

# PG&E Self-Generation Incentive Program digital toolkit



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

This program helps eligible residents purchase battery storage to extend electrical power during the next power outage. Incentives cover 100% of the purchase costs for eligible residents.

## How it works

- 1 Customers learn about the program through community outreach
- 2 Customers choose a contractor to complete the application, with help from you and information provided by PG&E
- 3 The contractor or partner confirms the resident's eligibility to have 100% of the upfront costs covered
- 4 Then the contractor initiates installation, permitting, and approval to use, which can take an average of 3+ months to complete



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## Eligibility

Community members are eligible for a home battery with 100% incentives if:

- ✓ They are on or eligible for the Medical Baseline Allowance\*, or income-qualified\*\*, or they've notified PG&E of a medical condition that could be life-threatening if power is lost
- ✓ AND they live in a [high-fire threat Tier 2 or 3 district](#) or have lost power in PSPS events two or more times

### Additional eligibility considerations

- ✓ Renters are eligible for this program, but will need to get approval from their landlord before installation
- ✓ The application information is used only to validate eligibility and will not impact the recipient's immigration status



### More information

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

Research contractor options at [energysage.com](https://energysage.com)

See how adding a home solar system can extend battery power capabilities at [pge.com/solarincentives](https://pge.com/solarincentives)

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



\*A full-time resident in the home requires use of qualifying medical devices to treat ongoing medical conditions. Visit: [pge.com/mbt](https://pge.com/mbt)

\*\*Live in low income residential housing. [Click here for details.](#)



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## 25 WORDS

Prepare for the next power outage with battery storage. Customers on Medical Baseline Allowance and income-qualified\* customers may receive incentives to cover 100% of the purchase cost.

## 50 WORDS

Prepare for the next power outage with battery storage. Customers on Medical Baseline Allowance and income-qualified\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the purchase cost. Battery storage could extend your home's power for several hours.\*\*

## 100 WORDS

Prepare for the next power outage with battery storage to help meet your energy needs. Customers on Medical Baseline Allowance and/or income-qualified\* customers who live in [high-fire threat Tier 2 or 3 district](#) areas may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the purchase cost of the battery. Battery storage could extend your home's power for several hours.\*\*

Renters are eligible for this program but will require approval from their landlord before installation

\*Live in low income residential housing. [Click here for details.](#)

\*\*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.

## NEWSLETTER TEXT

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### OPTION 1:

#### HEAD:

An important message for area residents that rely on electricity to power medical equipment

#### COPY:

A new program helps eligible residents purchase battery storage to extend electrical power during the next power outage. Incentives can cover 100% of the purchase costs for customers who have home medical equipment or are income-qualified.\*

It's called the Self-Generation Incentive Program, and it provides qualifying residents with a home battery that will extend your home's power for several hours\*\* in the event of an emergency power shutoff.

Renters are eligible for this program with landlord approval.

Learn more at [pge.com/homebattery](http://pge.com/homebattery).

\*Live in low income residential housing. [Click here for details.](#)

\*\*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:

### HEAD:

Be ready for the next power outage with battery storage. Incentives available.

### COPY:

Customers on Medical Baseline Allowance and income-qualified\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the cost of purchasing a home battery.

Here's how a home battery works:

- It's charged from the grid or your rooftop solar system
- It can be programmed to turn on automatically when there's a power outage
- It can extend your home's power for several hours\*\*

Find out how to get your home battery at [pge.com/homebattery](http://pge.com/homebattery)

\*Live in low income residential housing. [Click here for details.](#)

\*\*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 3:

### HEAD:

Be ready for the next power outage with battery storage. And consider pairing with solar

### COPY:

Customers on Medical Baseline Allowance and income-qualified\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the cost of purchasing a home battery.

Here's how a home battery works:

- It's charged from the grid or your rooftop solar system
- It can be programmed to turn on automatically when there's a power outage
- It can extend your home's power from several hours to multiple days\*\*

Battery storage also pairs well with home solar panels. Working together, they can provide multiple days of power even when you're "off grid," which means you're maximizing the power of your solar investment.

Learn more about the solar and battery combination at [pge.com/homebattery](http://pge.com/homebattery)

\*Live in low income residential housing. [Click here for details.](#)

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

## **OPTION 4:**

### **HEAD:**

Get the most value out of your home solar by adding battery storage. Incentives available.

### **COPY:**

A home battery storage system can be programmed to turn on automatically when there's a power outage. So when you pair it with solar panels, it can extend your home's power from several hours to multiple days.\*

Customers on Medical Baseline Allowance and income-qualified\*\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the cost of purchasing a home battery.

Maximize the value of your solar investment. Learn more about the solar and battery combination at [pge.com/homebattery](http://pge.com/homebattery)

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

\*\*Live in low income residential housing. [Click here for details.](#)

## SOCIAL MEDIA TEXT

### OPTION 1:

#### HEAD:

Do you need electricity for medical reasons?

You may be eligible to purchase a home battery with incentives covering 100% of the cost

#### COPY:

A new program in your area:

- Offers incentives to purchase a battery storage system
- Can extend your home's power for several hours
- Is available to PG&E customers who use home medical equipment or are income-qualified\*

Battery storage can extend your home's power for several hours\*\* in the event of a power shutoff. Customers on Medical Baseline Allowance and income-qualified customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the costs.

Learn more at [pge.com/homebattery](http://pge.com/homebattery)

\*Live in low income residential housing. [Click here for details.](#)

\*\*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:

#### HEAD:

Be ready for the next power outage with battery storage. Incentives available.

#### COPY:

Customers on Medical Baseline Allowance and income-qualified\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of battery purchase costs.

Here's how a home battery works:

- Charged from the grid
- Can be programmed to turn on automatically when there's a power outage
- Can extend your home's power for several hours\*\*

Find out how to get your home battery at [pge.com/homebattery](http://pge.com/homebattery)

\*Live in low income residential housing. [Click here for details.](#)

\*\*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 3:

### HEAD:

Be ready for the next power outage with battery storage. And consider pairing with solar.

### COPY:

Customers on Medical Baseline Allowance and income-qualified\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of battery purchase costs.

Here's how a home battery works:

- Charged from the grid or your rooftop solar system
- Can be programmed to turn on automatically when there's a power outage
- Can extend your home's power from several hours to multiple days\*\*

Battery storage also pairs well with home solar panels. Working together, they can provide multiple days of power even when you're "off grid," which means you're maximizing the power of your solar investment.

Learn more about the solar and battery combination at [pge.com/homebattery](https://pge.com/homebattery)

\*Live in low income residential housing. [Click here for details.](#)

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

## OPTION 4:

### HEAD:

Got solar? Add battery storage. Incentives available.

### COPY:

- Can be programmed to turn on automatically when the power goes out
- With solar, can extend your home's power from several hours to multiple days\*

Customers on Medical Baseline Allowance and income-qualified\*\* customers may receive incentives using PG&E's Self-Generation Incentive Program to cover 100% of the cost of purchasing a home battery.

Learn more about the solar and battery combination at [pge.com/homebattery](https://pge.com/homebattery)

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

\*\*Live in low income residential housing. [Click here for details.](#)

# Partner letter to residents

## HEADLINE:

Do you have a medical need for electricity?

You may be eligible for a home battery with incentives covering 100% of costs

## COPY:

Dear (name),

We're writing to share some good news about a program that:

- Enables you to purchase a home battery with incentives covering 100% of the cost
- Is available to people who have home medical equipment or are income-qualified\*

This initiative, called the Self-Generation Incentive Program, helps qualifying residents purchase a battery that can extend home power for several hours\*\* any time there's an emergency power shutoff. So you'll be more prepared when the power goes out.

How you qualify:

- You're a customer on Medical Baseline, or income-qualified, or you've notified PG&E of a medical condition that could be life-threatening if power is lost
- AND you live in a high-fire threat Tier 2 or 3 district or you've lost power in a Public Safety Power Shutoff two or more times

If you're a renter, you can still be eligible with your landlord's approval.

We at (community organization name) are very excited about bringing this helpful program to our community. If you think you may qualify, please contact us at (email tbd) or XXX-XXX-XXXX to discuss it.

Let's make you as prepared as possible!

(name)

(community organization name)

\*Live in low income residential housing. [Click here for details.](#)

\*\*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 email to residents

## SUBJECT LINE OPTIONS:

Home electric medical equipment? Be prepared with a home battery

Prepare for the next power outage with battery storage

Home battery for medical equipment users: Incentives available

## HEADLINE:

Do you have a medical need for electricity?

Incentives available for a home battery

You may be eligible

## COPY:

Dear (name),

A new program is:

- Enabling you to purchase home batteries with incentives covering 100% of costs
- Designed for people who have home medical equipment or are income-qualified\*

This initiative, called the Self-Generation Incentive Program, helps qualifying residents purchase a battery that can extend home power for several hours\*\* when there is a power outage—including Public Safety Power Shutoff (PSPS) events.

How you qualify:

- You're a customer on Medical Baseline, or income-qualified, or you've notified PG&E of a medical condition that could be life-threatening if power is lost
- AND you live in a [high-fire threat Tier 2 or 3 district](#) or you've lost power in a Public Safety Power Shutoff two or more times

We at (community organization name) are very excited about this. If you think you qualify, please contact us at (email tbd) or XXX-XXX-XXXX to discuss it. Let's make you as safe as possible!

(name)

(community organization name)

\*Live in low income residential housing. [Click here for details.](#)

\*\*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.



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

Businesses and organizations can purchase a battery storage system to extend power in case of a power outage. The program provides incentives to cover the majority of project costs, up to 100%. You can help these vital organizations continue to serve the people in your community by contacting them to let them know about SGIP.

## How it works

- 1 You reach out to critical organizations in your community
- 2 You provide information and walk them through the initial education process
- 3 Then you help them choose a contractor to complete the application, with help from you and information provided by PG&E
- 4 The contractor or partner confirms the organization's eligibility to have most if not all of the upfront costs covered
- 5 Then the contractor or partner initiates installation, permitting, and approval to use, which can take an average of 3+ months to complete



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## Qualifying

Organizations are eligible for battery storage with incentives that could cover up to 100% of the costs (\$1.00/kWh) if:

- They provide critical services to a disadvantaged or low income community
- AND the organization is located in a high-fire threat Tier 2 or 3 district or has lost power in PSPS events two or more times
- AND it serves customers who either live in a high-fire threat Tier 2 or 3 district or who have lost power in PSPS events two or more times

Organizations are eligible for battery storage with incentives that can pay for the majority of the costs (\$0.85/kWh) if:

- They serve residents located in a disadvantaged or low-income community
- AND the organization falls into one of these categories
  - Local governmental agency
  - State governmental agency
  - Educational institution
  - Non-profit organization
  - Small business (average annual gross receipts of \$15 million or less, over the last three tax years)



## What kind of organizations are considered critical?

- Police stations
- Fire stations
- Emergency response providers (including tribal government providers)
- Emergency operations centers
- 911 call centers (also referred to as Public Safety Answering Points)
- Medical facilities, including hospitals, skilled nursing facilities, nursing homes, blood banks, health care facilities, dialysis centers and hospice facilities
- Public and private gas, electric, water, wastewater or flood control facilities
- Jails and prisons
- Locations designated to provide assistance during PSPS events (IOU-designated Community Resource Centers);
- Cooling centers designated by state, local or tribal governments
- Homeless shelters supported by federal, state, local, or tribal governments
- Grocery stores, corner stores, markets and supermarkets that, over the past three years, have average annual gross receipts of \$15 million or less as calculated at the single location applying for SGIP incentives
- Independent living centers
- Food banks





## Battery function basics

Battery technology performs two main functions:

1. **Storing power:** It acquires electricity from a rooftop solar system or from the PG&E grid to be stored and used later
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 battery storage with rooftop solar can extend battery power capabilities
- If your organization is thinking about adding rooftop solar, there are programs available that may help cover your costs
- Learn more at [pge.com/solarincentives](https://pge.com/solarincentives)

## More information

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

Research contractor options at [energysage.com](https://energysage.com)

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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## SOCIAL MEDIA TEXT

### OPTION 1:

#### HEAD:

Local Businesses: Prepare for the next power outage with battery storage

#### SUBHEAD:

Incentives are available to cover some or all of the costs

#### COPY:

A new program helps businesses purchase onsite storage batteries. Incentives may cover the majority of project costs, up to 100%. Learn more at [pge.com/batterybiz](http://pge.com/batterybiz).

### OPTION 2:

#### HEAD:

Local Businesses: Prepare for the next power outage with battery storage. And consider pairing with solar.

#### SUBHEAD:

Incentives are available to cover some or all of the costs

#### COPY:

A new program helps businesses purchase onsite storage batteries, which pair well with a solar system. Working together, they can extend your business's power from several hours to multiple days\* even when you're "off grid," which means you're maximizing the power of your solar investment.

Incentives may cover the majority of project costs, up to 100%. Learn more at [pge.com/batterybiz](http://pge.com/batterybiz).

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

## **OPTION 3:**

### **HEAD:**

Critical Organizations: Prepare for the next power outage with battery storage

### **SUBHEAD:**

Incentives are available to cover some or all of the costs

### **COPY:**

A new program helps businesses purchase onsite storage batteries. Incentives may cover the majority of project costs, up to 100%. Learn more at [pge.com/batterybiz](https://pge.com/batterybiz).

## **OPTION 4:**

### **HEAD:**

Critical Organizations: Prepare for the next power outage with battery storage. And consider pairing with solar.

### **SUBHEAD:**

Incentives are available to cover some or all of the costs

### **COPY:**

A new program helps businesses purchase onsite storage batteries, which pair well with a solar system. Working together, they can extend your business's power from several hours to multiple days\* even when you're "off grid," which means you're maximizing the power of your solar investment.

Incentives may cover the majority of project costs, up to 100%. Learn more at [pge.com/batterybiz](https://pge.com/batterybiz).

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