

## A G E N D A

WORK SESSION OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA, TO BE HELD APRIL 12, 2011, AT 6 P.M., AT THE COTTONWOOD COUNCIL CHAMBERS BUILDING LOCATED AT 826 NORTH MAIN STREET, COTTONWOOD, ARIZONA.

- I. CALL TO ORDER
- II. ROLL CALL
- III. ITEMS FOR DISCUSSION, CONSIDERATION, AND POSSIBLE DIRECTION TO STAFF:

**Comments regarding items listed on the agenda are limited to a 5 minute time period per speaker.**

1. PRESENTATION BY TONI BLANCHARD FROM ARIZONA SMART POWER REGARDING THE ARIZONA SOLAR CHALLENGE PROJECT.
  2. SETTING GOALS FOR THE CITY'S FISCAL YEAR 2012 BUDGET.
- IV. ADJOURNMENT

Pursuant to A.R.S. § 38-431.03.(A) the Council may vote to go into executive session on any agenda item pursuant to A.R.S. § 38-431.03.(A)(3) Discussion or consultation for legal advice with the attorney or attorneys of the public body.

The Cottonwood Council Chambers is accessible to the disabled in accordance with Federal "504" and "ADA" laws. Those with needs for special typeface print or hearing devices may request these from the City Clerk (TDD 634-5526.) All requests must be made 24 hours prior to the meeting

Members of the City Council will attend either in person or by telephone conference call.

City of Cottonwood, Arizona  
City Council Agenda Communication



Meeting Date: April 12th

**Subject: Arizona Solar Challenge**

Department: Economic Development

From: Casey Rooney

**REQUESTED ACTION**

Arizona SmartPower will make a presentation to Council regarding the Arizona Solar Challenge.

A recommendation will be made to develop a Council Resolution in support of this project. The resolution will state among other things that the City of Cottonwood endorses the goals of the Arizona Solar Challenge. It will also state that the City desires to earn the designation of an Arizona Solar Community by having 5% of its owner-occupied homes install solar electric or solar hot water by 2015.

**BACKGROUND**

Matt Meierbachtol from Arizona Public Service (APS) is working with Toni Blanchard from AZ SmartPower on a project entitled Arizona Solar Challenge. The challenge will help lower monthly electric bills and build a green economy, all while earning Cottonwood city recognition as an Arizona Solar Community.

Arizona SmartPower does not install, they don't sell equipment, and they don't take fees or commissions from installers. They are a non-profit organization that exists solely to take the guesswork out of going solar.

AZ SmartPower will promote the City for its participation in media stories, on its website, through social media and at presentations. They will also provide signage to recognize the City as an Arizona Solar Community.

**JUSTIFICATION/BENEFIT/ISSUES**

This is a "win-win" recognition project for Cottonwood.

**COST/FUNDING SOURCE**

N/A

**REVIEWED BY**

City Manager: \_\_\_\_\_

City Attorney: \_\_\_\_\_

**ATTACHMENTS**



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## Section Links:

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## News &amp; Announcements

&gt;&gt; 11-12-2010

Read about the Renewables at this year's Renewable Energy Markets Conference

## Energy Smart Campaigns Arizona SmartPower



SmartPower is working with a group of utility partners, including Arizona Public Service (APS) to promote smarter energy choices by its residents. Among its many efforts, Arizona SmartPower seeks to increase residential solar installations in Arizona – making Arizona the solar capital! When we are successful, we will have lived up to our Challenge: “More Solar Panels than Swimming Pools”!

SmartPower has found that incentives and community contests and challenges are key to keeping communities and activists engaged in energy choices. We bring that experience to *The Arizona Solar Challenge*, where our community-based outreach program provides incentives (in the form of free solar installations) to community groups and municipalities who achieve a level of residential solar installations.

By reaching out to community groups and creating a solar movement among members and participants, offering incentives and rewards, as well as the necessary information to understand and move forward with solar, Arizona SmartPower will be moving prospects from interest to installation. Indeed, our focus is to walk the consumer “the last mile” from solar awareness – to installation. As such, we will also be offering residents a “Solar Coach” who will help navigate customers through the installation process, serving as a trusted guide along the way. This combination of confidence, ease of installation, and community members working together is the winning combination that will make a difference in Arizonans. To be sure, next time you're in Arizona, you'll see more solar panels than swimming pools!

To learn more about Arizona SmartPower contact [Toni Bouchard](#).

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# RESOLUTION

## Supporting the Goals of the Arizona Solar Challenge

- WHEREAS** Arizona receives over 300 days of sun each year and has world class natural solar resources for heating water and generating electricity with photovoltaic cells; and
- WHEREAS** the Arizona Corporation Commission has adopted Renewable Energy Standards requiring regulated electric utilities to produce 15% of their power from renewable energy by 2025 with 30% of the renewable energy coming from distributed energy, such as rooftop solar electric or solar hot water on homes and businesses; and
- WHEREAS** generating electricity and hot water from solar energy can save Arizona communities, businesses and homeowners money on their utility bills and can help control future energy costs; and
- WHEREAS** solar energy creates opportunities for economic development and job creation; and
- WHEREAS** Solar energy promotes energy independence and;
- WHEREAS** solar energy is good for the environment; and
- WHEREAS** Arizona SmartPower, a not-for-profit entity, is launching the Arizona Solar Challenge to encourage more residential solar electric and solar hot water installations; to reduce energy use; to improve the environment; and to create jobs by increasing the use of solar technologies; and
- WHEREAS** the City of Cottonwood has endorsed the goals of the Arizona Solar Challenge; and
- WHEREAS** the City of Cottonwood desires to earn the designation of an *Arizona Solar Community* by having 5% of its owner-occupied homes install solar electric or solar hot water by 2015; and
- WHEREAS** Arizona SmartPower will promote the City of Cottonwood for its participation in the Arizona Solar Challenge and its designation as an *Arizona Solar Community* in media stories, on its website, through social marketing and at presentations; and
- WHEREAS** Arizona SmartPower will provide signage to recognize the City of Cottonwood as an *Arizona Solar Community*; and
- WHEREAS** the City of Cottonwood will promote the Arizona Solar Challenge, including participating in joint outreach opportunities, such as generating press releases, posting information on the community website, providing cable access information, ensuring City of Cottonwood officials' attendance at promotional events, assisting with signage placement and other joint outreach efforts; and
- WHEREAS** the City of Cottonwood will designate a person to coordinate communications activities with Arizona SmartPower and the Arizona Solar Challenge.

**NOW THEREFORE BE IT RESOLVED** that the City of Cottonwood commits to meeting the solar installation goals of the Arizona Solar Challenge, being 5% of owner-occupied households installing solar electric or solar hot water by 2015, in order to earn the designation as an *Arizona Solar Community*; and

**RESOLVED** that the City of Cottonwood shall encourage all businesses, institutions and households within the City of Cottonwood to adopt the goals and purpose of promoting solar energy in our community by supporting the Arizona Solar Challenge.

DRAFT



# questions about solar installation

With sizable rebates and tax credits available, this is a great time to go solar. Arizona SmartPower wants to help you get started.



**Solar PV systems are very reliable. They have no moving parts, will withstand the power of the sun's rays, and are designed to last up to 25 years.**

## WHAT IS SOLAR PV?

Solar photovoltaic panels (also know as solar PV) convert sunlight into electricity. Solar panels are most often mounted on the roof of your home, or on the ground, and are connected to the power grid.

Your solar system reduces the amount of electricity you need to purchase from your utility company by generating electricity during the day, when electricity is the most expensive to purchase. If you produce excess electricity - or more than you need for use in your home - the utility company will buy it back from you. This is why solar is one of the best ways to lower your monthly energy bill. And it's a great hedge against rising energy costs over time.

## HOW MUCH SOLAR PV DO I NEED?

The size of your system depends on two factors:

**1) the size of your roof** and **2) how much money you want to slash from your electric bill.**

Our Solar Coach can help you determine what size system might be best for your home.

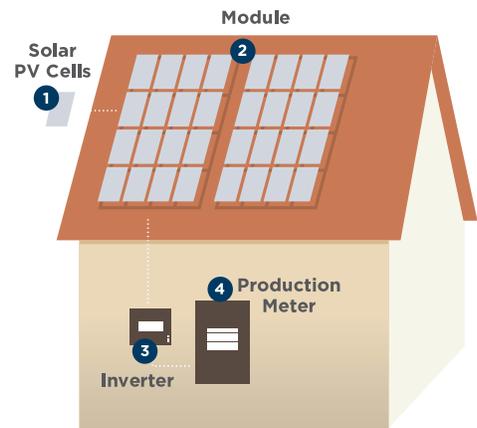
## HOW DOES SOLAR PV WORK?

When beginning the process of selecting a solar electric system for your home, it is helpful to understand the basics of how your system works.

**A solar PV system is made up of a number of critical components.**

**1 Solar PV Cells** The module is made up of solar photovoltaic (PV) cells, which absorb the photons produced by the sun, using them to create electricity.

**2 Module** This is the system's core piece, multiples of which make up an array. The module is the actual panel that goes on your roof. The direction that the module faces is dependent on the most reliable, unobstructed source of sunlight, and is the key to maximizing output. The best orientation is usually facing the south.



**3 Inverter** The inverter converts the direct current (DC) electricity from the module to the more commonly used alternating current (AC) electricity.

**4 Production Meter** After installation of the system, a production meter will be put on your house to measure the electrical output of your solar PV system.

## HOW DO I GET STARTED?

Adding solar to your home is an important decision. You're not only lowering your monthly electric bill, but you're also helping your community and the environment.

Not ready for solar PV? Consider installing a solar water heater. It's a less expensive investment - and a great way to go solar.



Arizona SmartPower is a non-profit organization, and our mission is to help with your solar installation. We do not sell anything, nor do we take commissions. Our Solar Coach II guide you through the installation process from start to finish.

Our Solar Coach can help you with everything - from understanding how solar works, what to look for in a solar installer, to estimating your savings from solar.

contact our coach in Flagstaff call 928-637-6598, or in the Phoenix Metro area call 480-219-4393. [azsmartpower.org](http://azsmartpower.org)





# how much does solar cost?

The system size that best fits your home will vary based upon a number of factors. Some of these include: the type of solar product, the size of your home, how much energy you currently use and how southerly your home sits.



**This is the question we're most often asked by customers, and of course this is the most difficult to calculate because of the variable factors.**

For PV installations the average cost in AZ is about \$5.50 per installed watt before rebates/tax credits depending on the system size. Typical installation sizes range from 3 kW to 7 kW systems. The system that is right for you will be determined by how much electrical energy you use and our Solar Coach can help you size a system for you. These systems serve as useful guidelines to give you an idea of what you may need.

The average customer in the Flagstaff area spends about \$91 each month on electricity. Your usage may be more or less than this number. The average user in the Phoenix area spends about \$175 each month on electricity. Again, your usage may be more or less than that.

## Three examples of PV systems

### 3KW PV SYSTEM

If you spend around **\$50-\$75** each month on your electric bill, this 3-kW system could create up to 90-100% of your electricity.

### 5KW PV SYSTEM

If you spend around **\$100** each month on your electric bill, this 5-kW system could create up to 90-100% of your electricity.

### 7KW PV SYSTEM

If you spend around **\$125-\$150** each month on your electric bill, this 5-kW system could create up to 90-100% of your electricity.

Installation system cost	\$16,500	\$27,500	\$38,500
APS rebate (\$1.45/w)	\$4,350	\$7,250	\$10,150
Federal tax credit (30%)	\$3,645 (net) \$4,950 (gross)	\$6,075 (net) \$8,250 (gross)	\$8,505 (net) \$11,550 (gross)
AZ state tax credit	\$1,000	\$1,000	\$1,000
Final costs after rebates and credits	\$7,505 (net) \$6,200 (gross)	\$13,175 (net) \$11,000 (gross)	\$18,842 (net) \$15,800 (gross)
<b>Monthly savings</b>	<b>\$61</b>	<b>\$98</b>	<b>\$138</b>
<b>25-year life savings*</b>	<b>\$18,300</b>	<b>\$29,400</b>	<b>\$41,400</b>
<b>System pays for itself</b>	<b>10 years</b>	<b>11 years</b>	<b>12 years</b>

Gross cost is that based on taking the Fed 30% ITC before the state and utility company rebates.  
Net reflects taking the Fed 30% ITC after the state and utility company rebates.

\* Based on electricity rates remaining the same.



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Our Solar Coach can help you with everything – from understanding how solar works, to what to look for in a solar installer, to estimating your savings from solar.

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City of Cottonwood, Arizona  
City Council Agenda Communication



Meeting Date: April 12, 2011  
**Subject: Goal Setting Work session**  
Department: Administrative Services – Finance  
From: Jesus R. Rodriguez, CGFM , Administrative Services General Manager

**REQUESTED ACTION**

This is an information and data gathering work session.

**BACKGROUND**

As the City works on its FY 2012 budget; management, department heads and Council get together to discuss some goals for the following year and beyond. We already know that the local economy continues to struggle and the City of Cottonwood, like other communities, is still looking at some hard times and difficult decisions ahead. We are also facing many challenges with the State legislature looming around our state shared revenues and their attempts to take a portion of them to cover the overwhelming \$1.3B state budget deficit.

We have been very fortunate to be able to work through many of our fiscal issues, though not easily accomplished. FY 2012 brings with it some special opportunities to continue providing superior quality of life for all citizens of the region.

As always the City of Cottonwood is up to the challenge the new fiscal year brings.

**JUSTIFICATION/BENEFIT/ISSUES**

It is imperative that we have an open discussion of where we are today and where we want to be in the future given our resources. We are looking toward the Council to provide us with guidance to ensure we are heading in the direction they would like the City to go.

Administration and the department heads will take the data collected and try to incorporate them into the upcoming and future budgets.

Below are the general topics to be discussed:



- Status of Major Revenue Sources
- Compensation Options for FY 2011 & FY 2012



Water & Sewer Rates  
Planning For The Future  
Planning for Hard Times  
Strategic Goals

**COST/FUNDING SOURCE**

At a later date, a proposed budget will be forwarded to the City Manager and Council for their review.

**REVIEWED BY**

City Manager: \_\_\_\_\_

City Attorney: \_\_\_\_\_

**ATTACHMENTS**