



## Storage ITC Action Toolkit

### National Call for Storage ITC Action Campaign Plan

Industry and allies are working now through November 2019 to call for passage of S. 1142 (Gardner, Collins, Heinrich) / H.R. 2096 (Doyle, Buchanan, Blumenauer, Rooney) to make stand-alone energy storage eligible for federal Investment Tax Credits, mirroring the solar ITC, which will substantially increase the jobs, economic, and grid reliability benefits of energy storage.

**On September 10, 2019**, the U.S. Energy Storage Association will lead a concerted social media and media campaign to heighten awareness and spur Congress to action. On that day, we are asking ESA members, trade and environmental allies, and other stakeholders to tweet, post, blog, and conduct other traditional and social media to bring the issue forward. We are asking our allies to contact their U.S. Senators and Representatives to support these bills for passage *this year*. The following materials include sample scripts and posts for each company to customize and use widely.

### **Please use these ITC messages now through November 2019:**

Consistent messages from the industry will help us win passage of an energy storage ITC. Please work with your colleagues to repeat these messages in every public speech, blogs, media interviews, and other public moments.

1. Congress needs to pass a national Investment Tax Credit *now* for energy storage. This is a **common-sense policy** that creates jobs, grows the economy and improves America's energy reliability and resilience.
2. The energy storage industry is fast becoming America's **next economic and jobs engine**. We need Congress to pass a national storage Investment Tax Credit *now* that continues this growth to modernize our infrastructure, grow our economy and create new jobs in communities across the U.S.
3. **States and cities are setting renewable energy targets and storage must be part of these plans.** The Investment Tax Credit is one of the most successful clean energy policies in history. Passing an ITC *now* for energy storage will ensure climate actions succeed across the US.
4. Congress needs to unlock the Investment Tax Credit *now* to **level the playing field** for energy storage technologies. We don't want to pick winners and losers in this clean energy transition.

### **Sample call script and draft emails to U.S. Representatives and Senators**

*On September 10, 2019, make calls and emails to your federal representatives to support the energy storage ITC bills.*

### Call Script:

- Hi, my name is [insert name] and I'm calling from [company] in zip code [xxx] in your district.
- I'm calling the Senator/Representative today to ask for his/her support for [S. 1142/H.R. 2096] to include stand-alone energy storage in the national Investment Tax Credits.
- The energy storage industry is fast becoming America's next economic and jobs engine. [X company] is a perfect example: We deliver energy storage solutions that [xxxx], and we have grown by [x% jobs or revenue] since 2017. We believe a 30% ITC would rapidly expand that to [y%] just in the next year.
- I respectfully ask for your support to pass the Investment Tax Credit *now* to level the playing field for energy storage technologies. We don't want Congress to pick winners and losers in this clean energy transition. And we all win with energy storage!
- Thank you.

### Draft Email:

Dear Senator [name]/Representative [name];

I'm am writing from [x company] in your district to ask for their support for [S. 1142/H.R. 2096] to include energy storage in the national Investment Tax Credits. This is a common-sense policy that creates jobs, grows the economy and improves America's energy reliability and resilience. Our company delivers energy storage solutions that [xxxx], and we have grown by [x% jobs or revenue] since 2017. We believe a 30% ITC for storage would rapidly expand that to [y%] just in the next year.

The energy storage industry is fast becoming America's next economic and jobs engine. We respectfully ask for your support to pass the [S. 1142/H.R. 2096] stand-alone storage Investment Tax Credit now to level the playing field for energy storage technologies. We don't want Congress to pick winners and losers in this clean energy transition.

Thank you for your consideration.

*CEO signature*

### **Sample Tweets:**

*Please use these suggested tweets and LinkedIn or Facebook posts on September 10. It's fine to customize them to your company's interests, but please retain the consistent, central industry messaging. And thanks for retweeting ESA's or other ally posts that day to keep the drumbeat high.*

- Congress needs to pass the #StorageITC now for #EnergyStorage. It's a commonsense policy to create jobs, grow the economy, improve America's energy reliability and resilience. Demand action! @storage\_ESA.

- #EnergyStorage is America's next economic and jobs engine. Congress needs to #StorageITC now to modernize infrastructure, grow the economy, create new jobs in communities across the U.S. @storage\_ESA.
- Level the playing field, Congress! Pass the #StorageITC for #EnergyStorage. Don't pick winners and losers in this clean energy transition—support energy storage!
- The Investment Tax Credit is one of the most successful clean energy policies in history. Help @storage\_ESA pass the #StorageITC now so #EnergyStorage will help climate actions succeed across the US.

### **Sample LinkedIn or Facebook Posts:**

- Energy storage is fast becoming America's next economic and jobs engine. [X company] is a great example: We have grown by [x%] in employees in the U.S. since 2016, and customer demand for our storage solutions is soaring. But it could be even larger. We need Congress to pass a national storage Investment Tax Credit now to modernize America's electric grid, grow our economy, and create new jobs in communities across the U.S. We stand with the U.S. Energy Storage Association calling for action from Congress now to pass the storage ITC.
- Congress needs to pass a national Investment Tax Credit now for energy storage. This is a common-sense policy that creates jobs, grows the economy and improves America's energy reliability and resilience. [X company] is a leader in this industry; we deliver energy storage that [...] We stand with the U.S. Energy Storage Association calling for action from Congress now to level the playing field for energy storage technologies. Don't pick winners and losers in this clean energy transition. And we all win with energy storage.
- States and cities are setting ever-higher renewable energy targets and energy storage helps them reach these goals. [X company] is part of that climate solution, delivering [xxx] that helps states and customers deploy more renewable energy and achieve higher energy efficiency. The Investment Tax Credit is one of the most successful clean energy policies in history. Passing an ITC now for energy storage will ensure climate actions succeed across the US. We stand with the Energy Storage Association calling for action from Congress now.