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

**How Fees are Allocated**

\( \frac{1}{2} \rightarrow \text{Bond payments} \\
\frac{1}{2} \rightarrow \text{Maintenance reserve account} \\
\frac{1}{2} \rightarrow \text{General function} \\
\frac{1}{2} \rightarrow \text{New Equipment} \\

**Rec Center**

Student Initiated and Funded

Fee: $99 ($4 Million annual revenue)

Total Cost: $24 → $25 Million
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

Quarterly Fee Value
Yearly Totals in **Bold**

Fee Revenue

<table>
<thead>
<tr>
<th>Quarterly Fee Value</th>
<th>Yearly Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25.00</td>
<td>$1,149,900.00</td>
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<tr>
<td>$45.00</td>
<td>$2,069,820.00</td>
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<tr>
<td>$65.00</td>
<td>$2,989,740.00</td>
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<td>$85.00</td>
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<td>$105.00</td>
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<tr>
<td>$125.00</td>
<td>$5,749,500.00</td>
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<tr>
<td>$145.00</td>
<td>$6,669,420.00</td>
</tr>
</tbody>
</table>
Results
What do you consider to be the primary cause of climate change?

- Is caused primarily by human activities
- Is caused primarily by natural changes in the environment
- None of the above because the climate isn’t changing
- Other: often some form of both human and natural causes

Do you think the earth’s climate is changing?

- Absolutely
- Maybe
- No
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
Questions?