

TABLE 3.3D  
SOCIAL INDICATORS  
COST COMPARISON

| INDICATOR/ BASIS FOR COST  | IMPLEMENTATION COSTS                            | NOTES   |
|--|---|---|
| <p>(17) <i>Public Attitude Surveys</i></p> <ul style="list-style-type: none"> <li>• Per survey cost per 1,000 households contacted (implementation costs)</li> <li>• Interviews conducted over telephone</li> <li>• Includes survey implementation, data analysis, and summary of findings</li> </ul>  | <p>\$14,500 - \$17,750 per 1,000 households</p> | <p>Generally, 50% of those households contacted respond to survey.</p>            |
| <p>(18) <i>Industrial/Commercial Pollution Prevention</i></p> <ul style="list-style-type: none"> <li>• Per survey cost per 1,000 industrial facilities contacted (implementation costs)</li> <li>• Interviews conducted over telephone</li> <li>• Includes survey implementation, data analysis, and summary of findings</li> </ul>  | <p>\$14,500 - \$17,750 per 1,000 facilities</p> | <p>Generally, 50% of those industrial facilities contacted respond to survey.</p> |
| <p>(19) <i>Public Involvement and Monitoring</i></p> <ul style="list-style-type: none"> <li>• Per 100,000 people</li> <li>• Substantial in-kind support required from citizens' groups such as Save Our Streams, Trout Unlimited, Izaak Walton League</li> <li>• Major costs associated with development and printing of educational materials training of volunteer monitors</li> </ul> | <p>\$8,000 - \$10,000 per 100,000 persons</p>   | <p>No additional comments</p>   |
| <p>(20) <i>User Perception</i></p> <ul style="list-style-type: none"> <li>• Per survey cost per 1,000 households contacted (implementation costs)</li> <li>• Interviews conducted over telephone</li> <li>• Includes survey implementation, data analysis, and summary of findings</li> </ul>  | <p>\$14,500 - \$17,750 per 1,000 households</p> | <p>Generally, 50% of those households contacted respond to survey.</p>            |