



Solarize the Kenai is a volunteer-led campaign of community members and organizations who are working to make it easier and **more affordable to go solar** in the central Kenai Peninsula.

Solarize is a way of pooling our community's buying power to make purchasing solar cheaper and more convenient for **home-owners, businesses, community centers, churches, and other local building owners.**

It's based on a model that community groups in the Lower 48 have successfully used since 2009. In Alaska, [Solarize Anchorage](#) is in its third year, and [Solarize Fairbanks](#) in its first.

Solarize Anchorage's campaigns have cut the up-front cost of solar by about 10 percent.

In the Solarize model, groups of home and business owners pool their buying power by inviting solar installers to bid for the job of serving all of them in one season. For the installer, filling out their schedule with a known group of customers lowers their logistics and marketing costs, letting them offer services for less. And because the installers are competing against one another for the pool of customers, they're incentivized to offer even more of a discount.

The more people in the group requesting bids, the more attractive it will be to installers, therefore the greater the likely discount. **So talk to your neighbors about going solar!**

This year a **federal income tax credit will pay back 26 percent** of your solar installation cost. In 2021 the credit will drop to 21 percent, and in 2022 to a permanent 10 percent, which will be only available for businesses.

If you've been thinking tentatively about installing solar, 2020 is an opportune time to take the leap, and we hope to help you.

We're signing up people to be part of an "interested buyers" pool until Feb. 29. Solar installers will be able to bid on the pool until the end of March, and our selection committee will choose an installer in early April. The chosen installer will offer individual home and business owners contracts with the Solarize discount until the end of their work season.

Final contracts are between building owners and installers. Being part of the pool doesn't obligate you to buy solar until you and the installer individually agree to a contract.

*For more information or to join the campaign,
visit <http://kenaichange.org/solarize-the-kenai/>
check out our [Solarize the Kenai Facebook page](#),
or email solarizethekenai@gmail.com*