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Senate Fiscal Agency  
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**SFA****BILL ANALYSIS**

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House Bill 5500 (Substitute S-2 as reported)  
Sponsor: Representative Mark Schauer  
House Committee: Consumer Protection  
Senate Committee: Technology and Energy

### **CONTENT**

The bill would amend the Michigan Consumer Protection Act to prohibit a business from advertising or causing to be listed in a telephone directory a business address or local telephone number that intentionally misrepresented where the business was actually located or operating, or falsely stated that the business was located or operating in the same area covered by the directory. A violator would be subject to a civil fine of at least \$100 but not more than \$10,000.

The bill would not apply to a telephone service provider or to the publisher or distributor of a telephone service directory, unless the proscribed conduct were on behalf of that provider, publisher, or distributor. The bill also would not apply to a telephone service provider that listed, in a telephone directory, a local telephone number that forwarded calls to provide customer service.

The bill is tie-barred to House Bill 5499, which would amend the Act to prohibit a business from listing a fictitious name or misleading location.

Proposed MCL 445.903d

Legislative Analyst: S. Lowe

### **FISCAL IMPACT**

The bill would have an indeterminate fiscal impact. Enforcement costs and revenue from fines would depend on the number of violations.

Date Completed: 5-22-98

Fiscal Analyst: B. Bowerman