

# Support for a Wind Powered Western



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## We proposed to...

Conduct a thoughtfully crafted survey that assesses whether students would be **willing to pay a new fee** that would go towards the construction of a wind turbine installation in Eastern Washington.

## So that...

We have a better understanding of student support and concerns regarding the proposed project and how this support will affect options for financing.





# Rec Center



Student Initiated and Funded

Fee: \$99 (\$4 Million annual revenue)

Total Cost: \$24 → \$25 Million

This is a symbol of what's **possible** when students commit to financing something they want.

## How Fees are Allocated

½ → Bond payments  
Maintenance reserve account

½ → General function  
New Equipment



# Survey

- Contingent valuation (CV) method-
  - “provides opportunity for **respondent to be informed** about the topic”
  - “makes it possible to estimate the level of **economic benefit** to students”
  - “allows for the estimation of students’ **‘willingness to pay’**”
  - “representative of **actual voting**”

(Meyers et al. 2006)

# Survey

3 Days

3 Locations

South Campus

Viking Union

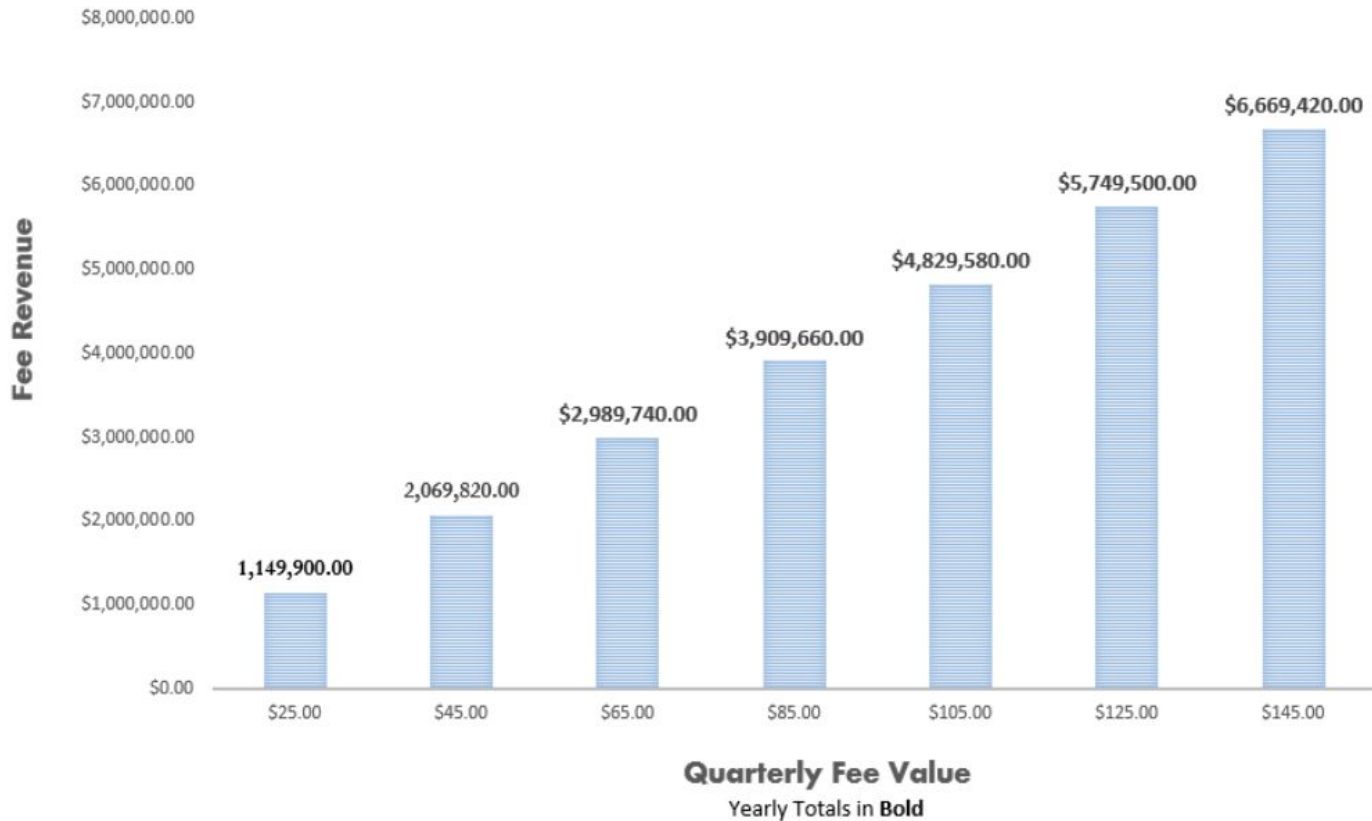
Red Square

7 Surveys



Fee values: [\$25 \$45, \$65, \$85, \$105, \$125, \$145] per quarter

## POTENTIAL FEE INCOME PER YEAR BASED ON STUDENT POPULATION OF 15,332

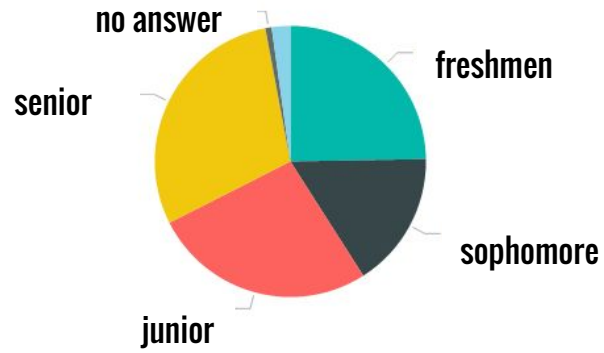


# Results

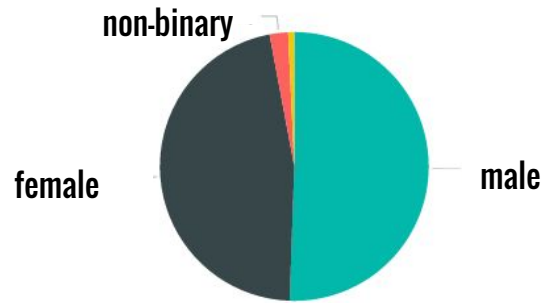


# Demographics

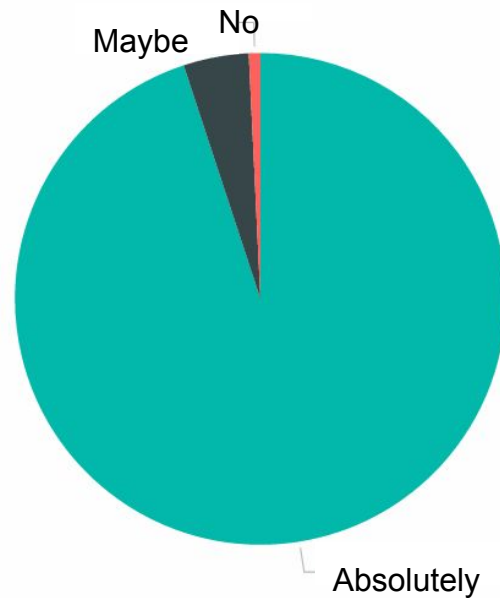
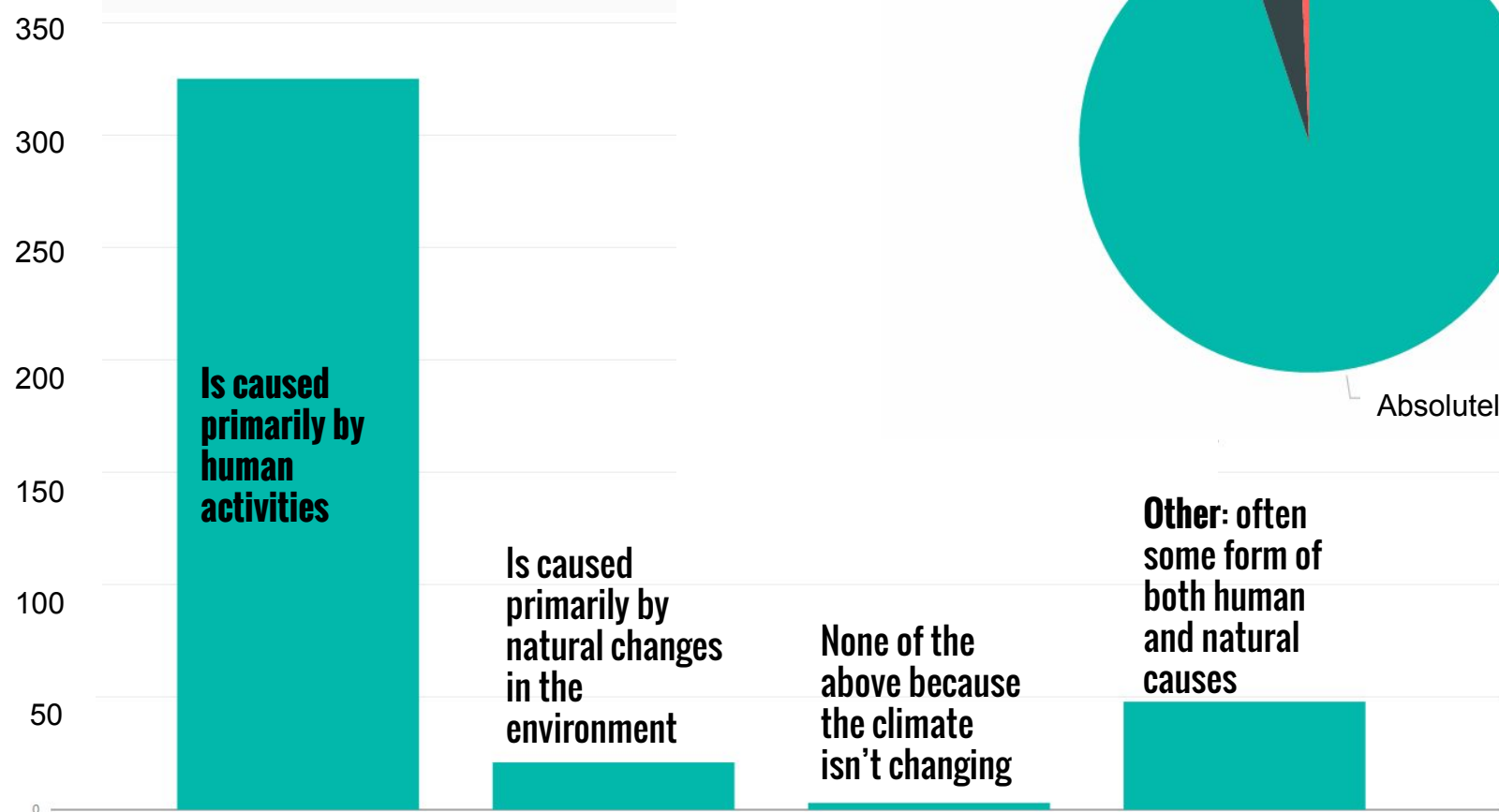
Total Responses by Class



Total Responses by Gender



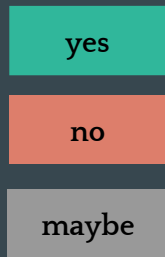
# What do you consider to be the primary cause of climate change?



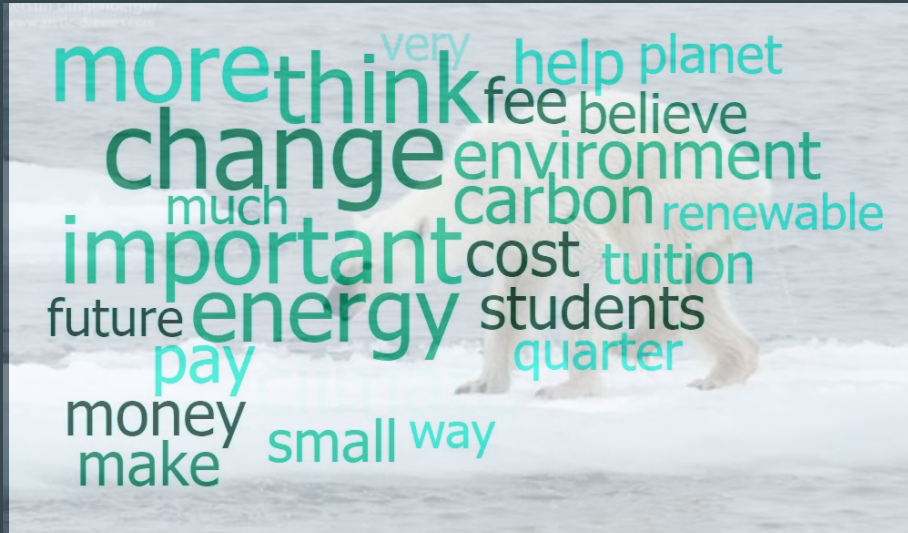
Do you think the earth's climate is changing?

# How much are students willing to pay?

Preliminary results show general support for a new fee

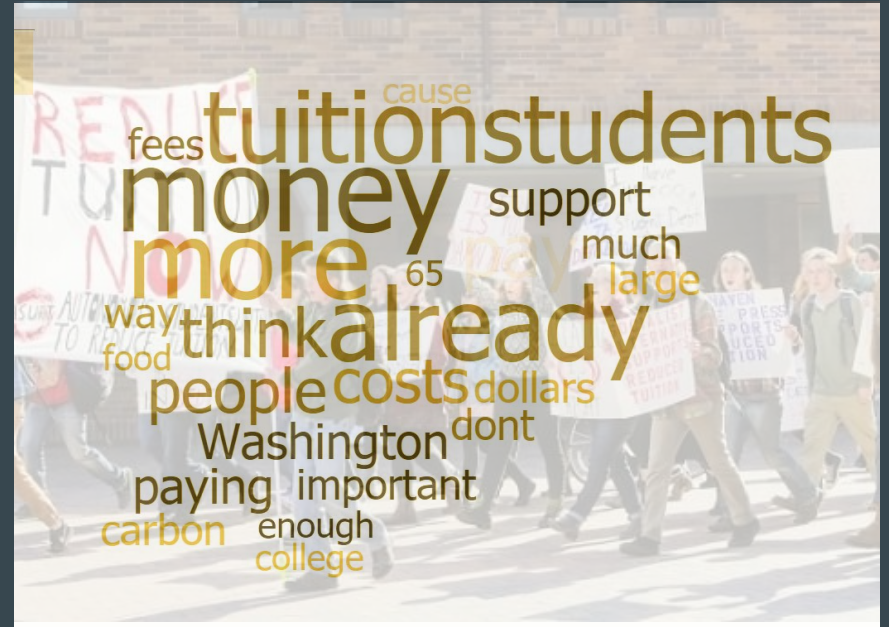


# Would you support the Zero Carbon Commitment Fee?



Yes

No



# Takeaways

There is **cultural** and **financial** support from the student body

We've built something of this size before



**What's the benefit of a student funded energy project?**

?

?

?

?



# Moving Forward

What are all of our goals?

Education?

Job creation?

Local investment?

Future renewable energy projects?

Global action?

## Future Campaign

Serious research- what is possible?

Less climate change, More project details  
How will students be involved?

Get students to **VOTE!**





“Our future is what we build it to be. The jobs and industries of the 21st century will be centered around clean renewable energy.”

- POTUS, Barack Obama

A photograph showing the silhouettes of several wind turbines against a dramatic sunset sky. The sky transitions from a deep orange near the horizon to a pale blue at the top. The turbines are arranged in a line across the horizon, with some appearing larger than others due to perspective. The overall mood is serene and contemplative.

Questions?