



REQUEST FOR PROPOSAL (RfP)

Seattle Low-Pollution Neighborhoods: Communications Strategy and
Stakeholder Mapping

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.

The city is conducting “community conversations” with local groups in early 2024 to get initial feedback and input on the approach to implementing Low-Pollution

Neighborhoods in the most effective way. As an innovative project in the US, Seattle aims to communicate the project in a targeted and informed manner. Communications should not only positively resonate with residents, but also respond to likely concerns, such as potential increased mobility costs and reduced accessibility.

How the Low-Pollution Neighborhoods are communicated should also align with and support immediate priorities identified by Seattleites such as safety, post-pandemic business revitalization, homelessness, and water and air quality.



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 most effectively communicate the Low-Pollution Neighborhoods to impacted stakeholders.

Project objectives include:

- Leverage the feedback from the community conversations to guide the development of messaging and communications around the Low-Pollution Neighborhoods project.
- Ensure the language and terminology used to promote Low-Pollution Neighborhoods resonate positively and meaningfully with residents, businesses and visitors.
- Understand who the key stakeholders are and what methods of communication (including messaging and channels) will increase policy acceptance.
- Ensure messaging will link the project to current resident priorities (safety, post-pandemic business revitalization, homelessness) and air quality/health, and show that Low-Pollution Neighborhoods can be part of a solution to these urgent issues.
- Create momentum on resident and business support for Low-Pollution Neighborhoods, building capacity for them to be involved in the development process and ensure channels are created for representative voices to be heard from all communities.
- Align messaging with other Seattle programs and projects with similar scopes.

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 business engagement 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 proven experience in local resident and business communication strategy development and 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 communication strategies, pilots or projects, stakeholder mapping research, and/or messaging frameworks.
- 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 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 in creating a detailed 6-12 month communication strategy and guidance for Low-Pollution Neighborhoods. The strategy includes creating the narrative, key stakeholder identification, messaging tracks and terminology, and recommendations for polling. Please note that C40 has an existing supplier that will manage and deliver the polling at a later date.

The successful candidate will work closely with C40 and Seattle's Department of Transportation and communications teams to create a plan to address the objectives above, which could include:

- Creating a communications strategy and narrative to convey Low-Pollution Neighborhoods and explain the benefits in a way that resonates with residents' priorities, preempts disinformation, and sets a clear vision for how the city will improve with the introduction of Low-Pollution Neighborhoods;
- Developing a messaging framework that considers target audiences, nomenclature and key messages;
- Researching how to stimulate positive dialogue and engagement for Low-Pollution Neighborhoods in the run up to key milestones;
- Creating a stakeholder engagement plan, including mapping potential stakeholders employing existing C40 methods (including politically influential groups), identifying potential champions for the Low-Pollution Neighborhoods, and developing recommendations for ongoing stakeholder communication and engagement;
- Identifying communications milestones and opportunities for content or media engagement;
- Incorporating the results of the business engagement and impact work to address private sector needs, as a key sector to communicate with and engage;
- Developing a strategy for testing terminology, delivery methods, and message styling with residents and businesses;
- Supporting the development of a 'streets for people' mobilization in Q3.

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 local business engagement that will focus on identifying and addressing business needs, challenges and perspectives, in relation to Low-Pollution Neighborhoods. 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:

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

November 30th 2024

**C4O
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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

C4O is assessing market costs and will use proposals to determine the budget needed to achieve the project aims. 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.

