



Request for Proposal (RFP) for Technical Consulting Services and Stakeholder Representation for The Lone Star Energy Storage Alliance (LESA)

RFP Number: LESA-2026-001

Proposal Due Date: April 21, 2026, 5:00 PM EST

Anticipated Contract Start Date: June 1, 2026

Contract Term: Contract Term: Seven (7) months initially (remainder of 2026) with the intention of engaging consultant with an updated agreement for work in 2027 (12 months)

1. INTRODUCTION AND BACKGROUND

1.1 Issuing Organization

The Lone Star Energy Storage Alliance (LESA) is a 501(c)6 trade association of energy storage companies working to protect and grow the Texas standalone battery energy storage market. LESA represents the standalone energy storage industry in Texas on policy questions from state legislators, the Governor's office, regulators, and wholesale market. Additional information about LESA is available at www.lonestaresa.org.

1.2 Purpose

LESA seeks a qualified consultant to provide comprehensive technical consulting services and stakeholder representation to the organization's regulatory activities in Texas. The selected consultant will serve as an extension of our team, providing expertise in regulatory analysis and engagement, public advocacy, and stakeholder engagement.

1.3 Objectives

- Navigate and influence state and local regulations and market rules affecting battery energy storage projects (BESS)
- Represent company interests before the PUCT, ERCOT, state agencies, and other relevant government entities
- Provide technical and policy analysis to inform advocacy strategic decisions
- Monitor and interpret evolving regulations, rulemakings, market design issues, and incentive programs impacting the BESS market in the state of Texas.
- Facilitate engagement of LESA member companies with utilities, regulators, peer industry groups, community stakeholders

2. SCOPE OF SERVICES

2.1 Regulatory and Policy Consulting

State and Local Level:



- Working with LESA’s retained TX-based government affairs team, monitor state legislation and provide advice regarding regulatory implications
- Monitor and engage within Public Utility Commission proceedings as directed
- Represent LESA before state agencies (e.g., TCEQ, etc) and local government entities
- Monitor building codes, fire codes (NFPA), and local permitting requirements.

ERCOT Market Rules:

- Monitor and engage on ERCOT market rule changes (i.e. NPRRs, NOGRRs, PGRRs, etc.)
- Analyze rule changes and their impact on LESA member companies.
- Advise on market design, interconnection, transmission planning, and other issues germane to BESS
- Support LESA member participation process and comment process, from drafting to submission.

2.2 Stakeholder Representation and Advocacy

- In collaboration with LESA’s leadership and retained TX-based government affairs team, represent LESA at TX-based industry association meetings, working groups, and committees.
- Attend and participate in regulatory proceedings, technical conferences, and stakeholder meetings.
- Draft and submit comments, testimony, and position papers on behalf of LESA, in collaboration with representatives from member companies.
- Build and maintain relationships with key regulators, policymakers, and industry stakeholders.

2.3 Reporting

- Provide regular briefings to LESA’s members (weekly/monthly) on regulatory and market developments with recommendations for proceedings or developments requiring potential participation/comment/action.
- Deliver alerts on time-sensitive regulatory actions.
- Maintain regulatory tracking dashboard accessible to LESA members.
- Provide ad hoc analysis and research as requested.

3. DELIVERABLES

3.1 Regular Deliverables

- Regulatory Update: Summary of key developments (email/dashboard)
- Monthly Briefing: Analysis and strategic recommendations (slides/written report)
- Ad Hoc Alerts: Time-sensitive notifications of critical regulatory actions (as needed)

3.2 Project-Specific Deliverables

- Comment letters, testimony, and advocacy materials
- Stakeholder meeting summaries and action items
- Memoranda on specific regulatory or market issues
- Presentation materials for internal and external audiences



3.3 Annual Deliverables

- Annual regulatory outlook and year-ahead recommendations for advocacy priorities and industry engagement strategy

4. CONSULTANT QUALIFICATIONS

4.1 Minimum Requirements

- Demonstrated experience in electric utility regulation and/or wholesale power markets
- Expertise and experience engaging with ERCOT and PUCT regulatory processes
- Proven track record of successful regulatory advocacy and stakeholder engagement
- Established relationships with key regulatory bodies and industry stakeholders

4.2 Preferred Qualifications

- Strong technical understanding of battery energy storage systems and grid integration
- Active participation in energy storage industry associations
- In-house legal or policy expertise
- Familiarity with fire safety codes and local permitting processes

4.3 Key Personnel

Proposals must identify key personnel who will be assigned to this engagement, including:

- Lead Consultant/Project Manager
- Subject matter experts (regulatory, technical, market)
- Support staff

For each key person, provide:

- Resume/CV
- Relevant project experience
- Role and time commitment to this engagement
- Professional certifications or licenses

5. PROPOSAL REQUIREMENTS

5.1 Proposal Format

Proposals shall not exceed 10 pages (excluding resumes and appendices) and must include the following sections:

Section 1: Executive Summary

- Overview of firm/individual and proposed approach
- Key differentiators and value proposition

Section 2: Qualifications and Experience

- Applicable experience and areas of expertise
- Specific experience supporting the energy storage industry, if any
- Examples of recent regulatory work products (i.e., comments, analysis, other advocacy materials)
- Prior industry association memberships and leadership roles

Section 3: Approach

- Proposed approach to each scope area (Section 2)



- Tools, databases, and technology platforms utilized
- Onboarding plan and proposed priorities through end of 2026

Section 4: Cost Proposal

- Fee structure (hourly rates, retainer, or blended)
- Breakdown by service category and personnel
- Estimated annual cost range
- Billing and payment terms
- Assumptions and exclusions
- Cost for optional services or additional support

Section 5: Conflict of Interest Disclosure

- Identification of any actual or potential conflicts of interest
- Current clients in energy storage or competitive sectors
- Mitigation strategies

Section 6: References

- Minimum three (3) client references with similar scope
- Contact name, title, organization, phone, email
- Brief description of services provided

Appendices:

- Resumes/CVs of key personnel
- Relevant publications or thought leadership
- Professional certifications and licenses

5.2 Submission Instructions

Deadline: April 21, 2026, 5:00 PM EST

Submission Method:

- Electronic submission preferred: info@lonestaresa.org
- Subject line: "RFP Response – LESA-2026-001"
- File format: PDF (single file preferred, max 15 MB)

Questions and Clarifications:

- Submit written questions by April 14, 2026
- A webinar will be held to address questions submitted by potential respondents regarding this RFP and the consultant role. Additional details will be shared in advance with all applicants.
- **Questions to:** Bryan Nicholson; bnicholson@lonestaresa.org

6. EVALUATION CRITERIA

Proposals will be evaluated based on the following weighted criteria:

- **Qualifications and Experience:** Relevant experience in battery energy storage sector; Track record of successful regulatory advocacy; Industry reputation and relationships
- **Cost and Value:** Competitiveness of pricing; Value for investment; Transparency and flexibility
- **References and Past Performance:** Client satisfaction; Quality of deliverables; Responsiveness and reliability



6.1 Evaluation Process

1. Initial Screening: Compliance with submission requirements
2. Technical Evaluation: Scoring by LESA's Board of Directors
3. Shortlist: Top 3-5 firms invited for interviews/presentations
4. Interviews: Virtual or in-person presentations (April 28-May 2, 2026)
5. Reference Checks: Verification of past performance
6. Final Selection: Anticipated by May 9, 2026
7. Contract Negotiation: (May 12-19, 2026)
8. Contract Award: (May 21, 2026)