

Fiscal Estimate - 2023 Session

Original
 Updated
 Corrected
 Supplemental

LRB Number 23-3735/1	Introduction Number AB-0664	
Description disclosures regarding content generated by artificial intelligence in political advertisements, granting rule-making authority, and providing a penalty		
Fiscal Effect State: <input type="checkbox"/> No State Fiscal Effect <input checked="" type="checkbox"/> Indeterminate <input checked="" type="checkbox"/> Increase Existing Appropriations <input type="checkbox"/> Increase Existing Revenues <input 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 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 <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory 2. <input type="checkbox"/> Decrease Costs 4. <input type="checkbox"/> Decrease Revenue <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory		
5. Types of Local Government Units Affected <input type="checkbox"/> Towns <input type="checkbox"/> Village <input type="checkbox"/> Cities <input type="checkbox"/> Counties <input type="checkbox"/> Others <u>0</u> <input type="checkbox"/> School Districts <input type="checkbox"/> WTCS Districts		
Fund Sources Affected Affected Ch. 20 Appropriations <input checked="" type="checkbox"/> GPR <input type="checkbox"/> FED <input checked="" type="checkbox"/> PRO <input type="checkbox"/> PRS <input type="checkbox"/> SEG <input type="checkbox"/> SEGS 20.521(1)(a), 20.521(1)(g)		
Agency/Prepared By ETHC/ Dan Carlton (608) 267-0715	Authorized Signature Dan Carlton (608) 267-0715	Date 11/14/2023

Fiscal Estimate Narratives

ETHC 11/14/2023

LRB Number	23-3735/1	Introduction Number	AB-0664	Estimate Type	Original
Description disclosures regarding content generated by artificial intelligence in political advertisements, granting rule-making authority, and providing a penalty					

Assumptions Used in Arriving at Fiscal Estimate

This draft adds an "attribution statement" requirement to require disclosure of the use of Artificial Intelligence ("AI") in creating political communications. The Commission currently administers a similar attribution requirement. The current requirement generates half of the complaints filed with the Commission each year; a total of between 30-50 complaints per year. It is reasonable to expect a similar number of complaints to be filed with this new attribution/disclosure requirement. Additionally, the Commission will need to provide advice concerning the requirement. The Commission will also need to engage in rulemaking. Finally, the Commission will need to engage in training and create educational materials for the regulated community.

The Commission currently only has one full-time attorney position. The Commission's legal resources are already strained. The Commission would need at least one, probably two, full-time attorney positions. Additionally, the Commission may need additional investigative resources, as well as technical experts to ascertain whether AI was actually used.

Long-Range Fiscal Implications

Indeterminate. However, there is a significant likelihood that the need for additional resources to implement and administer these provisions would be necessary.

Fiscal Estimate Worksheet - 2023 Session

Detailed Estimate of Annual Fiscal Effect

Original
 Updated
 Corrected
 Supplemental

LRB Number 23-3735/1	Introduction Number AB-0664	
Description disclosures regarding content generated by artificial intelligence in political advertisements, granting rule-making authority, and providing a penalty		
I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect): One-time costs include: additional space, building out offices, desks, computers, phones, other necessary equipment and supplies. Anticipated costs would be approximately \$30,000.		
II. Annualized Costs:	Annualized Fiscal Impact on funds from:	
	Increased Costs	Decreased Costs
A. State Costs by Category		
State Operations - Salaries and Fringes	\$233,000	\$
(FTE Position Changes)	(2.0 FTE)	
State Operations - Other Costs		
Local Assistance		
Aids to Individuals or Organizations		
TOTAL State Costs by Category	\$233,000	\$
B. State Costs by Source of Funds		
GPR	233,000	
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		
	<u>State</u>	<u>Local</u>
NET CHANGE IN COSTS	\$233,000	\$
NET CHANGE IN REVENUE	\$	\$
Agency/Prepared By Authorized Signature Date		
ETHC/ Dan Carlton (608) 267-0715	Dan Carlton (608) 267-0715	11/14/2023