

# PG&E Self-Generation Incentive Program (SGIP) digital toolkit



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## What you need to know about the Self-Generation Incentive Program (SGIP) for income-qualified residents

This program helps eligible residents purchase battery storage or solar plus battery storage to extend electrical power during the next power outage. Incentives cover up to 100% of the purchase costs for eligible residents with a 30% tax credit\* and a rebate incentive of up to 70%.

### How it works

- 1 Customers learn about the program through community outreach
- 2 Customers check to make sure they qualify for the incentive at [pge.com/sgipoutreach](https://pge.com/sgipoutreach)
- 3 Customers find and choose a certified contractor by visiting [pge.com/sgipoutreach](https://pge.com/sgipoutreach)
  - If they need tips on selecting a contractor, they can visit [How to Find a Contractor](#)
- 4 Customers work with the contractor to complete the application — with help from you and information provided by PG&E
- 5 The contractor or partner confirms the resident's eligibility to have 100% of the upfront costs covered
- 6 Then the contractor initiates SGIP application (a fee may apply), installation, permitting, and approval to use, which can take an average of 3+ months to complete

\* Federal tax credit is available through 12/31/2025.

## Eligibility

Eligible residential community members may receive incentives up to 100% to pay for equipment and installation of a home battery or solar plus battery storage system.

Residential customers can receive financial rebates if they meet the following requirements:

- ✓ Qualify by income — customers can check the HUD calculator to see if their income is at 80% or lower than the Area Median Income level.\* For example, in the San Francisco Bay Area, qualifying income for a family of four would be \$125,050 to \$154,700.
- ✓ Participate in and send PG&E income verification for one of the following energy programs:
  - California Alternate Rates for Energy (CARE)
  - Family Electric Rate Assistance (FERA)
  - Energy Saving Assistance (ESA)



\*Income verification will be required to determine eligibility. All eligible residential customers must participate in a Demand Response program to receive funding from this incentive program. Learn more at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

## More information

Learn more about home batteries at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

If you have questions, contact us at [selfgen@pge.com](mailto:selfgen@pge.com) or 1-877-743-4112.

## 25 WORDS

Prepare for a power outage with battery storage or a solar plus battery storage system. The Self-Generation Incentive Program can cover up to 100% of costs.\*

[25 WORDS]

## 50 WORDS

Prepare for a power outage and reduce energy bills with battery storage or solar plus a battery system. The Self-Generation Incentive Program can cover up to 100%\* of costs for qualified residents. Both renters and homeowners may be eligible. Residents can lease or own equipment.

[45 WORDS]

## 100 WORDS

Prepare for a power outage and reduce energy bills with battery storage or solar plus a battery system. The new Self-Generation Incentive Program can cover up to 100%\* of costs for qualified residents.

- Battery storage can be set to automatically turn on during an outage and provide 3-5 hours of power\*\*
- Rooftop solar plus a battery can expand power from several hours to multiple days\*\*\*
- Renters are eligible but will require approval from their landlord before installation
- There are options to own the equipment or to lease and avoid paying up front for installation

[94 WORDS]

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.

\*\* Dependent upon battery size.

\*\*\*How long your system will provide power depends on battery system size, weather and critical energy needs. Talk to a battery installer to learn more about your specific needs and options.

## OPTION 1 [BATTERY ONLY]:

### HEAD:

Get incentives of up to 100%\* for installing a home battery, and be prepared for power outages

### COPY:

PG&E knows how difficult it is to be without power and is actively taking steps to reduce the burden of outages on customers and communities. That's why they want residential customers to know how they can install a home battery and have up to 100% of the cost covered by the Self-Generation Incentive Program (SGIP).

- Battery storage can automatically turn on during any outage and provide 3-5 hours of power\*\*
- The battery can be used when the cost of energy is higher to save money on monthly bills
- Renters are eligible for this program with approval from their landlord before installation
- There are options to lease or own equipment

Learn more at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.

\*\*How long your system will provide power depends on battery system size and critical energy needs. Talk to a battery installer to learn more about your specific needs and options.

## OPTION 2 [SOLAR + BATTERY]:

### HEAD:

Get incentives of up to 100%\* for installing a home battery, or solar plus battery storage system

### COPY:

PG&E knows how difficult it is to be without power and is actively taking steps to reduce the burden of outages on customers and communities. That's why they want residential customers to know how they can install a home battery, or a solar plus battery storage system, and have up to 100%\* of the cost covered by the Self-Generation Incentive Program (SGIP).

- Battery storage can automatically turn on during any outage and provide 3-5 hours of power\*\*
- The battery can be used when the cost of energy is higher to save money on monthly bills
- Rooftop solar plus a battery can expand power from several hours to multiple days\*
- Renters are eligible for this program with approval from their landlord before installation
- There are options to lease or own equipment

Learn more at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.

\*\*How long your system will provide power depends on battery system size and critical energy needs. Talk to a battery installer to learn more about your specific needs and options.

## OPTION 1 [BATTERY ONLY]:

### HEAD:

Get incentives of up to 100%\* for installing a home battery. And be prepared for a power outage.

### COPY:

There's an energy program in your area that:

- Offers incentives to purchase a battery storage system
- Can extend your home's power for 3-5 hours\*\*
- Is available for both homeowners and renters (with home-owner approval)
- Provides options to lease or buy your equipment

Now you can add value to your home with a home battery and get up to 100%\* of the cost covered by the Self-Generation Incentive Program (SGIP) and federal tax credits.

Learn more at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.

\*\*How long your system will provide power depends on battery system size and critical energy needs. Talk to a battery installer to learn more about your specific needs and options.

## OPTION 2 [SOLAR + BATTERY]:

### HEAD:

Get incentives of up to 100%\* for installing a solar plus battery storage system. And be prepared for an outage.

### COPY:

There's an energy program in your area that:

- Offers incentives to purchase a solar plus battery storage system
- Can extend your home's power for hours to days\*\*
- Is available for both homeowners and renters (with home-owner approval)
- Provides options to lease or buy your equipment

Now you can add value to your home with a solar plus battery storage system and get up to 100% \*of the cost covered by the Self-Generation Incentive Program (SGIP) and federal tax credits.

Learn more at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.

\*\*How long your system will provide power depends on battery system size and critical energy needs. Talk to a battery installer to learn more about your specific needs and options.

# Partner Letter to California Residents

## HEADLINE:

There's a program that pays up to 100%\* of the cost for installing a home battery or solar plus battery storage system. And you could qualify.

## COPY:

Dear {name},

PG&E knows how difficult it is to be without power and is actively taking steps to reduce the burden of outages on customers and communities. That's why they want residential customers to know about new incentives for the Self-Generation Incentive Program (SGIP).

It can cover up to 100% of the cost of installing a home battery, or a solar plus battery storage system. Both renters and homeowners are eligible. And there are options to lease or buy the equipment.

See if you qualify:

- You can qualify if your income is at 80% or lower than the Area Median Income level — visit the [HUD calculator](#) to learn more
- You can also qualify if you verify participation in one of the following energy programs:
  - California Alternate Rates for Energy (CARE)
  - Family Electric Rate Assistance (FERA)
  - Energy Saving Assistance (ESA)

We at {community organization name} are very excited about helping our community prepare for power outages, stay safe and save money with clean energy technology.

If you think you may qualify, please contact us at {email tbd} or XXX-XXX-XXXX to discuss it or simply visit [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

Let's make you as prepared as possible!

{name}

{community organization name}

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.



# Partner Email to California Residents

## **SUBJECT LINE OPTIONS [60 characters max]:**

Incentives can cover the cost of solar + home battery [44]

A program that pays you to prepare for electrical outages [57]

Maintain power with incentives for solar + home battery storage [60]

Cover solar and home battery installation with incentives [57]

## **HEADLINE:**

Get incentives for installing a solar plus battery storage system and be prepared for a power outage.

## **COPY:**

Dear {name},

The new California state budget provides incentives that cover up to 100%\* of the cost for installing a home battery or solar plus battery system. And you could qualify.

## **COPY:**

Dear {name},

The Self-Generation Incentive Program (SGIP) is providing residential customers with incentives to cover up to 100%,\* including federal tax credits, of the cost of installing a home battery, or solar plus battery storage system. Both renters and homeowners are eligible. And there are options to lease or buy the equipment.

See if you qualify:

- You can qualify if your income is at 80% or lower than the Area Median Income level — check the [HUD calculator](#)
- You can also qualify if you verify participation in one of the following energy programs:
  - California Alternate Rates for Energy (CARE)
  - Family Electric Rate Assistance (FERA)
  - Energy Saving Assistance (ESA)

We at {community organization name} are very excited about helping our community prepare for power outages, stay safe and save money with clean energy technology.

If you think you may qualify, please contact us at {email tbd} or XXX-XXX-XXXX to discuss it or visit [pge.com/sgipoutreach](#).

{name}

{community organization name}

\*100% funding includes the 30% federal tax credit as available through 12/31/2025.

# Battery Function Basics

## Battery technology performs two main functions:

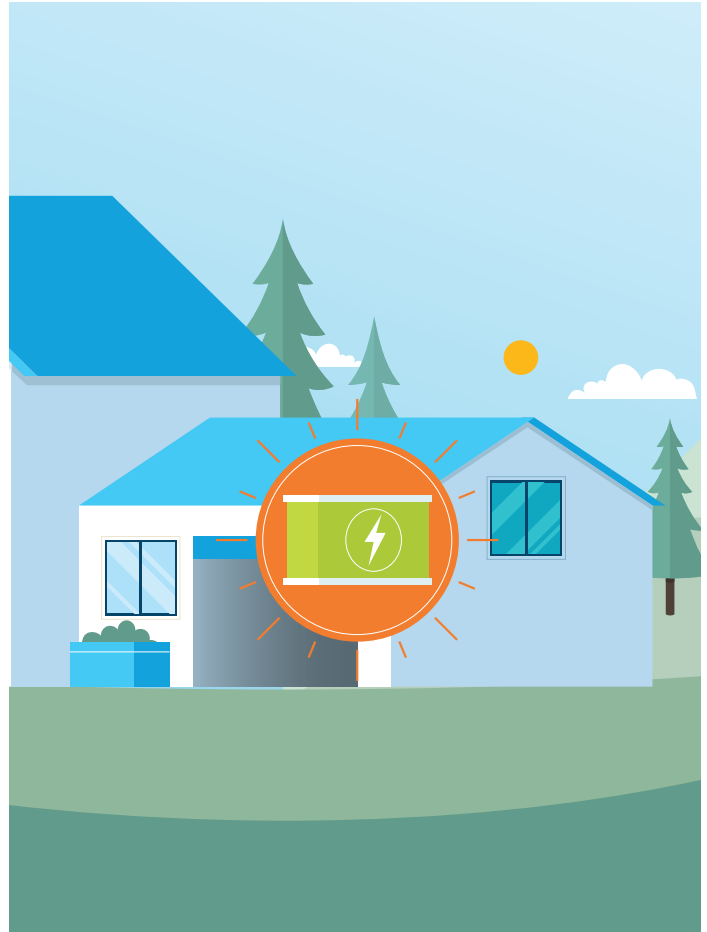
**1. Storing power:** A battery stores electricity either from your rooftop solar system or directly from the PG&E grid, so you can use it later when you need it most.

**2. Providing power:** The energy stored by the battery can be used in case of a power interruption to extend an organization's power for several hours.\*

Additionally, the battery can be used with your time-of-use rate to save you money on your monthly bill.

## Equipment

- Battery systems take an average of three months or more to install.
- Equipment is designed to last at least 10 years. Make sure your warranty covers that timeframe.
- Equipment maintenance must be included in the purchase contract.



## Get more flexibility with solar

- Pairing rooftop solar with battery storage can extend battery power capabilities.
- If your organization is thinking about adding rooftop solar, there are programs available that may help cover your costs.

## More information

Learn more about implementing a battery storage solution at [pge.com/sgipoutreach](https://pge.com/sgipoutreach).

If you have questions, contact us at [selfgen@pge.com](mailto:selfgen@pge.com) or 1-877-743-4112.



\*How long your system will provide power depends on battery system size and critical energy needs. Talk to a battery installer to learn more about your specific needs and options.

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