

FISCAL IMPACT OF PROPOSED LEGISLATION**Measure: SB 762 - A**Seventy-Seventh Oregon Legislative Assembly – 2013 Regular Session
Legislative Fiscal Office***Only Impacts on Original or Engrossed
Versions are Considered Official***

Prepared by: Krista McDowell
Reviewed by: Linda Gilbert, Michelle Deister, John Borden
Date: 5/7/2013

Measure Description:

Directs Department of Veterans' Affairs to create and coordinate public information campaign to prevent suicide by veterans.

Government Unit(s) Affected:

Oregon Department of Transportation (ODOT), Department of Revenue (DOR), Oregon Department of Veterans' Affairs (ODVA)

Summary of Expenditure Impact:

See Analysis

Local Government Mandate:

This bill does not affect local governments' service levels or shared revenues sufficient to trigger Section 15, Article XI of the Oregon Constitution.

Analysis:

The bill allows a registered owner of a vehicle to make a donation to the Oregon Department of Veterans' Affairs (ODVA) Suicide Prevention and Outreach Program Fund when the owner initially registers a vehicle or renews a vehicle's registration. The potential revenue generated by this program is indeterminate; expenditures relating to the prevention and outreach program will be driven by the amount of revenue available.

ODVA reports they will utilize existing FTE to implement workload related to the provisions of this bill. Personnel resources will be used to build a secure webpage that will link to the ODOT vehicle renewal webpage, and provide a mechanism for which money may be donated to the Suicide Prevention and Outreach Program Fund. A 2% transaction fee will be assessed to each donation and paid to a merchant account; the remaining 98% of the donation will be deposited into the ODVA Suicide Prevention and Outreach Program Fund without passing through the Oregon Department of Transportation's (ODOT) accounting systems.

ODOT will utilize existing FTE resources to create a link on the vehicle renewal webpage that will direct customers to the ODVA webpage. Since provisions of this bill are not an eligible use of State Highway Funds this work will be implemented and ongoing administration of this portion of the website will be funded using the Transportation Operating Fund.

ODVA will use money generated from this legislation to promote awareness of existing programs by United States Department of Veterans Affairs, the National Guard and Life Lines (a non-profit organization) which are directed at helping veterans and their family members with suicidal and crisis situations. Media platforms that ODVA plans to utilize to promote these programs and services include the agency's website, facebook, an e-subscribe system, suicide awareness brochures and the Veteran Benefit magazine. All of these platforms are currently developed and managed internally by ODVA with existing resources. To the extent additional revenue is available, ODVA may also purchase a media buying package, at a cost of \$5,000 a month, which would secure billboard space, bus billboards or radio air time for the promotion of these programs and services.