

Request for Proposals (RFP)

Natural Gas Demand Side Management Demonstration

Q&A Responses



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The following responses are provided as additional information for the Alberta Energy Efficiency Alliance's (AEEA) Request for Proposals for undertaking a Natural Gas Demand Side Management Demonstration, released December 1, 2025.

Q&A Posted December 15, 2025

- Q1. Do any of the utilities have this DSM pilot as a higher priority compared to others, and if so, which?
 - A1. Yes, this RFP is of particular interest to APEX and ATCO gas, the two gas utilities supporting the project.
- Q2. Are there specific utilities that have identified customer segments or customers they want to target for this pilot? Do the utilities already have buildings lined up for participation in the demonstration?
 - A2. Customer segments of interest to the utilities are commercial and industrial (C&I) customers. Specific customers have not been targeted and there are no buildings already lined up for participation. We would be looking for the successful proponent to recruit customers or propose working with existing clients as part of the project.
- Q3. Are there any sector priorities?
 - A3. The commercial and industrial (C&I) sector is the focus of this RFP.
- Q4. Are there any geographic priorities?
 - A4. None have been identified to date.
- Q5. What specific activities do you see involved in "Ongoing Stakeholder Engagement During the Course of the Work (with various proponents within Alberta, including businesses, government, associations, etc)"?
 - A5. This would primarily involve supporting the AEEA's outreach to promote the value of DSM in Alberta. This could include supporting the AEEA's creation of communication materials and participating in AEEA outreach events (online or in-person) as an expert.

Q&A Posted December 19, 2025

- Q6. Is there a preference for the demonstration to include more than one building or facility in it?
 - A6. There is no formal preference stated at this time, although given the overarching goal of the project (i.e., demonstrating the value of ongoing DSM programs in the province), there is value in demonstrating the breadth of the DSM opportunity being demonstrated by involving more than one site in this demonstration. Of course, this is just one factor that will be considered when reviewing proposals while other factors, such as demonstrating a strong return on investment, will also be taken into account.
- Q7. What level of measurement and verification (M&V) rigour is expected for demonstrating natural gas savings? Should the project follow IPMVP protocols or other specific standards? For buildings/customers participating in the demonstration, how much historical utility data would be preferred for the RFP? Will participating customers be required to maintain "business as usual" operations during baseline and measurement periods, or can operational changes be documented and adjusted for in the analysis? (e.g. Retrofits) What is the minimum duration of post-implementation monitoring requested to establish credible baseline comparisons and demonstrate sustained savings?
 - A7. There are currently no minimum M&V standards or approaches specified for this demonstration. We will begin by considering recommendations from the project proponent related to M&V and the final approach to M&V will be determined in collaboration with the utility funders, the AEEA and the successful proponent.
- Q8. Is there flexibility in the project timeline to accommodate the customer recruitment process (expectation)? What is a realistic timeframe expected between contract execution and the beginning of implementation?
 - A8. A timeline for customer recruitment has not been specified nor is a specific timeline expected. This provides flexibility for proponents to propose a timeline that works for them.

- Q9. Are the utility funders willing to provide letters of support, endorsements, or co-branded outreach materials to support customer recruitment? Can utility account managers help identify potential customers to expedite the process?
 - A9. The involvement of the utility funders in customer recruitment is still to be determined. For example, there may be opportunities for utilities to provide confirmation of their involvement in this project, but project proponents should not expect that utility account managers will be able to help identify potential customers as this has not been built into our collaboration at this point.
- Q10. What historical utility billing data (gas and electric) will be made available for participating customers, and how far back? Will interval data be accessible where available?
 - A10. No discussions have occurred to date with participating utilities regarding data availability. Proponents should assume data access will be, at a minimum, similar to what is available for a typical project undertaken without involvement of utilities as project funders.
- Q11. For customers in the ATCO Gas and APEX service territories, are there any technical specifications or communication protocols required for integration with utility systems or data platforms?
 - A11. We do not expect any integration with utility systems or data platforms for this demonstration.
- Q12. Will the utilities provide weather normalization data, or should the proponent secure this independently?
 - A12. This will not be provided and the proponent should plan to secure this independently if needed.
- Q13: Are there guidelines for how the budget should be allocated across implementation, M&V, and reporting activities?
 - A13. There are currently no guidelines for how the budget should be allocated across implementation, M&V, and reporting activities.