



Legislative Council Staff

Nonpartisan Services for Colorado's Legislature

FISCAL NOTE

Drafting Number: LLS 20-0307
Prime Sponsors:

Date: October 15, 2019
Bill Status: Bill Request
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Bill Topic: CDPHE INCREASE PUBLIC AWARENESS OF RECYCLING

- Summary of Fiscal Impact: State Revenue, State Expenditure (conditional), State Transfer, TABOR Refund, Local Government, Statutory Public Entity

Conditional upon passage of the Beverage Container Redemption and Refund bill (Bill 2), this bill requires the Department of Public Health and Environment to administer a statewide recycling education campaign. This will increase state expenditures in FY 2020-21 and FY 2021-22 only.

Appropriation Summary: For FY 2020-21, the bill requires an appropriation of \$322,186 to the Department of Public Health and Environment.

Fiscal Note Status: The fiscal note reflects the bill draft requested by the Zero Waste and Recycling Interim Study Committee.

Table 1
State Fiscal Impacts Under Bill 4

Table with 4 columns: Category, Sub-category, FY 2020-21, FY 2021-22. Rows include Revenue, Expenditures (General Fund, Centrally Appropriated, Total), Total FTE, Transfers, and TABOR Refund.

**Summary of Legislation**

Conditional upon passage of the Beverage Container Redemption and Refund bill (Bill 2), this bill requires the Department of Public Health and Environment (CDPHE) to administer a statewide recycling education campaign beginning October 1, 2020. The objectives of the campaign are to:

- increase recycling among residents; and
- educate residents about specific recyclable materials and specific recycling habits that can increase the efficiency of recycling efforts in Colorado.

The campaign must include public service announcements on television, radio, and social media, and written materials in public locations. The CDPHE may contract for the preparation of campaign materials. The CDPHE is required to consult with local governments and private agencies that operate recycling programs and may contract for campaign materials. The statewide recycling education campaign is repealed September 1, 2021.

**State Expenditures**

This bill increases General Fund expenditures by \$363,553 and 0.9 FTE in FY 2020-21 and \$65,780 and 0.2 FTE in FY 2021-22 for the CDPHE, if the beverage container bill passes. These costs are shown in Table 2 and explained below.

**Table 2  
 Expenditures Under Bill 4**

	<b>FY 2020-21</b>	<b>FY 2021-22</b>
<b>Department of Public Health and Environment</b>		
Personal Services	\$48,131	\$11,552
Operating Expenses	\$855	-
Capital Outlay Costs	\$6,200	-
TV and Radio Spot Production	\$30,000	-
Media Buys	\$135,000	\$30,000
Design Online and Social Media Ads	\$20,000	\$0
Online and Social Media Buys	\$72,000	\$16,000
Printing	\$10,000	\$0
Centrally Appropriated Costs*	\$41,367	\$8,228
<b>Total Cost</b>	<b>\$363,553</b>	<b>\$65,780</b>
<b>Total FTE</b>	<b>0.9 FTE</b>	<b>0.2 FTE</b>

\* Centrally appropriated costs are not included in the bill's appropriation.

The CDPHE will add 0.9 FTE of an administrator for the campaign in FY 2020-21, reduced to two months or 0.2 FTE in FY 2021-22. Costs for the first year are prorated for an August 5 effective date and the General Fund paydate shift. The Medication Take-Back Program administered by the CDPHE included a public awareness campaign and was used to develop the cost estimate for this bill. The costs for media buys include 1,000 radio spots and 500 TV spots per month for 11 months at a cost of \$15,000 per month and \$8,000 per month for online and social media posts for 11 months. The 11 months will be split over two fiscal years with 9 months of media buys in FY 2020-21 and 2 months of media buys in FY 2021-22.

The administrator will manage and oversee the production of educational materials and contracts for media buys, as well as consult with local governments and private entities that recycle. The administrator will also provide in-person presentations to communities, technical assistance to local governments, and evaluate the effectiveness of the campaign.

**Centrally appropriated costs.** Pursuant to a Joint Budget Committee policy, certain costs associated with this bill are addressed through the annual budget process and centrally appropriated in the Long Bill or supplemental appropriations bills, rather than in this bill. These costs, which include employee insurance and supplemental employee retirement payments, are estimated to be \$41,367 in FY 2020-21 and \$8,228 in FY 2021-22.

## Local Government

Local governments will have a minimal increase in workload to consult with the CDPHE on the recycling awareness campaign.

## Effective Date

If Bill 2 becomes law, this bill takes effect August 5, 2020, if the General Assembly adjourns on May 6, 2020, as scheduled, and no referendum petition is filed.

## State Appropriations

For FY 2020-21, the bill requires a General Fund appropriation of \$322,186 and 0.9 FTE to the Department of Public Health and Environment.

## State and Local Government Contacts

Counties	Information Technology
Municipalities	Public Health and Environment

