



REQUEST FOR PROPOSALS

A New Hampshire Homeowner's Guide to Accessory Dwelling Units

Issue Date: May 1, 2025
Response Deadline: June 2, 2025

Overview

New Hampshire Housing seeks a consultant or team of consultants to update our guide [A New Hampshire Homeowner's Guide to Accessory Dwelling Units](#). The original guide was published in 2018 following the passage of the state's "ADU law", RSA 674:71-73. This legislative session, [HB577](#), if passed, will make significant changes to this statute. The intended audience of this guide is homeowners in New Hampshire interested in or curious about building an accessory dwelling unit (ADU) on their property. The target end date for this project is January 30, 2026. Cost estimates should come in around \$22,500. Proposals are due no later than 5:00 p.m. ET on Monday, June 2, 2025.

Background

New Hampshire Housing is a self-supporting public corporation that promotes, finances, and supports housing solutions for the people of New Hampshire. NH Housing operates rental and homeownership programs designed to assist low- and moderate-income persons with obtaining affordable housing. We have helped more than 50,000 families purchase their own homes and have been instrumental in financing the creation of more than 16,000 multifamily housing units statewide.

Established by statute in 1981, NH Housing receives no operating funds from state government. The organization employs a staff of roughly 140. Its nine-member Board of Directors is appointed by the Governor and Executive Council. Additional information about NH Housing can be found on its website, NHHousing.org.

Scope of Work

New Hampshire Housing is looking for qualified individuals or entities to create a guide for homeowners interested in building an accessory dwelling unit (ADU). In 2018, New Hampshire Housing published [A New Hampshire Homeowner's Guide to Accessory Dwelling Units](#). The landscape in NH has changed significantly in recent years, and an update is needed to improve the utility of this guide. The new guide will replace the 2018 guide.

The project includes four deliverables: 1) ADU homeowner guidebook, 2) a one-page overview of ADUs, 3) a supplemental document with specific local bank offerings, and 4) a PowerPoint slide deck. The consultant should also plan on delivering 1-2 public presentations.

The primary deliverable will be a guide targeted toward homeowners. The guide should be brief – no more than 20 pages. New Hampshire Housing could potentially manage the design of the guide, if needed, and can be discussed with the selected consultant. The following major sections should be included in the guide:

- **Introduction to Accessory Dwelling Units**

Provide an overview of what Accessory Dwelling Units (ADUs) are and the many benefits of building an ADU (intergenerational living, revenue for homeowner, aging-in-place, etc.). This section should also include a brief overview of the history: the ADU law adopted in 2017, and amendments made in 2025 (assuming HB577 is signed into law). Update the law vs. explainer in the appendix.

- **Considerations and Resources for Landlords**

Homeowners who build an ADU, whether for family and friends or as an additional revenue source, should consider what it means to be a landlord and understand the resources available to them.

- **Overview of the Local Zoning Ordinance**

Provide an overview of what a homeowner is likely to find in their town's zoning ordinance. Include explainers for what various terms mean. For example, explain what a "special exception" or "conditional use permit" is. What does an "owner occupancy" requirement mean? Does it matter what zone the primary dwelling is located in? This section should provide a solid overview of what a homeowner needs to know, as well as resources for further learning and next steps. Note that some things in this section are subject to the potential passage of HB577.

- **Cost Considerations and Financing**

Given how quickly the cost of construction can change, provide information about cost considerations, budgeting for contingency, and financing programs in this section. This section should also provide tools and resources to obtain up to date costs as is available.

- **Lead Safety Certification, Septic Considerations, and More**

Include information about the state's new lead safety certification process for rental units in NH, guidance from the NH Department of Environmental Services on septic approval, and more. What else does a homeowner interested in building an ADU need to know?

- **Case Studies**

Highlight 4-6 ADUs built by NH homeowners. Including information about cost, year built, and the human story behind "why" an ADU was right for them. Pictures of the ADU (and homeowner, when possible) should be included.

In addition to the guide, the consultant should plan to draft text for a one-page (back and front) fact sheet on ADUs. The audience for the fact sheet is broader than just homeowners and should be an overview of what ADUs are, the benefits for homeowners, and what NH law says. New Hampshire Housing will manage the design of the fact sheet.

To supplement, the “Cost Considerations and Financing” section of the guide, the consultant should prepare language for a one-page supplemental document with information about which local banks have ADU-specific financing products. This document is intentionally supplemental so it can be easily and quickly updated.

Finally, the consultant should include a proposed strategy for outreach to homeowners, a PowerPoint slide deck, and at least one public presentation to be made by the consultant.

Additional components of the guide to support the objective are at the discretion of the consultant. The final scope of work is subject to negotiation between New Hampshire Housing and the chosen consultant. New Hampshire Housing will exercise editorial control over and ownership of all final materials.

RFP Submission Guidelines and Requirements

Please submit the proposal in electronic document format (Adobe pdf), for printing on 8.5 by 11-inch paper with project and firm identification on the cover to Sarah Wrightsman at swrightsman@nhhfa.org. Limit proposals to 10 pages and include the following:

1. Letter of interest.
2. Qualifications and experience: provide a description of the history, experience, and qualifications you must perform the scope of work.
3. Approach to scope of work. Provide a detailed and deliverables-based description of your approach to each element of the scope of work. Be specific as to each element of your work plan.
4. Project Schedule. Provide a detailed timeline for all project deliverables/milestones.
5. Resumes or CVs of all project personnel should be attached to the proposal and will not count toward the proposal page limit.
6. Cost proposal. Provide detailed costs and a clear, itemized budget for the services to be performed based on the scope of services and deliverables.
7. A list of names, titles, and contact information for up to three references.
8. In addition to the contents of the proposal and not subject to the 10-page limit, provide either as attachments or by links to online material at least three relevant project reports completed by you and your team.

Proposals are due no later than 5:00 p.m. ET on Monday, June 2, 2025. New Hampshire Housing reserves the right in its sole discretion to accept or reject late proposals. New Hampshire Housing also reserves the right to issue amendments or changes to this RFP, and to make changes in the proposal submission and selection schedule.

Selection Criteria

The following criteria will be used to assess proposals:

- Quality of written proposal
- Completeness of proposal and responsiveness to RFP requirements
- Project description and approach
- Consultant's prior experience in conducting similar studies and assessments
- Consultant's training, expertise, and professional credentials
- Quality of references
- Reasonableness of cost proposal

Contact Information

Any questions regarding this RFP should be sent in writing (no phone calls, please) to:

Sarah Wrightsman
Manager, Community Engagement and Education
New Hampshire Housing
swrightsman@nhhfa.org