



Energy Efficiency

Request for Proposals

Residential Energy Efficiency Opportunities Research

Issue Date

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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 research project focusing on non-fuel-switch energy savings opportunities for residential customers. This shall include energy efficiency saving opportunities from new weatherization and direct install measures, innovative approaches to energy assessments for residential customers, and potential strategies to increase residential customer participation in ComEd offerings.

The research will be program-agnostic and comprehensively look to inform ways to serve residential customers – both single and multifamily – across income segments (market rate, moderate income, and low income). The research will focus on downstream solutions while also exploring broader market barriers and recommending the most effective program delivery approaches, including but not limited to downstream. While this research will not consider efficient electrification opportunities, it should consider various energy efficiency savings pathways (e.g., “true kWh” savings, traditional therm savings, energy savings from water). Insights from this research could inform any of ComEd’s Energy Efficiency offerings or efforts.

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.

Glossary

Single Family housing (buildings of less than three units) includes single family detached, vintage homes, manufactured homes, condominium units, townhomes, two-flats and duplexes.

Multifamily housing refers to buildings with three or more residential units, and any buildings owned/operated by a Public Housing Authority (PHA).

Joint Delivery implies that the offering may be jointly delivered with North Shore Gas, Peoples Gas and Nicor Gas (the “Northern Illinois gas utilities”). This joint utility partnership is referred to externally as “Partners for Energy Efficiency”. More information can be found here: [Partners for Energy Efficiency](#).

“True kWh” savings represent reductions in electricity consumption. These savings reflect efficiency improvements within the same fuel type and must be calculated as:

$$\text{True kWh savings} = \text{Baseline electric kWh} - \text{Efficient electric kWh}$$

Key requirements for “True kWh” savings

- These savings may include efficiency gains associated with electric technologies.
- True kWh savings must not include converted therms.

Traditional therm savings represent therm reductions such as envelope improvements or efficiency upgrades where the primary heating fuel remains natural gas. For any projects where ComEd is fully funding the project and claiming therms, these therms count towards ComEd’s converted therm caps. ComEd is permitted to claim traditional therm savings only for measures associated with weatherization and/or mechanical insulating systems.

Key requirements for Therm savings

- Traditional therms savings must be calculated and reported in therms (which are then converted into their kWh equivalent if ComEd is claiming those savings).

Secondary kWh Savings for Water Supply and Wastewater Treatment represent electric energy savings are based indirectly on the reduced electricity usage used to provide the potable water and treat the wastewater. By applying an “Energy Factor”, the water savings (in gallons/year) can be converted to electricity savings (in kWh/year). This “Energy Factor” considers the electric energy requirements of potable water treatment plants, potable water distribution, wastewater treatment plants, and wastewater distribution.

Low Income is defined by ComEd as < 80% Area Median Income (AMI).

Moderate Income is defined by ComEd as 80% AMI - 300% Federal Poverty Level (FPL).

Market Rate is defined by ComEd as >300% FPL.

Objectives

The following are the primary objectives of this research. These research questions apply for all residential customer income segments (market rate, moderate income, and low income) and building types (single-family and multifamily).

1. Identify and characterize the market and savings potential of new energy efficiency measures that ComEd could offer residential customers across income segments.
2. Explore innovative strategies for braiding funds and delivering joint utility programs that deliver energy efficiency savings.
3. Identify and assess innovative approaches to home energy assessments that could address typical evaluation challenges (e.g., converting assessment recommendations into energy savings).
4. Understand the relative costs, benefits, and suitability of identified measures, tools and/or strategies across customer segments.

5. Identify practical strategies for increasing the savings from ComEd's existing energy efficiency measures for residential customers across income segments.

Project Budget and Timeline

The anticipated project kickoff is May 2026. The expected project end date is December 2026. An interim deliverable focused on home envelope and weatherization barriers and opportunities should be delivered by late August 2026. About \$180,000 - \$250,000 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 & 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 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.

The following are key outcomes that ComEd expects from this research. All outcomes should differentiate (where relevant) between residential customer income segments (market rate, moderate income, and low income) and building types (single-family and multifamily). Vendors are encouraged to recommend additional key outcomes.

1. A comprehensive characterization of the market and savings potential of new energy efficiency measures that ComEd could offer residential customers across income segments.
2. A set of practical strategies for ComEd's existing energy efficiency measures for residential customers across income segments by understanding which measures have unrealized potential and ways programs may need to evolve.
3. An actionable plan for ComEd to implement innovative strategies for braiding funds and delivering joint utility programs that deliver energy efficiency savings.
4. A comprehensive characterization of innovative approaches to home energy assessments that could address typical evaluation challenges (e.g., converting assessment recommendations into energy savings).
5. Synthesized research findings into actionable recommendations for program design, outreach, and customer engagement strategies.

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.

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 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 with 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.

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 **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	May 18, 2026

Additional Details

Submissions are limited to 15 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 15-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 15-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 15-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 15-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 15-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 15-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.