

Ashland Solar Program Reaches Lowest Pricing Level

Ashland residents and businesses now have until Oct. 31 to sign on at the lowest pricing level, Tier 5, available. If Tier 6 is reached, a solar system will be donated to a local nonprofit or family in need.

BY CYNTHIA WHITTY

The Ashland Sustainability Committee recently announced that the **Ashland Solar Challenge**, launched earlier this year to take advantage of group-buying power for electricity-producing solar panels, has reached Tier 5, or 206.90kW, the lowest pricing tier in the program.

For more community members to participate and to attempt to reach Tier 6, the program organizers are extending the sign-on deadline to October 31. If Tier 6, or 400kW, is reached, the installer, Solar Flair Energy, Inc., will donate a 5kW system to a nonprofit organization or a family in need.

As part of the Chelmsford-Carlisle solar program conducted last year, the company donated a solar system to The Paul Center that serves individuals age 4-21 with disabilities.

The group-buying program pricing is based on five tiers. The base price, which starts at Tier 1, goes down as more people sign up.

“The reason we decided to extend the deadline is to give more people the opportunity to get into the program at the lowest pricing,” Rob Moolenbeek, a Sustainability Committee member and the program’s

‘solar coach,’ said. “Many people have been on vacation or busy during the summer months and may now be ready to take advantage of the low prices.”

The original deadline was September 15.

Now that Tier 5 (200kW) is reached, a solar system customer can save over \$2,400 on an average system of 20 panels.

The Ashland Solar Challenge is based on Solarize Mass



(www.masscec.com/solarize-mass) available through the Massachusetts Clean Energy Center. The programs are designed to reduce the overall cost of solar power by offering residents discounted bulk pricing. The more people sign up, the greater the savings. Generous state and federal incentives are also available.

SolarFlair moved to new offices at 190 Pleasant Street, Ashland, this spring from Framingham. “We’re a local, growing company,” Brian Hession, residential sales rep, said.

The company, which started in 2007, now has 50 employees. As evidence of their growth and commitment to local sustainability, the company now has openings in operations/project management and sales and for licensed electricians.

For more information or to schedule a free home assessment, contact SolarFlair, 508-808-0350, email Ashland-Solar@SolarFlair.com. Online, visit www.SolarFlair.com and click “Ashland Solar Challenge.”



The Ashland Solar Challenge group-buying program, has reached Tier 5, the lowest pricing level available. The program has extended its deadline to October 31 so more residents can participate. If Tier 6 is reached, SolarFlair will donate a system to a nonprofit organization or family in need. (Photo/supplied)

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