



## Request for Proposals: ADU Accelerator Demonstration

Date of Issue: July 2<sup>nd</sup>, 2025

Proposals Due: August 12th, 2025 at 11:59 PM

Total Funding Available: \$500,000

All proposals must be submitted to:  
[buildings@masscec.com](mailto:buildings@masscec.com)

## I. SUMMARY

Through this Request for Proposals (RFP), the Massachusetts Clean Energy Technology Center (MassCEC) is seeking a qualified Technical Assistance Consultant (“TA Provider”) to manage the Accessory Dwelling Unit (ADU) Accelerator. The ADU Accelerator is a new initiative which will:

- Generate leads of Massachusetts property owners in the Pioneer Valley interested in building an all-electric, prefabricated ADU,
- Provide financial and site feasibility screening to a pool of property owners considering an ADU on their property,
- Provide technical assistance services to property owners who are good candidates for ADUs, and
- Collect data that may inform future state programs to support the uptake of ADUs as a part of the solution to the housing shortage.

For the purposes of the RFP, ADUs are defined as pre-designed homes under 900 square feet made of panelized or modular components which can achieve the Mass Save all electric \$15,000 or \$25,000 new home construction incentive. The goal of the technical assistance is to reduce the time it takes to construct an ADU, increase the number of property owners who are successful in developing an ADU, and demonstrate that cost-effective ADUs can be developed without the installation of fossil fuel systems.

The TA Provider selected through this RFP will provide services outlined in Section VI: Scope of Work that can broadly be divided into three phases.

- Phase A: ADU Accelerator Development Phase
  - The TA Provider selected through this RFP will design the ADU Accelerator using the broad parameters outlined in this RFP and through consultation with MassCEC staff.
- Phase B: ADU Accelerator Implementation Phase
  - The TA Provider selected through this RFP will undertake implementation of the ADU Accelerator to provide technical assistance to property owners in Pioneer Valley, Massachusetts interested in developing ADUs on their properties. This will include publishing a web-based “ADU Resource Center”.
- Phase C: Final report and recommendations
  - The TA provider selected through this RFP will produce a final report which includes lessons learned through the ADU Accelerator and recommendations for future state initiatives and policies.

The ADU Accelerator will explore the value of state-facilitated technical assistance in increasing all-electric ADU development and identifying the services that are most helpful to property owners seeking to build a fossil fuel free ADU. This will involve the creation of public facing

resources and case studies, establishment of best practices, and identification of barriers for building ADUs in municipalities in Massachusetts.

MassCEC requests proposals from qualified parties with proven knowledge of and experience in:

- Development of ADUs,
- ADU planning, regulations, and design requirements,
- The provision of technical assistance, including site and financial feasibility, to property owners,
- Development of resources related to options for financing ADUs, including lenders, appropriate financial products, and incentives,
- Collecting demographic and survey data,
- Program design and implementation, and
- Communicating best practices, lessons learned, and case studies to inform future policy and programming.

MassCEC intends to select one Applicant with whom to contract to serve as the TA Provider to undertake the scope of work outlined in this RFP.

**Complete proposals are due by August 12<sup>th</sup>, 2025 at 11:59 PM** and must be submitted electronically to MassCEC. Additional instructions can be found in Section VII: How to Apply.

## II. ABOUT MASSCEC

The Massachusetts Clean Energy Technology Center (MassCEC) is a quasi-state economic development agency dedicated to accelerating the growth of the clean energy sector across the Commonwealth to spur job creation, deliver statewide environmental benefits and to secure long-term economic growth for the people of Massachusetts. MassCEC works to increase the adoption of clean energy while driving down costs and delivering financial, environmental, and economic development benefits to energy users and utility customers across the state.

MassCEC's mission is to accelerate the clean energy and climate solution innovation that is critical to meeting the Commonwealth's climate goals, advancing Massachusetts' position as an international climate leader while growing the state's clean energy economy. MassCEC is committed to creating a diverse, equitable, and inclusive organization where everyone is welcomed, supported, respected, and valued. We are committed to incorporating principles of diversity, equity, inclusion, and environmental justice in all aspects of our work in order to promote the equitable distribution of the health and economic benefits of clean energy and support a diverse and inclusive clean energy industry. MassCEC strives to lead and innovate in equitable clean energy and climate solutions.

### III. ADU ACCELERATOR GOALS AND DESCRIPTION

Section 8 of Chapter 150 of the Affordable Homes Act of 2024 amends the Zoning Act (M.G.L. Chapter 40A) to allow Protected Use ADUs by right in single-family zoning districts for all cities and towns in Massachusetts, except for the City of Boston. The [ADU law](#) and [ADU regulations](#) establish that Protected Use ADUs must be no larger than half the gross floor area of the principal dwelling, or 900 square feet, whichever is smaller, unless a city or town wishes to establish rules that are more permissible than those allowed by the law and regulations.

This new law presents an opportunity for ADUs to be a part of the multi-pronged approach to increasing housing production and enabling the gradual addition of new homes in single-family zoning districts. For property owners, ADUs can be a starter home for young families, a way to receive rental income, provide housing for family members or caretakers, and/or age in place.

**The focus of the ADU Accelerator will be on property owners interested in building an all-electric, prefabricated, detached ADU** rather than retrofitting existing space to add an additional unit. Prefabricated ADUs can be either panelized or modular and are a part of an emerging climatetech industry in Massachusetts. These all-electric, high performance housing options can meet Energy Star or Passive House standards, be solar ready, and qualify for Mass Save all-electric home incentives. The ADU Accelerator is intended to establish a pool of property owners living in Massachusetts that will receive technical assistance to develop ADUs on their properties, provide needed technical assistance to accelerate the planning and building process for ADUs, and collect data in the process to inform future policies and programs.

MassCEC has up to \$500,000 available fund a TA Provider to:

- Screen property owners in the Pioneer Valley interested in building all-electric, detached, prefabricated ADUs for site and financial feasibility,
- Aid property owners living in the Pioneer Valley with technical assistance on prefabricated ADU design options for their property and permitting, and
- Provide other necessary technical assistance to support building an all-electric, prefabricated ADU on their properties in an efficient, cost-effective manner.

New resources to support the screening process should include, but is not necessarily limited to:

- A webpage with information on estimated cost ranges of various pre-designed, prefabricated, detached, all-electric ADUs available in the Northeast that will meet Massachusetts building codes and the process for developing them on private property, including potential financing sources,
- Tools or directions for determining whether a property could accommodate an ADU, and

- An interest form which collects demographic information, financial information, and information on interested property owners that navigate the self-screening process and their motivations for building an ADU.

The initial screening process should result in a smaller pool of property owners that may receive more in-depth financial and site screening to determine if they are a good candidate to receive technical assistance through the ADU Accelerator. The TA Provider may potentially charge property owners a modest fee for the feasibility study as one of the ways to determine a higher level of interest and commitment from the property owner.

Technical assistance services may include, but are not necessarily limited to:

- Helping property owners understand all-electric prefabricated ADU options available in the Northeast that might meet their needs and the estimated cost range to build those options,
- Understanding the types of site preparation services or general contractor services needed to complete an ADU and potential range of site prep costs based on site specific conditions (such as electric service, grading, water/sewer etc),
- Connecting property owners with potential resources for financing the ADU, and
- Assisting property owners and/or ADU manufacturer and their local builder representative with navigating local community requirements.

Except for the modest fee towards a feasibility study, technical assistance is intended to be provided at no cost to property owners for a limited number of hours, not to exceed 50 hours per property owner. Property owners are responsible for securing funding for development costs. There is no income qualification for property owners participating in the ADU Accelerator.

MassCEC seeks to launch the ADU Accelerator to the public by January 2026. The TA Provider will be expected to contribute significantly to the design of the ADU Accelerator prior to public roll-out during the “Development Phase”, as well as managing and implementing the ADU Accelerator during the “Implementation Phase” (discussed in Section VII: Scope of Work).

The TA Provider will collaborate with MassCEC to provide content for inclusion in an “ADU Resource Center”, which will be a web-based resource page containing ADU resources for property owners such as available pre-designed prefabricated designs with estimated cost ranges, visual examples, common sources of financing, as well as feasibility assessment and technical assistance application forms.

Materials developed by the TA Provider will be critical to the success of the “ADU Resource Center” webpage, the ADU Accelerator, and future policies and initiatives. These materials may include guides to development of ADUs, common financial resources and relevant contact information, design options and costs, pictures, floor plans and photos of case studies of successful projects, screening criteria so a property owner knows if their property is a good

candidate, glossary of common terms, video resources, property owner technical assistance application forms and the financial information.

#### IV. ELIGIBILITY

For the sake of this RFP, the term “Applicant” may refer to either a single entity or several entities applying together to be the TA Provider. Teams with multiple entities should have one entity that takes responsibility for organizing the team and proposal (“Lead Applicant”). MassCEC will contract with the Lead Applicant. Applicants may be companies or non-profits with multiple employees. Applicants can partner with other organizations (“Project Partners”) to provide complementary expertise that a single entity may not possess. A company that manufactures offsite panels or modules is not eligible to be an Applicant.

The Applicant must meet the following minimum qualifications to be considered:

1. Be a private company, consultant, or non-profit, preferably with a Massachusetts presence.
2. Have the capacity and willingness to begin work on the ADU Accelerator, including the “ADU Resource Center” by October 2025.
3. Have capacity for local staff in the Pioneer Valley during ADU Accelerator grant period.

#### V. ESTIMATED TIMELINE

This timeline is subject to change at MassCEC’s discretion.

Release of RFP	July 2 <sup>nd</sup> , 2025
Questions due to MassCEC via email to <a href="mailto:buildings@masscec.com">buildings@masscec.com</a> (“ADU Accelerator” must appear in the email subject line.)	July 21 <sup>st</sup> , 2025, 11:59PM
Questions with Answers Posted to MassCEC Website	July 29 <sup>th</sup> , 2025
Proposals Due	August 12 <sup>th</sup> , 2025, 11:59PM
Interviews of Top Applicants, if required	Late August
Notification of Award	September
Contracting	September - October 2025

## VI. SCOPE OF WORK

The Scope of Work broadly includes three phases (a development, or “ramp-up” phase, an implementation phase, and a reporting phase) during which the TA Provider selected through this RFP will create the ADU Accelerator design using the broad parameters outlined in this RFP and through consultation with MassCEC staff and then will undertake implementation of the ADU Accelerator to provide technical assistance to property owners in Pioneer Valley, Massachusetts interested in developing ADUs on their properties. The selected TA Provider will play an active and primary role in the development and implementation of the ADU Accelerator. Applicants’ proposals must include a detailed proposed plan and approach that responds to the Scope of Work. Applicants will need to demonstrate their ability to deliver the Scope of Work outlined herein in their submitted application materials and must include a proposed schedule broken out by phases. Refer to Section VII: How to Apply.

### Phase A: ADU Accelerator Development Phase

1. Upon receipt of MassCEC’s Notice of Intent to Award letter, assign experienced staff to complete the contract execution process.
2. Upon award of contract, participate in a virtual kick-off meeting with MassCEC staff to discuss overall ADU Accelerator goals, schedule, and next steps.
3. Develop the eligibility criteria for property owner participation in the ADU Accelerator, as well as a proposed process for prioritizing eligible property owners for technical assistance services. These must be submitted to MassCEC for review and approval.
4. Develop materials and tools to be used during property owner pre-application, application, and eligibility screening processes (e.g., application form, eligibility screening tools or forms). Drafts must be submitted to MassCEC for review and approval.
5. Engage with potential ADU manufacturers to identify eligible ADUs, establish relationships, and collect relevant information for potential ADU owners such as cost, design parameters, and technical requirements.
6. Collaborate with MassCEC and Pioneer Valley municipalities on marketing and public information materials.
7. Participate in meetings with MassCEC staff to coordinate information for inclusion on the web based “ADU Resource Center” and develop the web page.

### Phase B: ADU Accelerator Implementation Phase

1. Implement and administer ADU Accelerator to offer technical assistance to qualifying and prioritized property owners living in the Pioneer Valley region of Massachusetts in development of ADUs on their properties. Total technical assistance supported by this

grant should not exceed 50 hours per property owner. This should result in at least 20 fully built, installed, and habitable prefabricated modular or panelized all-electric ADUs. This may require starting the technical assistance process with more than 20 property owners. Technical assistance should include, but is not necessarily limited to, the following activities:

- a. Coordinate with municipal officials and staff in Pioneer Valley communities
  - b. Market the ADU Accelerator
  - c. Conduct application, screening, and prioritization processes, utilizing property owner eligibility criteria based on criteria approved for ADU Accelerator.
  - d. Provide a menu of possible technical assistance, including various levels of assistance:
    - i. Early feasibility analysis for households to assist in individual evaluations of possible ADU projects
    - ii. Financial guidance on common resources available to property owners that are interested in funding an ADU
    - iii. Guidance on appropriate pre-designed prefabricated ADU modular and panelized companies and options, typical cost ranges for those models and other information to inform property owners in choosing a model to pursue
    - iv. Information about typical site preparation needs
    - v. Planning and building permits
    - vi. Selection of Contractors
    - vii. Construction administration services
2. Guide property owners through the entire process, resulting in a fully built, installed, and habitable prefabricated panelized or modular all-electric ADU on their property. (A goal of the ADU Accelerator is to guide at least 20 property owners through this process, and Applicants must outline their approach to meeting this, or an alternative proposed goal, in Attachment B. See Section VII: How to Apply for more information.)
  3. Coordinate and collaborate with MassCEC to provide information for inclusion on the web-based “ADU Resource Center”. Pictures and documentation of successful ADUs built through the ADU Accelerator, including cost to build, should be included on the “ADU Resource Center” webpage.

#### Phase C: Final Report and Recommendations Phase

1. Based on ADU Accelerator experience, suggest what screening mechanisms were most helpful in filtering for successful ADU development.
2. If possible, characterize the motivations, demographics, income, location, and other useful information about property owners who successfully develop ADUs through the ADU Accelerator.
3. Assess participants’ experiences through qualitative and quantitative review of the technical assistance and ADU Resource Center information effectiveness. For example, conduct a survey or interviews with property owners who received technical assistance.



4. This evaluation will culminate in a final report submitted to MassCEC that will identify the most impactful technical assistance services for delivering more ADU units statewide and recommend state actions that could further accelerate ADU development, based on lessons learned from the ADU Accelerator.

## VII. HOW TO APPLY

MassCEC must receive responses to this RFP no later than August 12<sup>th</sup>, 2025 at 11:59 pm ET. Only complete, timely proposals will be considered. MassCEC, at its sole discretion, may determine whether an application is complete. The submission must be in electronic form, submitted via email to [buildings@masscec.com](mailto:buildings@masscec.com). Proposals should be in a single PDF document. “ADU Accelerator” must appear in the email subject line.

Please include in your proposal:

- **Attachment A:** Authorized Applicant’s Signature and Acceptance Form.
- **Attachment B:** Application Form.
  - Proposed plan and approach to tasks described in Section VI (Scope of Work) broken out by phase.
    - A goal of the ADU Accelerator is to guide at least 20 property owners through the entire process, resulting in a fully built, installed, and habitable prefabricated panelized or modular all electric ADU on their property and document the cost to develop these examples. Attachment B must include a response by Applicants as to whether they can meet this goal and their approach to doing so. If this goal seems unachievable, another alternative goal and plan for meeting it can be proposed.
- **Attachment C:** Proposed Budget by Phase and Schedule.
  - Include a Budget and Schedule for Phase A-C. Schedule outputs such as Gantt charts are acceptable in forms other than the Schedule template.
  - While the contract will be structured as regular base grant payments with some milestone payments based on certain deliverables, an approximate range of staffing or contracting costs should be included.
  - MassCEC generally requests a milestone payment structure for grants of this size.
    - For example, Phase A might be structured with monthly payments and deliverables with a maximum not-to-exceed for Phase A. Phase B might be structured as payment per ADU delivered through ADU Accelerator. Phase C might be structured as a fixed payment for the final report. MassCEC is open to a variety of structures for payment, however. If you

suggest a different payment structure for any of the phases, please include a narrative explaining why in the budget narrative and/or Attachment C.

- In Attachment C and in the application, provide a proposed fee per property owner (if applicable) to go towards the feasibility study.
- The total budget for this grant may not exceed \$500,000 plus revenue from feasibility studies.
- Resumes of key participating individuals, including from project partners.
- Up to three (3) relevant work samples or links to work samples.
- Up to three (3) relevant references.

Please review and be prepared to sign Attachment D (Sample Agreement). Any requested change to Attachment D (Sample Agreement) should be noted in Attachment B (Application Form). Please do not send letters of support.

## VIII. SELECTION CRITERIA

Applicant Proposals will be evaluated on the following criteria:

### **Experience and Qualifications: (30%)**

- Demonstrated understanding of Massachusetts ADU laws and regulations
- Experience providing technical assistance and financial assistance to property owners on ADU development
- Quality of applicant communication and outreach experience related to housing or ADU development (*In addition to addressing this in the narrative related to experience, applicants may submit or link 3 examples of work products.*)
- Experience conducting financial feasibility analysis and knowledge of lending products for residential development projects and ADU-type projects
- Experience working successfully with planning and building departments in ADU development matters
- Experience with all-electric and/or panelized ADU manufacturers in Massachusetts and contractors who conduct site preparation and assembly
- Massachusetts staffing preferred with Pioneer Valley presence ideal
- Demonstrated success in housing program design and operation or launching similar ADU initiatives in the Northeast is ideal

### **Quality of ADU Accelerator Plan, Staffing, and Responsiveness to Scope of Work (30%)**

- ADU Accelerator plan demonstrates a clear understanding of the Scope of Work and addresses all required components
- ADU Accelerator plan identifies goals and objectives by contract phase
- Application is thorough and comprehensive in scope
- Applicant has submitted all required information in a clear, understandable manner

- Applicant describes reasonable strategies to screen for good candidates, minimize technical assistance needs for screened candidates, and maximize the number of ADUs developed through their approach
- Personnel demonstrate qualifications and capacity to undertake the ADU Accelerator
- References provided have knowledge about, and direct experience with, the Applicant
- Quality and relevance of references

#### **Soundness of Budget and Schedule (25%)**

- The budget seems reasonable and feasible
- Proposed fee for property owner towards feasibility study is reasonable and other proposed screening methods seem likely to be successful
- The budget does not assume more than 50 hours of complementary technical assistance per property owner and includes a projection of the technical assistance cost per property owner enrolled in the ADU Accelerator and estimate of number of built ADUs that can be provided with this budget
- The provided schedule seems reasonable and feasible, and tasks and deliverables by phase are identified
- The provided budget proposes a reasonable cost for screening tools, ADU Resource Center website, and narrowing candidates down to properties with high probability of success
- Budget tasks and schedule support achieving built ADUs in Pioneer Valley which are the ultimate metric to judge the success of the ADU Accelerator

#### **Overall Quality and Innovativeness of Proposal (15%)**

- Applicant plan and narrative demonstrates an understanding of the concepts and motivators underlying the ADU Accelerator
- Applicant identifies opportunities to leverage knowledge they or partners have to improve outcomes of the ADU Accelerator
- Applicant has relationships with other ADU developers and initiatives and proposes to leverage lessons learned and strategies employed
- Applicant proposes innovative ideas and strategies to lead to higher numbers of ADUs being developed
- Applicant proposed work (including online ADU Resource Center) will be relevant to property owners interested in building an ADU beyond the grant period

## **IX. BUDGET**

MassCEC anticipates contracting with the TA Vendor for the tasks described in Section VI (Scope of Work) for no more than \$500,000. The contract period should not exceed three (3) years. The proposed budget in the application should reflect the proposed approach described in Attachment B (Application) and Attachment C (Proposed Budget Categories and Milestones and Payments).

MassCEC prefers that the TA Vendor will be paid by the completion of the tasks described in Section VI (and any others mutually agreed upon) on a milestone basis, not to exceed an agreed upon maximum. Invoices for the TA Vendor will be paid no more frequently than on a monthly basis and no less frequently than quarterly. MassCEC reserves the right to award less than the budget amount, more than the budget amount, or to make no awards at all.

#### X. CONTACT INFORMATION FOR QUESTIONS

Questions can be submitted to [buildings@masscec.com](mailto:buildings@masscec.com) by July 21<sup>st</sup> at 11:59PM. “ADU Accelerator” should appear in the email subject line.

#### XI. GENERAL REQUEST FOR PROPOSALS CONDITIONS

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##### NOTICE OF PUBLIC DISCLOSURE

As a public entity, MassCEC is subject to Massachusetts’ Public Records Law, codified at Chapter 66 of the Massachusetts General Laws. Thus, any documentary material, data, or other information received by MassCEC from an applicant is a public record subject to disclosure. Applicants shall not send MassCEC any confidential or sensitive information in response to this RFP. If confidential information is submitted as part of the application and not clearly marked as confidential, such information may be made publicly available by MassCEC without further notice to the Applicant.

**Please note:** consultant rate sheets will be considered a public record subject to disclosure.

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##### DISCLAIMER & WAIVER AUTHORITY

This RFP does not commit MassCEC to award any funds, pay any costs incurred in preparing an application, or procure or contract for services or supplies. MassCEC reserves the right to accept or reject any or all applications received, waive minor irregularities in submittal requirements, modify the anticipated timeline, request modification of the application, negotiate with all qualified Applicants, cancel or modify the RFP in part or in its entirety, or change the application guidelines, when it is in MassCEC’s best interests.

This RFP has been distributed electronically using MassCEC’s website. It is the responsibility of Applicants to check the website for any addenda or modifications to an RFP to which they intend to respond. MassCEC accepts no liability and will provide no accommodation to Applicants who submit an application based on an out-of-date RFP document.

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## CONTRACT REQUIREMENTS

Upon MassCEC's authorization to proceed with the proposal, MassCEC and the awarded applicant(s) will execute a contract, substantially in the form of the template agreement attached hereto as Attachment D which will set forth the respective roles and responsibilities of the parties.

## ATTACHMENT A: AUTHORIZED APPLICANT’S SIGNATURE AND ACCEPTANCE FORM

### **ADU Accelerator (the “RFP”)**

The undersigned is a duly authorized representative of the Applicant named below. The undersigned has read and understands the RFP requirements and acknowledges and confirms that the Applicant and each member of its team has read and understands the RFP Requirements. The undersigned acknowledges and agrees that all of the terms and conditions of the RFP are mandatory.

The undersigned and each Applicant and each member of its team acknowledges and agrees that (i) all materials submitted as part of the application are subject to disclosure under the Massachusetts Public Records Law, as explained in the RFP; (ii) that the Massachusetts Clean Energy Technology Center (“MassCEC”) has no obligation, and retains the sole discretion to fund or choose not to fund the application set forth herein; and (iii) that MassCEC’s receipt of the application does not imply any promise of funding at any time.

The undersigned and each member of the Applicant’s team understands that, if the Application is selected by MassCEC pursuant to this RFP, the Applicant will execute and deliver an agreement to be provided by MassCEC that shall set forth the terms and conditions, together the respective roles and responsibilities of the Applicant, and each member of its team, and MassCEC, with respect to the project described in the RFP.

I certify that the statements made in this Application, including all attachments and exhibits, are true and correct.

Applicant: \_\_\_\_\_

(Printed Name of Applicant)

By: \_\_\_\_\_

(Signature of Applicant or Authorized Representative)

Title: \_\_\_\_\_

Date: \_\_\_\_\_