



For Immediate Release
September 15th, 2016

Contact:
SmartPower: Chamae Mejias
860-331-1041

East Hampton and Portland Launch Award-Winning Residential Solar Program

Kick-off Workshop Announced for October 6th

Portland, CT — The Towns of East Hampton and Portland has been selected to participate in an award-winning residential solar program that makes going solar easy and affordable. Solarize East Hampton/Portland is part of Solarize Connecticut—the groundbreaking residential solar program sparked by Connecticut’s Green Bank through a partnership with the non-profit marketing organization, SmartPower. Solarize Connecticut has helped thousands of Connecticut residents save money on energy bills by going solar.

Solarize East Hampton/Portland is a coordinated effort across the community, supported by the Towns of East Hampton/Portland. Through a competitive selection process, the towns have selected Ross Solar Group as their solar installer. Ross Solar Group will provide all the solar installations in East Hampton and Portland in exchange for special discount pricing.

Solarize East Hampton/Portland also offers residents access to special financing options that make going solar affordable with no upfront costs. SmartPower has partnered with Dividend Solar, a national solar financing company, to help qualified residents save money with the \$0 down financing option. Other financing resources are available through East Hampton/Portland’s solar installer.

The Solarize East Hampton/Portland program will kick off with a workshop on Thursday, October 6th, from 7 pm to 8:30 pm at St. Clements Marina, 1941 Portland-Cobalt Road. Residents can learn about the program, be introduced to their solar installer, hear about financing options, and have a chance to learn if their house is good for solar.

##

Solarize is an increasingly popular program that increases residential solar through a proven formula. It relies on an on-the-ground outreach campaign provided through the Towns that helps educate consumers. The pre-selected solar installer means residents are getting the best possible price and equipment, specifically chosen for East Hampton and Portland residents. And special financing makes going solar affordable.

"The Town of Portland is excited to bring Solarize back to help residents install solar on their homes in a collaborative effort with the Town of East Hampton", comments Susan Bransfield, Portland's First Selectwoman. "Solar can be a very cost efficient way to meet your home's electricity needs while also helping to reduce the damaging impact of fossil fuels on our local health and the environment. The extension of the 30% federal tax credit and solar-specific financing options allow many more of our residents to stabilize their energy costs affordably. As ordinary citizens working together, we can provide solutions to some of our society's most pressing problems. I encourage Portland and East Hampton residents to attend one of the public Solarize events over the next 18 weeks and learn how they can go solar!"

"The Town of East Hampton is pleased to announce that it has joined forces with Portland to Solarize our communities", agrees Michael Maniscalco, Town Manager of East Hampton. "Through this exciting project residents will have an opportunity to learn about residential solar installations and how they can benefit from solar panels at their home. Furthermore, residents who make the decision to get solar panels through this program will have an opportunity to see benefit as a result of bulk purchasing. Going solar is not only going to help our residents' pockets but will help our environment as well."

"Connecticut is truly becoming a national leader in solar through the Solarize Connecticut program," states Brian F. Keane, President of SmartPower. Working in partnership with the CT Green Bank and communities throughout Connecticut, we have been able to add more than 18 MW of residential solar across the state, with over 2,300 households participating. We continue to see financing and the Solarize model bringing down the cost of solar and making it affordable for more and more homeowners throughout Connecticut."

Homeowners who want to get started finding out if their home is good for solar can go directly to SolarizeCT.com/Portland to "Get Started." Residents who live in surrounding communities can also participate in Solarize by going to SolarizeCT.com. Residents who are interested in taking advantage of the discounted pricing must sign a contract by February 10th, 2017. More information about Solarize East Hampton/Portland can be found by visiting SolarizeCT.com/Portland or by contacting Chamae Mejias at cmejias@smartpower.org.