Wisconsin Department of Administration Division of Executive Budget and Finance DOA-2048 (R07/2000)

Fiscal Estimate - 2001 Session

☑ Original		Jpdated	Corrected		Supple	mental
LRB Number	01-2534/1	I	ntroduction N	lumber	SB-181	
Subject						
Individual's ownership	of personal ide	entifiers				
Fiscal Effect						
State: No State Fiscal Indeterminate Increase Exi Appropriatio Decrease Exi Appropriatio Create New	sting ns kisting	Increase Exis Revenues Decrease Exis Revenues	sting al	ncrease Cost bsorb within Yes Decrease Cos	agency's bu	
No Local Gove Indeterminate 1. Increase Company Permissive 2. Decrease Permissive	Costs Mandatory Costs Mandatory	3. Increase Reve Permissive 4. Decrease Rev Permissive	enue Ur Mandatory [renue =	rpes of Local nits Affected Towns Counties School Districts	Governmer Village Others WTCS Districts	Cities
Fund Sources Affect GPR FED	PRO	PRS SEG [Affecte SEGS 20.115	ed Ch. 20 Ap (1)(a)	opropriation	ıs
Agency/Prepared By		Author	ized Signature			Date
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Fiscal Estimate Narratives DATCP 5/24/01

LRB Number 01-2534/1	Introduction Number	SB-181	Estimate Type	Original				
Subject								
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	
LRB	Number	01-2534/	1	Intro	duction Nu	ımber S	SB-181	
Subje	ct				"			
Individ	lual's ownersl	hip of persona	l identifiers					
I. One	-time Costs	or Revenue Ir	npacts for S	tate and/or L	ocal Governi	ment (do no	ot include in	
annua	lized fiscal e	effect):						
\$8900	Office setup,	desk, chairs,	filing, comput	ter & network	setup.			
II. Anr	nualized Cos	ts:			Annualized	Fiscal Imp	act on funds from:	
		-			Increased Co	sts	Decreased Costs	
A. Sta	te Costs by	Category						
Stat	e Operations	- Salaries and	Fringes		\$20,1	100		
(FTI	E Position Ch	anges)			(0.5 F)	ΓΕ)		
Stat	e Operations	- Other Costs						
Loca	al Assistance							
		s or Organizat						
T	OTAL State	Costs by Cate	egory		\$20,1	100	\$	
B. Sta	te Costs by	Source of Fu	nds					
GPF	3				20,1	00		
FEC)							
	D/PRS							
SEC	S/SEG-S							
III. Sta (e.g., t	te Revenues ax increase,	s - Complete t decrease in	his only who license fee, o	en proposal ets.)	will increase	or decrease	e state revenues	
					Increased F	Rev	Decreased Rev	
GPF	R Taxes					\$	\$	
GPF	R Earned							
FED)							
	D/PRS							
$oldsymbol{oldsymbol{\sqcup}}$	S/SEG-S							
Т	OTAL State		···			\$	\$	
			NET ANNUA	LIZED FISC	AL IMPACT			
					St	<u>ate</u>	<u>Local</u>	
NET CHANGE IN COSTS				\$20,1	100	\$		
NET C	HANGE IN F	REVENUE			***	\$	\$	
Agency/Prepared By Aut				Authorized	Signature		Date	
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