

City of Santa Fe, New Mexico

LEGISLATIVE SUMMARY

Resolution No. 2014-__ Solarize Santa Fe

SPONSOR(S): Councilor Ives

SUMMARY: The resolution:

1. Supports “Solarize Santa Fe!”, a public outreach, marketing and technical assistance initiative promoting the viability of solar photovoltaic and solar thermal systems for commercial and residential sectors of Santa Fe.
2. Directs staff to work with Santa Fe County, the Santa Fe Green Chamber of Commerce and the Santa Fe Alliance for Clean Energy and other relevant entities in implementing the initiative.

PREPARED BY: Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: Yes

DATE: May 26, 2014

ATTACHMENTS: Resolution
FIR

1 CITY OF SANTA FE, NEW MEXICO

2 RESOLUTION NO. 2014-__

3 INTRODUCED BY:

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5 Councilor Peter Ives

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10 A RESOLUTION

11 SUPPORTING THE *SOLARIZE SANTA FE!* CAMPAIGN – A PUBLIC OUTREACH,
12 MARKETING AND TECHNICAL ASSISTANCE INITIATIVE PROMOTING THE
13 VIABILITY OF SOLAR PHOTOVOLTAIC AND SOLAR THERMAL SYSTEMS TO
14 COMMERCIAL AND RESIDENTIAL SECTORS; DIRECTING STAFF TO WORK WITH
15 SANTA FE COUNTY, THE SANTA FE GREEN CHAMBER OF COMMERCE, THE SANTA
16 FE ALLIANCE FOR CLEAN ENERGY AND OTHER RELEVANT ENTITIES IN
17 IMPLEMENTING THE *SOLARIZE SANTA FE!* CAMPAIGN.

18
19 WHEREAS, the City of Santa Fe adopted the Sustainable Santa Fe Plan in 2008 which
20 establishes policy goals to promote renewable energy deployment to “practice and promote
21 sustainable building practices” and “develop programs to help people install renewable energy
22 systems”; and

23 WHEREAS, the City’s 2008 Economic Development Strategy identifies targeted industry
24 sectors for growth and development including “Clean renewable energy (with a focus on the solar
25 industry)...”; and

1 **WHEREAS**, the 2010 Mayor’s Report on Job Creation identifies solar projects as a
2 significant component of job creation in the City; and

3 **WHEREAS**, initiatives to increase demand for solar power systems by homeowners and
4 businesses can stimulate job creation and expand economic development opportunities throughout the
5 City; and

6 **WHEREAS**, solar photovoltaic systems have dramatically come down in price so much that
7 they are about half the costs they were five years ago; and

8 **WHEREAS**, both solar photovoltaic and solar thermal systems are now quite cost effective
9 and yet many homeowners and businesses remain unaware of this reality; and

10 **WHEREAS**, the goal of the *Solarize Santa Fe!* Campaign is to stimulate the installation of
11 solar electric and solar thermal systems in the City and throughout Santa Fe County by informing and
12 educating residents and businesses about the degree to which solar systems are now cost-effective and
13 the financing options and tax incentives that are available to pay for those systems; and

14 **WHEREAS**, an additional goal of the *Solarize Santa Fe!* Campaign is to pursue additional
15 financing opportunities, including public/private financing, in order for it to be financially feasible for
16 citizens and businesses to be able to purchase solar systems for their homes and facilities; and

17 **WHEREAS**, the two-pronged marketing strategy of *Solarize Santa Fe!* is:

18 (1) Achieve as much free media coverage as possible, including press releases,
19 outreach events, and guest commentaries in local publications; and

20 (2) Dedicate adequate funding for an aggressive paid advertising campaign; and

21 **WHEREAS**, *Solarize Santa Fe!* intends to be a cooperative initiative involving the formal
22 cooperation of and agreement between the City, Santa Fe County, the Santa Fe Green Chamber of
23 Commerce and the Santa Fe Alliance for Clean Energy and will require the regular input of the solar
24 industry and lending institutions; and

1 **WHEREAS,** the Board of County Commissioners adopted the 2010 Sustainable Growth
2 Management Plan which includes a number of policy directives related to promoting solar power in
3 the County, such as “Invest and leverage local resources for development of local renewable energy
4 generation...” and “Support key regional partners in energy-related assistance and programs to
5 community members.”; and

6 **WHEREAS,** the Santa Fe Green Chamber of Commerce (“SFGCC”) is a chapter of the
7 statewide, non-profit New Mexico Green Chamber of Commerce whose mission is to create, “...new
8 opportunities for business by advocating on behalf of renewable energy, strengthening local
9 economies, and seizing the green business advantage.”; and

10 **WHEREAS,** the mission of the Santa Fe Alliance for Clean Energy (“SFACE”), a non-profit
11 organization, is to “galvanize the renewable energy industry in Santa Fe” and “spur economic
12 development, create green jobs and reduce energy use.”; and

13 **WHEREAS,** given that non-profit organizations typically can take advantage of advertising
14 rates that are much less than the rates local governments are charged, it would be prudent to consider
15 utilizing the SFACE as the program coordinator and fiscal agent for this initiative.

16 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
17 **CITY OF SANTA FE** that:

- 18 1. The City hereby supports the “*Solarize Santa Fe!*” Campaign, as described herein, and
19 directs staff to take all necessary actions for the successful implementation of the
20 initiative.
- 21 2. Staff is directed to work with Santa Fe County to determine the County’s interest in
22 working with the City, the SFGCC and the SFACE on this initiative, including the
23 County’s interest in contributing funds, in concert with the City’s contribution of funds,
24 for the paid advertising component of the initiative and having the County adopt a
25 resolution similar to this one.

1 3. Staff is directed to consider using SFACE, via a Memorandum of Agreement with the
2 County and/or City, as the program coordinator and fiscal agent for this initiative,
3 provided that all proposed marketing and outreach expenditures by SFACE would be
4 required to be approved in advance by the County and City.

5 PASSED, APPROVED and ADOPTED this _____ day of _____, 2014.

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7 _____
8 JAVIER M. GONZALES, MAYOR

9 ATTEST:

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11 _____
12 YOLANDA Y. VIGIL, CITY CLERK

13 APPROVED AS TO FORM:

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15 _____
16 KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

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25 *M/Melissa/Resolutions 2014/Solarize Santa Fe*

**City of Santa Fe
Fiscal Impact Report (FIR)**

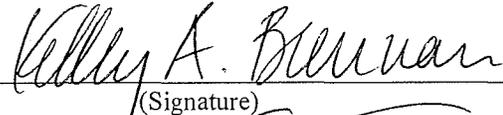
This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

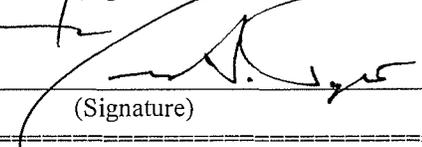
Section A. General Information

(Check) Bill: _____ Resolution: X
(A single FIR may be used for related bills and/or resolutions)

Short Title(s): A RESOLUTION SUPPORTING THE SOLARIZE SANTA FE! CAMPAIGN – A PUBLIC OUTREACH, MARKETING AND TECHNICAL ASSISTANCE INITIATIVE PROMOTING THE VIABILITY OF SOLAR PHOTOVOLTAIC AND SOLAR THERMAL SYSTEMS TO COMMERCIAL AND RESIDENTIAL SECTORS; DIRECTING STAFF TO WORK WITH SANTA FE COUNTY, THE SANTA FE GREEN CHAMBER OF COMMERCE, THE SANTA FE ALLIANCE FOR CLEAN ENERGY AND OTHER RELEVANT ENTITIES IN IMPLEMENTING THE SOLARIZE SANTA FE! CAMPAIGN

Sponsor(s): Councilor Ives
 Reviewing Department(s): City Attorney's Office
 Persons Completing FIR: Rebecca Seligman Date: 5/26/14 Phone: 955-6501

Reviewed by City Attorney:  Date: 5/29/14
 (Signature)

Reviewed by Finance Director:  Date: 5/29/14
 (Signature)

Section B. Summary

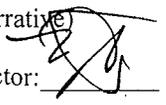
Briefly explain the purpose and major provisions of the bill/resolution:
The purpose of the resolution is to support the SOLARIZE Santa Fe! campaign – a public outreach, marketing and technical assistance initiative promoting the viability of solar photovoltaic and solar thermal systems to commercial and residential sectors in Santa Fe. It further directs staff to work with Santa Fe County, the Santa Fe Green Chamber of Commerce, the Santa Fe Alliance for Clean Energy and other relevant entities in implementing the SOLARIZE Santa Fe! Campaign.

Section C. Fiscal Impact

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:
 a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
 b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
 c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*

1. Projected Expenditures:

- a. Indicate Fiscal Year(s) affected – usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
- b. Indicate: "A" if current budget and level of staffing will absorb the costs
 "N" if new, additional, or increased budget or staffing will be required
- c. Indicate: "R" – if recurring annual costs
 "NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
- d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
- e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: 

_____ Check here if no fiscal impact

Column #:	1	2	3	4	5	6	7	8
	Expenditure Classification	FY 2014/15			FY			Fund Affected

Personnel* \$ _____ _____ _____ \$ _____ _____ _____ _____

Fringe** \$ _____ _____ _____ \$ _____ _____ _____ _____

Capital Outlay \$ _____ _____ _____ \$ _____ _____ _____ _____

Land/ Building \$ _____ _____ _____ \$ _____ _____ _____ _____

Professional Services \$ _____ _____ _____ \$ _____ _____ _____ _____

Advertising \$10,000 _____ _____ \$ _____ _____ _____ **No funding source identified**

Total: \$10,000 _____ _____ \$ _____ _____ _____ _____

* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources:

- a. To indicate new revenues and/or
- b. Required for costs for which new expenditure budget is proposed above in item 1.

Column #:	1	2	3	4	5	6
	Type of Revenue	FY		FY		

_____ \$ _____ _____ \$ _____ _____ _____

_____ \$ _____ _____ \$ _____ _____ _____

_____ \$ _____ _____ \$ _____ _____ _____

Total: \$ _____ _____ \$ _____ _____ _____

3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

There is currently no funding source identified for the \$10,000 that would be the City's portion for advertising.

Section D. General Narrative

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

None that staff is aware of.

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

If the resolution is not enacted, the City of Santa Fe would not show support for the SOLARIZE Santa Fe .

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None that staff is aware of

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

The City of Santa Fe has a history of leading the State in solar energy. Supporting SOLARIZE Santa Fe further demonstrates the City's commitment to solar energy which has a positive effect on the community.

Form adopted: 01/12/05; revised 8/24/05; revised 4/17/08