

## Minimum Measure #1: Public Education

### Task Description and Cost Breakdown

Task Specific Multipliers	
Consultant Rate	\$120
# of residents	5,000
Assumed # of households	1938

	Cost		Hours	
	Low	High	Low	High
Annual	\$1,440	\$10,700	12	88
One-Time	\$1,920	\$2,400	16	20
Intermittent	\$0	\$0	0	0
Total	\$11,300	\$84,800	94	700

#### Rural

No.	Type of Action	Time from Effective Date	Frequency	Permit Deliverable	Public Education and Outreach Requirement	Reference	Type of Material	One Time Costs				Annual/Ongoing Costs					Total Costs/Hours			
								Hours		Fixed Cost		Hours per Year		Fixed Cost		Number of Years	Total Cost Over 5-Year Permit Period		Total Hours over 5-year period	
								Low	High	Low	High	Low	High	Low	High		Low	High	Low	High
1	Admin		Annual - Ongoing		Continue public education program required by 2003 permit.	2.3.2 a														
2	Admin	1 year	One-time		Develop program - Define goals, express specific messages define audience for each message, identify parties responsible for implementation, identify methods to evaluate effectiveness of messages.	2.3.2 a		16	20							1	\$1,920	\$2,400	16	20
2.1	Admin	Begin 1st year of permit	Annual		Develop and send out two separate messages for each of 4 different audiences (residential, business/commercial/institution, developer & construction, industrial) - assume distribution annually and a total of 8 messages per permit term.	2.3.2 c	Mailed Brochure					6	8	\$97	\$194	1	\$817	\$1,154	30	40
				Printed Flyer						6	8			1	\$720	\$960	30	40		
				Website					\$2,500	\$5,000	4	8			1	\$2,980	\$5,960	20	40	
				Workshops							32	80	\$50	\$100	1	\$3,890	\$9,700	160	400	
																Total Cost	\$5,760	\$77,600	48	640
2.2	Admin		Annual		Review program and modify ineffective messages or distribution techniques.	2.3.2 f						6	8			5	\$3,600	\$4,800	30	40
2.3	Admin		Annual	x	Document program in annual report: messages for each audience; method of distribution; measures/methods used to assess effectiveness of message; measures/methods to assess effectiveness.	2.3.2 g														
TOTAL FOR FIVE YEARS																	\$11,300	\$84,800	94	700

## Minimum Measure #1: Public Education

### Task Description and Cost Breakdown

Task Specific Multipliers	
Consultant Rate	\$120
# of residents	15,000
Assumed # of households	5814

	Cost		Hours	
	Low	High	Low	High
Annual	\$1,680	\$11,100	14	92
One-Time	\$2,880	\$3,600	24	30
Intermittent	\$0	\$0	0	0
Total	\$13,400	\$88,400	112	730

#### Suburban

No.	Type of Action	Time from Effective Date	Frequency	Permit Deliverable	Public Education and Outreach Requirement	Reference	Type of Material	One Time Costs				Annual/Ongoing Costs					Total Costs/Hours			
								Hours		Fixed Cost		Hours per Year		Fixed Cost		Number of Years	Total Cost Over 5-Year Permit Period		Total Hours over 5-year period	
								Low	High	Low	High	Low	High	Low	High		Low	High	Low	High
1	Admin		Annual - Ongoing		Continue public education program required by 2003 permit.	2.3.2 a														
2	Admin	1 year	One-time		Develop program - Define goals, express specific messages define audience for each message, identify parties responsible for implementation, identify methods to evaluate effectiveness of messages.	2.3.2 a		24	30							1	\$2,880	\$3,600	24	30
2.1	Admin	Begin 1st year of permit	Annual		Develop and send out two separate messages for each of 4 different audiences (residential, business/commercial/institution, developer & construction, industrial) - assume distribution annually and a total of 8 messages per permit term.	2.3.2 c	Mailed Brochure					6	8	\$291	\$581	1	\$1,011	\$1,541	30	40
				Printed Flyer						6	8			1	\$720	\$960	30	40		
				Website					\$2,500	\$5,000	4	8			1	\$2,980	\$5,960	20	40	
				Workshops							32	80	\$50	\$100	1	\$3,890	\$9,700	160	400	
																Total Cost	\$5,760	\$77,600	48	640
2.2	Admin		Annual		Review program and modify ineffective messages or distribution techniques.	2.3.2 f						8	12			5	\$4,800	\$7,200	40	60
2.3	Admin		Annual	x	Document program in annual report: messages for each audience; method of distribution; measures/methods used to assess effectiveness of message; measures/methods to assess effectiveness.	2.3.2 g														
TOTAL FOR FIVE YEARS																	\$13,400	\$88,400	112	730

## Minimum Measure #1: Public Education

### Task Description and Cost Breakdown

Task Specific Multipliers	
Consultant Rate	\$120
# of residents	50,000
Assumed # of households	19380

	Cost		Hours	
	Low	High	Low	High
Annual	\$1,680	\$11,100	14	92
One-Time	\$3,840	\$4,800	32	40
Intermittent	\$0	\$0	0	0
Total	\$14,400	\$89,600	120	740

#### Urban

No.	Type of Action	Time from Effective Date	Frequency	Permit Deliverable	Public Education and Outreach Requirement	Reference	Type of Material	One Time Costs				Annual/Ongoing Costs					Total Costs/Hours			
								Hours		Fixed Cost		Hours per Year		Fixed Cost		Number of Years	Total Cost Over 5-Year Permit Period		Total Hours over 5-year period	
								Low	High	Low	High	Low	High	Low	High		Low	High	Low	High
1	Admin		Annual - Ongoing		Continue public education program required by 2003 permit.	2.3.2 a														
2	Admin	1 year	One-time		Develop program - Define goals, express specific messages define audience for each message, identify parties responsible for implementation, identify methods to evaluate effectiveness of messages.	2.3.2 a		32	40							1	\$3,840	\$4,800	32	40
2.1	Admin	Begin 1st year of permit	Annual		Develop and send out two separate messages for each of 4 different audiences (residential, business/commercial/institution, developer & construction, industrial) - assume distribution annually and a total of 8 messages per permit term.	2.3.2 c	Mailed Brochure					6	8	\$969	\$1,938	1	\$1,689	\$2,898	30	40
				Printed Flyer						6	8			1	\$720	\$960	30	40		
				Website					\$2,500	\$5,000	4	8			1	\$2,980	\$5,960	20	40	
				Workshops							32	80	\$50	\$100	1	\$3,890	\$9,700	160	400	
																Total Cost	\$5,760	\$77,600	48	640
2.2	Admin		Annual		Review program and modify ineffective messages or distribution techniques.	2.3.2 f						8	12			5	\$4,800	\$7,200	40	60
2.3	Admin		Annual	x	Document program in annual report: messages for each audience; method of distribution; measures/methods used to assess effectiveness of message; measures/methods to assess effectiveness.	2.3.2 g														
TOTAL FOR FIVE YEARS																	\$14,400	\$89,600	120	740