The climate is changing before our eyes. Meanwhile, buildings are responsible for over a third of annual global emissions. While climate change often feels like an intractable dilemma, many solutions for addressing buildings’ role in climate change are readily available and accessible today. Building electrification—the shift from fossil fuel burning appliances to electric technologies—presents an inexpensive, clean grid—ready solution to significant greenhouse gas emission reductions. Governments and private actors alike are enacting electrification policies and plans to reduce emissions. This is one reason why, within the building sector we have experienced successful shifts from energy legacy to greenhouse gas emission reduction targets.

Although the use of multiple fuels in homes and buildings has a long history of meeting our comfort and technical needs, on fuel-based gas combustion has a limited future. We must electrify buildings to meet climate action goals and avoid catastrophic climate change. We know what we need to do. It’s time to consider what, where, and how.

BETR helps efficiency programs, planners, and implementers, and industry players accelerate the adoption of advanced electric technologies. BETR helps focus on the recommended top priorities for utilities and organizations working to advance building electrification programs and decarbonization policies in the state of California.

<table>
<thead>
<tr>
<th>Energy and Emissions Savings</th>
<th>1-3</th>
<th>4-5</th>
<th>6-8</th>
<th>10-12</th>
<th>30 YR</th>
<th>100 YR</th>
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<tbody>
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<td>Energy and emissions savings from electrification can be very compelling.</td>
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For 38 all-electric product types, covering four key end-uses, across five major building types, BETR tells us:

1. What is the technical status of the product today?
2. Where is it headed on the road to adoption?
3. What can we do to overcome barriers to adoption?

**Key Resources**

The GridOptimal Buildings Initiative is a nationwide collaborative market transformation effort to capture the game-changing electrification technology and water heater market. The GridOptimal Buildings Initiative’s approach is to work with the largest and most influential utilities to transform today’s and tomorrow’s buildings into active grid citizens to manage and accelerate grid decarbonization.

**Five Collective Strategies to Building Electrification**

These five collective strategies focus on the recommended top priorities for utilities and organizations working to advance building electrification programs and decarbonization policies in the state of California.

1. Build Demand
2. Support Supply Chain
3. Foster Production
4. Close the Cool Gap
5. Align Programs and Policies

**3-4 TIMES MORE EFFICIENT**

Heat pumps and heat pump water heaters are often three to four times more efficient than the gas equipment they replace. With today’s advanced grid connectivity and optimized operation, building electrification can deliver dramatic energy and emissions savings.