

# **Microgrid Installations and Consumer Acceptance: Preliminary Contingent Valuation Evidence from Arizona, Colorado, New Mexico, and Utah**

By

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## **Abstract**

Measuring the costs and benefits of distributed feeder microgrids (DFMs) is incomplete without insight into consumer desire and acceptance. Given that grid modernization and infrastructure upgrade costs are often passed along to consumers, we present the first evidence of consumer acceptance and willingness to pay for DFM installations in the 4-corners (AZ, CO, NM, and UT). Using survey data collected from September to October of 2020 (n=5500 approx.), we present preliminary results for the median amount that consumers are willing to pay for installations dependent on the level of direct benefits the consumer would receive. In addition, we present the environmental and institutional values most closely associated with consumer acceptance of DFMs.

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