

MINUTES
REGULAR WORKSESSION
CITY COUNCIL OF THE CITY OF YUMA, ARIZONA
YUMA CITY HALL
ONE CITY PLAZA, YUMA, ARIZONA
February 15, 2011
5:00 p.m.

CALL TO ORDER

Mayor Krieger called the City Council meeting to order.

Councilmembers Present: Stuart, Mendoza, Beeson, McClendon, Brooks, Johnson and Mayor Krieger
Councilmembers Absent: none
Staffmembers Present: City Administrator, Greg Wilkinson
Various department heads or their representatives
City Clerk, Lynda Bushong

Mayor Krieger called upon City Administrator Greg Wilkinson to explain why students were seated with City Council.

Wilkinson explained that several months ago he was approached by Mayor Krieger about getting the younger generation involved in local government. Wilkinson reached out to Superintendent Toni Badone at the High School District and 7 young men and women from Kofa High School were chosen to shadow our Mayor and Councilmembers over a period of several days. Wilkinson stated he sat down with the students and gave them a brief overview of our procedures and then several of the students sat down with the Mayor and Councilmembers to go over the agenda, tour the facilities and participate in both this Worksession today as well as our City Council meeting tomorrow. The goal is to prepare the students, who are only a few years away from being taxpayers, by giving them an inside look at how their local government works. Who knows, we may have a future Mayor or Councilmember amongst us.

I. REGULAR CITY COUNCIL MEETING AGENDA OF FEBRUARY 16, 2011

Wilkinson stated that there are a number of motions scheduled for tomorrow's meeting. There will be an additional motion on the medical marijuana ordinance and that motion will be on the dais tomorrow.

II. ARIZONA SOLAR CHALLENGE

Presentation by Toni Bouchard, State Director of Arizona SmartPower

Bouchard provided the following facts about Arizona SmartPower. Arizona SmartPower:

- Is a 501(C)(3) non-profit.
- Is a marketing firm that promotes clean energy and energy efficiency.

- Applies a lot of market research to promote clean energy to folks who want to actually buy clean energy.
- Uses a much more political kind of grass roots outreach campaign so they do not buy a lot of advertising.
- Works with the community to actually help promote clean energy.
- Have projects all across the United States.
- Typically works for utilities and regulates clean energy fund and other non-profits.
- Is in Arizona at the invitation of Arizona Public Service.

Arizona SmartPower exists because:

- About 84% of the American public say they want to buy clean energy.
- In 2011 less than 3% actually buy clean energy.

The four barriers that people face in buying clean energy/solar are:

- People wonder about the reliability of clean energy and solar.
- People are not sure how it works.
- There is not a lot of clarity about where to buy it and who to trust when buying solar.
- People are concerned with how expensive it is.

Arizona Public Service hired SmartPower to come to Arizona to:

- Help their customers make smart energy choices.
- Promote residential solar in Arizona.

Arizona Solar Challenge:

- Concept of Arizona SmartPower
- Started doing a pilot for research and testing.
 - City of Flagstaff, the Sunnyslope area and the City of Phoenix.
 - All were very successful.
- Is expanding to eleven additional communities in Arizona
 - Would like to come to the City of Yuma.
 - Thinks Yuma would be a great candidate.

Arizona SmartPower's series of approaches:

- Reaching out to community leaders and stakeholders
- Meetings with community leaders who have put in solar
 - City of Yuma
 - Airport
 - Arizona Western College
- Outreach to residents who have already installed solar.
 - Last year 70 houses in Yuma put solar PV (solar electric) on their homes.
 - To engage them as part of our campaign to reach to their friends, neighbors and co-workers who are interested in going solar.
- Outreach to other partners in Yuma who are interested in promoting solar for various reasons:
 - Economic development possibilities
 - Environmental benefits

- Positive media attention for participating in the Arizona Solar Challenge
 - The challenge is to get 5% of owner occupied homes to install either solar electric or solar hot water on their homes by 2015.
 - '5 by 2015' earns the designation as an Arizona Solar Community.
- Because SmartPower does not sell anything or take commissions, they can operate as a trusted resource for people who have a lot of questions about going solar.

Getting started:

- Get a Solar Coach
 - For unbiased advice
- Become a Solar Ambassador
 - Those that have already installed solar and would like to encourage friends and neighbors to do the same can sign up to be a Solar Ambassador

Bouchard added that SmartPower also works with financial institutions and credit unions. One that they have been working with in Yuma is National Bank of Arizona.

Stuart asked what is the current state of the rebates – Federal, State and perhaps from APS?

Bouchard replied that there are tax credits from the Federal Government 30% for solar that are good through 2016. There is also an Arizona State Tax Credit of \$1,000 and Arizona Public Service's (APS) current incentive is a \$1.60 per watt.

Beeson stated that this seems to be very consumer based. Is there going to be any promotion of the solar projects that are happening in the Dateland area? **Bouchard** replied that their focus is residential solar. Sometimes they will partner with an entity that has a commercial installation, for example a church who wants to put something on their church but also wants to engage their congregation. What they are not doing is big utility scale promotions, partly because those goals are being met quite easily by APS. The residential goals are going to need continued work to keep up with the targets that APS has.

Beeson replied that he would really like to see Yuma being promoted as the solar capital of America or at least the solar capital of Arizona. Just brand us as Yuma being a leader in solar. **Bouchard** stated they can help the City with this type of branding. However, based on research with residential customers there is still a perception that it is not quite ready. One of the things that we know is by showcasing leaders in the community who have gone with solar – and there are several in Yuma with the airport, the college and the City – can help people realize that this technology is actually very reliable and show that the leadership in this community have adopted it. This works well for promoting residential solar.

Krieger requested Bouchard explain about partnering with groups such as churches and other community groups. **Bouchard** gave a few examples of what they are doing in Sunnyslope and in Flagstaff. They have worked with a community group in Sunnyslope who does civic projects to help promote awareness of solar. They have also worked with Sustainable Economic Development Initiative (SEDI) in Flagstaff doing presentations at a number of events they hold. **Krieger**: So you are basically trying to find venues to get this information out and help communities understand what is happening with solar, what is available and how it works? **Bouchard**: True, they do try to find venues for that but they also would like to create partners where the community groups themselves are

interested in promoting so we kind of both find the venue but also really want to engage the local groups so they are part of making the Arizona Solar Challenge a Success in Yuma.

III. ADDITIONAL ITEMS FOR POSSIBLE DISCUSSION

Johnson reported on the Rural Transportation Authority meeting he attended in Phoenix last week and outlined the following key points:

- The State Legislature, it appears, is again going to raid the money that taxpayers designated for transportation in an amount of approximately \$190 million dollars.
 - \$160-\$166 million dollars have been used in the past to pay for general fund expenses instead of transportation.
- Also briefed on a bill that, if passed, will reduce Federal funding for surface land transportation by about 23%.
- John McGee, Arizona Department of Transportation's (ADOT) Director of Planning and John Fisk, ADOT Chief Financial Officer, stated that ADOT has seen a slight growth in revenue for the last three months.
 - However, due to increased fuel efficiency and green cars that run on electricity and don't pay for transportation, they expect a continuing decline in money and by 2016 will be in a maintenance only mode for the 13 rural counties.
 - They reject a grand total of \$532,000 to be spent on projects combined in all 13 of the rural counties of Arizona in Fiscal 2015.
- The budget that is going before the state legislature is proposing to impose a water fee on everybody that gets their water from a City or a Town Water System to pay for the operation of the State Department of Water Resources.
 - There is not fee at this time for people who are customers of private water companies or who have their own residential water wells in active management areas.

Johnson further reported that he attended the Rural Legislators Caucus meeting in Phoenix.

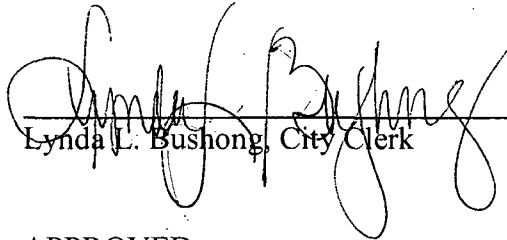
Stuart reported that he had attended the Humane Society's meeting on the animal control ordinance on February 8th at the Hampton Inn and also attended the Chamber of Commerce Legislative Affairs Committee meeting and got up-to-date on all the issues that are coming down the pike at us from the State. **Stuart** further reported that he attended the Chamber of Commerce Board meeting. The Chamber Director was full of praise for the City. The Director had had at least 3 hours of meetings with the Mayor and City Administrator and said it went extraordinarily well. There was a whole new air of openness in the City and he told the Chamber Board that he was pleased with the way the City was going.

Krieger reported that he attended the Arizona League of Cities and Towns Executive meeting. It is unknown what may happen at the State level and there are a lot of bills that are going to be very challenging for Cities and Towns to deal with in regards to revenue for a long period of time.

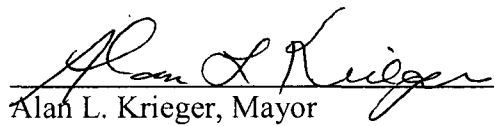
Krieger will be traveling again to Phoenix tomorrow for a legislative luncheon and then the following Wednesday for Legislative Day.

IV. EXECUTIVE SESSION

Motion (Beeson/Mendoza): To adjourn the meeting to Executive Session. Voice vote: **adopted** 7-0.
The meeting adjourned to Executive Session at 5:28 p.m.


Lynda L. Bushong, City Clerk

APPROVED:


Alan L. Krieger, Mayor

Approved at the City Council Meeting of:
May 4, 2011
City Clerk: 