

February 14, 2012

The Honorable Scott Schwab, Chairperson  
House Committee on Elections  
Statehouse, Room 561-W  
Topeka, Kansas 66612

Dear Representative Schwab:

SUBJECT: Fiscal Note for HB 2721 by House Committee on Elections

In accordance with KSA 75-3715a, the following fiscal note concerning HB 2721 is respectfully submitted to your committee.

HB 2721 would require the Office of the Secretary of State to develop a voter education program, designed to reach all persons eligible to vote in Kansas, no fewer than 60 days prior to the 2012 general election. The program would be required to:

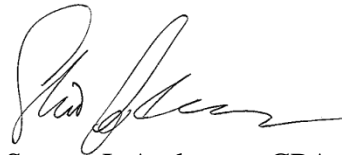
1. Contact at least 1.75 million eligible Kansas voters through direct-mail voter contacts;
2. Contact each household in the state with at least one mailing of the voter education materials;
3. Launch a mass media campaign with at least 25,000 television and radio public service announcements on a sufficient number of stations and sufficient times to reach the broadest possible Kansas audience;
4. Make maximum use of media through press events and availabilities;
5. Engage in an aggressive social media campaign of voter education;
6. Make all education materials and communications comprehensive in its explanation of voter identification requirements; and
7. Be easy for the average person to understand.

HB 2721 would take effect after its publication in the *Kansas Register*.

Estimated State Fiscal Effect				
	FY 2012 SGF	FY 2012 All Funds	FY 2013 SGF	FY 2013 All Funds
Revenue	--	--	--	--
Expenditure	--	--	\$1,498,415	\$1,498,415
FTE Pos.	--	--	--	--

The Office of the Secretary of State estimates that HB 2721 would increase its expenditures from the State General Fund by \$1,498,415 in FY 2013. The estimate includes \$728,000 to print and mail one-time direct mail post cards to 1.75 million eligible voters; \$470,415 to print and mail one-time direct mail contacts by envelope to 1,112,096 households; and \$300,000 to advertise the program through television, radio, public service announcements, newspapers, and internet promotions. The Office indicates other costs associated with implementing the provisions in this bill could be absorbed within existing resources. Any fiscal effect associated with HB 2721 is not reflected in *The FY 2013 Governor's Budget Report*.

Sincerely,



Steven J. Anderson, CPA, MBA  
Director of the Budget

cc: Desiree Taliaferro, Secretary of State's Office