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**CITY OF SANTA FE, NEW MEXICO**

**RESOLUTION NO. 2014-48**

**INTRODUCED BY:**

- Councilor Peter Ives
- Councilor Patti Bushee
- Councilor Chris Rivera

**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.**

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

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

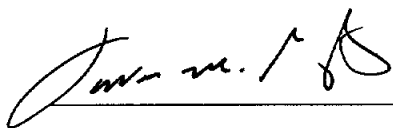
16           **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**  
17 **CITY OF SANTA FE** that:

- 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.

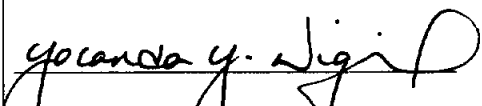
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3. Staff is directed to consider using SFACE, via a Memorandum of Agreement with the County and/or City, as the program coordinator and fiscal agent for this initiative, provided that all proposed marketing and outreach expenditures by SFACE would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

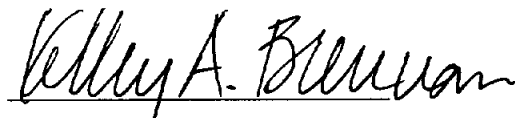
PASSED, APPROVED and ADOPTED this 11<sup>th</sup> day of June, 2014.

  
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JAVIER M. GONZALES, MAYOR

ATTEST:

  
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YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

  
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KELLEY A. BRENNAN, INTERIM CITY ATTORNEY