



Measuring the Spatial Dimension of Household Willingness to Pay for Watershed Services in Flagstaff, Arizona.

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Abstract

This directed research project follows on a 2012 survey of Flagstaff residents' willingness to pay (WTP) for ecosystem services, specifically for the ongoing maintenance of watersheds initially restored by the Four Forest Restoration Initiative (4FRI). Survey responses were correlated with demographic dimensions provided by the respondents, but further elucidation of the survey results can be obtained by correlation of spatial dimensions such as views of, or proximity to, selected geographical features in the Flagstaff area. The research will be conducted using various spatial analysis capabilities of ESRI ArcGIS, together with survey result datasets and GIS datasets provided by the City of Flagstaff. It is anticipated that this spatial analysis will contribute to the WREP's mission by refining the results of the 2012 survey, by formulating future residential WTP surveys in the Verde, Gila and Salt River watersheds, and by enhancing WREP educational outreach programs in the Southwest.