



# Solar Billing Plan Marketing Toolkit





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

### **THIS TOOLKIT INCLUDES:**

#### **Solar Billing Plan talking points**

Share the key benefits of the new 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
- Two (2) social media post options

#### **Solar Billing Plan factsheet**

A two-sided sheet that provides solar information.

This can be shared with residents in your community by email or printed and distributed or posted as needed. (This factsheet is also provided as a separate PDF for ease of printing.)



# SOLAR BILLING PLAN TALKING POINTS

- A key part of the Solar Billing Plan is monthly billing for the energy used from the grid (when solar is not generating) and **bill credits for excess solar energy** generated during the day.
- **The Solar Billing Plan rewards customers who install battery storage** with their rooftop solar system, because storage allows them to use their solar power after the sun has set to avoid higher electricity prices.
- **Customers who enroll before 2027 will get an additional credit** for the excess energy they send back to the grid. The value of this bonus credit will decrease by 20% each year and end (expire) in 2027.
- **Help support the grid** during times of higher demand when solar customers need electricity most.
  - When the sun is not shining, battery storage customers can help support the grid during times of higher demand by providing extra energy back to grid.
- Brings **bill savings** with rooftop solar more in line with the **lower cost of solar** today.
- On average, solar customers will be able to **save 40% on their average monthly bill** when going solar compared to non-solar customers.
- **Help fund energy-efficiency programs** for all California customers, especially disadvantaged and income qualified communities, which include customers enrolled in CARE/FERA programs.



# NEWSLETTER MESSAGES

## OPTION 1:

### **Are you interested in going solar?**

**Understand how the new solar billing 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, bonus credits are available for the extra energy sent to the grid if you enroll before 2027. Explore how the Solar Billing Plan works and get answers to frequently asked questions at [pge.com/solaroverview](https://pge.com/solaroverview).

## 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 and get answers to frequently asked questions at [pge.com/solaroverview](https://pge.com/solaroverview).

**Calculate your savings potential with the PG&E Solar Calculator: [pge.com/solarcalc](https://pge.com/solarcalc).**

## 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 new Solar Billing Plan and available PG&E resources that can help you explore solar. New Solar Billing Plan customers can save an average of 40% on their monthly electric bill compared to non-solar customers.

This new 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 for Alternate Rates for Energy (CARE) or Family Electric Rate Assistance (FERA) programs.

Get additional details on the Solar Billing Plan and find answers to the most frequently asked questions at [pge.com/solaroverview](https://pge.com/solaroverview). You can also calculate your savings potential using PG&E's solar calculator at [pge.com/solarcalc](https://pge.com/solarcalc).

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 MESSAGES

## OPTION 1:

### Interested in solar?

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

Discover how the new Solar Billing works at [pge.com/solaroverview](https://pge.com/solaroverview).

## OPTION 2:

### Is solar right for your home?

Calculate your bill and savings potential using PG&E's solar calculator  
[pge.com/solarcalc](https://pge.com/solarcalc).

# **SOLAR FACTSHEET**

**This two-sided fact sheet has also been provided as a stand-alone PDF that can be printed.**

# California's New Solar Program



The California Public Utilities Commission's new solar program encourages the continued growth of rooftop solar. It also incentivizes customers to add battery storage to solar systems to help make the state's electric grid more sustainable and reliable.

## What is Solar Billing Plan designed to achieve?

Recently, California has revisited its current solar billing program (Net Energy Metering) that contributes to our State's 100% clean energy goal. As a result, the California Public Utilities Commission determined updates were needed.

### These changes are designed to:

- Reward customers who install battery storage with their rooftop solar system, allowing them to use their solar power in the evenings after sunset, when electricity demand is highest
- Help maintain grid resiliency when solar customers need it most (i.e. when the sun is not shining)
- Bring bill savings with rooftop solar more in line with the lower cost of solar today
- Help fund energy efficiency programs for all California customers

The new solar billing program is called **Solar Billing Plan**.

## When did the changes go into effect for new solar customers?

- New customers who apply to connect their solar system to the electric grid after **April 14, 2023** will be enrolled on the new Solar Billing Plan.
- They will temporarily be on the existing solar Net Energy Metering program until the new solar pricing plan rate is available, which is expected in December 2023 for customers on residential rates and June 2024 for customers on business customer rates.

## What are the key components of the Solar Billing Plan?

### Each month, billing will include:

**Charges for the energy used** from the electric grid (when your solar isn't generating as much as you are using, for example, at night)

**Bill credits for excess energy generated** from your solar system and sent to the grid (when more solar energy is generated than needed during the day)<sup>1</sup>

continues



<sup>1</sup>Both charges and credits will vary by time of day and season to reflect the needs of the electric grid and cost to produce power.



## Additional Energy Export Bonus Credit for residential customers:

Customers who go solar in the first five years of the new program will receive an additional credit for excess energy exported to the grid. Here's how it works:

- The assigned additional credit value will be locked in for customers and continue for nine years. See below for a table of additional credit amounts available by year.
- Every year within the five-year period, the value of additional credit goes down to incentivize going solar sooner. Credit values for customers going solar in 2023 will be higher than for customers who go solar in 2024, etc.
- The available credit ends after 2027.
- Customers who are enrolled in the California Alternate Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) programs or who reside in a disadvantaged community or Indian Country will receive a higher credit value.

**Note: Energy Export Bonus Credit is also known as the Avoided Cost Calculator Plus.**

ENERGY STATEMENT		Account No: 0000000000
www.pge.com/MyEnergy		Statement Date: 09/30/2023
		Due Date: 10/21/2023
<b>Service For:</b> JANE SAMPLETON 000 VALLEY ROAD ANYTOWN, CA	<b>SAMPLE SOLAR BILLING PLAN DETAILS</b>	
<b>Questions about your bill?</b> Monday-Friday 7 a.m.-9 p.m. Saturday 8 a.m.-6 p.m. Phone: 1-800-743-5000 www.pge.com/MyEnergy	<b>\$100.00</b> CHARGES (ENERGY USED FROM GRID)	
<b>Ways To Pay</b> www.pge.com/waysstopay	<b>+ \$ 15.00</b> FIXED CHARGES	
<b>Your Enrolled Programs</b> Life Support, Medical Baseline	<b>- \$ 9.00</b> BILL CREDITS (ENERGY SENT TO GRID)	
<b>Important Messages</b> CARE Program: You may qualify for a monthly discount and apply online. Visit www.pge.com/care. Usted podría recibir los requisitos de un descuento en su información y hacer su solicitud en internet.	<b>= \$106.00</b> MONTHLY ENERGY CHARGES	
	<b>- \$ 6.00</b> ENERGY EXPORT BONUS CREDIT	
	<b>= \$100.00 TOTAL MONTHLY BILL*</b>	
	*Assumes 7,217 kWh annual load with 4.47 kW solar system in August	

**Note: Fixed charges are tied to the underlying Time-of-Use electric rate schedule.**

Below is the table of values for the Energy Export Bonus Credit based on customer type:

	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

On average, solar customers on the new Solar Billing Plan will be able to **save over 40% on a monthly bill** when compared to a customer without solar.

## Coming mid-2023

\$900 million dollars of additional incentives will be available for all customers to help expand battery storage access with 70% of those incentives specifically for income-qualified customers.

## Learn more about the new Solar Billing Plan

Answers to  
Frequently Asked Questions  
[pge.com/solarfaqs](http://pge.com/solarfaqs) >>