

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 766 LRB 4455/1
<input type="checkbox"/> CORRECTED <input type="checkbox"/> SUPPLEMENTAL	Amendment No. (If Applicable)

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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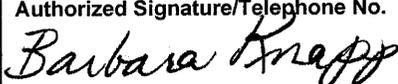
Assumptions Used in Arriving at Fiscal Estimate

A telephone solicitation during the dinner hour is the most common complaint of Wisconsin consumers. Telemarketing generated over 600 formal consumer complaints and more than 1,800 calls to the Consumer Protection Hotline in 1999, making it number 7 on the list of top consumer issues. It is anticipated this bill will generate a significant increase in formal complaints that require the use of Consumer Specialist and Investigator time.

The department assumes that an additional Consumer Specialist will be needed for first line information and mediation services. A .5 FTE Investigator will also be needed for enforcement. The department assumes existing resources can absorb other costs.

There will be one time costs of \$17,800 for standard office setup.

Long - Range Fiscal Implications
 Ongoing funding of \$59,000 will be needed to continue staffing the complaint and enforcement requirements of this bill.

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
 CORRECTED SUPPLEMENTAL

LRB or Bill No./Adm. Rule No.

Amendment No.

DOA-2047 (R10/94)

AB 766 LRB 4455/1

Subject

Telemarketing

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

\$ 17,800 Office Setup, Computers, Telephones

II. Annualized Costs:

Annualized Fiscal Impact on State Funds from:

	Increased Costs	Decreased Costs
A. State Costs by Category		
State Operations - Salaries and Fringes	\$ 48,200	
(FTE Position Changes)	1.5	(- FTE)
State Operations - Other Costs	\$10,800	
Local Assistance		
Aids to Individuals and Organizations		
TOTAL State Costs by Category	\$ 59,000	

B. State Costs by Source of Funds

	Increased Costs	Decreased Costs
GPR		
FED		
PRO/PRS		
SEG/SEG-S		

III. State Revenues

Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)

	Increased Rev.	Decreased Rev.
GPR Taxes		
GPR Earned		
FED		
PRO/PRS		
SEG/SEG-S		
TOTAL State Revenues		

NET ANNUALIZED FISCAL IMPACT
STATE

LOCAL

NET CHANGE IN COSTS \$59,000

NET CHANGE IN REVENUES

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

DATCP Jim Rabbitt 224-4965

Authorized Signature/Telephone No.

Barbara Knapp
224-4746

Date

2/29/00