
Pollution-free Buildings Communications Toolkit: Resources for the Nationwide Transition from Gas to Clean Electricity in Buildings



Updated May 2025

Moving to pollution-free homes and buildings powered by clean energy will deliver enormous climate, health, resiliency and economic benefits to communities across the United States.

Please see below for key communications assets developed by Sunstone Strategies, and additional resources pooled from coalition partners and firms. Please reach out to the Sunstone team (allison@sunstonestrategies.org / annette@sunstonestrategies.org / chloe@sunstonestrategies.org) with any questions and to flag any communications needs as they arise.

Key Communication Assets

General:

- Overall key messages
- INTERNAL ONLY: Heat pump challenges & messaging

Policy Landscape:

- Talking points: Impacts of cutting federal tax credits (May 2025)
- Thermal Energy Networks (TENs)
- KEY FACTS: How FHFA Can Expand Access to Quality, Energy-Efficient Homes.
- Messaging guidance: HVAC and water heater standards
- Talking points: Clean energy for new and major renovations of federal buildings (April 2024)
- Talking points: New efficiency standards for HUD- and USDA-supported housing (April 2024)
- Messaging: DOE guidance on Home Electrification/Efficiency rebates
- Topline talking points: **Updated August 2024** - Berkeley's legacy following settlement
- BDC's Zero Emission Building Ordinances tracker
- Federal policy priority actions

Infrastructure/cost:

- MESSAGING: ENERGY AFFORDABILITY CAN BE UNLOCKED WITH POLICIES TO MODERNIZE HOMES WITH EFFICIENT ELECTRIC EQUIPMENT (June 2025)
- Methane home heating affordability (March 2025)
- Return on Equity: How Utilities are inflating rates and pocketing excessive profit (May 2025)
- The cost of the US gas system
- Messaging guide: NE heating oil crisis

Resiliency:

- Talking points: The Deadly impact of heat waves
- Grid resiliency & Building Electrification - Nationally focused

Health/Safety:

- Health and gas appliances in homes

- [CPSC & gas stoves](#)
- [Countering gas industry claims: particle pollution & gas stoves](#)
- [OSHA proposed heat rule for indoor workers and commercial kitchen heat](#)
- [Gas appliances and outdoor air quality](#)
- [COVID-19, N02 & gas stoves](#)
- [A health professionals' guide: All-electric homes.](#) RMI.
- [Extreme heat and heat pumps](#)
- [History of regulatory scrutiny into gas stoves](#)
- [Carbon monoxide health risks and gas appliances](#)

Transition to Clean Energy:

- [Appliance rebates](#)
- [Geothermal systems talking points](#) (e.g. ground source heat pumps, thermal energy networks, etc.)
- [Talking points on fossil fuel-backed preemption bills](#)
- [U.N. building & construction emissions report](#)
- [Polling message guidance on gas and electrification](#) and [slide deck](#)
- [Heat pumps and ending dependence on Russian Gas](#)
- [Heat pumps for peace](#)
- [ICC bends to the will of the gas industry: 2024 IECC building code loss](#)

Fossil Gas Alternatives:

- [Factory farm gas \("renewable" natural gas\)](#)
- [Hydrogen](#)

State specific messaging/documents:

- [Maryland: Healthy air standards based on polling](#)
- [Colorado Pollution-Free Homes: Data Sheet](#)
- [Pollution-Free Nevada Data Sheet](#)
- [Oregon Clean and safe buildings message guidance and recommendations](#)

Websites:

- [Pollution-free Colorado](#)
- [Shift-Zero \(Washington state\)](#)
- [SwitchIsOn.org](#)
- [BuildElectricWA.org](#)

From the Archives:

- [Texas blackouts](#)
 - Monitoring Notes
 - Note 1: [Extreme Winter Weather and Grid](#)
 - Note 2: [The Texas Mess](#)
 - Note 3: [Efficient Electrification Extravaganza](#)
 - [February 2021 Texas Blackouts Social Pack](#)
 - [Texas Blackouts 5 Questions \(Hill Version\)](#)
 - [Gas Utility Bills \(August 2021 media pitch\)](#)
 - [Roundup of PUCs Considering Gas Bill Hikes](#)
 - [Climate Impacts and Grid Reliability](#) (Nexus website backgrounder)
- [California and resiliency \(power outages\)](#)

Resources/Reference:

- www.cleanair.health: A compilation of peer-reviewed research on the risks of gas stove pollution and guidance on how to make the best decisions for your health. Managed by Climate Nexus.
- [Gas Appliances and Smog: California's Hidden Air Pollution Problem](#). SPUR/Sierra Club/RMI.
- [Cutting Through the Smog: How Air Quality Standards Help Solve the Hidden Health Toll of Air Pollution from Maryland's Homes and Businesses](#). GHHI/CCAN/CASA/RMI.

- [Blog recap of Stanford study on leaky gas stoves, media coverage, and study: "Methane and NOx Emissions from Natural Gas Stoves, Cooktops, and Ovens in Residential Homes." *Environmental Science & Technology*. Jan. 27, 2022.](#)
- [Reclaiming Hydrogen for a Renewable Future: Distinguishing Fossil Fuel Industry Spin from Zero-Emission Solutions.](#) Earthjustice.
- [Rhetoric vs. Reality: The Myth of "Renewable Natural Gas" for Building Decarbonization.](#) Earthjustice.
- [Gas Stoves: Health and Air Quality Impacts and Solutions.](#) RMI.
- [A health professionals' guide: All-electric homes.](#) RMI.
- [The New Economics of Electrifying Buildings.](#) RMI.
- [No Place Like Home: Fighting Climate Change \(and Saving Money\) by Electrifying America's Households.](#) Rewiring America.
- [Report: Are Heat Pumps the Most Overlooked Climate Solution?](#) Carbon Switch.
- [Decarbonizing homes: Improving health in low-income communities through beneficial electrification.](#) RMI.
- [Methane gas prices talking points.](#) Climate Nexus.
- Study: [24-hour Nitrogen dioxide concentration is associated with cooking behaviors and an increase in rescue medication use in children with asthma.](#) *Environ Res.* 2017 Nov;159:118-123. doi: 10.1016/j.envres.2017.07.052. Epub 2017 Aug 7.
- [List of national and international studies on indoor air quality and cooking.](#)
- [State-Level Building Electrification Factsheets.](#) RMI.

Media Resources:

- Videos/social collateral

- * Top Chef Masters and Iron Chef alum Chris Cosentino (videos [here](#), [here](#) and [here](#)), leveraging a partnership with induction manufacturer Waring Commercial
- * Chef Jon Kung highlighted Wok cooking on induction (video promoted on [Insta](#), [TikTok](#), [Twitter](#), [YouTube](#))
- * [Joy of Spanish Cooking](#) – Food blogger, Ivette – [Watch it here](#)
- * [Monster Kitchen](#) – Chef Carlos Torres – [Watch it here](#) (Spanish language) – generated [coverage in El Diario](#).
- * [MOF mom Sasha](#) cooks scallops on a bed of greens with induction
- * [MOF mom Megan](#) shares a vegetarian dish she cooked in 1/3 the time with induction
- * [MOF mom Adelita](#) shares her pozole on induction
- * [Chef Esteban Castillo](#), aka Chicano Eats, cooks tacos with induction
- * Coming soon: Top Chef contestant [Carla Hall](#) shows off kitchen reno, complete with induction cooktop

Polling

- INTERNAL ONLY - Future of Gas
 - * Message Guide: [Messaging the Future of Gas: A guide for strategic communication related to Future of Gas proceedings, for-profit utility accountability, and affordable, efficient building electrification](#)
 - * PHASE 1: Message testing: Future of Gas - DFP (June 2024)
 - [Presentation](#)
 - [Summary of Key Findings](#)
 - [Addendum on regional variations](#)
 - * PHASE 2: Message testing: Future of Gas - Embold (October 2024)

- [Presentation](#)
- [Toplines](#)
- Message testing: Appliance standards – Sunstone Strategies (August 2023)
 - * [Messaging guide](#)
 - * [Polling results](#)
- [Climate Nexus public-facing polling:](#)
 - [National Toplines | Press Release](#)
 - [Arizona Toplines](#)
 - [West Virginia Toplines](#)
 - [Colorado Toplines](#)
 - [Texas Toplines](#)
 - [Georgia Toplines](#)
 - [Pennsylvania Toplines](#)

Climate Nexus INTERNAL ONLY polling:

- * [National gas polling March 2024 \(internal\)](#)
- * [National gas polling March 2023 \(internal\)](#)
- * [National gas polling follow-up February 2023 \(internal\)](#)
- * [National gas polling December 2022 \(internal\)](#)
- * [National gas polling 2020 \(Dec. 2020\) \(internal\)](#)
- * [Gas v. clean national poll](#)
- * [Gas tracking poll](#)

Additional (Internal Only) Resources

- [Reactive-only response on questions regarding climate impacts of refrigerants in heat pumps.](#)
- [FEPS-branded internal document for coalition member use on outreach to manufacturers and contractors.](#)

Other Comms Materials:

- [Methane gas prices social pack](#)

Other Resources:

Building Performance Standards: [FACT SHEET: Biden-Harris Administration Launches Coalition of States and Local Governments to Strengthen Building Performance Standards](#)

Inflation Reduction Act - White House fact sheets:

- FACT SHEET: [How the Inflation Reduction Act Lowers Energy Costs, Creates Jobs, and Tackles Climate Change Across America](#)
- FACT SHEET: [The Inflation Reduction Act Supports Workers and Families](#)
- [FACT SHEET: The Inflation Reduction Act Supports Workers and Families](#)
- FACT SHEET: [How the Inflation Reduction Act Helps Asian American, Native Hawaiian, and Pacific Islander Communities](#)
- FACT SHEET: [How the Inflation Reduction Act Helps Tribal Communities](#)
- FACT SHEET: [Inflation Reduction Act Advances Environmental Justice](#)
- FACT SHEET: [How the Inflation Reduction Act Helps Black Communities](#)
- FACT SHEET: [How the Inflation Reduction Act Helps Latino Communities](#)
- BY THE NUMBERS: [The Inflation Reduction Act](#)
- DOE [Projects Monumental Emissions Reduction](#) From Inflation Reduction Act
- DOE [Inflation Reduction Act of 2022 - What it Means for You](#)