



## Fiscal Estimate Narratives

DATCP 5/24/01

LRB Number	01-2534/1	Introduction Number	SB-181	Estimate Type	Original
<b>Subject</b>					
Individual's ownership of personal identifiers					

### Assumptions Used in Arriving at Fiscal Estimate

The Bureau of Consumer Protection currently enforces Wisconsin Administrative Code, Chapter ATCP 127 the state's Direct Marketing Law. This law covers solicitations by telemarketing, mail order, face-to-face and electronically. In calendar 2000, mail order solicitations generated the third highest number of consumer complaints with 860 complaints and telemarketing was number 5 with 729 complaints. This new category of potential violation will add to the complexity of those 1,500 complaints, and will extend the employee time necessary to deal with the complaints. It is estimated that the additional time spent on existing complaints will total 500 hours annually.

While allegations of violations of this new law will likely be included in complaints to the Bureau about the practices covered by existing mail and telemarketing laws, it is also expected this bill will generate an additional 300 complaints. Assuming 1 hour per complaint and 2 resulting investigations of 100 each hours preparing investigative files, the department assumes an additional 500 hours of new complaint and investigative work will be needed.

The department assumes a 0.5 Consumer Specialist at an annual cost of \$20,100 will be necessary to achieve compliance with this law. One-time costs of \$8,900 will be needed for office setup, computer, network services, and supplies.

### Long-Range Fiscal Implications

Continuing appropriations of \$20,100 for salary, and supplies and services will be necessary to continue enforcement of this law.

## Fiscal Estimate Worksheet - 2001 Session

Detailed Estimate of Annual Fiscal Effect

Original     
  Updated     
  Corrected     
  Supplemental

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<b>Subject</b> Individual's ownership of personal identifiers		
<b>I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):</b> \$8900 Office setup, desk, chairs, filing, computer & network setup.		
<b>II. Annualized Costs:</b>	<b>Annualized Fiscal Impact on funds from:</b>	
	Increased Costs	Decreased Costs
<b>A. State Costs by Category</b>		
State Operations - Salaries and Fringes	\$20,100	
(FTE Position Changes)	(0.5 FTE)	
State Operations - Other Costs		
Local Assistance		
Aids to Individuals or Organizations		
<b>TOTAL State Costs by Category</b>	<b>\$20,100</b>	<b>\$</b>
<b>B. State Costs by Source of Funds</b>		
GPR	20,100	
FED		
PRO/PRS		
SEG/SEG-S		
<b>III. State Revenues - Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)</b>		
	Increased Rev	Decreased Rev
GPR Taxes	\$	\$
GPR Earned		
FED		
PRO/PRS		
SEG/SEG-S		
<b>TOTAL State Revenues</b>	<b>\$</b>	<b>\$</b>
<b>NET ANNUALIZED FISCAL IMPACT</b>		
	<u>State</u>	<u>Local</u>
NET CHANGE IN COSTS	\$20,100	\$
NET CHANGE IN REVENUE	\$	\$
<b>Agency/Prepared By</b> <b>Authorized Signature</b> <b>Date</b>		
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