



Building Electrification Messaging Guide





Introduction

This guide was developed to support and align internal and external partners on customer-facing communications. It includes approved messaging, benefits and positioning statements for building and transportation electrification, solar and battery storage.



THIS GUIDE INCLUDES:

Messaging

- Key message
- Second-level messaging
- What it means for customers

Proof points

PG&E resources and tools



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Messaging

KEY MESSAGE

Going electric can reduce energy use and costs, improve comfort, and create a more sustainable environment for homes, businesses, and communities.

SECOND-LEVEL MESSAGING

Going electric means replacing fossil fuel systems with high-efficiency electric technologies that work together for homes and businesses. These upgrades can be done one at a time or together, depending on needs and budget.

Common upgrades include:

- **Electric heat pumps for heating and cooling**
- **Electric heat pump water heater**
- **Induction stoves for cooking**
- **Electric vehicles (EVs)**
- **Solar panels and battery storage for clean power and backup**

These technologies work together as a smart energy system that maximizes savings, enhances reliability and resilience, and supports nature-positive outcomes.

WHAT IT MEANS FOR CUSTOMERS

FOR HOMEOWNERS AND RENTERS

Switching to electric technologies can help homeowners and renters manage energy use and costs, lower carbon emissions, and improve the comfort of their home.

FOR BUSINESSES

Going electric helps cut operating costs, improve building performance, and meet sustainability goals.

FOR COMMUNITIES

Switching to electric means sustainable, quieter neighborhoods that support climate goals with lower carbon footprints and a more resilient infrastructure.

Proof points

Electric technologies deliver efficiency, savings and comfort.

Heat pump technology works by moving heat instead of generating it—making it a highly efficient way to heat water and heat or cool buildings with lower energy use and reduced costs.

- **Electric heat pumps** are 4 times more efficient at heating your home and can serve as a 2-for-1 replacement for both your heating and AC units. Compared to electric resistance heating systems like furnaces, heat pumps can reduce electricity use from heating by 75%.¹
- **Heat pump water heaters** are 3-4 times more efficient than standard electric or gas models, using about 70% less energy to heat water than standard water heaters.² They deliver reliable, steady hot water for everyday use.
- **Heat pump clothes dryers** can reduce energy usage by an extra 28% compared to standard electric resistance dryers. They dry laundry at low temperatures. They are also easy to install because ventilation is not required.

By switching from gas to highly efficient heat pump technology, PG&E's residential customers can **save up to \$78 a month** for space and water heating.³

Induction stoves heat food faster and offer better temperature control compared to gas and (traditional) electric resistance stoves. They are also easier to clean, safer to touch, and make kitchens more modern and efficient.

Electric Vehicles (EVs) cost less per mile to drive and maintain than gas fueled cars and can reduce greenhouse gas emissions by **70%**. The cost to charge your EV during off-peak hours is about the same as paying **\$2.92 per gallon** at the pump.

Solar panels and battery storage systems generate and store renewable energy, reducing electricity bills by up to **40%** and providing **backup power during outages**. They also help manage peak demand, increasing grid stability and avoiding blackouts.

Across all technologies, customers can enjoy improved comfort with **even heating and cooling, quieter operations** (no noisy fans or compressors), and **greater control** over energy use.

¹Source: <https://www.energy.gov/energysaver/air-source-heat-pumps>

²Source: <https://www.energystar.gov/products/ask-the-experts/what-goes-cost-installing-heat-pump-water-heater>

³Disclaimer: This estimate is based on an analysis using the Fixed Charge Design and Bill Impacts Model prepared for California Public Utilities Commission (CPUC) by Energy Environmental Economics (E3), Inc. in April 2023. It considers customers transitioning from Time-of-Use to Electric Home rate plan. The potential savings will vary depending on the customer's location, energy use, enrollment in PG&E programs, and current rates in effect.

PG&E resources and tools

Whether customers are upgrading a single appliance or designing an all-electric home or business, PG&E is committed to supporting every step of the energy upgrade journey and making the transition equitable and achievable for all.

As more buildings go all-electric, PG&E can plan and invest strategically across both gas and electric systems to ensure reliability and meet clean energy goals. This can reduce infrastructure costs and result in savings that are passed onto customers.

RESOURCES AND TOOLS FOR CUSTOMERS

Complete your energy upgrade quickly and efficiently with **guidance and key resources** available on pge.com/electrification.

Calculate costs and savings and compare clean energy products like modern electric appliances and solar for your home with PG&E's **Clean Energy Calculator** at pge.com/cleanenergycalculator.

Explore EVs and potential savings with the **EV Savings Calculator** at ev.pge.com.

Maximize the cost saving benefits of an all-electric home with available **electric rate plan options** at pge.com/electrification#rates.

Find the **latest energy-efficient appliances and equipment**, all in one place with PG&E's **Energy Action Guide** at guide.pge.com.

Take advantage of **financial incentives and expert guidance** for new construction and renovation projects for both residential and commercial buildings with **PG&E's energy efficiency programs**: Home Intel, the California Energy-Smart Homes Program, and the California Energy Design Assistance Program.

Qualified customers may be eligible to **upgrade to all-electric homes or businesses at little to no cost** through **PG&E programs**: Alternative Energy Program, EmPower My Home, Powerful Neighborhoods, and Electrify My Block.

Save money and manage bills with **financial assistance programs, rebates, and flexible payment options** by visiting pge.com/ways-to-lower-bills.