

### Fiscal Estimate - 2003 Session

Original       Updated       Corrected       Supplemental

**LRB Number** 03-0316/1      **Introduction Number** AB-597

**Subject**  
Prohibiting certain e-mail solicitations

**Fiscal Effect**

**State:**

No State Fiscal Effect  
 Indeterminate

Increase Existing Appropriations       Increase Existing Revenues       Increase Costs - May be possible to absorb within agency's budget  
 Decrease Existing Appropriations       Decrease Existing Revenues       Yes       No  
 Create New Appropriations       Decrease Costs

**Local:**

No Local Government Costs  
 Indeterminate

1.  Increase Costs      3.  Increase Revenue  
 Permissive  Mandatory       Permissive  Mandatory

2.  Decrease Costs      4.  Decrease Revenue  
 Permissive  Mandatory       Permissive  Mandatory

5. Types of Local Government Units Affected  
 Towns       Village       Cities  
 Counties       Others  
 School Districts       WTCS Districts

**Fund Sources Affected**      **Affected Ch. 20 Appropriations**

GPR     FED     PRO     PRS     SEG     SEGS 20.115(1)(a)

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**Fiscal Estimate Narratives**

**DATCP 11/3/2003**

LRB Number <b>03-0316/1</b>	Introduction Number <b>AB-597</b>	Estimate Type <b>Original</b>
<b>Subject</b> Prohibiting certain e-mail solicitations		

**Assumptions Used in Arriving at Fiscal Estimate**

This bill requires an e-mail solicitor to provide a cost free method for recipients of their solicitations to contact them to be removed from future e-mail solicitations and requires the solicitor to honor that request. It also requires advertisers to place the letters ADV on solicitations so recipients do not have to open them to discern that the message is an advertisement.

It is difficult to determine the fiscal impact of a bill that is this broad reaching. The Internet has well over 1 million sites and there is no known method for informing all affected parties of the affirmative obligations placed on them by this bill. The department assumes the authors do not anticipate Wisconsin attempting to do so.

For purposes of this estimate, the department assumes that enforcement of the provisions of this bill will be as complaints are received. Based on department experience with No-Call legislation, it is assumed that more than 4,000 new complaints will be generated annually. The department assumes that, given the number of potential violators, staffing this program will require the following personnel. Three FTE Consumer Specialists and two FTE Investigators will be needed to prepare enforcement actions where needed. Additionally, an Information Services Data Specialist will assist in locating persons initiating unsolicited E-Mail. The department assumes that greater national and international cooperation than ever before will be necessary to regulate the electronic business community.

One time costs for computers, hardware, telephones, and office setup will be \$57,000.

**Long-Range Fiscal Implications**

## Fiscal Estimate Worksheet - 2003 Session

Detailed Estimate of Annual Fiscal Effect

Original     
  Updated     
  Corrected     
  Supplemental

<b>LRB Number</b> 03-0316/1		<b>Introduction Number</b> AB-597	
<b>Subject</b>			
Prohibiting certain e-mail solicitations			
<b>I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):</b>			
\$57,000 Office setup, Computers, etc.			
<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		\$320,500	
(FTE Position Changes)		(6.0 FTE)	
State Operations - Other Costs		95,000	
Local Assistance			
Aids to Individuals or Organizations			
<b>TOTAL State Costs by Category</b>		<b>\$415,500</b>	<b>\$</b>
<b>B. State Costs by Source of Funds</b>			
GPR		415,500	
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>			
		State	Local
NET CHANGE IN COSTS		\$415,500	\$
NET CHANGE IN REVENUE		\$	\$
<b>Agency/Prepared By</b>		<b>Authorized Signature</b>	<b>Date</b>
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