

Moving Minnesota Forward

In 2025, Minnesota's Efficient Technology Accelerator (ETA)* achieved a major program milestone — for the first time since launching, ETA is reporting statewide energy savings, cost-effectiveness, and emissions reductions from its efforts. ETA accelerates the deployment of emerging and innovative energy efficient technologies by working with market actors at every step of the supply chain. In addition to reporting its first quantified impacts, ETA has played a critical role in supporting Energy Conservation and Optimization (ECO) rebate programs.

ETA initiatives in the Market Deployment phase during 2025



**Residential Air
Source Heat
Pumps (ASHPs)**



**High-
Performance
Windows**



**Luminaire-Level
Lighting Controls
(LLLC)**



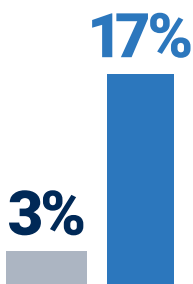
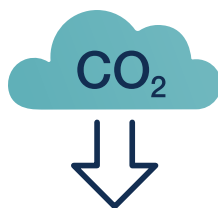
**Next Gen
Rooftop
Units (RTU)**



**Codes and
Standards
Advancement**

ETA's 2025 statewide impact

Installed measures from the ETA program are projected to deliver **lifetime emissions reductions exceeding 85,000 tons of CO₂**, roughly equivalent to avoiding 9.6 million gallons of gasoline burned.



While traditional AC sales declined from 2021–2025, the ducted ASHP market grew from **3% in 2021 to 17% in 2025**, as a result of rebates and other market transformation strategies.

ETA works with the market, not against it

ETA's efficacy stems from the strategic and supportive relationships the program continues to build with supply chain actors. Recently, a representative of Auer Steel, an HVAC distributor that collaborates with the ASHP initiative, commented on the impact of this relationship.

"The heat pump resources ETA continues to develop for both contractors and homeowners strengthen our shared goal of giving the industry the tools and knowledge needed for long-term customer satisfaction and ongoing sales growth."

– Laura Tofte, Director of Marketing and Communications, Auer Steel

Market signals from ETA's mature product initiatives



Increasing product availability



Improved contractor adoption



Declining barriers to sales and installation

ETA's positive impacts on utility rebate programs

- Boosted knowledge sharing and aligned incentives across utilities.
- Provided data-driven input and analysis to the TRM advisory committee.
- Promoted utility programs to the market and customers.
- Gave ad hoc support to utilities across the state to improve the efficacy of ECO programs.
- Worked with contractors, distributors, and manufacturers to strengthen the market upstream of selected technologies.



ETA is preparing the workforce for the future

The Next Gen RTU and LLLC initiatives partnered with the Dunwoody College of Technology to conduct a half-day training for 183 construction management students interested in learning about new energy efficient technologies currently entering the market. The training focused on how these technologies can be scoped out early in the design phase of new construction and large-scale remodeling projects. This work is matched by robust training curriculum and events carried out across all ETA initiatives in Market Deployment.

ETA's proposed goal was to achieve program cost-effectiveness within eight years of launching — **these results indicate that ETA will achieve this even faster than anticipated.** With measurable impacts now underway and strong market momentum established, ETA will be a critical resource supporting Minnesota's energy efficiency, affordability, resilience, and climate goals in the years ahead.