

Appendix

Contingent Valuation Method (CVM) Survey Narrative and Question

Part of the city creek runs through the campus—between the parking garage and the marina. Currently, trash collects in portions of the creek, hampering the campus appearance and contributing to various environmental problems down river. Other sections of the creek are largely covered in concrete. These sections also pose some aesthetic issues. We are investigating interest in a project that would address both the environmental and aesthetic problems. A bandalong trash collection device installed near the power plant on campus could effectively collect trash. The device costs \$344,000. In addition to trash collection, the project would include beautifying the concrete area near the Bear Pit by adding planters, seating, and lighting. This would make the space an additional option on campus for outdoor studying and relaxing.

Would you support a one-time \$25 increase in general/non-optional student fees to fund the project and then a \$5 increase in student fees for subsequent years for maintenance?