

Abstract: This paper investigates consumers' preferences for community recycling based on two contingent valuation experiments from a recently conducted survey in Seattle. The first experiment elicited WTP for the City's current curbside recycling program. The second experiment elicited WTP for an increase in the community-wide recycling rate from 40% (the current rate) to 60%. Several econometric specifications are explored. Unconditional fixed parameter specifications suggest that the mean WTP for the current curbside recycling program and the recycling rate increase are about \$120 and \$48 respectively (per household per year). Random parameter specifications, via the panel mixed logit, uncover significant preference heterogeneity. Finally, models that include covariates explain variation in the value that different individuals place on community recycling in terms of socioeconomic and attitudes towards the environment and public-giving.