



**LEGISLATIVE FISCAL OFFICE**  
**Fiscal Note**

Fiscal Note On: **SB 312** SLS 24RS 120  
 Bill Text Version: **ENGROSSED**  
 Opp. Chamb. Action: **w/ HSE COMM AMD**  
 Proposed Amd.:  
 Sub. Bill For.:

<b>Date:</b> May 17, 2024	11:44 AM	<b>Author:</b> EDMONDS
<b>Dept./Agy.:</b> Department of Children and Family Services		<b>Analyst:</b> Tamiko Stroud
<b>Subject:</b> Creates Adoption Awareness Program		

CHILDREN EG1 +\$334,379 FF EX See Note Page 1 of 2  
 Provides for the Adoption Awareness Act. (8/1/24)

Proposed law creates within the Department of Children and Family Services (DCFS) an Adoption Awareness Program. Proposed law directs the Dept. of Children and Family Services to contract with an eligible vendor who will be responsible for providing supportive services. Proposed law allows the vendor to contract with another entity to provide services. Proposed law requires the contracted vendor to submit a monthly report on the status and operation of the Adoption Awareness Program. Proposed law requires DCFS to annually report to the House and Senate committees on Health and Welfare. Proposed law requires that the DCFS finance the Adoption Awareness Program with TANF funds to the extent feasible. Proposed law allows the contracted vendor to use the appropriated funds to cover administrative costs as long as the administrative costs do not exceed 15% of TANF funds. Proposed law requires a link to the AdoptionOption.LA.Gov website as provided for in R.S. 40:1061.17, to be available and placed in a prominent location on websites administered by the LDH and DCFS. Proposed law would become effective on January 1, 2025.

EXPENDITURES	2024-25	2025-26	2026-27	2027-28	2028-29	5 -YEAR TOTAL
State Gen. Fd.	\$0	\$0	\$0	\$0	\$0	\$0
Agy. Self-Gen.	\$0	\$0	\$0	\$0	\$0	\$0
Ded./Other	\$0	\$0	\$0	\$0	\$0	\$0
Federal Funds	<b>\$334,379</b>	<b>\$668,758</b>	<b>\$668,758</b>	<b>\$668,758</b>	<b>\$668,758</b>	<b>\$3,009,411</b>
Local Funds	\$0	\$0	\$0	\$0	\$0	\$0
<b>Annual Total</b>	<b>\$334,379</b>	<b>\$668,758</b>	<b>\$668,758</b>	<b>\$668,758</b>	<b>\$668,758</b>	<b>\$3,009,411</b>

REVENUES	2024-25	2025-26	2026-27	2027-28	2028-29	5 -YEAR TOTAL
State Gen. Fd.	\$0	\$0	\$0	\$0	\$0	\$0
Agy. Self-Gen.	\$0	\$0	\$0	\$0	\$0	\$0
Ded./Other	\$0	\$0	\$0	\$0	\$0	\$0
Federal Funds	\$0	\$0	\$0	\$0	\$0	\$0
Local Funds	\$0	\$0	\$0	\$0	\$0	\$0
<b>Annual Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

**EXPENDITURE EXPLANATION**

Proposed legislation reallocates existing TANF Block Grant funds for expenditures associated with the Adoption Awareness Program. DCFS is required to contract with an eligible vendor to provide the supportive services such as marketing (including the creation of a website) and telephone or video hotline operation. DCFS estimates a cost of \$334,379 for six months within the first year of implementation and \$668,758 annually thereafter for the operation of hotline and the creation and distribution of marketing materials.

Note: Although the proposed law requires the department to utilize TANF funding for the Adoption Awareness Program, DCFS must determine if the requirements of this measure are allowable TANF expenditures under Federal guidelines. The proposed legislation provides that the new Adoption Awareness Program shall not be implemented until sufficient TANF funding is secured.

DCFS estimates the cost of the operation of a hotline to be \$229,740 for 500 calls per month at approximately \$38.29 per call (\$38.29 x 6,000 calls per year), based on an annual cost with Via Link, a Louisiana hotline for parenting assistance. DCFS estimates the cost of marketing services to be \$439,018 for billboards, online/digital ads, website, and brochures. The estimated cost of the design and concept creations for billboards, online/digital ads, and landing page for the website is \$57,050, based on an existing contract with Franklin and Associates. The estimated operation cost of 11 billboards running for six months and digital advertising campaigns on media platforms for eight months is \$367,750, totaling to \$424,800 (\$57,050 + \$367,750). DCFS projects the need of 50,000 brochures at \$3.52 per brochure, based on existing contract with Safe Haven, to be distributed to public health offices, middle or high schools, charitable clinics, persons obtaining STI testing, and any pregnant woman applying for Medicaid at an estimated cost of \$14,218 (\$3.52 x 50,000).


<u>Expenditure</u>	<u>Annual Cost Estimate</u>
Hotline Operation	\$229,740
Billboards/Ads/Website - Franklin & Ass.	\$424,800
Brochures - Safe Haven	\$14,218
<b>Total</b>	<b>\$668,758</b>

**Continue on Page 2**

**REVENUE EXPLANATION**

There is no anticipated direct material effect on governmental revenues as a result of this measure.

<u>Senate</u>	<u>Dual Referral Rules</u>	<u>House</u>
<input checked="" type="checkbox"/> 13.5.1 >= \$100,000 Annual Fiscal Cost {S & H}		<input type="checkbox"/> 6.8(F)(1) >= \$100,000 SGF Fiscal Cost {H & S}
<input type="checkbox"/> 13.5.2 >= \$500,000 Annual Tax or Fee Change {S & H}		<input type="checkbox"/> 6.8(G) >= \$500,000 Tax or Fee Increase or a Net Fee Decrease {S}

  
**Patrice Thomas**  
**Deputy Fiscal Officer**



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**CONTINUED EXPLANATION from page one:**

Note: This measure requires the department to fund program expenses in advance on a quarterly basis, with advanced funding to be reconciled with actual expenses following each quarter and offset against future payments; however, DCFS reports it is not a practice of the department.

Additionally, this measure requires a link to the AdoptionOption.LA.Gov website or any successor state agency website that promotes adoption awareness and makes adoption resource information be made available and placed in a prominent location on the websites administered by LDH and DCFS. LDH and DCFS report this requirement will have no material impact on expenditures.

Senate      Dual Referral Rules


13.5.1 >= \$100,000 Annual Fiscal Cost {S & H}

13.5.2 >= \$500,000 Annual Tax or Fee Change {S & H}

House

6.8(F)(1) >= \$100,000 SGF Fiscal Cost {H & S}

6.8(G) >= \$500,000 Tax or Fee Increase or a Net Fee Decrease {S}

  
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**Deputy Fiscal Officer**