

THE BOARD OF COUNTY COMMISSIONERS OF
SANTA FE COUNTY

RESOLUTION NO. 2014- 49

**A RESOLUTION IN SUPPORT OF "SOLARIZE SANTA FE!", A PUBLIC
OUTREACH, MARKETING AND TECHNICAL ASSISTANCE INITIATIVE
PROMOTING THE VIABILITY OF SOLAR PHOTOVOLTAIC AND SOLAR
THERMAL SYSTEMS TO THE COMMERCIAL AND RESIDENTIAL SECTORS;
DIRECTING STAFF TO WORK WITH THE CITY OF SANTA FE, THE SANTA FE
GREEN CHAMBER OF COMMERCE AND THE SANTA FE ALLIANCE FOR CLEAN
ENERGY AND OTHER RELEVANT ENTITIES IN IMPLEMENTING THE
INITIATIVE**

WHEREAS, the Board of County Commissioners (the BCC) adopted the 2010 Sustainable Growth Management Plan which includes a number of policy directives related to promoting solar power in the County;

WHEREAS, the BCC recently adopted the Santa Fe County Economic Development plan which identifies stimulating the County's renewable energy businesses as a high priority;

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

WHEREAS, solar photovoltaic systems have dramatically decreased in price such that they are about half the cost they were just five years ago;

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

WHEREAS, Santa Fe County now seeks to formally recognize its desire to support a public outreach, marketing and technical assistance campaign, which will hereafter be referred to

2014/09/25/14

as the Solarize Santa Fe! campaign, the objective of which is to stimulate the installation of solar electric and solar thermal systems throughout Santa Fe County, including within the incorporated areas of the County, by informing and educating citizens and businesses about: 1) the degree to which solar systems are now cost-effective, and 2) the financing options and tax incentives that are available to pay for those systems;

WHEREAS, the Solarize Santa Fe! campaign will also be designed to facilitate citizens and businesses to purchase solar systems for their homes and facilities;

WHEREAS, the two-pronged marketing strategy of Solarize Santa Fe! will be to: 1) achieve as much free media coverage as possible, including press releases, outreach events, and guest commentaries in local publications, and 2) dedicate adequate funding for an aggressive paid advertising campaign;

WHEREAS, the Solarize Santa Fe! campaign is intended to develop a cooperative initiative involving the County of Santa Fe, the City of Santa Fe, the Santa Fe Green Chamber of Commerce and the Santa Fe Alliance for Clean Energy and the collaboration is expected to require the regular input of the solar industry and lending institutions;

WHEREAS, the City of Santa Fe adopted the Sustainable Santa Fe Plan in 2008 which establishes policy goals to promote renewable energy deployment;

WHEREAS, the Santa Fe Green Chamber of Commerce (SFGCC) is a chapter of the statewide, non-profit New Mexico Green Chamber of Commerce whose mission is to generate economic development by advocating on behalf of renewable energy and strengthening local economies; and

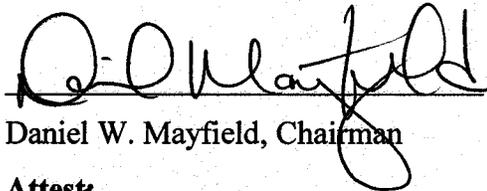
WHEREAS, the mission of the Santa Fe Alliance for Clean Energy (SFACE), a non-profit organization, is to galvanize the renewable energy industry in Santa Fe and spur economic development, create green jobs and reduce energy use.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

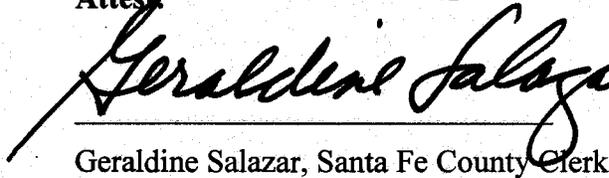
1. The BCC supports the Solarize Santa Fe! campaign, as described herein, and directs staff to take necessary and legal actions for the successful implementation of the initiative;
2. Staff is directed to work with the City of Santa Fe to determine the City's interest in supporting the Solarize Santa Fe! campaign;
3. Staff is directed to work with the City of Santa Fe to encourage the City to adopt a resolution declaring its support and funding for the Solarize Santa Fe! campaign; and
4. Staff shall explore legal mechanisms for collaborating with both public and private entities to further the Solarize Santa Fe! campaign.

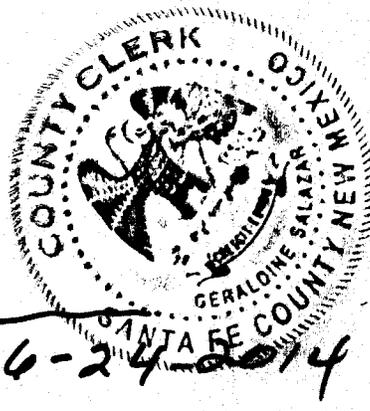
APPROVED, ADOPTED AND PASSED this 10th day June, 2014.

BOARD OF COUNTY COMMISSIONERS

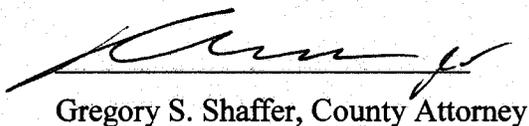

Daniel W. Mayfield, Chairman

Attest:


Geraldine Salazar, Santa Fe County Clerk



Approved As To Form:


Gregory S. Shaffer, County Attorney

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

BCC RESOLUTIONS
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I Hereby Certify That This Instrument Was Filed for Record On The 26TH Day Of June, 2014 at 01:42:27 PM And Was Duly Recorded as Instrument # 1740059 Of The Records Of Santa Fe County

Witness My Hand And Seal Of Office
Geraldine Salazar
Deputy  County Clerk, Santa Fe, NM