


Self-Generation Incentive Program

San Diego Gas & Electric® (SDG&E) Territory

The background of the slide features a blue-tinted image of a city skyline with various skyscrapers, including the San Diego-Coronado Bridge Tower. In the foreground, there are rows of solar panels installed on a flat surface, likely a rooftop. The overall theme is clean energy and urban development.

Self-Generation Incentive Program

Contractor Content Kit

8/1/2025

Thank you for being an SGIP-approved developer/contractor. SGIP incentives for battery energy storage and solar + storage can help you win new business by covering a large percentage of the cost for these home improvements. The Center for Sustainable Energy (CSE) administers the program in the San Diego Gas & Electric service territory. The Residential Solar and Storage Equity option provides increased incentives for energy storage and storage systems paired with solar installed at eligible low-income single-family and multifamily housing. To help you share information about the incentives with your customers, this document contains the following resources:

- Talking points: Key program details to highlight in communications.
- Email copy: Suggested copy for emails to customers.
- Social media posts: Recommended posts for your social media channels.

For questions in the San Diego region (SDG&E), call 858-244-1177 or email sgip@energycenter.org.

About SGIP

Since the state's SGIP program began in 2001, it has encouraged distributed energy resources to reduce strain on the grid and reduce greenhouse gas emissions. It is currently funded by ratepayer and Greenhouse Gas (GHG) Reduction Cap and Trade Auction Funds. Starting in 2026, it will only be funded by the GHG Reduction Cap and Trade Auction Funds. The new Residential Solar and Storage Equity budget includes two key changes:

- The program formerly only covered costs to install battery energy storage. Now it covers part of the costs to install **storage or storage combined with new solar panels**.
- The program was previously confined to people receiving electric service from an Investor-Owned Utility (IOU). Now it is open to **all single-family residences with a household income of 80% AMI or less**.

Eligible single-family housing is defined as:

- Residence with a household income of 80% AMI or less.
- Income must be verified.
- Households qualify if they have undergone income verification through participation in one of the following eligible programs: CARE, DAC-SASH, ESA, FERA, MASH, SASH or SOMAH.

Eligible multifamily housing is defined as:

- At least five rental units.
- Deed-restricted low-income.
- Either in a DAC or at least 80% of households \leq 60% of area median income.

Talking Points

As an approved SGIP developer, you are the first point of contact for homeowners, and you take the lead on the SGIP application process. A few key points you can share with potential customers include:

- Battery energy storage can store electricity from the grid when it is least expensive so you can use it when electricity rates peak or during outages.
- Battery energy storage can help families stay safe and connected during blackouts, wildfires and other emergencies.
- Combined, solar and energy storage boosts energy independence, affordability and reliability.
- SGIP is a 24-year-old state-funded program that offers significant savings to eligible homeowners to install battery energy storage or solar combined with storage.

Email Copy

The link to the San Diego SGIP website below, bit.ly/sdsgipinfo, allows us to see that this content kit was used. (It does not track who used it.) When you cut and paste the email copy, please click on **Keep Source Formatting** to retain the URL.

Email #1 Subject: Want to lower your electric bill and keep the power on?

Reliable Energy. Real Savings.

When the power goes out, you want to keep the lights on, your phone charged and the fridge running.

Now, thanks to California's [Self-Generation Incentive Program](#) (SGIP), it's easier and more affordable for homeowners in San Diego Gas & Electric's service territory to install battery storage or new solar panels with storage to:

- Keep your home powered during an outage.
- Reduce your monthly electric bills.
- Give you more control over when and how you use energy.

Income-qualified homeowners may receive significant financial help to cover installation costs. As a state-approved contractor, we can help you understand your options clearly and without pressure.

Call to see if you're eligible.

Email #2 Subject: State program helps homeowners save on solar + storage

More San Diego Families Are Now Eligible


Home battery storage and solar energy can do more than just lower your monthly electric bills. They can also keep your home running when the power goes out. California's SGIP program now offers support to more homeowners to install battery or new solar + storage systems.

If your household qualifies, this program can lower your upfront costs significantly. As a state-approved SGIP contractor, we're here to guide you every step of the way.

Interested? Just reply to this email or give us a call to learn more.

Social Posts

Cut-and-paste or customize these social media posts to share with your followers.

Platform	Copy
LinkedIn	California's Self-Generation Incentive Program (SGIP) just got more accessible. If you're a homeowner in San Diego County with an income at or below 80% AMI, you may be eligible for major savings on battery storage or new solar + storage. Reduce utility bills <i>and</i> keep your power on during outages. We're an approved SGIP contractor and can guide you step by step.  Contact us today to find out if you qualify.
	The SGIP program is making clean, resilient energy more affordable for more Californians.

	<p>Solar plus battery storage helps homeowners save money every month and stay safe when the power goes out.</p> <p>Now, more families in San Diego County qualify for state funding to reduce upfront installation costs.</p> <p>We're proud to be a state-approved contractor supporting this effort.</p> <p>👉 Reach out today to learn more.</p>
Facebook	<p>☀️ Want to stay powered during a blackout <i>and</i> save on electricity bills? California's SGIP program can make that possible. And it's now available to more San Diego County homeowners.</p> <p>If your income meets the guidelines, you could qualify for major savings on solar + battery storage.</p> <p>As a state-approved contractor, we can help you understand your options.</p> <p>✉️ Send us a message to learn more.</p>
	<p>🔋 Battery storage helps you keep your lights on, your food fresh, and your phone charged no matter what's happening on the electrical grid.</p> <p>The state SGIP program now offers significant support for qualifying homeowners to install battery or solar + storage systems.</p> <p>As an approved SGIP contractor, we can walk you through how it works.</p> <p>✉️ Message us if you'd like to explore your options.</p>
	<p>☀️ ¿Quieres tener electricidad durante un apagón y ahorrar en tu recibo de luz? El programa SGIP del estado de California puede ayudarte. Ahora está disponible para más personas propietarias de viviendas en el condado de San Diego. Si tus ingresos cumplen con los requisitos, podrías calificar para grandes descuentos en sistemas de energía solar con baterías. Somos contratistas aprobados por el estado y estamos aquí para ayudarte a conocer tus opciones.</p> <p>✉️ Mándanos un mensaje para más información.</p>
	<p>🔋 Las baterías de almacenamiento te ayudan a mantener las luces encendidas, la comida fresca y el celular cargado, sin importar lo que pase con la red eléctrica. El programa SGIP del estado ahora ofrece apoyo económico para que más familias puedan instalar baterías o sistemas solares con almacenamiento. Como contratistas aprobados por el estado, te explicamos cómo funciona todo. Sin compromiso, solo ayuda.</p> <p>✉️ Escribenos si quieres conocer tus opciones.</p>
X (formerly Twitter)	<p>Keep the lights on during power outages with help from California's SGIP program. If you're in #SanDiegoCounty and meet income qualifications, you may be eligible for savings on battery storage or solar + storage. #solarsavings #energycosts</p> <p>✉️ Message us to learn how to get started.</p>
	<p>A power outage doesn't have to leave you in the dark. Battery storage gives you backup power when the grid goes out. California's SGIP program makes it more affordable than ever. #solarsavings #energycosts</p> <p>⚡ Talk to us about next steps.</p>
	<p>Mantengan las luces encendidas durante apagones con ayuda del programa SGIP de California. Si viven en el Condado de San Diego y califican por ingresos, podrían ahorrar en baterías o solar + batería. 📧 Escríbannos para empezar.</p>
	<p>Un apagón no tiene que dejarlos a oscuras. El almacenamiento con baterías les da energía de respaldo cuando falla la red eléctrica.</p> <p>El programa SGIP de California lo hace más accesible que nunca.</p> <p>#ahorrosolar #costosdeenergía</p> <p>⚡ Hablen con nosotros sobre los siguientes pasos.</p>

Other Resources for Contractors

SGIP program website for SDG&E service territory: <https://sgipsd.org>.

For complete details on the program, including eligibility, equipment requirements and guidelines, please refer to the Program Handbook on the state SGIP site: <https://www.selfgenca.com/home/resources>.

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