

March 22, 2012

The Honorable Terrie Huntington, Chairperson  
Senate Committee on Ethics and Elections  
Statehouse, Room 235-E  
Topeka, Kansas 66612

Dear Senator Huntington:

**SUBJECT:** Fiscal Note for SB 460 by Senate Committee on Ways and Means

In accordance with KSA 75-3715a, the following fiscal note concerning SB 460 is respectfully submitted to your committee.

SB 460 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 at least 60 days prior to the 2012 general election. The program would require the Office to:

1. Contact all Kansas households through direct-mail;
2. Launch a mass media campaign with at least 25,000 television and radio advertisements on a sufficient number of stations and sufficient times to reach the Kansas audience;
3. Engage in a social media campaign of voter education; and
4. Make all education materials and communications explicit in its explanation of voter identification requirements for the average person to understand.

The bill would take effect upon 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	\$2,480,837	\$2,480,837	--	--
FTE Pos.	--	--	--	--

The Honorable Terrie Huntington, Chairperson

March 22, 2012

Page 2—460

The Office of the Secretary of State estimates that SB 460 would require approximately \$2.5 million from the State General Fund in FY 2012. The estimate includes \$444,837 for printing and postage to contact 1,112,096 households by mail and \$2,036,000 for 12,500 radio advertisements and 12,500 television advertisements. The Office indicates that these costs would occur only in FY 2012, assuming the program would not continue in future fiscal years. Any fiscal effect associated with SB 460 is not reflected in *The FY 2013 Governor's Budget Report*.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven J. Anderson", with a long horizontal flourish extending to the right.

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

cc: Desiree Taliaferro, Secretary of State's Office