REQUEST FOR PROPOSAL (RfP)

Bogota Zero Emissions Area Feasibility Study & Roadmap Development Project

C40 Cities Climate Leadership Group, Inc.
120 Park Avenue, 23rd Floor
New York, NY 10017
United States of America

19 July 2022
1. C40 Cities Climate Leadership Group

The C40 Cities Climate Leadership Group connects more than 90 of the world’s greatest cities, representing 650+ million people and one quarter of the global economy. Created and led by cities, C40 is focused on tackling climate change and driving urban action that reduces greenhouse gas emissions and climate risks, while increasing the health, wellbeing and economic opportunities of urban citizens.

The current chair of the C40 is Mayor of London Sadiq Khan; three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40 is governed by a Steering Committee made up of C40 member city mayors, elected by their peers to represent the geographic diversity of the network. Currently, the C40 Steering Committee includes the mayors of Johannesburg, Boston, Copenhagen, Dhaka, Dubai, Hong Kong, London, L.A., Medellin, Milan, Seoul and Tokyo.

C40’s work is made possible by three strategic funders: Bloomberg Philanthropies, Children's Investment Fund Foundation (CIFF), and Realdania.

C40 positions cities as a leading force for climate action around the world. We define and amplify their call to national governments for greater support and autonomy in creating a sustainable future. Working across multiple sectors and initiative areas, C40 convenes networks of cities providing a suite of services in support of their efforts, including: direct technical assistance; facilitating of peer-to-peer exchange; and research, knowledge management and communications.

As a climate organisation of the world’s greatest cities, C40 supports its members to move on to a low carbon development pathway, adapt to climate change, curb GHG emissions, and engage in partnerships among themselves and with global organisations, national governments, the private sector and civil society.

C40 Cities Climate Leadership Group, Inc. is a U.S. not-for-profit 501(c)(3) registered organisation, working with the world’s megacities to tackle climate change. With offices in London and New York, and people working across the globe, C40 has about 220 staff members. Around a half are UK based, around a tenth are US based, the remainder cover roughly another 15 countries. C40 is continuing to expand with plans to register entities in other countries this year. C40 Inc. in the U.S. would remain as the party entering into contracts and handling most financial transactions for all its global affiliates.

Website: c40.org
Facebook: facebook.com/C40Cities/
Instagram: instagram.com/c40cities/
Flickr: flickr.com/photos/c40citieslive/
2. Summary and Background of the Project

C40 is currently accepting proposals to conduct a feasibility assessment of proposed ZUMA measures and develop a high-level first ZUMA implementation roadmap in Bogota.

Bogota

Bogota is a signatory to the C40 Clean Air Cities Declaration and the Green & Healthy Streets Declaration. Bogota has taken steps to address traffic-related pollution, most notably through the introduction of Clean Air Urban Areas (Zonas Urbanas por un Mejor Aire, or ZUMA). ZUMA is a key priority project for the city, as indicated by Law 1083 of 2006, National Decree 623 of 2011, Land Use Plan, Climate Action Plan, Air Quality Plan 2030 and Mobility Master Plan (under review). The aim of ZUMA is to improve air quality in highly polluted areas and where vulnerable communities reside.

C40 Air Quality Program

C40’s Air Quality Programme works with cities to accelerate reduction in air pollutants and greenhouse gases through implementation of robust air quality management efforts. The programme supports cities by facilitating peer-to-peer knowledge sharing, providing direct technical assistance, organising training, capacity building, and conducting research and pilot studies in collaboration with city staff.

Clean Air Fund

This project is made possible by generous funding from the Clean Air Fund, a philanthropic initiative with a mission to tackle air pollution around the world. It leads a coalition of funders interested in climate change, children and health, to fund and support a multinational portfolio of clean air programmes to deliver impactful and scalable improvements to air quality, human health and decarbonisation.

3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm COT (Colombia Time), Friday 5th August 2022. Any proposals received after this date and time will not be accepted and will be returned to the sender.

Proposals should be limited to 8 pages (front and back), not including a cover page/letter and attachments. All applications must be submitted in both PDF and Microsoft Word formats with margins not less than one inch. Text type must be 11 point or larger.

Proposals should be organised accordingly:

1. Organisational Profile & Key Staff
   ○ Details of the organisation and proposed project team – please include relevant experience and expertise, limiting CVs to two pages per person.
2. Workplan & Timeline
3. Management Plan
   ○ Explanation of how the bidder proposes to work with and involve the Environment and Mobility District Secretariats of Bogota and C40 – key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages and acceptance criteria.
4. Risk Management Approach
   ○ Description of any risks and assumptions made in planning this work, along with appropriate management and mitigation strategies. Details on how a risk assessment would be completed and what it would include.
5. Budget
   ○ An itemised breakdown of costs in USD for each project task.

6. References
   ○ At least two recent references with phone and email contact details.

If the organisation submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organisations being contracted.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RfP. All contractual terms and conditions will be subject to review by the C40 legal department and will include scope, budget, schedule and other necessary items pertaining to the project.

4. Project Scope

The scope of work is anticipated to include the following stages. Responses may propose reasonable alternative approaches provided all deliverables will be met.

**Work Package 1 – Cost-Benefit Analysis**

**Activity 1.1 Scoping & Defining**

The Service Provider will work with staff from C40, the Bogota Environment District Secretariat (Secretaría Distrital de Ambiente, or SDA) and Mobility District Secretariat (Secretaría Distrital de Movilidad, or SDM) to define the overall approach and key indicators to be used. At a minimum, the cost-benefit analysis should include:

- Potential impact on local air quality (emissions and ambient concentration)
- Potential impact on health
- Potential impact on climate change and risk
- Economic cost-benefit (efficiency, financial sustainability, and socioeconomic impact)
- Complexity of implementation (technical feasibility, implementation capacity)

**Activity 1.2 Determining indicators and data requirements**

The Service Provider will work with staff from C40, SDA and SDM to define the overall approach and key indicators to be used. At a minimum, the cost-benefit analysis should include:

- Baseline ‘business as usual’ scenario(s)
- Timeframe (for example, scenarios to 2023, 2026, 2030)
- ZUMA measures to be analysed

SDA and SDM will provide the Service Provider with confirmation of data availability, by identifying the appropriate individuals and facilitating introductions to other stakeholders.

The Service Provider, SDA, SDM and relevant stakeholders will co-develop a data collection and compilation plan (e.g., traffic survey, low cost sensors), conduct the data collection process (if needed) for subsequent modelling and to address data gaps, if any.

If applicable, the Service Provider will produce documentation and templates to support city staff in continuing data collection after the service period.
Table 1. Examples of indicators and data inputs for ZUMA feasibility assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Indicators and data inputs (not an exhaustive list)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Quality &amp; GHG</td>
<td>Vehicle-kilometer travelled by vehicle types; Mode share; Vehicle fleet characteristic; Traffic flows; Spatially and temporally resolved emission inventory; Representative emission factors; Meteorological data; Air pollution concentrations (e.g., nitrogen dioxide, particulate matter)</td>
</tr>
<tr>
<td>Health</td>
<td>Mortality due to ischemic heart diseases, stroke, lower respiratory infection, chronic obstructive pulmonary disease, diabetes, and lung cancer; Hospitalizations; Morbidity; Population data; Concentration-response functions.</td>
</tr>
<tr>
<td>Costs</td>
<td>Value of statistical life (for mortality); Disability-adjusted life years (DALYs) Hospitalization/medical treatment costs; Cost of implementation/enforcement; Revenues from entry fees or fines; Cost of development of support road and public transport infrastructure; Costs for vehicle owners (e.g., retrofitting/upgrading); Costs for businesses within the ZUMA and other factors (e.g., incentives, low-income or small business measures)</td>
</tr>
</tbody>
</table>

**Activity 1.3 Methodology Development**

The Service Provider will first provide technical guidance to the SDA modelling team on the air quality modelling methodology to assess the air quality impact of medium and longer-term ZUMA measures on a more local scale. This includes guidance on data input and collection, modelling and prioritization of various medium and long-term ZUMA measures suitable in the Bogota context.

The Service Provider will then propose a methodology to conduct air quality health and economic assessment, as well as cost-benefit analysis of various ZUMA measures.

The Service Provider will develop a workplan for the analysis that includes clear identification of where and when input from SDM, SDA and C40 is required.

**Activity 1.4 Analysis & Training**

The Service Provider will conduct the cost-benefit analysis and present initial findings with SDA, SDM and C40 for feedback and further model refinement before report finalization.

The Service Provider will also provide training and documentation to city staff on the analyses and model assumptions.

**Work Package 2 - Regulatory & Legal Assessment**

The Service Provider will conduct an in-depth analysis of which regulations and laws would have to be reviewed or drafted in order to achieve the ZUMA’s measures to be implemented.
Key activities include, but are not limited to:

- Review existing regulatory, legal and administrative capacity in Bogota and/or Colombia to plan, budget, implement, enforce and monitor ZUMA, and compile relevant data on legal instruments (e.g., extent of compliance, enforcement);
- Review broad principles of best practice legal framework around implementing low-/zero-emission zones in other cities/countries;
- Conduct gap analysis to identify barriers and challenges in the existing legal framework to implement long-term ZUMA, and highlight opportunities for introduction of new legal instruments or framework to fill gaps and build on existing legal frameworks;
- Present the initial regulatory and legal recommendations to city officials, experts and stakeholders for feedback and political support.
- Evaluation of regulatory and legal framework and instruments required for successful roll-out of ZUMA.

Work Package 3: Development of a ZUMA Implementation Roadmap

Drawing upon the outputs from Work Package 1-2, the Service Provider will:

- Summarise findings on the effectiveness and feasibility of ZUMA measures
- Develop a roadmap that includes short-, mid- and long-term measures as well as its geographical expansion for ZUMA implementation to ensure Bogota meets its commitments to the C40 Clean Air Cities Declaration and Green & Healthy Streets Declaration.
- Provide recommendations to overcome potential barriers that could hinder the effectiveness of ZUMA measures.

Work Package 4: Project Close-out & Evaluation

The Service Provider will produce a final report for C40, SDA, SDM and the Clean Air Fund that should include but is not limited to:

- Summary of work completed
- Assessment of success of project
- Any risks, challenges, barriers, or unforeseen issues that were identified
- Recommendations and next steps to address unforeseen issues

5. RfP & Project Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Proposals sent out</td>
<td>19 July 2022</td>
</tr>
<tr>
<td>Written responses submitted to C40</td>
<td>5 August 2022</td>
</tr>
<tr>
<td>Evaluation of written response</td>
<td>11 August 2022</td>
</tr>
<tr>
<td>Presentation on submission</td>
<td>18 August 2022 (to be confirmed)</td>
</tr>
<tr>
<td>Selection decision made</td>
<td>25 August 2022</td>
</tr>
<tr>
<td>All bidders notified of outcome</td>
<td>26 August 2022</td>
</tr>
<tr>
<td>Project start</td>
<td>As soon as contract is signed</td>
</tr>
</tbody>
</table>
### Project Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deliverable</th>
<th>Description</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>1</td>
<td>Report: Analysis Scoping Document</td>
<td>Week 2</td>
</tr>
<tr>
<td>1.2</td>
<td>2</td>
<td>Report: Indicators &amp; Data Collection Plan</td>
<td>Week 3</td>
</tr>
<tr>
<td>1.2</td>
<td>3</td>
<td>Data Collection Exercise &amp; Documentation</td>
<td>Week 4</td>
</tr>
<tr>
<td>1.2</td>
<td>4</td>
<td>Data Collection Complete</td>
<td>Week 8</td>
</tr>
<tr>
<td>1.3</td>
<td>5</td>
<td>Analysis Workplan</td>
<td>Week 9</td>
</tr>
<tr>
<td>1.3</td>
<td>6</td>
<td>Draft Analysis</td>
<td>Week 12</td>
</tr>
<tr>
<td>1.3</td>
<td>7</td>
<td>Final Analysis</td>
<td>Week 14</td>
</tr>
<tr>
<td>1.3</td>
<td>8</td>
<td>Training on Analysis &amp; Model</td>
<td>Week 16</td>
</tr>
<tr>
<td>2.1</td>
<td>9</td>
<td>Draft Assessment</td>
<td>Week 18</td>
</tr>
<tr>
<td>2.1</td>
<td>10</td>
<td>Final Assessment</td>
<td>Week 20</td>
</tr>
<tr>
<td>3.1</td>
<td>11</td>
<td>Draft Report: ZUMA Implementation Roadmap</td>
<td>Week 23</td>
</tr>
<tr>
<td>3.1</td>
<td>12</td>
<td>Final report: ZUMA Implementation Roadmap</td>
<td>Week 26</td>
</tr>
<tr>
<td>4.1</td>
<td>13</td>
<td>Final Project Report</td>
<td>Week 31</td>
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Note: Given the challenges posed by the COVID-19 pandemic, C40 is taking necessary precautions to ensure the safety and wellbeing of our staff and assist the global community in slowing and reducing the ongoing spread of the virus, in addition to doing what we can to support our member cities and partners. As such, the above timeline is indicative – once the winning bidder is selected, changes in timeline will be coordinated by the C40 Programme Manager via a delivery impact assessment process monthly. Bidders are invited to submit proposals according to the timeline above and expected to highlight any constraints or requirements on changing timelines once a contract is awarded.

### 6. Project Budget

The total contract amount for this project will be no more than USD $70,000 including applicable taxes. The contracting entity will be C40 Inc. registered in the United States.

### 7. Proposal Evaluation Criteria

All proposals will be evaluated by a selection panel comprising staff from C40, the PMU and the Clean Air Fund will evaluate all proposals based on the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Plan</td>
<td>40%</td>
</tr>
<tr>
<td>Management Plan &amp; Key Staff</td>
<td>20%</td>
</tr>
<tr>
<td>Expertise &amp; References. Note - organisations with staff based in Bogota will receive a higher score in this criteria</td>
<td>20%</td>
</tr>
<tr>
<td>Budget</td>
<td>20%</td>
</tr>
</tbody>
</table>

Each bidder must submit 1 copy of their proposal to the email addresses below by **5pm COT (Colombia Time), Friday 5th August 2022.**