



REQUEST FOR PROPOSAL (RfP)

Seattle Low-Pollution Neighbourhoods: Business Impact and
Engagement

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

April 8th, 2024

1. C40 Cities Climate Leadership Group Inc. (“C40”)



C40 is a network of nearly 100 mayors of the world’s leading cities, who are working to deliver the urgent action needed right now to confront the climate crisis, and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. Through a Global Green New Deal, mayors are working alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to go further and faster than ever before.

The strategic direction of the organisation is determined by an elected Steering Committee of C40 mayors which is co-chaired by Mayor Sadiq Khan of London, United Kingdom, and Mayor Yvonne Aki-Sawyers of Freetown, Sierra Leone. Three term Mayor of New York City Michael R. Bloomberg serves as President of the C40 Board of Directors, which is responsible for operational oversight. A nine-person management team, led by Executive Director, Mark Watts, leads the day-to-day management of C40. C40’s three core strategic funders are Bloomberg Philanthropies, the Children’s Investment Fund Foundation (CIFF) and Realdania.

To learn more about the work of C40 and our cities, please visit our [website](#), or follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

2. Summary, Purpose and Background of the Project

City Progress

City of Seattle’s efforts to reduce emissions, increase climate resiliency, and make progress toward climate justice

As part of Mayor Harrell’s [Transportation and Climate Justice Executive Order](#), Seattle has plans to implement at least 3 Low-Pollution Neighborhoods by 2028, which will weave together decarbonizing buildings and transportation while investing in community resiliency, equity, and economic opportunity. Seattle’s Low-Pollution Neighborhoods aim to make walking, biking, and transit the preferred option for more trips, accelerate transportation electrification, advance community climate readiness and resilience, and achieve a measurable decrease in transportation-related air pollution and health disparities. The city is still designing the policy for Low-Pollution Neighborhoods and determining how they will bring the idea to fruition.

Other Seattle initiatives around reducing pollution from transport include:



- Following the Executive Order announcement, in 2023, Seattle also released its first-ever [Climate Change Response Framework \(CCRF\)](#) – a vision for reducing transportation emissions and making it easier for Seattleites to choose more efficient, shared, and sustainable travel options. The CCRF highlights six focus areas, including improving freight efficiency.
- In 2018, the Mayor’s office released the [Seattle Climate Action Plan](#) (April 2018) to strengthen the city’s commitment to climate action and the goals established in the Paris Agreement. It directed the Office of Sustainability and Environment (OSE) to identify the actions necessary to do their part to limit global warming to 1.5 degrees Celsius. It sets the platform to take bolder steps towards a fossil fuel free future.
- Drive Clean Seattle was created in 2016 as the city’s first implementation plan to advance electric vehicles and has evolved into the new Seattle’s [Clean Transportation Electrification Blueprint](#) (March 2021). The Blueprint sets ambitious clean transportation goals for 2030.
- In 2022, Seattle was awarded technical assistance from C40 to evaluate program typologies for e-cargo bikes and climate-friendly loading. SDOT is focused on ensuring curb space can be used as a climate asset for businesses transitioning to zero emission delivery modes and that city structures support both large freight partners and small-medium business community. Following the completion of the [Zero Emission Freight Grant Study](#) in 2023, SDOT has developed a Commercial E-cargo Bike Program set to launch in 2024.

C40 Department

The project will be managed by C40’s Zero Emission Area Program in collaboration with Zero Emission Freight and Zero Emission Vehicles programs. The team works with 35 signatory cities of the [Green and Healthy Streets Accelerator](#) as they work to achieve the pledge to establish a significant area of their city as zero emission by 2030. The team facilitates knowledge sharing and technical support on projects, policies and incentives related to zero emission area design, urban vehicle regulatory tools, walking & cycling, zero emission vehicles and freight, and communications.

Project objectives

The main objective is to help City of Seattle staff build business support and address private sector concerns on Low-Pollution Neighborhoods, including demonstrating the economic case for people-centered streets.

Project objectives include:

- Researching business needs, challenges and perspectives around Low-Pollution Neighborhoods, as the policy is developed.
- Ensuring private sector feedback can shape the city's policies that support a thriving local community.
- Ensuring the business community is set up for success as the city implements the Low-Pollution Neighborhoods, and mitigate any potential harm to the businesses.
- Developing opportunities to clearly communicate to businesses the anticipated benefits of Low-Pollution Neighborhoods, particularly pedestrianized streets and converting parking spaces to other uses.
- Identifying potential private sector champions and opportunities for ongoing public-private collaboration for the successful introduction of Low-Pollution Neighborhoods.
- Helping address concerns around lost business or negative economic impacts, such as from repurposing parking, drawing on local data and international examples.



3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals should be no more than 15 pages if submitting for one RfP and 20 pages if submitting for both (see details in Section 4 regarding the separate communications RfP), and will be accepted until **April 26th, 2024, 17:00 EST**. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, how you will work with C40, clear costs and detail on experience in this area.

The proposal should give C40 evaluators all the information they need to assess your bid. Please clearly indicate where applicable:

- How your proposal is responsive to the Evaluation Criteria defined below.
- List of key personnel who would be working on the project, including job titles and descriptions and their proposed role for this project. Please ensure at least one senior level staff member will be regularly involved and available as needed.
- The assumptions you are making about the project.
- Risks you have identified and appropriate mitigation measures.
- Information about your fee.

- Proposed timeline of implementation.
- Any additional support that you need to make the project a success, including any inputs you will need from third parties or C40 staff.
- Proposed working partnership with C40, including (as applicable) project governance and management, key personnel, key roles and responsibilities, and escalation procedure for issues.
- Description of your organization, including mission, values, size, leadership and commitment to diversity, equity and inclusion.
- Description of experience in business engagement strategy, economic impact modelling, and/or stakeholder engagement.
- Description of experience with zero-emission transportation and/or public health strategies.
- Examples of relevant past work such as climate or public health business outreach strategies, public-private pilots or projects, focus group research, and/or policy recommendations.
- Information on Data Protection (if it is a system, software or a supplier utilizing personal data like passport number, birthday, address, etc): C40 is subject to the European Union and United Kingdom* data protection regulations and the winning proposal must ensure its continued compliance.
- The contact details of at least one (1) reference from a previous client or partner.



You must include adequate information about how your costs were calculated to enable evaluation of cost reasonableness.

Supplier Diversity

C40 is committed to supplier diversity and inclusive procurement through promoting equity, diversity and inclusivity in our supplier base. We believe that by procuring a diverse range of suppliers, we get a wider range of experiences and thoughts from suppliers and thus are best able to deliver to the whole range of our diverse cities and the contexts that they operate within.

We strongly encourage suppliers (individuals and corporations) that are diverse in terms of size, age, nationality, gender identity, sexual orientation, majority owned and controlled by a minority group, physical or mental ability, ethnicity and perspective to put forward a proposal to work with us.

Feel welcome to refer to [C40's Equity, Diversity and Inclusion Statement](#) as supplier diversity and inclusive procurement is one element of applying equity,

diversity and inclusion to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities.



Contract

Please note this is a contract for professional services and not a grant opportunity. Organisations unable to accept contracts for professional services should not submit bids. The work will be completed on the [C40 Standard Service Provider Agreement](#)

These terms and conditions are accepted as drafted by the majority of our suppliers and we reserve the right to penalise your bid on the basis of non-acceptance of terms. If you do wish to include any requested amendments with your proposal, please do not mark up the document in tracked changes but provide a separate document for review setting out clearly your rationale for the change.

If C40 is unable to execute a contract with the winner of this competitive process, we reserve the right to award the contract to the second highest Potential Supplier.

Subcontracting

If the organisation submitting a proposal needs to subcontract any work to meet the requirements of the proposal, this must be clearly stated. All costs included in proposals must be all-inclusive of 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.

4. RfP and Project Timeline

Project Scope

C40 is looking for a service provider to support the city of Seattle on building business support for and addressing private sector concerns around Low-Pollution Neighborhoods, including demonstrating the economic case for people-centered streets.

The successful candidate will work closely with C40 and Seattle's Department of Transportation to create and deliver a plan to address the objectives above (listed in Section 2), which could include:



- Identifying the key private sector stakeholders and types of engagement needed to understand the challenges and perspectives around the introduction of Low-Pollution Neighborhoods;
- Conducting individual and/or small group interviews / focus groups with local businesses, especially in any proposed neighborhood zones, to better understand concerns and challenges around enhanced traffic restrictions, pedestrianization, and repurposing on-street parking (participants should receive a small financial stipend for their time);
- Reviewing existing evidence of impacts of similar policies in other cities (provided by C40) and analyzing in a report how these would compare to Seattle's context;
- Modelling economic impacts of Low-Pollution Neighborhoods and different transport modal split scenarios on local businesses, and developing a benefit/impact assessment for Seattle businesses;
- Creating an informative resource(s) aimed at Seattle businesses, including highlighting benefits of moving toward more people-friendly streets and addressing key myths or concerns;
- Developing policy recommendations that could be integrated into the Low-Pollution Neighborhoods to support businesses and mitigate any negative impacts, especially for small and medium enterprises;
- Developing recommendations for how the city should continue to engage with the private sector and regularly provide opportunities for feedback and collaboration;
- Producing insights for messaging and communications strategies and methods that resonate with businesses.

The consultant is encouraged to propose any additional activities they may consider relevant for the successful delivery of the project.

C40 is issuing a separate RfP on communications and stakeholder engagement that will incorporate feedback from this business impact analysis and engagement project. The communications RfP will focus on identifying how to effectively communicate the Low-Pollution Neighborhoods to residents, businesses, and visitors. Suppliers are encouraged to apply for both as one joint project, if feasible.

Both RfPs will complement ongoing C40 technical assistance support on the

city's Commercial E-cargo Bike Program, which includes business engagement, communications and a launch event in Summer 2024.



RfP Timeline:

RfP Timeline	Due Date
Request for Proposals sent out	<i>April 8th 2024</i>
Questions submitted to C40	<i>April 17th 2024</i>
C40 responds to questions	<i>April 18th 2024</i>
Deadline for receiving Offers	<i>April 26th 2024 (17:00 EST)</i>
Clarification of Offers (if needed)	<i>April 29th 2024</i>
Evaluation of Proposal	<i>April 30th 2024</i>
Presentation on Proposal (if needed)	<i>April 30th 2024</i>
Selection decision made	<i>May 2nd 2024</i>
All Potential Suppliers notified of outcome	<i>May 2nd 2024</i>

Project Timeline	Due Date
The project initiation phase must be completed by	<i>May 31st 2024</i>
Project planning phase must be completed by	<i>June 14th 2024</i>
The project is due to run until	<i>November 30th 2024</i>

5. Proposal Evaluation Criteria



Proposals will be evaluated against the following criteria

Evaluation Criteria	Weight
Robustness of the project delivery proposal: A clear demonstration of the goals of the project and how the proposal will achieve those goals	35%
Project management: Planning and a clear indication of how the candidate will deliver products on time and with quality	20%
Capability and experience of the proposed team	20%
Cost reasonableness measured by: <ul style="list-style-type: none"> • Economy: minimising the cost of resources used / spending less • Efficiency: the relationship between the output from goods / services and the resources to produce them 	20%
Diversity, Equity and Inclusion: Candidate provides evidence of organizational policies and practices that demonstrate a commitment to DEI , e.g. policies, recruitment methods, accreditations or memberships, employment practices (such as demonstrating how employees have equal access to opportunities, pay and career growth), staff training, and any other methods.	5%

6. Project Budget

C40 is assessing market costs and will use proposals to determine the budget needed to achieve the project objectives. As noted above, cost reasonableness is one of the main criteria for judging the submissions.

Budget proposals should include:

- Specific budget amounts dedicated to each task.
- Personnel costs (hourly staff rates and time dedicated to each deliverable).
- Any work that is outsourced or contracted to a partner organisation, including staff rates and time dedicated to each deliverable.



All proposals must include proposed costs to complete the tasks described in the project scope, including all VAT and taxes. Costs should be stated as one-time or non-recurring costs. Pricing should be listed for each of the following items in accordance with the format below. All costs incurred in connection with the submission of this RfP are non-refundable by C40.

Payment will be made according to meeting project milestones as approved by the C40 point of contact. If the selected candidate is based outside of Seattle, travel is expected for this work and estimated expenses are to be included in the budget.

7. C40 Policies

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

- Non-Staff Code of Conduct Policy [here](#)
- Equity, Diversity and Inclusion Policy [here](#)

8. Submissions

Each Potential Supplier must submit 1 copy of their proposal to the email address below by **April 26th 2024 at 17:00 EST**:

Zoe Allen, Zero Emission Vehicles Manager, zallen@c40.org

Please submit any questions to the above email address by **April 17th, 2024 at 17:00 EST** (deadline extended; previously April 15th). Anonymized responses to questions will be provided [here](#) when the Q&A period closes.

Disclaimer

C40 will not accept any liability or be responsible for any costs incurred by Potential Suppliers in preparing a response for this RFP.

Neither the issue of the RFP, nor any of the information presented in it, should be regarded as a commitment or representation on the part of C40 (or any of its partners) to enter into a contractual arrangement. Nothing in this RFP should be interpreted as a commitment by C40 to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.