2015 ASSEMBLY BILL 987

March 10, 2016 – Introduced by Representatives C. TAYLOR, KAHL, WACHS, MASON, JOHNSON, SPREITZER, BERCEAU, SHANKLAND, SUBECK and POPE, cosponsored by Senators L. TAYLOR, RINGHAND, C. LARSON and HARRIS DODD. Referred to Committee on Campaigns and Elections.

AN ACT to renumber 20.511 (1) (cm); to amend 5.05 (7m); and to create 5.05 (7m) and 20.511 (1) (cm) of the statutes; relating to: voter identification informational campaign and making an appropriation.

**Analysis by the Legislative Reference Bureau**

This bill requires the Government Accountability Board and the Elections Commission, one of its successor organizations, to conduct a public informational campaign related to voter identification requirements.

For further information see the state fiscal estimate, which will be printed as an appendix to this bill.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

**SECTION 1.** 5.05 (7m) of the statutes is created to read:

5.05 (7m) VOTER IDENTIFICATION PUBLIC INFORMATIONAL CAMPAIGN. Beginning on the effective date of this subsection .... [LRB inserts date], the board shall conduct a public informational campaign for the purpose of informing the electors of the voter identification requirements under ch. 6. To conduct the campaign under this
subsection, the board may use billboards, advertisements in print or digital media, public service announcements, and informational meetings at various locations in this state. The board shall pay all costs to conduct the campaign under this subsection from the appropriation under s. 20.511 (1) (cm).

**SECTION 2.** 5.05 (7m) of the statutes, as created by 2015 Wisconsin Act .... (this act), is amended to read:

5.05 (7m) **VOTER IDENTIFICATION PUBLIC INFORMATIONAL CAMPAIGN.** Beginning on the effective date of this subsection .... [LRB inserts date], the board commission shall conduct a public informational campaign for the purpose of informing the electors of the voter identification requirements under ch. 6. To conduct the campaign under this subsection, the board commission may use billboards, advertisements in print or digital media, public service announcements, and informational meetings at various locations in this state. The board commission shall pay all costs to conduct the campaign under this subsection from the appropriation under s. 20.511

**SECTION 3.** 20.005 (3) (schedule) of the statutes: at the appropriate place, insert the following amounts for the purposes indicated:

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<tr>
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<th>2015-16</th>
<th>2016-17</th>
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<tbody>
<tr>
<td>20.510</td>
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<tr>
<td>(1)</td>
<td>GPR C</td>
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<td>(cm)</td>
<td>Voter identification public informational campaign</td>
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20.511 Government accountability board

(1) Administration of election, ethics, and lobbying laws

(v) Voter identification public informational campaign

GPR C 500,000

SECTION 4. 20.511 (1) (v) of the statutes is created to read:

20.511 (1) (v) Voter identification public informational campaign. As a continuing appropriation, the amounts in the schedule for the voter identification public informational campaign under s. 5.05 (7m). No funds may be encumbered under this paragraph after June 30, 2017.

SECTION 5. 20.511 (1) (v) of the statutes, as created by 2015 Wisconsin Act .... (this act), is renumbered 20.510 (1) (v).

SECTION 6. Fiscal changes.

(1) The unencumbered revenue balance in the appropriation account under section 20.511 (1) (v) of the statutes immediately before the effective date of this subsection is transferred to the appropriation account under section 20.510 (1) (v) of the statutes, as affected by this act.

SECTION 7. Effective dates. This act takes effect on the day after publication, except as follows:

(1) The treatment of sections 5.05 (7m) (by SECTION 2) and 20.511 (1) (v) (by SECTION 5) of the statutes and SECTION 6 (1) of this act take effect on June 30, 2016.