

ORIGINAL  UPDATED  
 CORRECTED  SUPPLEMENTAL

**FISCAL ESTIMATE**

DOA-2048 N(R10/94)

**Subject**

Disclosure of personal identifiers obtained by the Department of Natural Resources

**Fiscal Effect**

**State:**  No State Fiscal Effect

Check columns below only if bill makes a direct appropriation or affects a sum sufficient appropriation.

- Increase Existing Appropriation
- Decrease Existing Appropriation
- Create New Appropriation
- Increase Existing Revenues
- Decrease Existing Revenues

Increase Costs - May be possible to Absorb Within Agency's Budget  Yes  No

Decrease Costs

**Local:**  No local government costs

- 1.  Increase Costs  
 Permissive  Mandatory
- 2.  Decrease Costs  
 Permissive  Mandatory

- 3.  Increase Revenues  
 Permissive  Mandatory
- 4.  Decrease Revenues  
 Permissive  Mandatory

5. Types of Local Government Units Affected:
- Towns  Villages  Cities
  - Counties  WTCS Districts
  - School Districts  Others

**Fund Sources Affected**

GPR  FED  PRO  PRS  SEG  SEG-S

**Affected Ch. 20 Appropriations**

20.370(8)(mu), (9)(mu)

**Assumptions Used in Arriving at Fiscal Estimate**

**SUMMARY OF BILL** - This bill enables individuals to have their names excluded from department mailing lists relating to subscriptions, campsite reservations, and approvals issued under Chapter 29, Stats. It also establishes procedures for the department to follow to allow customers to exclude or include their names on mailing lists. The bill provides that a person who applies for a Chapter 29 (hunting, fishing and trapping) approval, a campsite reservation, or a publication subscription may give notice to the DNR, at the time of application, that he or she does not want his or her personal information included on any list provided by the DNR to a third party. A person may also request non-disclosure by requesting a form from the DNR for this purpose. DNR approval and campsite reservation application forms must provide a place for three pieces of information: a person's request for non-disclosure; a statement of the effect of such a request; and an opportunity to reverse a previous non-disclosure request. In addition to providing these options in its paper transactions, the DNR must also include them in its telephone and electronic transactions.

Any request for non-disclosure arising from a single application or subscription requires the department to exclude the person's name from all other mailing lists which the person may be on elsewhere in the department; likewise, a reversal of non-disclosure is to affect all mailing lists. Thus, this bill affects all DNR lists with ten or more names, across all programs: conservation, environmental, enforcement, local assistance, and administration.


**FISCAL IMPACT** - The Bureau of Customer Service and Licensing issues 143 different types of Chapter 29 approvals. Of this total, 107 are recreational (hunting and fishing) approvals and are issued through the Automated License Issuance System (ALIS). The other 36 are occupational approvals (e.g., bait dealers and taxidermists) and are either on a less sophisticated database, on a desk-top PC or issued manually. The number of recreational approvals issued through ALIS is approximately 3.5 million per license year, while the number of conservation occupational approvals is slightly less than 13,000. This bill would affect approximately 3.7 million customer transactions per year:

ALIS recreational approvals	3,500,000
Non-ALIS occupational approvals	13,000
Natural Resources Magazine	105,000
Campsite reservations	87,000
<b>Total</b>	<b>3,705,000</b>

Given the DNR's existing administrative systems, it would not be possible to assure that persons who receive Chapter 29 approvals, campsite reservations and/or subscriptions, and choose non-disclosure, would be excluded from all mailing lists as required by s. 23.45(5)(a). To implement this feature of the bill with certainty, the Department would need a mechanism that updates every mailing list with non-disclosure information from the mailing lists covered by the bill. Without such a system, the Department cannot guarantee that any person filing a non-disclosure declaration under one approval will be excluded from

**Long-Range Fiscal Implications**

Ongoing cost estimate: \$417,500-\$435,000 per year.

Agency	Prepared By	Phone No.	Authorized Signature	Phone No.	Date
DNR	Joe Polasek	(608) 266-2794		(608) 266-2794	11/29/1999

# FISCAL ESTIMATE

DOA-2048 N(R10/94)

## Assumptions Used in Arriving at Fiscal Estimate

mailing lists generated from databases related to other approvals. Conversely, there is no guarantee that the reversal of an earlier non-disclosure declaration will be transmitted to all mailing lists departmentwide.

This requirement could be approached in one of two ways, system-wide or program-specific. A system-wide approach would require a central database of all DNR customers for Chapter 29 approvals, campsite reservations and publication subscriptions. Such a database would provide the means for maintaining up-to-date information on those customers who have requested non-disclosure or cancelled their non-disclosure declarations. This database would be used to electronically update all mailing lists throughout the department with non-disclosure information and is the most reliable way to assure compliance with the bill. The following estimates give a rough idea of how much such a system could cost.

### System-wide costs - development (one-time)

Program bureau time (Bureaus of Customer Service & Licensing, Parks & Recreation, Communication & Education, Law Enforcement, Wildlife Management, Fisheries & Habitat): 1,000-2,000 hours for all six bureaus to create mailing list database structure; choose and implement appropriate software; populate databases; redesign forms; and establish ongoing maintenance procedures. This amounts to 0.6-1.2 FTE., assuming 1,700 hours per FTE actually worked during a year.

Information technology time (Bureau of Enterprise Information Technology): 3,000-5,000 hours (1.75-3 FTE) to support program bureau development efforts; create department-wide database structure; establish procedures for integrating bureau mailing list information and maintaining system integrity; and pre-implementation testing.

Startup costs would include modifying ALIS to allow non-disclosure declarations at the point of sale (at agent locations), computer processing time, and various forms costs including consultation, redesign, printing, and distribution. Further, outreach and training of department staff in 35 services centers and the central office, as well as over 1,500 independent sales agents would require an additional 2-5 FTE in the Bureau of Customer Service and Licensing. This time would be spent explaining the requirements of the law, answering questions, and resolving problems.

Other department programs with mailing lists are not considered in this analysis. It is assumed that they could modify their lists in a way to interface with any method chosen to implement the requirements of this bill. In reality this assumption could be costly.

#### One-time costs:

Staff: 2.35 -4.2 FTE @ \$50,000 salary and fringe	\$117,500-210,000
Forms	\$100,000-250,000
Update ALIS for point-of-sale declarations	\$15,000
Computer processing	\$10,000-25,000
Outreach & training: 2-5 FTE @ \$50,000 salary and fringe	\$100,000-250,000
Total one-time costs	\$342,500-750,000

### System-wide costs - ongoing

Program bureau time: This bill would affect approximately 3.7 million customer transactions per year. Assuming 10% of these transactions are handled in person or over the telephone, and each transaction takes an additional two minutes to cover the information required under the bill, it could take an additional 12,333 hours of staff time (7 FTE) to communicate with customers as required by the bill.

In addition, the department would incur approximately 200-300 hours (0.1-0.2 FTE) annually to maintain mailing list databases, assure compatibility with the department-wide system, and resolve system problems. This estimate could be much higher depending on the size of bureaus' customer bases.

Information technology time: Maintaining a department-wide data system could require 0.25-0.5 FTE.

#### Ongoing costs:

Staff: 7.35-7.7 FTE @ \$50,000 salary and fringe	\$367,500-385,000
Computer processing and supplies	\$50,000
Total ongoing costs	\$417,500-435,000

### System-wide Summary

One-time costs = 4.35 FTE to 9.2 FTE; \$342,500 - \$750,000

Ongoing costs = 7.35 FTE - 7.7 FTE; \$417,500 - \$435,000

---

Assumptions Used in Arriving at Fiscal Estimate

**Program-specific costs**

In contrast to a system-wide database, a program-specific approach would involve each of the above-mentioned bureaus sharing its customer information with all other department programs that have mailing lists of ten or more individuals, and doing so frequently. In the absence of an automated system of comparing names across databases electronically, the only way to comply with this bill would be for programs to check their databases manually for the names of persons who request non-disclosure. Assuming that 10-25% of the 3.7 million annual transactions subject to this bill result in non-disclosure requests, there will be 370,000-925,000 requests for non-disclosure per year ( $3,700,000 * 10\%$  &  $*25\%$ ). The Department has at least 30 mailing list databases throughout the department which would be subject to this bill. Comparing the names of these individuals across all the databases would mean between 11.1 million and 27.75 million database queries per year ( $370,000 \text{ requests} * 30 \text{ databases}$  &  $925,000 \text{ requests} * 30 \text{ databases}$ ). If each query takes 30-60 seconds, this work would require from 54 to 272 additional FTE ( $11.1 \text{ mn. queries} * 30 \text{ seconds each}$  &  $27.75 \text{ mn. queries} * 60 \text{ seconds each}$ ). At an average cost of \$30,000 per FTE, this work would cost from \$1.6 million to \$8.2 million per year. This is in addition to the cost of generating the names to be checked, which would be relatively low.

Due to the excessive cost of a program-specific methodology, this strategy is not recommended and the costs are excluded from the fiscal estimate worksheet.

# FISCAL ESTIMATE WORKSHEET

1999 Session

Detailed Estimate of Annual Fiscal Effect  
DOA-2047 (R10/94)

ORIGINAL       UPDATED  
 CORRECTED       SUPPLEMENTAL

LRB or Bill No./Adm. Rule No.  
AB 596, 99-3572/3

Amendment No.

Subject  
Disclosure of personal identifiers obtained by the Department of Natural Resources

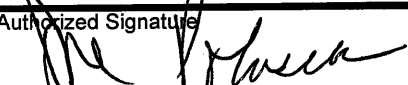
**I. One-Time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):**

\$342,500 - \$750,000

<b>II. Annualized Costs:</b>		<b>Annualized Fiscal impact on State funds from:</b>	
<b>A. State Costs by Category</b>		<b>Increased Costs</b>	<b>Decreased Costs</b>
State Operations - Salaries and Fringes		\$367,500 - \$385,000	
(FTE Position Changes)		7.35	
State Operations - Other Costs		\$50,000 - \$50,000	
Local Assistance			
Aids to Individuals or Organizations			
<b>TOTAL State Costs by Category</b>		\$417,500 - \$435,000	
<b>B. State Costs by Source of Funds</b>		<b>Increased Costs</b>	<b>Decreased Costs</b>
GPR			
FED			
PRO/PRS			
SEG/SEG-S		\$417,500 - \$435,000	
<b>III. State Revenues:</b>		<b>Increased Rev.</b>	<b>Decreased Rev.</b>
<small>Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)</small>			
GPR Taxes			
GPR Earned			
FED			
PRO/PRS			
SEG/SEG-S			
<b>TOTAL State Revenues</b>			

**NET ANNUALIZED IMPACT**

	<u>STATE</u>	<u>LOCAL</u>
<b>NET CHANGE IN COSTS</b>	\$417,500 - \$435,000	\$0
<b>NET CHANGE IN REVENUES</b>		\$0

Agency	Prepared By	Phone No.	Authorized Signature	Phone No.	Date
DNR	Joe Polasek	(608) 266-2794		(608) 266-2794	11/29/1999