

Fiscal Estimate - 2001 Session

- Original Updated Corrected Supplemental

LRB Number 01-0513/3		Introduction Number AB-416	
Subject Regulation of electronic mail solicitations			
Fiscal Effect State: <input type="checkbox"/> No State Fiscal Effect <input type="checkbox"/> Indeterminate <input type="checkbox"/> Increase Existing Appropriations <input type="checkbox"/> Increase Existing Revenues <input checked="" type="checkbox"/> Increase Costs - May be possible to absorb within agency's budget <input type="checkbox"/> Decrease Existing Appropriations <input type="checkbox"/> Decrease Existing Revenues <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Create New Appropriations <input type="checkbox"/> Decrease Costs			
Local: <input type="checkbox"/> No Local Government Costs <input type="checkbox"/> Indeterminate 1. <input type="checkbox"/> Increase Costs 3. <input type="checkbox"/> Increase Revenue 5. Types of Local Government Units Affected <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Towns <input type="checkbox"/> Village <input type="checkbox"/> Cities 2. <input type="checkbox"/> Decrease Costs 4. <input type="checkbox"/> Decrease Revenue <input type="checkbox"/> Counties <input type="checkbox"/> Others <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> School Districts <input type="checkbox"/> WTCS Districts			
Fund Sources 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"/> SEGS 20.115(1)(a)		Affected Ch. 20 Appropriations	
Agency/Prepared By DATCP/ Jim Rabbitt (608) 224-4965		Authorized Signature Barb Knapp (608) 224-4746	
		Date 6/6/01	

Fiscal Estimate Narratives

DATCP 6/7/01

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Subject Regulation of electronic 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. The department assumes that, given the number of potential violators, staffing this program will require the following personnel. One FTE Consumer Specialist and a 0.5 FTE Investigator will be needed to prepare enforcement actions where needed. 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 \$17,800.

Long-Range Fiscal Implications

The department estimates annual operating costs to be \$63,000.

Fiscal Estimate Worksheet - 2001 Session

Detailed Estimate of Annual Fiscal Effect

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 Corrected
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Subject Regulation of electronic mail solicitations			
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, etc.			
II. Annualized Costs:		Annualized Fiscal Impact on funds from:	
		Increased Costs	Decreased Costs
A. State Costs by Category			
State Operations - Salaries and Fringes		\$52,200	
(FTE Position Changes)		(1.5 FTE)	
State Operations - Other Costs		10,800	
Local Assistance			
Aids to Individuals or Organizations			
TOTAL State Costs by Category		\$63,000	\$
B. State Costs by Source of Funds			
GPR		63,000	
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		\$63,000	\$
NET CHANGE IN REVENUE		\$	\$
Agency/Prepared By		Authorized Signature	Date
DATCP/ Jim Rabbitt (608) 224-4965		Barb Knapp (608) 224-4746	6/6/01