

Have you heard the catchphrase “ELECTRIFICATION”?

You may not have heard about it outside of transportation, yet Electrification is a rising megatrend in the United States. It means using the plentiful electricity we have on hand to power systems that traditionally run on fossil fuels. Our electrical grid grew rapidly in efficiency and decreasing dependence on the dirtiest fuels, so this made sense.

This idea isn't new either, sixty years ago, *all-electric homes* were promoted to grow a new electrical infrastructure. Today, the concept works to stabilize the existing electrical infrastructure and take advantage of more efficient electrical technology.

Your co-op is providing cleaner and cleaner electricity. Resources like hydroelectric dams in Arkansas, nuclear plants in Virginia, and wind farms in Kansas are adding significant capacity to our grid. In 2023 renewable sources outpaced coal in electricity production and that trend is not slowing down. **As a member of an electric cooperative, you are an owner of the company that supplies your power, and cooperatives operate for the benefit of their members.**

Heating and cooling your home with a geothermal heat pump delivers between 400% and 600% efficiency. (Most of that energy comes from the ground) As a bonus, most of these “geo” systems also deliver “free hot water” for storage in your water heater. By contrast, gas furnaces and water heaters operate between 78% & 96% efficiency.

We invite you to visit these websites to learn more about the electrification megatrend:

- [Electric.coop](https://electric.coop) (NRECA, America's Electric Cooperatives)
- [GeoExchange.org](https://geoexchange.org) (The Geothermal Exchange Organization, non-profit Geothermal Heat Pump Industry trade association)
- [IRS.gov](https://irs.gov) (search: Credits and deductions under the Inflation Reduction Act of 2022)
- US DoE Study on Geothermal Heat Pumps: <https://www.energy.gov/eere/articles/us-department-energy-analysis-highlights-geothermal-heat-pumps-pathway-decarbonized>



Geothermal Exchange Organization
(888) 255-4436
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