

Solarize campaign off to a hot start

By LUCIE COUILLARD

Things are looking sunny in Lewisboro and Pound Ridge.

One month into the Solarize Lewisboro-Pound Ridge Campaign, the Solarize team and Apex Solar, the approved solar vendor, are offering residents the maximum available discounts on solar installations. This so-called "tier three" pricing reflects the strong local response to the campaign.

As a result, homeowners enrolled in the program will receive the most attractive pricing on their solar systems, said Energy Action Committee Chairman Scott Fernqvist, campaign spokesperson and Pound Ridge resident.

"The program has already seen a tremendous amount of interest by members of the community," Mr. Fernqvist said. "The very first workshop resulted in over 50 sign ups, and the momentum has only continued from there."

Solar Campaigns are programs by

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— SCOTT FERNQVIST, ENERGY ACTION COMMITTEE CHAIRMAN

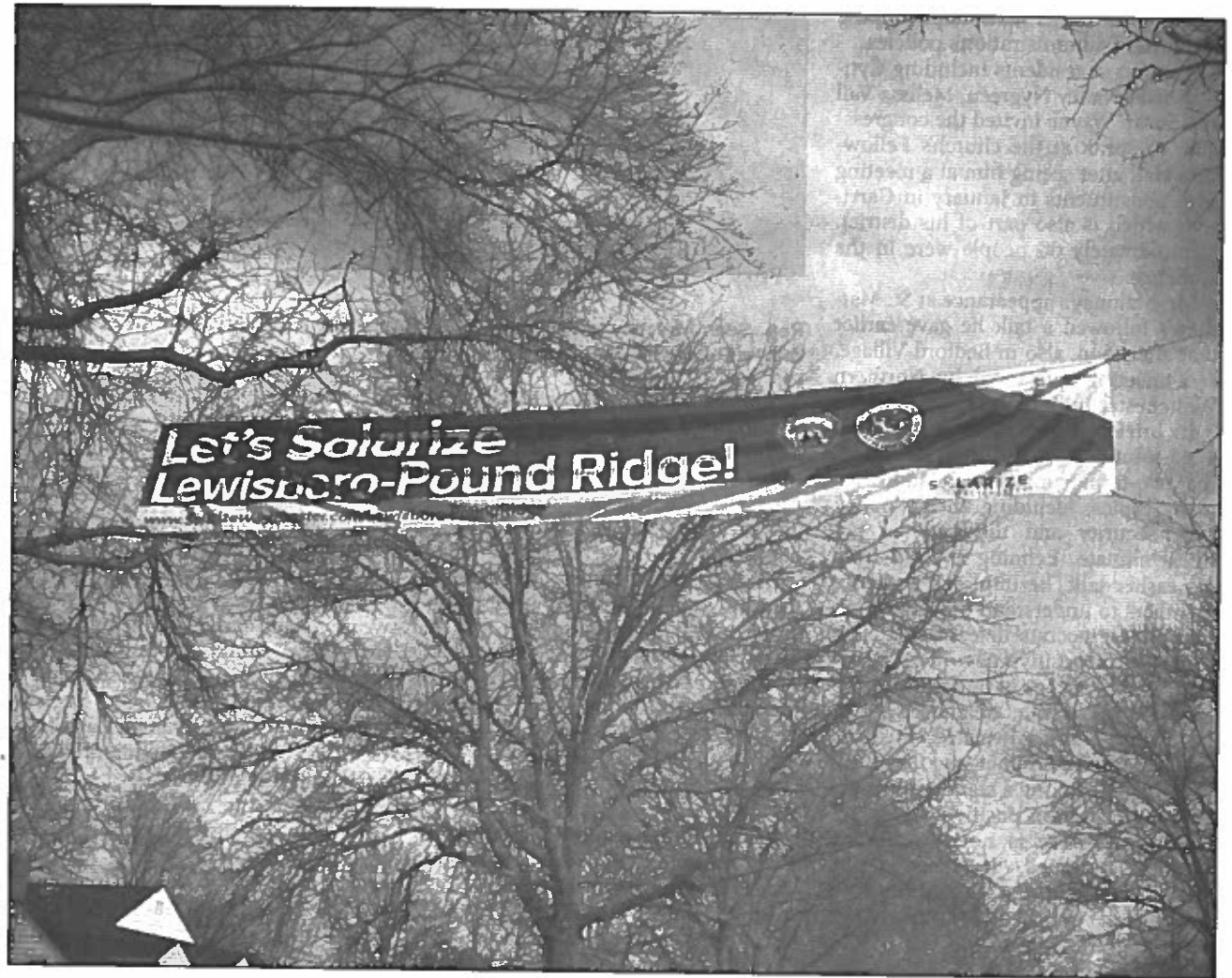
Solarize Westchester that encourage residential homes and small businesses to adopt solar photovoltaic systems through below-market pricing. In these campaigns, the more people sign up, the more the pricing drops or homeowners in the program.

Currently, 34 homeowners in the area have had their assessment completed and been presented proposals or installing solar, Mr. Fernqvist said. Ten of those homeowners have committed to implementing the proposals. Two have completed the design phase of their systems and are close to scheduling installation. Twenty more homeowners are set to receive assessment, he added.

The deadline for sign up is June 5. The campaign launched March 11.

"The response has been great," Mr. Fernqvist said. "It's been really encouraging to see people sign up."

Mr. Fernqvist said "tier three" should encourage some homeowners who have been watching from the



LUCIE COUILLARD PHOTO

A banner promoting Solarize Lewisboro-Pound Ridge sign hangs over Westchester Avenue in Scotts Corners.

sidelines to join.

The initial, or "tier one" pricing, is already well below the average price of the solar installation process in New York, Mr. Fernqvist said. "Tier three" pricing reduces the cost approximately \$1,000 further.

Mr. Fernqvist signed a contract under the Solarize program Thursday. With the discounted pricing, the cost of his home's system, which he said was average size, would be \$9,000, compared with a market price of \$18,000 to \$19,000 cost.

Bill Carrol of South Salem was one of the first to commit to a Solarize contract and is one of the homeowners expected to schedule installation in the next few months. He said he would not have made the leap into solar without the local program, which provided valuable information about system installations.

Mr. Carrol said he was motivated to sign up by the prospect of gaining more control over his electricity bills. He decided that paying monthly payments to finance his new solar system was financially smarter and cheaper than paying his current electricity bills each month, since the loan payments are about half of his average energy bill.

"It's just a good feeling that you're not a complete slave to the power companies," Mr. Carrol said. "It's nice to know you're being smart and spending your money smart."

Over the final six weeks of the campaign, Solarize Lewisboro-Pound Ridge will be hosting two events. Apex Solar will present and answer questions at a Solarize Open House from 11 a.m. to noon, April 22, at the Wittus-Fire by Design, located at 40 Westchester Ave. in Pound Ridge.

On May 20, Pound Ridge residents Phil and Carrie Sears are hosting a Solar Power House Tour of their home from 2 to 4 p.m. Community members will have the opportunity to see a solar installation up close and talk with the homeowners about their experience with solar.

New York State Energy Research and Development Authority funds Solarize Westchester through a public-private partnership, NY-Sun. Bedford and Mount Kisco were selected by Solarize Westchester in 2015 for a solar campaign, which resulted in 26 signed contracts, including 25 residential and one commercial.

In addition to Bedford and Mount Kisco, Solarize Westchester also has worked with the communities of Cortland, Croton-on-Hudson, Briarcliff Manor, Ossining, Mamaroneck and Larchmont.