



Energy Efficiency

Request for Proposals

Packaged Terminal Heat Pump (PTHP) Market Study

Issue Date

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Issued By

The BrightLine Group, on behalf of Commonwealth Edison Company

TABLE OF CONTENTS

Part 1: Overview of Request for Proposals	3
Overview	3
Objectives.....	3
Project Budget, Timeline, and Phases	4
Key Deliverables.....	4
Potential Tasks	4
Intent to Bid	6
Submittal and Review Process.....	7
Event Schedule.....	7
Additional Details.....	8
Part 2: Required Format for Proposals	9
Project Team Overview.....	9
Project History	9
Scope.....	9
Supplemental Information.....	10

Part 1: Overview of Request for Proposals

Overview

The Brightline Group, on behalf of ComEd Customer Innovation, is seeking proposal submissions from qualified vendors for a Market Study on Packaged Terminal Heat Pumps (PTHPs). This research will develop qualitative primary data from facility stakeholders around experiences, motivations, barriers, performance perceptions, and challenges facing the adoption of PTHPs. Additional quantitative research will establish the prevalence of electric resistance heating for the lodging sector across ComEd service territory, and provide estimates for PTHP market potential, energy savings, and bill impacts for customers.

The Standard Program offered by ComEd plays an important role in delivering energy efficiency to commercial customers across its service territory. The program currently offers incentives for PTHP systems, including supplemental incentives for facilities that upgrade from Packaged Terminal Air Conditioner (PTAC) units to PTHPs. However, participation in these offerings remains limited, indicating an opportunity to better understand barriers to adoption and to identify potential program modifications that could drive greater participation and deeper energy savings.

One sector where these questions are particularly relevant is the lodging sector, where electric resistance heating is believed to be prevalent. Transitioning from electric resistance heating to PTHPs in lodging facilities presents a meaningful opportunity to achieve energy savings and associated emissions reductions. Accordingly, the lodging sector represents a promising focus for this research to better understand participation barriers, savings potential, and opportunities for targeted program design enhancements.

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. Understand the experiences and motivations of customers who have installed PTHPs with ComEd incentives to date.
2. Identify adoption barriers from the perspectives of customers, service providers and key lodging market actors, including operational, financial, and technical challenges.

3. Engage PTHP manufacturers, distributors, and installers, where applicable, to gather insights on product availability, performance perceptions, and distribution challenges.
4. Establish the prevalence of electric resistance heating in the lodging sector within ComEd's service territory.
5. Identify the current market share of PTHPs within the lodging sector in ComEd's service territory.
6. Estimate energy and bill savings using informed assumptions regarding baselines and operational costs associated with PTHP implementation.

Project Budget, Timeline, and Phases

The anticipated project kickoff is May 2026. The expected project end date is December 2026. About \$100,000 to \$125,000 has been allocated for this research. Vendors should present a realistic budget and timeline that aligns with their proposed tasks for addressing the research objectives.

Key Deliverables

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 Customer Innovation 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.

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. 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 Customer Innovation Admin Team immediately for discussion.

Task 2: Kick-Off Meeting. Vendor 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: 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 Customer Innovation 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 Customer Innovation 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 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, sampling and detailed tasks, including details about any recruitment efforts and/or approaches to benchmarking.

Deliverables: Vendor 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: Participant Research. Vendor will conduct interviews with a sample of PTHP measure participants to understand motivations to adopt and awareness of PTHP technology. Interview a sample of participating energy efficiency service providers (EESPs) and other relevant market actors to understand motivations to participate, sources of information and awareness of PTHP technology and other adoption enabling behavior. Vendor will engage EESPs serving the lodging sector and/or HVAC EESPs, as well as non- and partial participant customers and other relevant market actors who are not currently participating in the offering to identify barriers to PTHP adoption, including current awareness, perceptions, and interest in PTHPs. Interview lodging sector stakeholders to understand operational and economic limitations of this technology and if applicable identify additional stakeholders, such as manufacturers and distributors.

Deliverables: Draft and final interview guides, documentation, typically in a memorandum or slide deck, of the interview outcomes.

Task 6: Market Characterization. Conduct secondary research on current market penetration and EE savings potential from PTHPs in the lodging sector in ComEd's service territory. Gather data on existing heating systems in lodging sector to establish a baseline and their service scenarios (electric-only or dual fuel systems) across ComEd's service territory, document the prevalence of electric resistance heating in the lodging sector, and define a baseline to inform subsequent analysis. Summarize findings to inform subsequent analysis, including technical and economic potential of targeting lodging sector for replacement of electric resistance heating with PTHP installation.

Deliverables: Summarize Market Characterization findings to inform subsequent analysis.

Task 6: Market Potential and Savings Estimate. Analyze market potential (technical and economic) of targeting lodging section for replacement of electric resistance heating with PTHP installation. Estimate the energy savings and bill impacts from replacing electric resistance heating with PTHPs across a set of representative customer applications.

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. Vendor 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: 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 4 weeks prior to the last day of the SOW Term. Vendor to submit a final version of the final report 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 by **11:59 pm CT on April 13, 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 **11:59 pm CT on April 13, 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.

The list of organizations who opted to have their organization's name and primary contact information released will only be shared with the list of organizations who opted to have this information released. This list is intended solely to support voluntary teaming discussions among prospective bidders. Inclusion on this list does not imply endorsement and is not required to submit a proposal.

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 27, 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 13, 2026** will be responded to by **11:59pm CT on April 20, 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 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	April 6, 2026
Intent to bid due	11:59 pm CT on April 13, 2026
Deadline to submit questions	11:59 pm CT on April 13, 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 April 13, 2026
BrightLine, on behalf of ComEd, releases names of vendors interested in potential partnership on RFP	11:59 pm CT on April 15, 2026
BrightLine, on behalf of ComEd, posts responses to questions	11:59 pm CT on April 20, 2026
RFP submissions deadline	11:59 pm CT on April 27, 2026
Respondents will be notified of the next steps after ComEd and the Customer Innovation Admin team have reviewed submissions	Week of May 18, 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 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 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. 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 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 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.