

1BOG chooses HeliPower for solar projects in Coachella Valley



HeliPower solar installation in Rancho Mirage, CA

Offering Coachella Valley residents the lowest price per watt for solar electricity, One Block Off the Grid (1BOG; San Francisco, California) selected HeliPower (Murietta, California) to lead its solar group discount program in the desert. The announcement was made on October 11th, 2009 by the desert's leading newspaper, The Desert Sun, in a piece titled "Solar energy marketer kicks off local campaign." By organizing interested homeowners into a community and selecting an installer partner based on a rigorous vetting process, 1BOG is said to be able to harness the group's solar purchasing power to negotiate winning rates, while eliminating each homeowner's need to shop

around for the best deal. "Teaming up with HeliPower for the Coachella Valley solar program will bolster local efforts to reduce the region's energy consumption and reliance on non-sustainable energy sources. By streamlining the process to offer a simple and affordable alternative energy option for local residents, we are lowering the barrier to entry for solar adoption", said Dave Llorens, Co-Founder and General Manager of 1BOG. "Every program we run is a significant step towards our goal of making solar energy widely accessible to create a new norm for powering homes."

Desert valley residents use 150 % more power than average California homes, solar electricity to help offset economic and ecological cost

According to the press release, 1BOG invites local installers to bid for each regional program. After a rigorous, month-long evaluation of local installer companies, HeliPower reports it was selected by 1BOG as partner for this Coachella Valley program. The company is to service the local community with timely installation of quality solar products. 1BOG's strict evaluation process is said to eliminate the need for homeowners to research installers and technology options themselves, while at the same time securing installation costs that can range from 10-20 % below market rates by aggregating local demand. According to the company's press release, HeliPower was also selected as 1BOG's installer partner for the San Diego program that ran in May 2009. "Exposure to extreme desert conditions means that homes in Coachella Valley use 150 % more power than the average home in California, which is incredibly expensive and harmful to the environment", said Scott Gordon, Vice President, Residential Sales for HeliPower. "Being selected as 1BOG's Coachella Valley partner is not only a huge win for HeliPower, but it's a much-needed kick start for the region's health and economic success." According to the press release, the Coachella Valley 1BOG program is available now to local homeowners in the entire Coachella Valley through December 12th, 2009.

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