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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Davis, Mark, Files  
**Subseries:** Subject File, 1989-1991

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**OA/ID Number:** 13868  
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**Folder Title:**  
Budget, 5/29/90

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>19</b>	<b>2</b>	<b>6</b>	<b>1</b>

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May 29, 1990

Memorandum

Re: Setting the Agenda

There are two ways to look at most issues and policies: either we are succeeding with our agenda, or the opposition is succeeding with their agenda. Sometimes the agendas overlap, but sometimes they do not:

Their Agenda

Taxes:  
increase

More spending

Civil Rights:  
quotas

Education:  
Increased spending;  
bureaucracy;  
Focus on inputs: e.g.,  
amount of spending

Environment/Clean Air:  
command and control

Crime:  
increased spending,  
gun control

Health Care:  
Centralization, employer  
mandates

Our Agenda

Taxes:  
capital gains rate cut;  
personal exemption increased

Spending restraint: Budget  
reform: Balanced Budget  
Amendment; Line Item Veto;  
look at all spending,  
including Amtrak, Davis-  
Bacon, etc.

Civil Rights:  
Commitment to equal  
opportunity; includes anti-  
credentialism

Education:  
Parental choice; increased  
flexibility; vouchers;  
Focus on outcomes, e.g.,  
How US students compare to  
other students, how much  
they learn

Environment/Clean Air:  
Market-oriented policies,  
e.g., emissions trading;  
tree planting

Crime:  
death penalty; tough judges

Health Care:  
Individual empowerment: Health  
IRA's; Fitness/Prevention

Housing:  
Increased subsidies,  
construction of public  
housing

Trade:  
"Managed" trade  
(protectionism)

Child Care:  
increased spending for day  
care centers; increased  
regulation and bureaucracy

Hatch Act:  
repeal

Welfare:  
Status quo with increased  
spending; no hope for  
underclass

Working Poor:  
increase minimum wage

More spending on  
"infrastructure"

Campaign finance:  
Public financing,  
limit private spending;

...

Housing:  
housing vouchers

Trade:  
Free trade: agreement with  
Mexico (include labor  
mobility?)

Child Care:  
Tax credit for parents;  
range of options to parents,  
affordability, availability.  
Long run: increase personal  
exemption

Hatch Act:  
preserve

Welfare:  
Low Income Opportunity Board;  
Kaus plan?

Working Poor:  
Earned Income Tax Credit

Telecommuting

Campaign finance:  
Enforce Beck prohibition  
against soft money; end the  
frank, incumbency protection;

Look at ways to save consumers  
billions -- sugar program,  
Postal Service, etc.