



# Behavioral Economics: Policy Applications & Practical Guidance

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# Background

- Attorney by trade
- Hired into government to make it easier to do business
  - Searched the globe to find best practices
  - Met with thousands of business owners at hundreds of events
  - Part of larger effort to address business complaints
- Promoted to Director, Department of Business Regulation
- Promoted to Secretary of Commerce
  - Focus today on process improvement

# Impressions: Who is in the audience?

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Need to consider all parties involved in the change process...

- **Funders** (General Assembly, grant programs, etc.)
- **Leadership** (President/Governor, Agency Lead, etc.)
- **IT Department**
- **Unions**
- **Vs. CUSTOMER**

# Impressions: Other factors to consider

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Need to consider the surrounding factors that may contribute...

- Is the program forced or by choice?
  - Employee or customer
- Is there help to get it done?
- Is it well funded or bootstrapped?
  - Any 'cost' for the customer?

# Impressions: Other factors to consider

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Need to consider the surrounding factors that may contribute...

- How difficult is it to do?
  - Hassle factor
- How fast must it be done?
- How is it being relayed?
  - Forced, neutral, or via trusted party

# Impressions: Interplay with what is being offered

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What is the program offering and what role does it play:

- Are you giving something away?
  - Or taking something?
- Is there an unlimited supply?
- Related to money, health, or something else?

# Impressions: Interplay with what is being offered

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What is the program offering and what role does it play:

- Service vs. tangible product
- Cash vs. credit
- Basic or advanced





# Rhode Island Example pt.1

## Forced vs. Choice:

- Law, Regulation, Standards, or Process
- Ex: Ice Cream, Mimosas, Handrails, and Food Trucks

## Help to accomplish:

- Financial Support (to make stuff happen), Staffing
- Ex: Electronic Permitting

## Speed needed:

- Ex: COVID Programming



# Rhode Island Example pt.2

## Hassle:

- Ease of application
- Ex: Real Estate Licenses

## Communication:

- Use of intermediaries
- Ex: Minority Business Accelerator, Energy Efficiency program



# Questions?



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