



Energy Efficiency

# Request for Proposals

Residential Public Sector Barriers and Opportunities Research

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**Issued By**

The BrightLine Group, on behalf of Commonwealth Edison Company

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## Part 1: Overview of Request for Proposals

### Overview

The Brightline Group, on behalf of ComEd Customer Innovation, is seeking proposal submissions for a two-phase research project related to residential public sector EE and EEE improvements. Submissions should focus on delivering the first Phase of research.

The primary purpose of this first Phase of research is to understand the barriers and opportunities that influence spend and savings within the residential public sector. This research will help ComEd identify additional opportunities to strengthen engagement with residential public sector entities and increase participation in ComEd EE Program offerings as they pursue EE upgrades and/or building electrification opportunities. This research should also explore how and when ComEd could effectively collaborate with and support these entities – including PHAs and similar organizations – and document the context and experiences from the public sector entity's perspective.

In 2019, ComEd funded a Public Housing Needs Assessment, which proposed strategies for ComEd to increase public housing authorities' (PHA) participation in energy efficiency (EE) offerings and identified barriers for PHA participation. [The final 2019 report is accessible here.](#) With this RFP, ComEd is looking to build upon the 2019 study to support and engage the residential public sector with EE and energy efficiency electrification (EEE) retrofits since there have been many changes in the past six years (e.g., the passage of CEJA and CRGA). ComEd currently serves the residential public sector through its Multifamily Energy Savings and Whole Home Electric offerings.

During Phase 1, the selected vendor team will perform activities to inform a decision stage gate on Phase 2 of the project – this includes developing a field research and recruitment plan as a roadmap, as well as warm lead generation for a potential Phase 2 collaboration/demonstration.

Depending on the outcomes of Phase 1, ComEd may fund a second Phase of this work. If approved by ComEd, the second Phase of research would focus on further developing and/or testing the strategies identified during Phase 1.

The BrightLine Group, E Source, and Swift Strategy team is the Administrator for the ComEd Customer Innovation initiative (Customer Innovation Admin team). BrightLine is the Prime contractor. As BrightLine's subcontractor, E Source's primary responsibility is subcontracting to organizations selected to run pilots. Accordingly, E Source, on behalf of BrightLine and ComEd, will hold the contract with the selected vendor. Terms and Conditions for subcontracts are provided by request.

## Objectives

The following are the primary objectives of this research:

1. Identify ways to maximize opportunities within ComEd's existing offerings applicable to the residential public sector (including single-family and multifamily housing types) and characterize barriers that limit savings or participation.
2. Identify potential new opportunities for ComEd to increase participation and/or savings from the residential public sector (including single-family and multifamily housing types) and characterize associated barriers.
3. Explore successful residential public sector offerings outside of Illinois to:
  - a. Understand how public housing is commonly defined,
  - b. Identify and assess new technologies, program design interventions
  - c. Assess potential new housing types (e.g., transitional, affordable, Housing Choice Voucher homes) to serve, and
  - d. Evaluate innovative collaboration solutions or braiding/partnership models
4. Quantify the technical and market potential of EE and EEE projects in northern Illinois' residential public sector by creating a comprehensive portfolio of buildings (e.g., number of buildings and units, building age, mechanical systems, building owner/operator).
5. Develop a foundational understanding of the current residential public sector landscape in northern Illinois and how it may influence and impact participation and engagement in EE and EEE efforts. This will include, at a minimum:
  - a. Understanding the management and decision-making structure of residential public sector entities in northern Illinois (e.g., forces influencing maintenance and upgrade decisions, project oversight, vendor selection and contracting).
  - b. Common practices for operation and maintenance, end-of-life equipment replacement, renovations, and major building rehabilitations, as well as how/when EE and EEE considerations and decisions are made.
  - c. State and federal rules impact facility maintenance, operation, and upgrades, especially those related to EE and EEE.
  - d. Residential public sector financing structures and how energy performance and utility allowance or other constraints could impact projects.
  - e. Available resources, incentives, vendors, and project structures commonly used for system or building upgrades, especially those related to EE and EEE.
  - f. Stakeholder dynamics relevant to facility maintenance, operation, and upgrade decisions.
6. Develop journey map(s) for key market actors in the residential public sector that synthesize learnings about key processes and experiences related to EE and EEE projects.

7. Outline actionable program design, outreach and engagement recommendations for ComEd program(s).

### Intent to Bid

If your organization is interested in bidding on this RFP, please email

[CustomerInnovation@BrightLineGroup.com](mailto:CustomerInnovation@BrightLineGroup.com) by **11:59 pm CT on February 16, 2026**, the

following:

- Any questions about the RFP or process;
- Whether your organization wants its name released to other vendors to facilitate potential partnerships on this RFP; and
- Your organization's intent to bid.

In the email subject line, please include 1) your organization's name, and 2) the title of the RFP. The deadline for submitting an intent to bid is **February 16, 2026**.

ComEd strongly encourages that interested vendors allow their organization's name to be released to facilitate potential partnerships on this RFP. Please indicate in your **intent to bid** whether your organization is interested in having its name released by ComEd for potential partnership on the RFP.

Entities who plan to submit a written proposal must follow the format outlined in Part 2 of this RFP.

### Project Budget, Timeline, and Phases

The anticipated project kickoff is April 2026. The expected project end date is August 2026. About \$130,000-\$170,000 has been allocated for this first Phase of research. Vendors should present a realistic budget and timeline that aligns with their proposed tasks for addressing the research objectives.

### Key Deliverables

The key deliverable for this project at minimum will be a final report written using the ComEd Customer Innovation report template and presentation, as well as a field research and recruitment plan for a potential Phase 2 effort. The report should describe the data sources, sample frames, analysis and research performed, key results, as well as recommendations for ComEd. Final reports are typically about 50-75 pages. Vendors are encouraged to recommend additional interim deliverables to address the research objectives.

## Potential Tasks

Respondents to the proposal should provide details of their proposed tasks to execute this research effort and address the main research objectives. We provide example tasks below for consideration.

**Task 1: Project Management.** Contractor is responsible for managing the project to the contracted scope, budget, and timeline. Any areas of concern should be identified as early as possible and raised to ComEd and ComEd and the Brightline, E Source, Swift team (Customer Innovation Admin team) immediately for discussion.

**Task 2: Kick-Off Meeting.** Contractor will schedule and host a kick-off meeting with ComEd, the Customer Innovation Admin team, and any other relevant partners to discuss Project administration, expectations, the Project implementation plan, and a detailed task-level timeline. Timeline should include expected draft and final deliverable due dates, with at least one two-week review period for ComEd for each deliverable. In addition, the timeline must account for a two-week marketing review period for all final reports, which must occur prior to the contract end date.

*Deliverables:* Contractor to send presentation slides prior to the meeting.

**Task 3: Check-in Meetings.** Contractor to schedule and lead regular check-in meetings with ComEd and the Customer Innovation Admin team at a cadence agreed upon by the team. Contractor to share progress status updates during meetings (comparing progress against the scope for clarity). Frequency and format of these status updates should be discussed and agreed upon with ComEd and the Customer Innovation Admin team during the kickoff meeting.

*Deliverables:* Contractor to create and send out meeting agendas at least 24 hours prior to the meeting, take notes during the meeting that are made available to all attendees, and send a list of action items with due dates following each meeting.

**Task 4: Research Implementation Plan.** Contractor to create and deliver a research or implementation plan. The plan should outline the specific research objectives, detailed tasks, and research methods including details about any recruitment efforts and/or approaches to benchmarking.

*Deliverables:* Contractor to share a draft of the plan with ComEd and the Customer Innovation Admin team for review and input before finalizing the plan.

**Task 5: Final Report and Presentation.** Contractor to create and deliver a final report summarizing the Project findings and recommendations using the ComEd final report template provided. The report should synthesize learnings across all project activities and outline clear,

actionable recommendations for ComEd. Contractor to schedule and host a final presentation at the close of the Project with ComEd, Customer Innovation Admin team, and any relevant stakeholders. The final presentation will review the Project tasks and methodology, key Project findings, and present clear and actionable recommendations to ComEd.

*Deliverables:* Contractor shall submit an outline of the report two weeks prior to delivering the draft report. Contractor shall submit a draft final report for review at least 6 weeks prior to the last day of the SOW Term. Contractor to submit a final version of the final report and deliver the final presentation before the end of the SOW Term.

### Submittal and Review Process

**Submittal Schedule.** Submissions will be accepted until **11:59 pm CT on March 2, 2026**. It is the sole responsibility of respondents to ensure their submission is sent to [CustomerInnovation@BrightLineGroup.com](mailto:CustomerInnovation@BrightLineGroup.com) before the due date and time. In the email subject line, please include 1) your organization's name, and 2) the title of the RFP.

**Point of Contact.** For any questions or concerns regarding this solicitation, please email [CustomerInnovation@BrightLineGroup.com](mailto:CustomerInnovation@BrightLineGroup.com), along with your intent to bid. In the email subject line, please include 1) your organization's name, and 2) the title of the RFP.

All questions submitted by **11:59 pm CT on February 16, 2026** will be responded to by 11:59pm CT on February 23, 2026.

**Review Process.** ComEd staff and the Customer Innovation Admin team will review submissions and may follow up with respondents to gain clarification as needed.

### Event Schedule

The Customer Innovation Admin team and ComEd plan to follow the schedule outlined below for this RFP.

RFP Activity	Date
RFP issued by BrightLine, on behalf of ComEd	February 9, 2026
Intent to bid due	11:59 pm CT on February 16, 2026
Deadline to submit questions	11:59 pm CT on February 16, 2026
Deadline to indicate interest in having the organization name released by ComEd for a potential partnership on the RFP	11:59 pm CT on February 16, 2026

RFP Activity	Date
BrightLine, on behalf of ComEd, releases names of vendors interested in potential partnership on RFP	11:59 pm CT on February 18, 2026
BrightLine, on behalf of ComEd, posts responses to questions	11:59 pm CT on February 23, 2026
RFP submissions deadline	11:59 pm CT on March 2, 2026
Respondents will be notified of the next steps after ComEd and the Customer Innovation Admin team have reviewed submissions	March 16, 2026

## Additional Details

Submissions are limited to 12 pages total for Organization Overview and Scope.

Submissions should use simple language with minimal jargon and avoid the use of elaborate marketing material beyond that necessary to provide a complete, accurate, and reliable submission.

Submissions should be valid for 60 days.

**Confidential material:** All the submissions will become the property of ComEd. Submitting entities should not include proprietary or confidential information in their submission, unless required to clearly convey the proposed technology solution. Financial, commercial or technical information that is considered confidential should be clearly indicated in the submission.

**Note:** The BrightLine Group, E Source, and Swift Strategy team is the Administrator for the ComEd Customer Innovation initiative. BrightLine is the Prime contractor. As BrightLine's subcontractor, E Source's primary responsibility is subcontracting to organizations selected to run pilots. Accordingly, E Source, on behalf of BrightLine and ComEd, will hold the contract with the selected vendor. Terms and Conditions for subcontracts are provided by request.

## Part 2: Required Format for Proposals

### Project Team Overview

*Include as part of your 12-page submission the following information about the project team (prime and subcontractors):*

- Provide organization name(s), relevant location(s), parent organizations and organization type.
- Summarize relevant reputation and experience related to the RFP topic.
- Provide an organizational chart with names, titles, certifications and professional licensing.

### Project History

*Include as a Microsoft Excel file (does not count towards your 12-page limit). Provide a table of relevant studies/projects executed by your organization or key members of your organization within the past five years using the guidance table below. For project timeline, include information such as contract signed, launching date, monitoring period, and final reporting date as applicable/available.*

Project Name	Summary of Work & Role	Client/Participant	Location (City, State)	Brief Project Summary	Project Timeline	Project Highlights
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### Scope

*Include as part of your 12-page submission. Based on the project guidelines above, provide a description of your proposed strategy to fulfill the RFP. Summarize the approach for each phase of development with an estimated timeline and budget, assuming a budget based on time and materials. Bidders may recommend any set of activities designed to meet the project objectives defined above.*

*Include as part of your 12-page submission. Details about the requests (e.g., contact information, program data) and support (e.g., recruitment, interview coordination) that your project team might request from ComEd and/or the Customer Innovation Admin team in order to successfully deliver your proposed scope. Please indicate the priority of these potential requests/support. In addition, describe how your team will adapt if ComEd or the Customer Innovation Admin team cannot support some or all these requests.*

*Include as part of your 12-page submission.* Provide a table (example below) that indicates which proposed activities will help address the core research objectives and questions.

Task	Research Objective/Question #1	Research Objective/Question #2	Research Objective/Question #3
Task 1			
Task 2			
Task 3			

## Supplemental Information

*Include as Appendix material and not part of your 12-page submission.* Please provide only relevant supplemental information that will help reviewers clarify your qualifications that are very specific to this RFP and refrain from including any extraneous sales material or attachments. ComEd will review what is deemed relevant. Note that including items in the Appendix does not ensure review.