REQUEST FOR PROPOSALS (RfP)

Rio de Janeiro's Low-Emission District Freight Sector Characterization and Pathways towards Decarbonisation

14th September 2023

C40 Cities Climate Leadership Group, Inc.
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New York, NY 10017
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Summary

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1. Introduction

1.1. About C40 Cities Climate Leadership Group

C40 Cities connect 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 focuses on tackling climate change and driving urban action that reduces greenhouse gas emissions and climate risks while increasing urban citizens' health, well-being and economic opportunities.

The current chair of the C40 is the Mayor of London, Sadiq Khan; the three-term Mayor of New York City, Michael R. Bloomberg, serves as President of the Board. A Steering Committee governs C40 and comprises 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 London, Abidjan, Barcelona, Phoenix, Dhaka North, Tokyo, Buenos Aires, Bogota, Seoul, Montréal, Milan and Hong Kong.

1.2. Project Background

1.2.1. About C40 Zero Emission Freight Partnership

The C40 Zero Emission Freight Partnership is a 3-year global program developed by C40 and funded by The Climate Pledge, a partnership between Global Optimism and Amazon founded in 2019, with a corporate commitment with over 400 signatories to zero emissions by 2040. Rio de Janeiro is one of the six C40 cities in Latin America participating in the program.

1.2.2. About Rio de Janeiro's Low-Emission District: Distrito de Baixa Emissão (DBE)

The Distrito de Baixa Emissão (DBE) is the first low-emission area in Rio, located in the city Downtown (see Figure 1), aiming to improve citizens' quality of life by reducing greenhouse gas emissions. A specific micro area within the DBE (still to be defined) should be emissions-free by 2030, while the rest of the region should maintain low emissions.
The following timeline briefly contextualises the DBE creation and associated regulations:

- **2019:**
  - Rio signed the C40's "Green and Healthy Streets Declaration" (Declaração de Ruas Verdes e Saudáveis, Decree 46,081/2019), committing to establish at least one zero-emission area by 2030.

- **2021:**
  - Rio passed Law 229/2021, which confirms the creation of DBE in Downtown. The law establishes objectives, guidelines, governance, and actions within a broader plan for the urban and environmental qualification of Downtown.
  - The 2021 "Plan for Sustainable Development and Climate Action", and the 2021-24 City Strategic Plan highlight the goal to have at least 3% of the city's vehicles be zero-emission or low-emission by 2050 in the district.

- **2022:**
  - Rio published Decree 51,047 to regulate the Law and establish a GHG emissions management framework within the district.

As part of DBE implementation, the City is developing a Clean Mobility Plan to promote less polluting modes of transportation and urban redevelopment initiatives.
Some of the actions include:
- Introducing zero-emission public transport;
- Promoting active mobility;
- Managing motorised vehicle circulation and parking;
- Incentivising light and zero-emission motorised freight;
- Travel demand management; and
- Encouraging the adoption of zero-emission private vehicles such as taxis, municipal fleets, private and shared vehicles, and related charging infrastructure on the street.

The City Hall office responsible for the implementation of the DBE, the Planning Office (EPL) within the Finance and Planning Department, envisions that actions in the district should bring real improvements to the urban realm.

**1.2.3. Freight in the Rio de Janeiro’s DBE**

For freight specifically, norms and concepts for curbside management into existing legislation (restricted areas for loading and unloading trucks and operations), pilot tests with cargo bikes and a plan to adopt electric trucks for public services are also under development.

In 2018, the Municipal Transport Secretariat of Rio implemented Resolution 3.055, which governs the circulation and loading/unloading of trucks across a large urban area of the city, including parts of the south, north, and west zones, as well as public places in the Low Emission District (as specified in Article 2 and shown on Figure 2). However, due to the COVID-19 pandemic in 2020, the resolution was suspended and is set to resume in 2025.

The city challenge in revising this resolution to align with the objectives of the DBE is the lack of data characterising the type of freight transport (e.g. vehicle types, flows, and workforce involved) within this region, which may be impacted by the resolution's resumption.

Figure 2: Downtown Rio’s Truck Restriction Zone set previously by Resolution 3.055 in 2018.
2. Project description

2.1. Project Aim & Scope
The city of Rio de Janeiro is seeking support to map opportunities and create a solid proposal for rapid motorised freight decarbonisation within the city’s DBE. Through this RFP, C40 seeks a consultancy to support the city to attain the following goals:

1. Characterise the Motorized Freight Sector in DBE
2. Conduct a preliminary evaluation of the opportunities and the critical path for decarbonising Rio de Janeiro’s Low-Emission District

This analysis aims to assess various aspects of the decarbonisation effort, including the operations of the freight sector, the social and laboral impact of the proposed changes, and the implications for land and infrastructure.

The technical assistance will consider the following target scope:

- **Area:** Rio de Janeiro Low Emission District, including its main access corridors, serving Distribution Centers and Travel Generator Poles. As the DBE has a limited boundary, the study must be able to identify the main access corridors for freight vehicles as well as the location of the main distribution centers serving the DBE.

- **Mode of transport:** Motorized Land Urban Freight, including vans (and other utility vehicles), trucks and tractor-trucks of different sizes and tonnages. As aforementioned, this study focuses on motorised vehicles, rather than cyclelogistics.
### 2.2. Project Deliverables and Activities
The successful bidder must accomplish the following deliverables:

<table>
<thead>
<tr>
<th>Activities</th>
<th>Sub-activities</th>
<th>Timeline and Duration</th>
<th>Deliverables</th>
<th>Support from C40 and City</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1. Stakeholders &amp; target groups mapping</td>
<td><strong>a. Develop a methodology</strong> with criteria to identify, classify and target the key sectors, companies and groups of people most likely to be impacted or benefit from the district’s freight decarbonisation. <strong>b. Deliver a stakeholder mapping with key information on the actors and sectors</strong> identified in the previous analysis, pinpointing their relationship with the freight sector (such as freight generators, freight attractors, and freight forwarders). <strong>c. Identify the needs, barriers and main concerns</strong> of the freight sector actors and companies which operate in the DBE centre district.</td>
<td>M1-M3, 3 months</td>
<td><strong>P1.a. Freight-Stakeholder Mapping Report:</strong> Analysis of the freight transportation sector, providing insights into freight sector stakeholders' and companies' specific challenges, expectations, and requirements within the DBE. <strong>P1.b. Stakeholder Database:</strong> Stakeholder registration with a disaggregated classification by sector type, stakeholder, level of interest, and their social, economic contact and vehicle information (if applicable).</td>
<td>Rio and C40 can provide support in outlining the approach for identifying and classifying relevant entities within the DBE.</td>
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</table>
| A2. Operational Mapping & Social Analysis | **a. Characterise freight transport in DBE,** assessing vehicle typology and flow volumes, employed workforce, mapping of main distribution centres and access corridors that serve the DBE, among others. This assessment should include:  
- On-site Traffic Counts and Origin-Destination Surveys: Collecting data from at least:  
  - Volumetric traffic counts in 10 access streets (considering 2 usual business days, 24h per day).  
  - Vehicle classification counts in 40 streets (considering 2 usual business days and at least 8h per day, in time breakdowns to be defined, being 3h in morning peak time, 2h in lunch time and 3h in afternoon peak time).  
  - Interviews with 1,500 freight vehicle operators. | M2-M6, 5 months | **P2.a. Freight's Operations and Job Trends Report:** Examining the flows of goods, vehicle typology and jobs related to DBE’s access corridors and distribution centres (along with demographic information and mapping of flows) and light shedding on employment trends and opportunities for inclusive climate action within the district. **P2b. Editable annexes:** GIS Data, Flow Maps, surveys, among other related subactivities. | City should be able to provide support for carrying out on-site surveys. Rio and C40 may support origin-destination survey methods. |
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**Rio de Janeiro’s Low-Emission District Freight Sector Characterization and Pathways towards Decarbonisation**

## Activities

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<tr>
<td>A3. Land and Infrastructure Analysis</td>
<td>- <strong>Vehicle typology</strong>: Breakdown to be defined with City and C40, to ensure differentiation across medium and heavy-duty truck and utilitary vehicles types.&lt;br&gt;- <strong>GIS Data or Flow Maps</strong>: Including GIS data or maps illustrating surveyed streets, traffic patterns, main distribution centres and access corridors serving DBE is valuable.&lt;br&gt;&lt;br&gt;b. Identify the <strong>different types of businesses</strong> (B2B and B2C companies) and <strong>types of jobs and activities</strong> across the freight sector value chain within the district. This assessment should include:&lt;br&gt;- <strong>In-person or Telephone-Based Surveys</strong>: Collecting data from at least:&lt;br&gt;  - 10 big / high-priority companies mapped on Activity 1 with delivery services in the DBE.&lt;br&gt;  - Association of retail stores with logistic services in DBE.&lt;br&gt;- <strong>Business information</strong>: Ensuring relevant details such as the type of goods, locations, and operational data related to freight transportation.&lt;br&gt;- <strong>Workforce information</strong>: Ensuring demographic and employment information, including age, gender, occupation, and income levels, is exhaustive.&lt;br&gt;&lt;br&gt;c. Identify <strong>key demographic information and disaggregated data of different people living and working</strong> in the DBE. This assessment should include:&lt;br&gt;- <strong>RAIS and IBGE Census Data</strong>: To inform demographic and work patterns in DBE.</td>
<td>M3-M6 4 months</td>
<td><strong>P2c. Demographic Database</strong>: Demographic information with a disaggregated data classification by different groups of people, considering sex, gender, age, race, ethnicity, socio-economic status, education level, or employment, etc.</td>
<td>- Preliminary information on public sites and on-street recharging points.</td>
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<tr>
<td>a. Develop a <strong>methodology to identify, map and evaluate the potential public sites</strong> (buildings, terrains and public on-street parking spaces) available for the deployment of shared e-freight hubs. This assessment should include:</td>
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### Activities

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<td></td>
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<td>P3.b. Street Usage and Decarbonisation Report: Travel behaviour identification and recommendations for converting potential streets into zero-emission-only.</td>
<td>parking that could be used for logistic hubs.</td>
</tr>
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</table>
| A4. Executive Summary | On-street parking space: Identify and georeference both formal and informal (which are used intensively and improvised way) loading and unloading parking sites and stopping points.  
Road Section Type: survey of the type section of the roads (number of lanes) to support microsimulation model.  
b. Conduct an **assessment to identify and map the main energy infrastructure** and the potential and future strategic recharge points or distribution centres that serve the district.  
c. Evaluate street usage (from Activity 2) vis-à-vis available land and energy infrastructure (i.e. travel behaviour) and conduct a traffic microsimulation model to propose potential streets and a complete urban perimeter within the DBE that could be converted into zero emission-only (pedestrian and active travel-only or zero-emission vehicles) and a proposal for traffic reorganisation due to the implementation of these streets. | M7 1 month |  |
|            | a. Develop an **executive summary** providing a concise and high-level overview of the previous deliverables (P1.a, P1.b, P2.a, P2.b, P2.c, P3.a and P3.b). |  | P4.a. Executive Summary which include: Project Overview, Methodology Summary, Findings on Opportunities, High-Level Recommendations for further engagement, policy development, or project planning, and Next Steps for the city. |  |
2.3. Project Budget
Proposals budget must be submitted in USD, including taxes, all applicable administrative fees, and included expenses associated with using softwares. **Proposals should not exceed the proposed limit of USD 99,000.** Please share the cost breakdown of each activity in the itemised budget. It should be noted that payment for services is subject to the delivery and approval of each product.

2.4. Project Specifications

2.4.1. Project Manager
The winning bidder must appoint a project manager to lead the staff and maintain a close and constructive working relationship with C40’s main point of contact. The project manager will be engaging in regular catch-up and follow-up meetings and will speak on behalf of the team’s deliverables upon approval by C40’s main point of contact and the city of Rio de Janeiro.

2.4.2. Language
All deliverables should be written in Portuguese, except for Work Package 4 (Executive Summary), which should be submitted in both Portuguese and English. Catch-up and follow-up meetings with the city may be conducted in Portuguese, and in English if necessary since the C40 staff is spread across different regions worldwide. The proposals should mention the team's proficiency in English. Although it is not a requirement, having proficiency in Spanish is desirable.

2.4.3. Documentation
When preparing documentation, please use the C40 templates unless otherwise instructed. The documents should be provided in a format that is compatible with the software used by both C40 and the cities. The presentation and formatting of electronic files should be consistent, professional, and suitable for publication, thus under approval of C40’s main point of contact.

If sharing documentation with cities or external partners, please only include the C40 name and logo. Permission from the C40 team is required to use their name and logo. Unless given written permission from C40, winning bidders may not use their own name or logo. All project information, reports, and intellectual property will remain the property of C40.

2.5.4. Information Provision
C40 and the City of Rio de Janeiro are keen to facilitate the winning bidder in accomplishing assignment activities and deliverables by:

1. Offering access to policy documentation and previous studies related to the city of Rio de Janeiro is a valuable resource. It provides context and historical data to inform the winning bidder’s project planning and decision-making. It’s important to ensure these documents are easily accessible and well-organised to maximise their usefulness.
2. Providing information about the expected results and benefits to ensure alignment between the bidder's efforts with the broader vision of C40 and the City of Rio de Janeiro.

3. Providing guidance, answering questions, and facilitating communication between the winning bidder and relevant stakeholders to ensure an effective project implementation.

3. Proposal

3.1. Guidelines for Proposals

To ensure fairness, we kindly ask that proposals be limited to 10 pages (front and back), excluding a cover page/letter and attachments. Your submissions should be in PDF and Microsoft Word formats, with margins of less than one inch and a text size of at least 10 points. We appreciate your attention to these requirements and look forward to reviewing your proposals. Please send your proposal with the following content:

1. **Consultant CV or Organisational Profile & Key Staff:** The proposal should include details of the organisation and project team members, with each person's roles, relevant experience, and expertise. The limit for CVs should be two pages per person.

2. **Workplan & Timeline:** Bidders are expected to provide a workplan and timeline that outlines the approach to the project, including task sequencing and milestones. This section helps in assessing the bidder's project management capabilities.

3. **Management Plan:** The proposal should explain how the bidder intends to collaborate with the city of Rio de Janeiro and C40. This includes defining roles and responsibilities, reporting procedures, change request processes, issue escalation mechanisms, and acceptance criteria.

4. **Risk Management Approach:** Bidders should describe their risk management approach, including identifying potential risks and assumptions made during project planning. Mitigation strategies should also be outlined, and details on how a risk assessment will be conducted should be provided.

5. **Budget:** Bidders must present an itemised budget in USD for each project task. The budget should be all-inclusive, covering any outsourced or contracted work.

6. **References:** The proposal should include contact details for at least two recent references. This section evaluates the bidder's track record and previous client satisfaction.

7. **Outsourcing or Contracting:** If the bidder plans to outsource or contract any work to meet project requirements, the proposal must explicitly state this. Furthermore, all costs included in the proposal should encompass any outsourced or contracted work. The proposal should also include the names and descriptions of the contracted organisations.
The work will be completed on the C40 Standard Service Provider Agreement. Contract terms and conditions will be negotiated upon selecting the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the C40 Legal Department.

| Bidders located in Rio de Janeiro will receive additional points, while bidders outside Rio are encouraged to find a local partner to reduce travel costs and carbon emissions. |

3.2. C40 Policies

C40 expects third parties to be able to abide by these C40 policies.

- Ethical Business Conduct Policy [here](#)
- Environmental Policy [here](#)
- Equity, Diversity and Inclusion Policy [here](#)
- Safeguarding Policy [here](#)
- Whistleblowing Policy [here](#)

3.3. Proposal Evaluation Criteria

All proposals will be evaluated by a selection panel comprising C40 and Rio de Janeiro city department members. Proposals will be assessed based on how inclusion, diversity, and equity considerations are integrated into the work plan, reflected in the composition of key personnel, and demonstrated in past experiences and references.

We wholeheartedly encourage all potential suppliers, including individuals and corporations, to participate in this process. Diversity in various aspects such as organisational size, age, nationality, gender identity, sexual orientation, majority/minority ownership and control, physical or mental ability, ethnicity, and diverse perspectives is highly valued and welcomed in proposals submitted to collaborate with us.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting</th>
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<tr>
<td>Work Plan</td>
<td>20%</td>
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<tr>
<td>Management Plan &amp; Key Staff</td>
<td>20%</td>
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<tr>
<td>Expertise &amp; References</td>
<td>20%</td>
</tr>
<tr>
<td>Diversity and Inclusion Commitment</td>
<td>20%</td>
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<tr>
<td>Budget</td>
<td>20%</td>
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REQUEST FOR PROPOSALS (RfP)
Technical Assistance for Freight Decarbonisation in the Rio de Janeiro Low Emission District (DBE)

3.4. RfP Deadlines

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<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Request for Proposals sent out</td>
<td>Thu., 14 Sep 2023</td>
</tr>
<tr>
<td>Questions sent to C40</td>
<td>Thu., 28 Sep 2023</td>
</tr>
<tr>
<td>Answers provided by C40</td>
<td>Tue., 5 Oct. 2023</td>
</tr>
<tr>
<td>Written Proposals submitted</td>
<td>Fri., 20 Oct 2023</td>
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<tr>
<td>Evaluation of Proposals</td>
<td>Mon., 30 Oct 2023</td>
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<tr>
<td>Interviews with Candidates</td>
<td>Wed., 1 Nov 2023</td>
</tr>
<tr>
<td>All bidders notified of outcome</td>
<td>Mon., 6 Nov 2023</td>
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3.5. Deadline for Proposal Presentation

Each bidder must submit 1 copy of their proposal in Portuguese to the email addresses below by **5 pm Brazil Standard Time (GMT-3), Friday, 20 October 2023**. Please note that any bids received after the deadline will not be considered and will be returned to the sender.

**Gabriel Tenenbaum**
Head of Zero Emission Vehicles, Latin America
gtenenbaum@c40.org

**Gabriela de la Torre**
Senior Programme Manager, Zero Emission Freight, Latin America
gdelatorrerios@c40.org

**Pedro Bastos**
Policy Analyst, Zero Emission Vehicles, Latin America
pbastos@c40.org

Anonymised responses to questions will be provided here ([link](#)) when the Q&A period closes. The FAQ will close a few days before the submission date.