



Solar Billing Plan Marketing Toolkit





We created this Marketing Toolkit to help you share and communicate the benefits of California's Solar Billing Plan with your communities.

THIS TOOLKIT INCLUDES:

Solar Billing Plan Talking Points

Share the key benefits of the Solar Billing Plan.

Messaging

A selection of messages that can be copied and pasted into various communications:

- Two (2) newsletter message options
- One (1) email message
- One (1) social media post options



SOLAR BILLING PLAN TALKING POINTS

- The Solar Billing Plan provides monthly billing for energy used from the grid when solar energy is not available, like at night. The plan also provides energy credits when excess energy is sent to the grid.
- The Solar Billing Plan rewards customers who install battery storage with their rooftop solar system, because storage allows them to use their solar power when the sun is not shining to avoid higher electricity prices.
- Customers who enroll before 2027 will get an additional bonus credit for the excess energy they send back to the grid. The value of this bonus credit will decrease by 20% each year and will end in 2027.

	Residential \$/kWh	Low Income \$/kWh
2023	\$0.022	\$0.090
2024	\$0.018	\$0.072
2025	\$0.013	\$0.054
2026	\$0.009	\$0.036
2027	\$0.004	\$0.018

- Help support the grid during times of higher demand when solar customers need electricity most.
Battery storage customers can support the grid during peak demand by providing stored energy back to it.
- Brings bill savings with rooftop solar more in line with the lower cost of solar today.
- On average, customers will be able to save 40% on their monthly electric bill when going solar compared to non-solar customers.



NEWSLETTER MESSAGES

OPTION 1:

Are you interested in going solar?

Understand how the Solar Billing Plan works using free PG&E resources.

New solar customers can save an average of 40% on their monthly electric bill compared to non-solar customers with California's Solar Billing Plan. To encourage customers to go solar, additional bonus credits are available for the extra energy sent to the grid if you enroll before 2027. Explore how the Solar Billing Plan works at pge.com/solarbilling.

OPTION 2:

Are you interested in going solar?

See if it's the right fit for your home using free PG&E resources.

New solar customers can save an average of 40% on their monthly electric bill compared to non-solar customers with California's Solar Billing Plan. To encourage customers to go solar, additional bonus credits for excess energy sent to the grid are available if you enroll before 2027. Explore how the Solar Billing Plan works at pge.com/solarbilling.

Get tips and resources on going solar at pge.com/solarpower.

ALTERNATIVE HEADLINE/SUBHEAD:

Considering solar?

See your savings potential using free PG&E resources to discover if solar is right for your home.

EMAIL MESSAGE

Interested in solar? Calculate your solar savings potential!

Dear {name},

We have important news to share about California's Solar Billing Plan and available PG&E resources that can help you explore solar. Solar Billing Plan customers can save an average of 40% on their monthly electric bill compared to non-solar customers.

This solar plan also offers bonus credits if you go solar before 2027. To help make solar more accessible, credit values are higher for disadvantaged communities, tribal communities and income qualified residents enrolled in the California Alternate Rates for Energy (CARE) or Family Electric Rate Assistance (FERA) programs.

Get additional details on the Solar Billing Plan at pge.com/solarbilling. If you are ready to go solar, get tips and resources on going solar at pge.com/solarpower.

We are very excited to share this new program with our community.

Thank you!

{name}

{Community organization name}

ALTERNATIVE HEADLINE

Considering solar? Discover how much it can help you save.

SOCIAL MEDIA POST MESSAGE

Interested in solar?

Save an average of 40% on your monthly electric bill compared to non-solar customers.

Discover the benefits of solar at pge.com/solarpower.