



**FOR IMMEDIATE RELEASE**

July 2, 2008

Contact: Assessor-Recorder's Office  
Katie Muehlenkamp (415) 554-7434

**\*\*\*PRESS RELEASE\*\*\***

**SUNSET DISTRICT NEIGHBORS INSTALL ROOFTOP SOLAR PANELS, TAKE  
ADVANTAGE OF LOCAL SOLAR INCENTIVE PROGRAM LAUNCH**

**San Francisco, CA** Today Assessor-Recorder Phil Ting joined several Sunset District residents who recently installed solar panels on their roofs to encourage San Francisco homeowners and small business owners to take advantage of GoSolarSF, which launched on July 1. GoSolarSF, the nation's largest municipal solar program championed by Assessor-Recorder Ting, provides a lump sum cash payment to residential, commercial and non-profit property owners in San Francisco who install rooftop solar energy systems.

"Now that the local solar incentive is available, installing a solar energy system in your home or small business is not just feasible, it's cost-effective as well as being good for the environment. I encourage Asian-American families to take advantage of the financial incentive and consider installing solar panels on their property," said Assessor-Recorder Ting.

The local incentive program provides a one-time payment between \$3,000-\$6,000 for residents, and up to \$10,000 for businesses that install solar. Low-income residents can qualify for an additional \$5,000. In San Francisco, a typical 2.5 kilowatt (kW) residential solar installation would cost about \$25,000. Depending on the level of incentive, the cost of this system could be cut in half. Low-income residents could save 60% - 70% and pay between \$7,000 and \$10,000 for solar power. Businesses and non-profits could save well more than half the cost of their systems. The financial incentive is available to all San Franciscans who installed a solar system after December 11, 2007 (when the program was first proposed).

Barry Wong lives in the Sunset District with his family and just completed installing a solar system on his rooftop a few weeks ago. "My wife and I were on the fence about installing a solar on our home for a long time. But with the cost of installation going down and the city's new financial incentive, in addition to the state and federal rebates, we felt that solar power was finally within our financial reach. Since installing the system our meter has been negative and we have not had to pay for electric service. The power our system generates during the day carries us throughout the night, even on overcast days," Wong said.

Wong addressed another reason he and his wife installed solar - the positive impact on the environment. "Being a parent has made us more aware of the environmental concerns that face our



community and we try to do everything within our means to help leave our children a better place to live,” Wong said.

Jeanine Cotter, CEO of Luminault, the company that installed solar panels on Wong’s home and his neighbor’s home, stresses that when neighbors decide to have solar systems installed at similar times, further cost-savings are involved. “We installed a 3.25 kW system for the Wong’s and a 2.5 kW system for their next door neighbors. Installing both SunPower solar systems at the same time saved us labor time and allowed us to pass savings on to both families. Because Luminault is a San Francisco based solar company, the families will each receive \$4000 through the GoSolarSF program,” said Cotter.

For more information about GoSolarSF and how you can qualify for a San Francisco solar incentive, visit [www.sfwater.org/solarincentive](http://www.sfwater.org/solarincentive) or email [solarincentive@sfwater.org](mailto:solarincentive@sfwater.org). You can also call (415) 554-3289. For more information on the California Solar Initiative, visit [www.gosolarcalifornia.ca.gov](http://www.gosolarcalifornia.ca.gov). Residents and businesses can also learn more about the program, meet solar installers and apply onsite at two upcoming workshops: Saturday, July 12 from 10 a.m. – 12 p.m at Southeast Community Facility and Saturday, July 26, 1:30 – 3:30 p.m. at Eureka Valley Recreation Center.

Example of cost of solar system on single-family home:

<b>Barry Wong Solar System Cost Breakdown</b>	
	<b>Amount</b>
Cost without incentives (\$9.45 a CEC AC watt)	\$30,700
GoSolarSF incentive (administered by the SFPUC)	(\$4,000)
California Solar Incentive rebate (administered by PG&E)	(\$5,700)
Federal tax credit	(\$2,000)
<b>Total Cost</b>	<b>\$19,000</b>

\*\* *Just under 40% of the total cost is covered by incentives.*

###