

FY 2019 GOVERNOR'S BUDGET RECOMMENDATIONS - PROGRAM PERFORMANCE MEASURES

1	AGENCY NAME:	
2	DEPARTMENT NAME:	OFFICE OF THE ATTORNEY GENERAL
3	DIVISION NAME:	PUBLIC PROTECTION
4	PRIMARY APPROPRIATION #	2100001000
5	PROGRAM NAME	CONSUMER ASSISTANCE PROGRAM
6	PROGRAM NUMBER (if used)	17131
7	FY 2019 Appropriation \$\$	\$ 11,663,340.00
8	Budget Amounts in Primary appropriation not related to this program:	\$ 11,255,605.19
9	Program Budget Amounts from other appropriation:	\$ 90,000.00
10	Program Budget Amounts from other appropriation:	\$ -
11	Program Budget Amounts from other appropriation:	\$ -
12	Program Budget Amounts from other appropriation:	\$ -
13	Program Budget Amounts from other appropriation:	\$ -
14	TOTAL PROGRAM BUDGET FY 2019	\$ 497,734.81

15	POPULATION-LEVEL OUTCOME:	(1) Vermont has a prosperous economy.
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16	POPULATION-LEVEL INDICATOR:	Constituents find the marketplace to be free, fair and equitable, as indicated by
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		Performance Measure Data (Calendar or Fiscal Year)					
		2015	2016	2017	2018 (As reported last year)	2018 Projection	2019 Forecast
17	Performance Measure A:						
18	Type of PM A:						
19	Performance Measure B:						
20	Type of PM B:						
21	Performance Measure C:						
22	Type of PM C:						

25 NARRATIVE/COMMENTS/STORY: Describe the program. Who/what does it serve? Are there any data limitations or caveats? Explain trend or recent changes. Speak to new initiatives expected to have future impact.

26 **Introduction:**
 The Consumer Assistance Program (CAP) is the public service arm of the Office of the Attorney General. It is located on the University of Vermont in Burlington with four professional staff, a Director (Assistant Attorney General) and rotating student volunteers. CAP handled nearly 15,000 initial constituent contacts last year, and is often the only point of contact most Vermonters have with the Attorney General's Office. CAP operates a consumer information hotline, provides an informal consumer complaint mediation service and provides information and outreach around the state. We continue to augment and enhance our direct services with more and more-intensive community-based work and public engagement. Through our increased communications, updated content, new programs (such as our Small Business Initiative) and deepening partnerships, CAP is reaching more people in more ways than ever before.

Top ten complaint trade categories FY17: 1- Used Car; 2- Propane; 3- On-line Retailer; 4- Collection Agency; 5- Appliances; 6- Rental Property; 7- Contractor/Builder; 8- Wireless - Cellphones; 9- Satellite Dish; 10- Internet Service Providers

Direct Constituent Services:
 Constituents increasingly seek information and referral assistance from CAP, relative to complaint mediation requests. CAP is increasingly using electronic communications and web-based services to meet demand. We launched a new "Scam Alert" system to reach consumers in real-time when scams are taking place. We also partnered with retailers and utilities to stop scams from happening with a community based education and outreach effort. We continue to look for ways we can leverage our partnership with UVM to address these and other needs. We train new student volunteers each semester, with a focus first on responsive service and, increasingly, effective engagement over electronic media. Our students work to make the CAP hotline the "last number you have to dial" to reach the resources you need, by identifying the core issues and needs of each constituent and making live referrals when appropriate. We are exploring ways to leverage emerging media and communications channels to enhance access to our services.

Small Business Initiative:
 The Small Business Advocate (SBA) started in January 2017 and immediately dove into a "small business listening tour" resulting in direct relationships with stakeholders representing all fourteen counties, an improved, mobile-friendly website with plain language information for businesses and consumers businesses, a new consumer web blog, and exploration of a super-efficient Customer Relation Management (CRM) system. Other efforts were directed at building awareness of data security and online privacy (Tech Jam). She also created guidance for small business start-ups.

Systems and Staffing:
 We do not anticipate requesting increased staffing in the coming fiscal year. However, we are requesting the legislature fully fund the small business outreach position so we can continue our outreach and direct services to the business community, state government, and Vermont communities. We anticipate enhancing our partnership with the University of Vermont to leverage our capacity for outreach and education services in particular.