

FISCAL ESTIMATE DOA-2048 N(R 10/98) <input checked="" type="checkbox"/> ORIGINAL <input type="checkbox"/> UPDATED	List both LRB No. and Bill/Adm. Rule No. AB 760 LRB 4313/1
<input type="checkbox"/> CORRECTED <input type="checkbox"/> SUPPLEMENTAL	Amendment No. (If Applicable)

Subject
Telephone Solicitations

Fiscal Effect State: <input type="checkbox"/> No State Fiscal Effect Check columns below only if bill makes a direct appropriation or affects a sum sufficient appropriation <input type="checkbox"/> Increase Existing Appropriation <input type="checkbox"/> Increase Existing Revenues <input type="checkbox"/> Decrease Existing Appropriation <input type="checkbox"/> Decrease Existing Revenues <input type="checkbox"/> Create New Appropriation	<input checked="" type="checkbox"/> Increase Costs - May be possible to Absorb Within Agency's Budget <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Decrease Costs
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Local: <input checked="" type="checkbox"/> No local government costs 1. <input type="checkbox"/> Increase Costs <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory 2. <input type="checkbox"/> Decrease Costs <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory	3. <input type="checkbox"/> Increase Revenues <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory 4. <input type="checkbox"/> Decrease Revenues <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory	5. Types of Local Governmental Unit Affected: <input type="checkbox"/> Towns <input type="checkbox"/> Villages <input type="checkbox"/> Cities <input type="checkbox"/> Counties <input type="checkbox"/> Others _____ <input type="checkbox"/> School Districts <input type="checkbox"/> WTCS Districts
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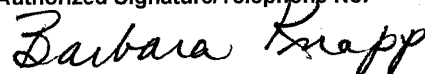
Fund Source Affected <input checked="" type="checkbox"/> GPR <input type="checkbox"/> FED <input type="checkbox"/> PRO <input type="checkbox"/> PRS <input type="checkbox"/> SEG <input type="checkbox"/> SEG-S	Affected Ch. 20 Appropriations 20.115(1)(a)
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Assumptions Used in Arriving at Fiscal Estimate
 This bill has two major objectives. First, prohibitions of unsolicited facsimile solicitations, and second a ban on the use of automatic telephone dialers.

In 1999, DATCP received 162 complaints where the transaction was initiated by Fax. The department assumes the unsolicited facsimile section can be absorbed within existing resources.

625 consumer complaints were received in 1999, making telemarketing number 7 on the department's list of consumer issues. During presentations to consumer groups multiple dialers are one of the most frequently asked questions. Because of this, the department assumes this bill will generate a significant number of consumer complaints. The department estimates one FTE Consumer Specialist will be necessary for complaint intake and industry information. Because of the jurisdictional concerns and difficulty tracking telemarketers who use auto-dialers, the department also assumes one FTE Investigator will be necessary for enforcement.

Long - Range Fiscal Implications Telemarketing has become more prevalent each year and the department assumes this trend will continue. The department estimates continuing efforts will be necessary at an annual cost of \$77,900.

Agency/prepared by: (Name & Phone No.) Jim Rabbitt 224-4965 DATCP	Authorized Signature/Telephone No.  Barbara Knapp (608) 224-4746	Date 2/29/00
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FISCAL ESTIMATE WORKSHEET

1999 Session

Detailed Estimate of Annual Fiscal Effect

ORIGINAL

UPDATED

LRB or Bill No/Adm. Rule No.

Amendment No.

DOA-2047 (R10/94)

CORRECTED

SUPPLEMENTAL

AB 760 LRB 4313/1

Subject

Telemarketing

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

\$ 17,800 Computers office setup.

II. Annualized Costs:	Annualized Fiscal Impact on State Funds from:	
	Increased Costs	Decreased Costs
A. State Costs by Category		
State Operations - Salaries and Fringes	\$ 63,500	
(FTE Position Changes)	2	(- FTE)
State Operations - Other Costs	\$14,400	
Local Assistance		
Aids to Individuals and Organizations		
TOTAL State Costs by Category	\$ 77,900	
B. State Costs by Source of Funds	Increased Costs	Decreased Costs
GPR	\$77,900	
FED		
PRO/PRS		
SEG/SEG-S		
III. State Revenues	Increased Rev.	Decreased Rev.
<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		
TOTAL State Revenues		

NET ANNUALIZED FISCAL IMPACT

STATE

LOCAL

NET CHANGE IN COSTS

\$77,900

NET CHANGE IN REVENUES

Agency/Prepared by: (Name & Phone No.)

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Barbara Knapp
224-4746

Date

2/29/00