



Energy Efficiency

Request for Proposals

Rideshare Needs and Gaps Assessment Pilot

Issue Date

March 26, 2026

Issued By

The BrightLine Group, on behalf of Commonwealth Edison Company

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Part 1: Overview of Request for Proposals

Event Schedule

The following is subject to change as Commonwealth Edison (ComEd) deems necessary:

Task	Deadline
RFP issued	March 26, 2026
Intent to bid due	April 3, 2026
Bidder clarification questions due	April 3, 2026
Response to bidder clarification questions due	April 10, 2026
RFP submissions due	April 20, 2026
Respondents notified of next steps	May 6, 2026

Background

The Brightline Group, on behalf of ComEd Beneficial Electrification, is seeking proposal submissions for a research effort to explore and improve the alignment of rideshare/carshare activity, public electric vehicle (EV) charging infrastructure, and ComEd's equity investment eligible communities (EIEC) and income-eligible areas.

Under ComEd's Beneficial Electrification (BE) Plan 1, the company initiated a Rideshare pilot, which aimed to expand EV use and understanding in EIECs through a partnership with an EV carshare service. ComEd partnered with Zipcar who introduced sharing of 15 EVs in these communities. Zipcar deployed the EV assets and developed an operational use and business case for further such deployments based on asset utilization and customer satisfaction. The BE Plan 1 Rideshare pilot was completed in December 2025. Further information on this pilot can be found in the [pilot executive summary here](#).

Building on the outcome of the BE Plan 1 pilot, ComEd is implementing this Rideshare Needs and Gaps Assessment Pilot study. The pilot is structured in two distinct phases. Proposal submissions should focus on delivering the research in Phase 1 with a proposed budget that matches that effort. Depending on the outcomes of this phase, ComEd may fund the second phase of the pilot.

In Phase 1, ComEd seeks insight from a data-driven market and grid assessment to quantify where high "for-hire" (rideshare) or "for-use" (carshare) vehicle activity and transportation demand intersect with electric mobility barriers like limited charging access, constrained hosting capacity, and/or constrained feeders or transformers. Emphasis will be placed on EIECs throughout the project. The research should then consider which targeted utility interventions could overcome these barriers, making electric mobility more readily available. Interventions could include (but are not limited to) make-ready investments, prioritized interconnection, discounted charging rates, and managed charging strategies.

Phase 2, if approved by ComEd based on Phase 1 outcomes, will field-test a limited set of the interventions identified in Phase 1 to explore which scalable solutions can most

effectively improve charging access, increase EV participation in for-hire/for-use mobility markets, and support grid-aligned load growth in underserved communities.

Objectives

The primary objectives of the Phase 1 Rideshare Needs and Gaps Assessment Pilot are:

1. Identify gaps between rideshare and carshare service availability, activity, and mobility demand, with a focus on income-eligible areas and EIECs.
 - Assess the alignment between rideshare/carshare availability (where services operate) and observed activity (where services are used) across studied geographies.
 - Identify areas where mobility demand exists but rideshare/carshare availability and/or activity is limited in proportion to demand.
2. Assess the role of charging access in influencing EV participation in rideshare and carshare services, with a primary focus on priority geographies.
 - Gather input from rideshare/carshare providers, prospective providers, and community-based mobility organizations on EV ownership considerations, including how charging barriers factor into their decisions.
 - Assess the degree to which charging access limitations, relative to other factors such as EV ownership rates, upfront costs, or other reported barriers, represent a primary barrier to EV adoption in rideshare and carshare fleets.
 - Overlay EV charging availability and access onto the mobility demand and service gap geographies identified in Objective 1, identifying areas where charging deserts coincide with income eligible and EIECs. Identify the structural factors contributing to charging deserts in these geographies, including economic barriers (limited private investment), grid constraints, and site availability challenges (multifamily housing, parking access).
3. Evaluate which utility interventions could most effectively support EV adoption and expand charging access among rideshare and carshare drivers in priority geographies.
 - Investigate utility interventions that could improve charging access and EV participation in EIECs, including incentives, charging hubs, make-ready support, discounted charging in priority zones, streamlined interconnection, and managed charging programs. Also consider other interventions tested across the industry.
 - Evaluate the potential impact of the targeted interventions above on charging utilization, driver economics, and EV adoption in the rideshare/carshare market, drawing on market research and stakeholder input.

4. Understand whether strategically deployed charging in priority geographies can support beneficial electrification-driven load growth without exacerbating system peak or local constraints.
 - Estimate load impacts associated with adding needed charging and other targeted mobility electrification in a typical charging desert area. Assess corresponding grid and system impacts.
 - Evaluate the potential for managed charging programs to mitigate peak impacts while improving asset utilization and grid efficiency.

Project Budget, Timeline, and Phases

For Phase 1, the anticipated project kickoff is May 2026, and the expected end date is December 2026. Vendors should present a realistic budget and timeline that aligns with their proposed tasks for addressing the research objectives.

Key Deliverables & Outcomes

The key deliverables for this project, at minimum, will be a final presentation and report that synthesize learnings across tasks and comprehensively addresses each research objective. The report and presentation will be created in the ComEd Beneficial Electrification R&D templates. The report should describe the data sources, sample frames, analysis and research performed, key results, as well as actionable recommendations for ComEd. Final reports are typically about 50-75 pages.

The following are key outcomes that ComEd expects from this research:

1. A map and analysis of gaps between rideshare/carshare availability, activity, and mobility demand across priority geographies, with specific identification of where these gaps coincide with EIECs.
2. An overlay of EV charging availability and access onto those mobility gap geographies, identifying where charging deserts are limiting EV participation in rideshare and carshare services, and the structural factors driving those gaps. Assessment of the significance of these charging barriers relative to other rideshare and carshare EV expansion barriers.
3. A synthesis of utility interventions most likely to expand charging access and EV adoption among rideshare/carshare drivers in EIECs, informed by stakeholder input and market research, with a high-level assessment of potential impact on driver economics, charging utilization, and fleet electrification.
4. An assessment of load, capacity, and grid impacts associated with improved charging access in representative EIEC charging deserts, including the potential for managed charging to mitigate peak impacts while supporting beneficial electrification load growth.

5. Recommendations for which interventions are most viable for Phase 2 field testing, grounded in the geographies, barriers, and stakeholder insights surfaced through this research.
6. Workflows outlining how ComEd programs could implement and scale learnings from this research, including opportunities for cross-program coordination within the Beneficial Electrification portfolio.

Vendors are encouraged to recommend additional deliverables or key outcomes.

Required Tasks

Respondents to the proposal should provide details of their proposed tasks to address the main research objectives and deliver the key outcomes. Below are tasks that are required; it is assumed that respondents will add more to address the specific research needs.

Task 1: Project Management. Vendor 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 the Brightline, E Source, Swift team (Beneficial Electrification R&D Admin team) immediately for discussion.

Task 2: Kick-Off Meeting. Vendor will schedule and host a kick-off meeting with ComEd, the Beneficial Electrification R&D 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: Vendor to send presentation slides prior to the meeting.

Task 3: Check-in Meetings. Vendor to schedule and lead regular check-in meetings with ComEd and the Beneficial Electrification R&D Admin team at a cadence agreed upon with the team. Vendor 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 Beneficial Electrification R&D Admin team during the kickoff meeting.

Deliverables: Vendor 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 immediately following each meeting.

Task 4: Research Implementation Plan. Vendor 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: Vendor to share a draft of the plan with ComEd and the Beneficial Electrification R&D Admin team for review and input before finalizing the plan.

Task 5: Final Report and Presentation. Vendor 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. In addition, the report should outline a proposed plan for a second phase of research that will field-test recommended interventions in targeted communities identified during Phase 1 (recognizing the role of the Vendor in Phase 2, whether as Operator or Evaluator, is not determined or guaranteed). Vendor to schedule and host a final presentation at the close of the project with ComEd, the Beneficial Electrification R&D 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: Vendor shall submit an outline of the report two weeks prior to delivering the draft report. Vendor shall submit a draft final report for review at least 6 weeks prior to the last day of the SOW term. Vendor to submit a final version of the final report and deliver the final presentation before the end of the SOW term.

Intent to Bid

If your organization is interested in bidding on this RFP, please email CustomerInnovation@BrightLineGroup.com 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 **April 3, 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.

Submittal and Review Process

Submittal Schedule. Submissions will be accepted until **11:59 pm CT on April 20, 2026**.

It is the sole responsibility of respondents to ensure their submission is sent to 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, 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 April 3, 2026** will be responded to by **11:59pm CT on April 10, 2026**.

Review Process. ComEd staff and the Beneficial Electrification R&D Admin team will review submissions and may follow up with respondents to gain clarification as needed.

Event Schedule

The BrightLine team and ComEd plan to follow the schedule outlined below for this RFP:

RFP Activity	Date
RFP issued by BrightLine, on behalf of ComEd	March 26, 2026
Intent to bid due	11:59 pm CT on April 3, 2026
Deadline to submit questions	11:59 pm CT on April 3, 2026
BrightLine, on behalf of ComEd, posts responses to questions	11:59 pm CT on April 10, 2026
RFP submissions deadline	11:59 pm CT on April 20, 2026
Respondents will be notified of the next steps after ComEd and the Beneficial Electrification R&D Admin team have reviewed submissions	May 6, 2026

Additional Details

Submissions are limited to 10 pages total for the 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 Beneficial Electrification R&D 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 the following information about the project team, including prime and any subcontractors (does not count towards your 10-page limit):

- 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 10-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 10-page submission. Based on the project guidelines above, provide a description of your proposed strategy to fulfill the RFP's objectives. 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 10-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 Beneficial Electrification R&D 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 Beneficial Electrification R&D Admin team cannot support some or all these requests.

Include as part of your 10-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 (does not count towards your 10-page limit). 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.

Pricing

It is expected that bidders will submit their pricing based on the above SOW. Contracts are expected to be on a time and materials basis. Bidder is required to leverage the pricing template included in the RFP package for pricing submittal. It is ComEd's expectation that with a managed task project, the bidder will provide pricing based on the anticipated level of effort and resources needed to complete the tasks outlined in this scope.