



Energy Efficiency

# Request for Proposals

Commercial and Industrial 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 commercial and industrial (C&I) public sector energy efficiency (EE) and energy efficient electrification (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 with commercial public sector customers. The research will help ComEd identify priority public sector customer segments, including government, municipal, public safety, transportation, and cultural institutions.<sup>1</sup> It will also identify opportunities to strengthen engagement with these entities to increase participation in ComEd's EE programs as they pursue efficiency upgrades and building electrification. In addition, the research will explore how and when ComEd can most effectively collaborate with and support public sector customers, documenting their needs, experiences, and decision-making context. Through this RFP, ComEd seeks to better engage the C&I public sector with EE and EEE retrofits that meet market needs and align with current and emerging legislative requirements, including CEJA and CRGA.

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 field 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.

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<sup>1</sup> Education facilities are currently better served by ComEd's Public Sector programs and this research should support understanding how to better serve additional customer types within the public sector.

## Objectives

The following are the primary objectives of this research:

1. Provide an assessment of ComEd's C&I public sector to identify customers with the highest achievable potential for cost-effective energy and demand savings.
2. Collaborate with ComEd to select 2–3 priority public sector customer segments that will be the focus of the remaining research tasks.
3. Assess opportunities to maximize participation and savings through ComEd's existing offerings applicable to the C&I public sector and identify barriers that may limit adoption or program effectiveness.
4. Identify potential new opportunities for ComEd to increase participation and/or savings within the C&I public sector and characterize the associated barriers to implementation or adoption.
5. Explore successful C&I public sector offerings outside of Illinois to:
  - a. Understand how public C&I customers are commonly defined in terms of program eligibility and program design,
  - b. Identify and assess new technologies, offerings and program designs
  - c. Assess potential new customers to serve, and
  - d. Evaluate innovative collaboration solutions or braiding/partnership models.
6. Quantify the technical and market potential of EE and EEE projects in ComEd's C&I public sector for select customer segments.
7. Develop a foundational understanding of the ComEd current C&I public sector landscape 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 selected key public sector customer types (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 on facility maintenance, operation, and upgrades, especially those related to EE and EEE.
  - d. Financing structures and how energy performance 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.

8. For selected key market actor, develop journey map(s) that synthesize learnings about key processes and experiences and outline actionable program design, outreach, and engagement recommendations for ComEd program(s).

## Project Budget, Timeline, and Phases

The anticipated project kickoff is May 2026. The expected project end date is October 2026. About \$130,000 to \$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 & Outcomes

The key deliverable for this project will be a final report written using the ComEd Customer Innovation report template and presentation. 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.

The following are key outcomes that ComEd expects from this research. Vendors are encouraged to recommend additional key outcomes.

- A comprehensive characterization and assessment of opportunities for cost-effective EE and EEE programs for priority ComEd's C&I public sector customer segments.
- An actionable plan for the program to implement innovative strategies for the customer segments with the highest determined potential and dispatchability.
- Workflow(s) outlining ways that ComEd programs could most effectively implement learnings from this research, including proposed field research and recruitment plan roadmaps.

## 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 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 for 2-3 selected facility types. 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. In addition, the report should outline a proposed plan for a second phase of research that would further develop and/or test the tools and/or strategies identified in this pilot. 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](mailto: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](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 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.*