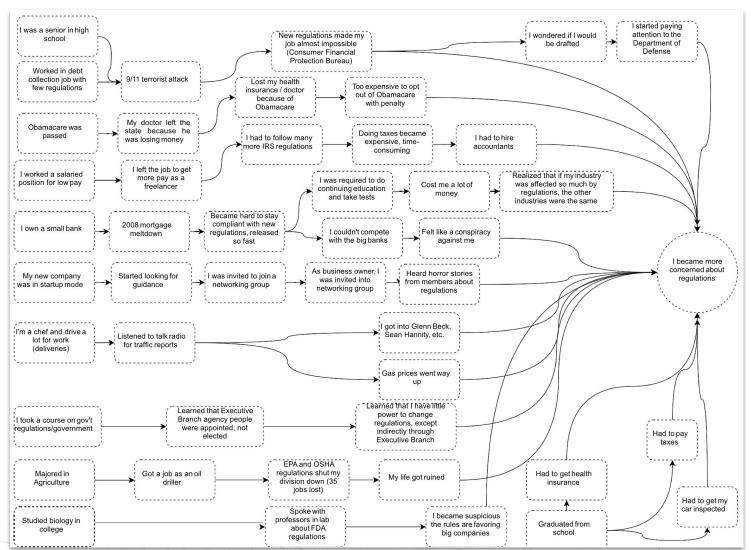
- Voters feel the burden of change is almost insurmountable without a grassroots effort; they will respond well to messages affirming that the grassroots can be activated on this issue
- Terms not used by champions of regulatory reform include:
  Agencies, Settlement, Gag Order consider defining these or finding new ones



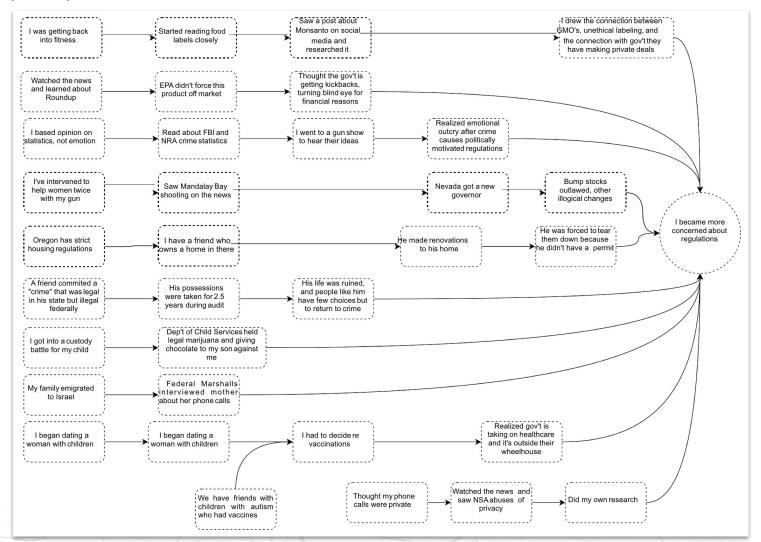
## CHANGE TO INCREASED LEVEL OF CONCERN --DEMOCRATS AND IND-LEAN LEFT



## CHANGE TO INCREASED LEVEL OF CONCERN --REPUBLICANS AND IND-LEAN RIGHT



## CHANGE TO INCREASED LEVEL OF CONCERN --REPUBLICANS AND IND-LEAN RIGHT (CONT.)



## **NEXT STEPS**

Phase 2 research will: (1) quantify how Republican, Independent, and Democratic opinions respond to messages, and; (2) identify target audiences within each market segment.

Each of the Opportunity Concepts will be refined after soliciting feedback from target audiences.

Final opportunity areas should be evaluated to ensure they meet the TPPF guardrails and research-identified principles.