

Decision No. C10-1315

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF COLORADO

DOCKET NO. 10M-920T

IN THE MATTER OF SETTING THE ANNUAL TELEMARKETER FEES FOR THE
ADMINISTRATION OF THE COLORADO NO-CALL LIST.

**COMMISSION ORDER SETTING FEES
FOR CALENDAR YEAR 2011**

Mailed Date: December 13, 2010
Adopted Date: December 8, 2010

I. BY THE COMMISSION

A. Statement

1. Section 6-1-901, C.R.S., *et seq.*, and Rules 2890 through 2899 of the Rules Regulating Telecommunications Providers, Services and Products, 4 *Code of Colorado Regulations* 723-2, govern the Colorado No-Call List program. The Rules require telephone solicitors to register and submit an annual registration fee to the Designated Agent for the Colorado No-Call List program. Moneys from the fees collected by the Designated Agent are intended to cover the direct and indirect costs of the Colorado No-Call List program. These costs include the contractual expenses to pay the Designated Agent to administer the program and the legislative appropriation to the Department of Law to enforce the program requirements.

2. Rule 2892(b) requires that the Commission set the annual registration fees on a sliding scale between \$0.00 and \$500.00 to ensure that the required revenues are raised annually. The maximum fee is applicable to those companies, persons, or entities with more than 1,000 employees. Companies, persons, or entities with fewer than five employees are not required to pay a registration fee.

3. Since the inception of the program, the number of telemarketers registering and paying the required annual fee has been decreasing and this trend is not expected to change. The estimated registration fees for 2011 will not be sufficient to cover the costs of both administering and enforcing this program.

4. Nonetheless, the Commission is obliged to minimize this shortfall. Maximum fees are statutorily capped and the Commission is mandated to set the registration fees on a sliding scale. To best meet the needs of the program, we establish the following telemarketer registration fees for the Colorado No-Call List for calendar year 2011:

2010 Telemarketer Registration Fees	
# of Employees	Fee Amount
1-4 Employees	\$ 0
5-10 Employees	\$ 250
11-50 Employees	\$ 350
51-100 Employees	\$ 450
101-250 Employees	\$ 470
251-400 Employees	\$ 480
401-1000 Employees	\$ 490
1001 or Greater Employees	\$ 500

II. ORDER

A. The Commission Orders That:

1. The Colorado No-Call List Annual Registration Fees are hereby set as specified above in paragraph no. 4, effective January 1, 2011 through December 31, 2011.

2. This Order is effective on its Mailed Date.

**B. ADOPTED IN COMMISSIONERS' WEEKLY MEETING
December 8, 2010.**

(S E A L)



ATTEST: A TRUE COPY

A handwritten signature in cursive script that reads "Doug Dean".

Doug Dean,
Director

THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF COLORADO

RONALD J. BINZ

JAMES K. TARPEY

MATT BAKER

Commissioners