

### Fiscal Estimate - 2007 Session

Original     
  Updated     
  Corrected     
  Supplemental

<b>LRB Number</b> <b>07-2122/1</b>	<b>Introduction Number</b> <b>AB-0442</b>
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**Description**  
 Special distinguishing registration plates associated with Donate Life Wisconsin, the promotion of organ and tissue donation in this state, granting rule-making authority, and making appropriations

**Fiscal Effect**

**State:**

<input type="checkbox"/> No State Fiscal Effect	<input type="checkbox"/> Indeterminate	<input checked="" type="checkbox"/> Increase Existing Revenues	<input checked="" type="checkbox"/> Increase Existing Revenues	<input checked="" type="checkbox"/> Increase Costs - May be possible to absorb within agency's budget
<input checked="" type="checkbox"/> Increase Existing Appropriations	<input type="checkbox"/> Decrease Existing Appropriations	<input type="checkbox"/> Decrease Existing Revenues	<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	<b>5.Types of Local Government Units Affected</b>		
1. <input type="checkbox"/> Increase Costs	3. <input type="checkbox"/> Increase Revenue	<input type="checkbox"/> Towns	<input type="checkbox"/> Village	<input type="checkbox"/> Cities
<input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory	<input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory	<input type="checkbox"/> Counties	<input type="checkbox"/> Others	
2. <input type="checkbox"/> Decrease Costs	4. <input type="checkbox"/> Decrease Revenue	<input type="checkbox"/> School Districts	<input type="checkbox"/> WTCS Districts	
<input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory	<input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory			

<b>Fund Sources Affected</b>	<b>Affected Ch. 20 Appropriations</b>
<input type="checkbox"/> GPR <input type="checkbox"/> FED <input type="checkbox"/> PRO <input type="checkbox"/> PRS <input checked="" type="checkbox"/> SEG <input type="checkbox"/> SEGS 20.395(5)(cq)	

<b>Agency/Prepared By</b> DOT/ Carson Frazier (608) 266-7857	<b>Authorized Signature</b> Julie Johnson (608) 267-3703	<b>Date</b> 7/17/2007
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## Fiscal Estimate Narratives

DOT 7/17/2007

LRB Number	07-2122/1	Introduction Number	AB-0442	Estimate Type	Original
<b>Description</b> Special distinguishing registration plates associated with Donate Life Wisconsin, the promotion of organ and tissue donation in this state, granting rule-making authority, and making appropriations					

### Assumptions Used in Arriving at Fiscal Estimate

#### PROVISIONS OF THE BILL

This bill establishes a special license plate to raise funds for Donate Life Wisconsin, for programs to encourage organ and tissue donation. The bill requires an annual contribution amount of \$25 in addition to the regular registration fee. This plate would also be subject to the current law requiring a \$15 issuance or reissuance fee.

The bill directs that the first \$27,600 of contributions would be retained in the Transportation Fund, and after that, contributions would be given to Donate Life Wisconsin. The bill makes a one-time appropriation to the DMV appropriation of \$27,600 for start-up expenditures.

The bill requires that DOT enter into an agreement with Donate Life Wisconsin to give DOT use of any trademark without fee, and governs payments to and reporting by Donate Life Wisconsin.

#### FISCAL ESTIMATE

##### Volume:

In DMV's experience, special plate sales are strongest in the first year the plate is available, and decline significantly after that.

First-year plate sales have varied widely. The Endangered Resources plate sold 13,000 in its first year and the Green Bay Packer plate sold 8,357 (compared to the Packers' estimate of 40,000 plates in the first year, and with aggressive marketing). On the other hand, Celebrate Children plates sold 2,200 in the first year. University plates for all campuses combined sold 900 the first year. Ducks Unlimited sold 985 (compared to DU's estimate of 10,000 plates in the first year, and with aggressive marketing).

DMV estimates that fewer than 500 of the proposed plates might be sold the first year. Subsequently, sales would decline to perhaps 20 – 25 per year.

##### One-time cost and revenue:

Total one-time cost is estimated to be \$43,200. This cost is incurred before any plates are sold, and regardless of how many plates are sold.

##### One-time cost includes

\$42,500 for 50 days of data processing programming to modify DMV's license plate issuance systems, plate renewal systems, and financial systems;

\$700 in graphic designer cost to create the new logo that would be used for the special license plate.

The bill requires that the Transportation Fund retain the first \$27,600 in contribution revenue, and appropriates \$27,600 into DMV's appropriation. However, this leaves \$15,600 in one-time cost that is not funded or appropriated in the bill. DMV cannot absorb this cost within its current budget.

##### Ongoing annual cost and revenue:

Under current law, all special group plates are charged a \$15 fee for issuance or reissuance. This fee is intended to offset the approximately \$16 per plate set issuance cost to DMV. If 500 plates were sold in the first year of plate sales, DMV would incur a cost of about \$8,000; the Transportation Fund would receive revenue of \$7,500. If 250 plates were sold in the first year, DMV would incur a cost of about \$4,000, and the Transportation Fund would receive revenue of \$3,750. After the first year of plate sales, DMV cost would be negligible, and revenue to the Transportation Fund would also be negligible.

## Long-Range Fiscal Implications

## Fiscal Estimate Worksheet - 2007 Session

Detailed Estimate of Annual Fiscal Effect

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<b>Description</b> Special distinguishing registration plates associated with Donate Life Wisconsin, the promotion of organ and tissue donation in this state, granting rule-making authority, and making appropriations			
<b>I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):</b>  One-time cost to DMV of \$43,200. The bill requires that the Transportation Fund retain the first \$27,600 in contribution revenue, and appropriates \$27,600 into DMV's appropriation. However, this leaves \$15,600 in one-time cost that is not funded or appropriated. DMV cannot absorb this cost within its current budget.			
<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	\$	\$
	(FTE Position Changes)		
	State Operations - Other Costs		
	Local Assistance		
	Aids to Individuals or Organizations		
	<b>TOTAL State Costs by Category</b>	<b>\$</b>	<b>\$</b>
<b>B. State Costs by Source of Funds</b>			
	GPR		
	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, ets.)</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	\$negligible	\$
	NET CHANGE IN REVENUE	\$negligible	\$
<b>Agency/Prepared By</b>		<b>Authorized Signature</b>	
DOT/ Carson Frazier (608) 266-7857		Julie Johnson (608) 267-3703	
		<b>Date</b>	
		7/17/2007	