



Request for Proposals: Cost Reduction Lab

Date of Issue: March 20, 2026

Proposals Due: May 8, 2026, at 11:59 PM

Total Funding Available: up to \$2,500,000
\$500,000 maximum available per award

Inquiries can be sent to:
buildings@masscec.com

I. SUMMARY

Through this Request for Proposals (“RFP”), the Massachusetts Clean Energy Technology Center (“MassCEC”) seeks proposals for projects (“Projects”) that demonstrate solutions to lower the cost of decarbonization in existing small residential buildings (1-4 units) in Massachusetts, with a focus on business models, market approaches, and technologies that can drive cost reductions. The Cost Reduction Lab (“Program”) aims to identify and publicly disseminate solutions that explicitly reduce the costs of deploying decarbonization measures, with the goal of accelerating market uptake.

There is two million five hundred thousand dollars (\$2,500,000) in funding available through the Program for Projects that demonstrate a substantial cost reduction to the deployment of building decarbonization in the existing small residential building sector. MassCEC anticipates making multiple awards, subject to proposal quality and available funding. The maximum grant amount per award is five hundred thousand dollars (\$500,000).

Home performance contractors, technology installers, technology providers, academics, consultants, and other entities and individuals are encouraged to apply. MassCEC encourages applicants to develop new partnerships to brainstorm ideas, build industry connections, and eventually collaborate as project partners. As detailed in Section VIII. How to Apply, MassCEC will facilitate forming those partnerships by hosting an online collaboration platform (“Collaboration Platform”) and offering regular Office Hours for introductions and guidance.

The Program is seeking projects that are highly replicable. In that spirit, the Program will prioritize open-source solutions that are freely available for implementation and whose benefits are not limited due to their proprietary nature or status as intellectual property.

Applications that propose substantial cost savings with a high potential to scale in the Massachusetts market will be prioritized. See Section IV. Eligibility for details about eligibility and Section IX. Selection Criteria for additional guidance on what constitutes a strong application.

II. ABOUT MASSCEC

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. PROGRAM GOALS AND DESCRIPTION

The goal of the Program is to identify, demonstrate, and disseminate solutions to the broader market that can reduce costs of building decarbonization in existing small residential buildings (1-4 units). The Program seeks innovative solutions focused on business models, market approaches, and technologies that can reduce costs.

Small residential buildings account for over 60% of Massachusetts buildings’ greenhouse gas emissions. The electrification and decarbonization of small residential buildings represent a significant opportunity for the state to reach its goal of net zero emissions by 2050 while creating healthier, more resilient living environments for Massachusetts residents.

Decarbonizing small residential buildings is often hindered by high costs and fragmented delivery. For example, electrification can trigger expensive electrical upgrades, projects are rarely coordinated to capture whole-project savings, geothermal and heat pump deployments remain costly due to drilling, design, and lack of standardization, and high upfront and soft costs for solar further slow adoption, despite declining equipment prices. The Program will support selected applicants to demonstrate, document, and disseminate novel cost reduction approaches for decarbonizing existing small residential buildings to address these challenges.

IV. ELIGIBILITY

ELIGIBLE APPLICANTS

Applicants are encouraged to form teams comprised of multiple entities (“Applicant Team”). For assistance in developing partnerships, see Section VIII. How to Apply. Each Applicant Team will designate one (1) entity as the project lead (“Lead Applicant”). The Lead Applicant will communicate with MassCEC and, if awarded, will be responsible for meeting all contract obligations and leading the Applicant Team in meeting such obligations. Lead Applicants must have a headquarters location in the United States. Applicant Teams may include public and private entities.

Applicant Teams should include at least one entity that is responsible for identifying, engaging, and contracting with Massachusetts-based demonstration sites (“Project Sites”) as relevant to the proposed project. Applications which document established Project Sites will be prioritized.

Applicants may submit multiple separate proposals if the Projects are distinctly different from each other. Applicants may be awarded multiple grants at the discretion of MassCEC.

ELIGIBLE PROJECTS

MassCEC seeks Projects that provide innovative, equitable, replicable, and scalable solutions to reduce the cost of decarbonizing existing small residential buildings (1-4 units). Decarbonization measures may include but are not limited to weatherization, electrical upgrades, electrified heating and cooling, hot water, cooking and other appliances, residential solar generation, and energy storage solutions.

The Program intends to demonstrate technologies with a [Technology Readiness Level](#)¹ (“TRL”) of 8 or above and an [Adoption Readiness Level](#) (“ARL”) of 5 or higher.² The Program is intended for solutions that are ready for real-world demonstration in homes (generally higher TRLs) and have a plausible adoption pathway. Applicants must justify readiness with examples of prior deployments and operational constraints.

Proposed Projects and technologies must be designed, installed, and/or operated in a manner consistent with applicable federal, state, and local regulations and permitted, inspected, and approved by the applicable authorities having jurisdiction.

V. PROJECTS

SCOPE OF WORK

1. Problem Statement & Proposed Solution

Proposed Projects must demonstrate a substantial cost savings impact relative to a “[Problem Statement](#)” it addresses (see Problem Statement section below for details); ideally reaching 15% savings or more. MassCEC will evaluate proposed solutions based on both the potential depth of savings relative to a given Problem Statement and on the potential breadth and scale on which the solution could be deployed or have an impact on the market and the state’s greenhouse gas emissions. MassCEC anticipates certain solutions may have a lower individual project-scale savings potential but may offer a higher likelihood for scalability with a wider market reach. Projects must describe potential savings at the Project -Site level as well as at-scale in the Massachusetts market.

2. Cost Reduction Analysis

Projects must define a clear baseline (“[Reference Case](#)”) and a method for estimating/validating savings. At minimum, Projects must (a) specify what the solution is being compared against

¹ Further detail at <https://www.energy.gov/documents/technology-readiness-levels-trls>

² As identified by the NYSERDA TRL/CRL Calculator - <http://files.masscec.com/innovate-clean-energy/NYSERDATRLCalculator.xlsm>

(e.g., typical Massachusetts approach for the same scope), (b) break costs into at least labor, materials/equipment, and soft costs (e.g., design, permitting, customer acquisition, admin), and (c) explain attribution (what portion of savings is caused by the proposed approach). Projects must have an evaluation approach (e.g., before and after on comparable projects, matched comparisons, or third-party estimates) and identify the data they will collect. Projects should include any other relevant metrics to be collected and evaluated for Project success, such as estimated greenhouse gas emission savings.

3. Demonstration Plan & Project Site Readiness

Awarded grantees are expected to execute the demonstration project as part of the scope of work. Projects must include either 1) at least one (1) identified Project Site and evidence of site access or permission (e.g., letter of commitment), or 2) a quantified recruitment plan (including a target number of sites, pipeline sources, and timeline) and identification of the entity responsible for contracting with participating households. Awardees must secure at least one (1) Project Site within ninety (90) days of award notification or MassCEC may adjust scope and/or funding. Project Sites must be located in Massachusetts. If applicable, Project Sites should have a variety of characteristics (e.g., typology, size, year built).

4. Adoption Pathway & Scalability

Projects must describe who could adopt the solution (e.g., contractor, distributor, utility, aggregator, municipality), who would pay, and the primary barriers to scaling (e.g., workforce, customer acquisition, regulatory, financing, permitting). Projects must include a plausible “path to scale” narrative (e.g., what it would take to deploy to hundreds and then thousands of homes in Massachusetts) and what evidence from the demonstration would unlock that scaling.

The Program seeks Projects that will deliver replicable models that are freely available for implementation and whose benefits are not limited due to their proprietary nature or status as intellectual property. Applicants are encouraged to structure Projects such that they could be implemented by others upon successful demonstration.

5. Dissemination & Public Outputs

Outcomes of the Project and related deliverables must be shared publicly and must include:

- (a) an **executive summary** (2-3 pages) describing the approach, Reference Case, results, and limitations;
- (b) a **replication “playbook”** (approximately 10 pages) providing a checklist/process steps, key assumptions, cost drivers, and required conditions; and
- (c) a **presentation** at a MassCEC-designated forum or conference.

The final payment will be contingent on delivery of these dissemination artifacts.

PROBLEM STATEMENTS

Applicants are expected to propose solutions to a Problem Statement with a demonstration Project to test the effectiveness of the proposed solution. Problem Statements should clearly describe the challenge being addressed and the context in which potential cost savings should be evaluated.

The following Problem Statements are examples applicants may choose to provide solutions to in their applications. MassCEC will consider other Problem Statements set forth by applicants as long as they are relevant to the deployment of decarbonization in existing small residential buildings (1-4 units).

Problem Statement	Problem Statement Description
Electrical Upgrade Triggers	Electrical upgrades required to decarbonize existing buildings can greatly increase project costs. Load management solutions can reduce the need for costly panel upgrades while enabling deployment and providing additional value to the grid.
Geothermal Cost Barriers	Ground Source Heat Pumps (GSHPs) are one of the most efficient heating and cooling systems available. However, higher upfront costs are a significant barrier to scaling. Improved drilling tech, new business models, or financial innovation could reduce customer acquisition and deployment costs.
High Upfront Costs to Solar	Costs associated with rooftop and canopy solar installations continue to present a significant barrier to widespread adoption. In particular, soft costs—including permitting, interconnection, and customer acquisition—are recognized as key contributors to the cost premium observed in Massachusetts and the broader United States, compared to many other countries. Implementing strategies to reduce these soft costs can enhance overall cost-effectiveness and facilitate greater adoption rates.
Non-Standardized Heat Pump Installation	Customized design and installation methods for heat pumps contribute to significant cost variability and deployment inefficiencies. Employing standardized and streamlined processes can help lower overall deployment costs for heat pump systems.
Lack of Project Coordination	Implementing home decarbonization measures in isolation can be expensive and does not capitalize on complementary or strategic opportunities. Business models that integrate related home improvement activities—such as reroofing, repainting, or A/C replacement—with decarbonization initiatives like roof insulation, wall insulation/air sealing, and heat pump installation, can reduce overall costs and maximize project savings through comprehensive and deliberate planning.

Applicants may discuss their Problem Statement with MassCEC during private Office Hours prior to the proposal due date.

VI. PROJECT BUDGET & TIMELINE

The total available budget for the Program is two million five hundred thousand dollars (\$2,500,000). Applicants may submit applications seeking a maximum of five hundred thousand dollars (\$500,000). Applicants must demonstrate how they will use the intended budget to demonstrate, document, and disseminate their proposed cost savings solution or concept. Applicants will be evaluated in part based on the scale of Project benefits relative to total budget.

Applications should include the anticipated timeline for demonstration and describe the timeline on which a potential solution could impact the market. Projects which demonstrate speed and readiness of implementation will be prioritized.

Applicants may propose a milestone-based payment and deliverable schedule. The final payment must be tied to a final report and presentation deliverable. See example below.

Milestone	Deliverable	Target Completion Date	Budget
1	<ul style="list-style-type: none"> • Demonstration Project Plan • Project Sites Secured 	September 2026	\$5,000
2	<ul style="list-style-type: none"> • Execution of Demonstration Project 	September 2027	\$20,000
3	<ul style="list-style-type: none"> • Evaluation • Monitoring & Verification 	June 2028	\$10,000
4	<ul style="list-style-type: none"> • Final Report & Presentation 	September 2028	\$7,000
Total			\$42,000

The expectation is that these funds should be utilized within two (2) years, though MassCEC will consider applications with longer proposed timelines. Measurement and verification may extend beyond the desired two-year timeframe.

Eligible expenses must be related to the proposed Project and may include:

- Staff time.
- Capital costs including but not limited to technology, hardware, software, project permitting.
- Participant incentives or cost offsetting for participants.

- Marketing and customer acquisition costs.
- Evaluation, measurement, and verification (applicants may procure third party support).
- Writing final report and presentation of findings.

Eligibility of certain expenses may be Project specific and will be finalized through mutual agreement between the applicant and MassCEC during the contracting process.

It is MassCEC’s policy not to compensate for general organizational administration, overhead, or general-purpose expenses including materials or facilities that are not uniquely associated with a MassCEC-funded project.

COST SHARE

Applicants are expected to propose an appropriate level of cost share to demonstrate commitment to successful Project execution. Cost share will benefit applications in MassCEC’s evaluation of the Project’s budget, team structure, Project timeline, and proposal quality, not as a strict requirement or minimum threshold.

Applicants can propose both cash and in-kind contributions. Cash cost share is where an actual cash transaction occurs which can be documented in the accounting system. Examples of cash cost share payments for the purposes of this RFP include, but are not limited to:

- Payment for materials or equipment directly related to deploying the cost saving solution, approach, or technology.
- Payment for services provided by contractors and consultants for general and administrative tasks, outreach, or education and training.

Customer payments may not be counted as cost share.

VII. ESTIMATED TIMELINE

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

Task	Estimated Date
Release of RFP	March 20, 2026
Informational Webinar	March 31, 2026 at 12 PM ET
(Optional) Virtual Office Hours	Ongoing until April 28, 2026
Questions Due to MassCEC via Email to buildings@masscec.com	April 24, 2026
Questions with Answers Posted to Program Webpage	May 1, 2026
Proposals Due	May 8, 2026 at 11:59 PM ET
Interviews of Top Applicants (If Applicable)	Late May-Early June

Task	Estimated Date
Notification of Award	July 2026

VIII. HOW TO APPLY

Lead Applicant must submit a completed application to MassCEC by May 8, 2026 at 11:59 PM ET. A complete application must be submitted through [Jotform](#). Before submitting an application, applicants must review the following RFP attachments.

- Attachment A: Authorized Applicant’s Signature and Acceptance Form
- Attachment B: Sample Grant Agreement (for reference only)
- The Application Form can be viewed and submitted via [Jotform](#)

APPLICATION NARRATIVE

The Application Form includes a Project narrative, which should be structured according to the outline below and must clearly address each of the following components. For required Project deliverables and expectations, see Section V. Projects. Applications that do not address these elements may be deemed incomplete.

1. Problem Statement & Proposed Solution (Suggested length: Up to 4 pages)

- Define the cost problem in the context of decarbonizing existing 1-4 unit residential buildings in Massachusetts.
- Describe the proposed solution and how it differs from typical (“business-as-usual”) approaches currently used in the market in terms of deployment costs and greenhouse gas emissions.
- Detail anticipated cost reduction at a per-Project level as well as at scale in the Massachusetts market.
- State key assumptions underlying the proposed approach.
- Identify the TRL and ARL of the proposed solution and briefly justify the stated readiness levels using prior deployments, pilots, or operational experience.

2. Cost Reduction Analysis (Suggested length: Up to 3 pages)

Describe how cost savings will be defined, measured, and attributed. At minimum, include:

- **Reference Case:** What the proposed solution is being compared against (e.g., typical Massachusetts installation, procurement, or project delivery approach for the same scope).
- **Cost Components:** Break out costs at minimum into labor, materials/equipment, and soft costs (e.g., design, permitting, customer acquisition, administrative).
- **Attribution:** What portion of the expected savings is attributable to the proposed approach versus external factors (e.g., incentives, rebates, unrelated scope changes).

- **Evidence Plan:** The data and method that will be used to estimate or validate cost savings during the project period (e.g., before and after comparisons, matched projects, invoicing analysis, third-party estimates).
- **Other Key Metrics (as applicable):** Identify additional metrics the Project will track to evaluate project success (e.g., energy savings, greenhouse gas emissions reductions, bill impacts, customer outcomes) and briefly describe calculation methods and data sources.

3. Demonstration Plan & Project Site Readiness (Suggested length: Up to 3 pages)

Applicants must describe a demonstration plan that details how the proposed solution will be tested in real-world conditions at Project Sites. Include **at least one (1)** of the following:

- **Identified Project Site(s):**
 - Location or general description of the site(s) (as appropriate for confidentiality), and
 - Evidence of site access or permission (e.g., letter or email of commitment),

OR

- **Site Recruitment Plan:**
 - Target number of Project Sites,
 - Recruitment pipeline and partners,
 - Timeline for securing sites, and
 - Identification of the entity responsible for contracting with participating households.

If applicable, Project Sites should have a variety of characteristics (e.g., typology, size, year built).

4. Adoption Pathway & Scalability (Suggested length: Up to 3 pages)

Applicants must describe a plausible path for replication in Massachusetts beyond the demonstration. This must include the following:

- Identify who would adopt the solution (e.g., contractors, distributors, utilities, municipalities, aggregators).
- Identify who pays for the solution under a scaled scenario.
- Describe key barriers to scaling (e.g., workforce, permitting, customer acquisition, financing, regulatory).
- Detail the extent to which the Project's concept, outcomes, and methods will be open-source and freely accessible for others to use, ensuring that their advantages are not restricted by proprietary rights or intellectual property constraints. If there are any restrictions on sharing these approaches openly, please describe them and clarify how the solution could still scale under those conditions.
- Explain what evidence from the proposed demonstration would enable deployment at a larger scale (e.g., to one hundred (100) homes and then a thousand (1,000)).
- Describe replicability across technical, financial, and administrative dimensions (e.g., required equipment/workflows, unit economics/financing stack, staffing/partners, standard operating procedures).

- Identify regulatory, permitting, interconnection, and other execution risks, and propose feasible mitigation strategies (including who owns each mitigation action).
- Describe the geographic/community context in Massachusetts existing small residential buildings market (e.g., where the demonstration and intended scaling would occur).
- Describe how the proposed approach has the potential to deliver more equitable access to the benefits of clean energy.

5. Dissemination & Public Outputs (Suggested length: Up to 2 pages)

Applicants must describe how results will be documented and shared to support adoption and scalability targets. Include a commitment to produce:

- An **executive summary** describing the approach, baseline, results, and limitations;
- A **replication playbook** (process steps, assumptions, cost drivers, and required conditions); and
- Participation in a **presentation** at a MassCEC-designated forum or conference.

6. Team Qualifications (Suggested length: Up to 3 pages, not including resumes.)

Summarize the Applicant Team’s qualifications and capacity to deliver the proposed Project and required public outputs, including relevant project experience (ideally in Massachusetts and/or the small residential sector), key staff/partner roles, and short bios or resumes for key personnel.

7. Budget, Team Structure, and Project Timeline (Suggested length: Up to 4 pages)

Applicants must provide sufficient detail to evaluate team structure, timeline, deliverables, and the relationship between requested funds and expected benefits. At minimum, include:

- **Team structure and roles:** Identify the Lead Applicant and each partner/subcontractor; describe roles and responsibilities, decision-making/governance, and how work will be coordinated.
- **Workplan and timeline:** Provide a high-level schedule for planning, securing Project Sites, implementing the demonstration, collecting and evaluating data, and producing dissemination deliverables. Identify key risks to the timeline and mitigations.
- **Deliverables structure:** List major deliverables (including executive summary, playbook, and presentation) and when each will be completed.
- **Budget summary and allocation:** Summarize the requested MassCEC funds and any cost share; show how funds will be allocated by major cost category (e.g., labor, equipment/materials, soft costs, participant incentives, measurement and verification) and by partner (if applicable).
- **Benefits to Massachusetts residents:** Describe who benefits (e.g., homeowners, tenants, contractors), anticipated affordability/bill impacts, and any health, comfort, resilience, or other customer outcomes. Identify the communities/regions in Massachusetts where the demonstration will occur.

Interested potential applicants are encouraged to join the Program’s Slack [Collaboration Platform](#). The purpose of the Collaboration Platform is to convene interested entities to brainstorm ideas, develop partnerships, and eventually collaborate as project partners on an application. Interested parties should share contact information to continue project development discussions outside of the Slack environment. MassCEC will facilitate networking as needed via the Collaboration Platform and email (buildings@masscec.com).

OFFICE HOURS

MassCEC will host both one-on-one and group virtual Office Hours for potential applicants to attend and ask questions. Office Hours are intended to allow prospective applicants to discuss Project concepts, be introduced to potential partners, discuss program application process, and any other questions relating to drafting their application. Office Hours will be scheduled by MassCEC and the date and time for sessions will be posted in advance to the [Program webpage](#). Advance sign-up is required.

GENERATIVE AI DISCLOSURE

Please disclose to MassCEC in your application any use of, or planned use of, generative AI either in responding to this RFP or in carrying out the scope of work required for the Project or services, if awarded. MassCEC reserves the right to review submitted materials to determine whether generative AI was likely used, including using detection tools, linguistic analysis, or verification methods as appropriate. MassCEC further reserves the right to accept or reject any proposed uses of generative AI, or request supplemental non-AI generative materials from applicants, or cancel or rescind an award where generative AI has been used without MassCEC approval.

IX. SELECTION CRITERIA

1. Problem Statement & Proposed Solution (1-10 points)

- Clearly defined and relevant cost problem in the context of decarbonizing existing 1-4 unit residential buildings in Massachusetts.
- Proposed solution is innovative and differs from typical (“business-as-usual”) approaches currently used in the market in terms of deployment costs and greenhouse gas emissions.
- Proposed Project will demonstrate the solution’s potential for cost reduction at a per-Project level as well as at scale in the Massachusetts market.
- Proposal states and considers the implications of key assumptions underlying the proposed approach.
- Proposed solution aligns with requested TRL and ARL levels and justifies the stated readiness levels using prior deployments, pilots, or operational experience.

2. Cost Reduction Analysis (1-10 points)

- Proposed solution has clear approach to identify a cost savings over a Reference Case it is being compared against (e.g., typical Massachusetts installation, procurement, or project delivery approach for the same scope).
- Reference Case and cost impact of the proposed solution are considered in the relevant components, at minimum into labor, materials/equipment, and soft costs (e.g., design, permitting, customer acquisition, administrative).
- Significant portion of the proposed solution's expected savings is attributable to the proposed approach versus external factors (e.g., incentives, rebates, unrelated scope changes).
- Effectiveness of the data and method that will be used to estimate or validate cost savings during the proposed Project period (e.g., before and after comparisons, matched projects, invoicing analysis, third-party estimates).
- Reasonableness and value of metrics the proposed Project will track to evaluate project success (e.g., energy savings, greenhouse gas emissions reductions, bill impacts, customer outcomes) in Massachusetts existing small residential buildings market.

3. Demonstration Plan & Project Site Readiness (1-10 points)

- Proposed approach demonstrates feasible and achievable approach for the proposed solution to be tested in real-world conditions at Project Sites and conditions described in Section VIII. How to Apply are met.
- If applicable, Project Sites have a variety of characteristics (e.g., typology, size, year built).

4. Adoption Pathway & Scalability (1-10 points)

- Proposal clearly identifies who would adopt the solution (e.g., contractors, distributors, utilities, municipalities, aggregators).
- Proposal clearly identifies who pays for the solution under a scaled scenario.
- Proposed solution has limited key barriers to scaling (e.g., workforce, permitting, customer acquisition, financing, regulatory) and mitigations are identified.
- Upon the conclusion of the Project, approaches and outcomes will be freely and broadly available for implementation and will not be limited based on their proprietary nature or intellectual property rights.
- Proposal clearly explains what evidence from the proposed demonstration would enable deployment at a larger scale (e.g., to one hundred (100) homes and then a thousand (1,000)).
- Proposed solution is replicable across technical, financial, and administrative dimensions (e.g., required equipment/workflows, unit economics/financing stack, staffing/partners, standard operating procedures).
- Proposed solution has limited regulatory, permitting, interconnection, and other execution risks, and propose feasible mitigation strategies (including who owns each mitigation action are identified).

- Proposed approach is relevant to the Massachusetts existing small residential buildings market (e.g., where the demonstration and intended scaling would occur).
- Proposed approach has the potential to deliver more equitable access to the benefits of clean energy.

5. Dissemination & Public Outputs (1-10 points)

Quality and feasibility of dissemination plan that supports adoption and scalability targets, and commitment to produce:

- An **executive summary** describing the approach, baseline, results, and limitations;
- A **replication playbook** (process steps, assumptions, cost drivers, and required conditions); and
- Participation in a **presentation** at a MassCEC-designated forum or conference.

6. Team Qualifications (1-10 points)

Applicant Team's qualifications and capacity to deliver the proposed Project and required public outputs, including relevant project experience (ideally in Massachusetts and/or the small residential sector).

7. Budget, Team Structure, and Project Timeline (1-10 points)

- Proposal clearly describes Lead Applicant and each partner/subcontractor roles and responsibilities, decision-making/governance, and how work will be coordinated.
- Timely (preferably within two (2) years to be completed) and achievable schedule for planning, securing Project Sites, implementing the demonstration, collecting and evaluating data, and producing dissemination deliverables. Proposed Project has limited key risks to the timeline and mitigations are identified.
- Proposal lists achievable major deliverables (including executive summary, playbook, and presentation) and when each will be completed.
- Reasonable proposed budget using eligible MassCEC funds and cost share (if applicable). Proposal shows how funds will be allocated by major cost category (e.g., labor, equipment/materials, soft costs, participant incentives, measurement and verification) and by partner (if applicable).
- Proposed solution's overall potential to benefit stakeholders (e.g., homeowners, tenants, contractors), affordability/bill impacts, and any health, comfort, resilience, or other customer outcomes. Proposal identifies the communities/regions in Massachusetts where the demonstration and potential benefit will occur.

8. Proposal Quality (1-5 points)

- Level of completeness, quality, and detail of the proposal.
- Proposed approach is well thought out and Project is ready to be demonstrated.
- Diversity of proposed approach, solution, and geography compared to other RFP responses.
- Scale of proposed Project benefits relative to budget.

X. CONTACT INFORMATION FOR QUESTIONS

Please email questions to buildings@masscec.com and include “Cost Reduction Lab question(s)” in the subject line. Application questions will be accepted until April 24, 2026 and posted with answers on the [program webpage](#) by May 1, 2026.

XI. GENERAL REQUEST FOR PROPOSALS CONDITIONS

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 (“Public Records Law”). Applicant acknowledges and agrees that any documentary material, data, or other information submitted to MassCEC is presumed to be public records. An exemption to the Public Records Law may apply to certain records, including materials that fall under certain categories under a statutory or common law exemption, including the limited exemption at Massachusetts General Laws Chapter 23J, Section 2(k) regarding certain types of confidential information submitted to MassCEC by an applicant for any form of assistance. Applicant acknowledges and agrees that MassCEC, in its sole discretion, shall determine whether any particular document, material, data or other information is exempt from or subject to public disclosure. Thus, MassCEC urges applicant to carefully consider what documents, materials, data and other information is submitted to MassCEC in connection with 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.

In line with Public Records Law requirements, MassCEC generally considers the following types of information as confidential:

- Proprietary information submitted as part of Attachment C: Project Workplan and Budget (including trade secrets and/or financial information described therein); and
- Certain personal information such as private email addresses and cell phone numbers.

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.

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 B: Sample Grant Agreement which will set forth the respective roles and responsibilities of the parties.

AI DISCLOSURE

MassCEC utilized the Microsoft Co-Pilot AI tool in support of organizing, editing, and updating content for this solicitation and its accompanying materials. All AI drafted edits and additions were reviewed, edited, and accepted by MassCEC staff prior to publication of this solicitation.