



2026 Q2 HIGHLIGHTS

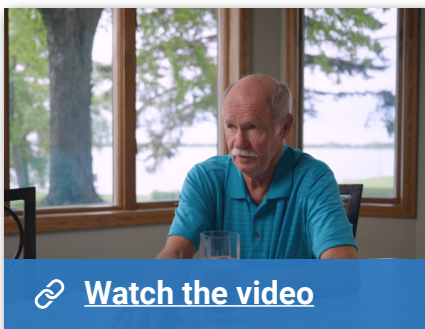


In Q2, Minnesota's Efficient Technology Accelerator (ETA) made progress across all five initiatives, with work focused on reaching more people, strengthening industry connections, and making energy-efficient technologies easier to adopt. This quarter's stories highlight new marketing resources and campaigns, increased engagement with the building industry, growing product availability, and the launch of a new contractor incentive program. Together, these efforts are helping move emerging technologies and practices into the market.



Expanded Marketing Assets Library + Cooling Season Campaign

The Minnesota Air Source Heat Pump Collaborative continued to expand its marketing resources this quarter to help partners reach more homeowners across the state regardless of their heating fuel type. The ASHP Media Library now includes new photo and video assets highlighting dual-fuel heat pump systems in Greater Minnesota, giving partners access to regionally relevant content for their outreach efforts.



To kick off cooling season, the Collaborative also equipped utilities, local governments, and community organizations with ready-to-use campaign materials to promote the cooling benefits of heat pumps as temperatures began to rise. Concurrently, the 2026 Cooperative Marketing Match Program launched for Preferred Contractor Network members, providing matching funds and marketing support to help contractors expand local outreach and connect more homeowners with heat pump solutions. Combined, these efforts are driving homeowners awareness and education from a variety of trusted messengers.



Contractor HPWs Installation Incentive Program Launched

The Wise Window Hub launched its new High-Performance Window (HPW) Installation Incentive Program, **providing participating contractors with up to \$20,400 in reimbursement funding to help accelerate adoption of ENERGY STAR® triple-pane windows.** The program is designed to increase contractor confidence in recommending HPWs while making it easier for homeowners to choose high-performance windows by reducing cost barriers and improving access to trusted information

Contractors receive training, sales resources, and homeowner education materials that communicate the comfort, energy savings, and performance benefits of HPWs. Market research underscores the opportunity: 66% of homeowners said they would be more likely to choose triple-pane windows if paired with a \$100 incentive. Contractors can use reimbursement to pass savings directly to customers or invest the funds in ways that best support their business, while homeowners remain eligible for applicable utility rebates. Together, these efforts help grow contractor participation, increase homeowner awareness, and accelerate the Midwest market for high-performance windows.



Building Market Momentum for LLLCs

Increasing adoption of LLLCs goes behind raising awareness. It also requires confidence and practical experience. To help move the market forward, the LLLC team is combining hands-on training with virtual education opportunities.

This spring, we partnered with Minnesota Power, Xcel Energy, and Great River Energy to recruit for the Lighting Control Workshops in Minneapolis and Duluth. Utility staff, contractors, distributors and others learned about the most important trends with today's lighting controls and gained hands-on experience with LLLC demonstration boards. The training reinforces best practices for implementing and layering lighting control strategies.

We also launched our first LLLC webinar in June, focused on selling the value of LLLCs. Xcel Energy highlighted available rebates and the application process. The series continued in August with 10 Myths That Need to Go, where experts addressed common misconceptions about LLLCs. To receive updates on training events and webinars, [sign up for updates](#).

Together, these efforts demonstrate growing market engagement and help reduce barriers to LLLC adoption by connecting stakeholders with the knowledge, tools, and incentives needed to successfully implement projects.



Product availability is on the rise

Lack of product available was a key barrier the RTU team has worked closely with the market to overcome. The number of dual fuel heat pump RTU products has skyrocketed in the past year, increasing five-fold from 63 units in 2024 to 306 units in 2025. Dual fuel heat pump RTUs use an air source heat pump as the primary heating source and a gas furnace for backup heat during very cold weather. This expansion spans seven manufacturers, up from just four manufactures in 2024, and represents a dramatic increase from a baseline of 52 identified in 2023.

Product availability is a critical indicator of market transformation. A broader range of offerings gives building owners and contractors more options to meet differing building, climate, and budget goals, while also signaling growing manufacturer confidence in dual fuel heat pump technology.

Next Gen RTUs contributed to a shift in mindset around dual fuel heat pump RTUs. Through ongoing quarterly discussions with manufacturer OEMs and national laboratories, the initiative shared insights on utility rebate opportunities, incentive programs supporting dual fuel heat pump adoption, and growing demand from building owners.



Building Industry Engagement at ASHRAE Spring Education Seminar

BuildUp MN staff presented at the Minnesota ASHRAE Chapter's Spring Education Seminar, reaching approximately 30 mechanical engineers. This audience is especially important as mechanical engineers are often responsible for designing HVAC systems that are compliant with energy code requirements and play an important role in achieving building energy performance goals. The session focused on commercial energy guide requirements for HVAC systems, highlighting commonly missed or poorly documented provisions, examples from real Minnesota projects, and key verification, testing and commissioning requirements. An emphasis was placed on commissioning, which represents a significant opportunity for energy savings, but only when it is considered early in design and properly specified by HVAC designers.

Presenting at industry events like the ASHRAE seminar helps BuildUp MN expand awareness and adoption of our tools and resources for key decision makers. When equipped with best practices, building industry professionals can improve energy code compliance, mitigate risk to construction projects, and advance energy efficiency in Minnesota's building sector.

