

REQUEST FOR PROPOSAL (RfP)

<Strategic Design of Clean Air Zone>

<8 July 2025>

1. Background

Breathe Cities: Breathe Cities is a first-of-its-kind initiative from Clean Air Fund, C40 Cities, and Bloomberg Philanthropies to clean our air, cut carbon emissions, and enhance public health in cities around the world. Launched in June 2023 by Michael R. Bloomberg, the UN Secretary-General's Special Envoy on Climate Ambition and Solutions and founder of Bloomberg Philanthropies, and London Mayor and C40 Cities Co-Chair Sadiq Khan, it aims to break down barriers to action and ensure communities around the world have access to clean air.

Breathe Cities brings together air quality data, communities, and city leaders to reduce air pollution and planet-warming emissions by 30% across participating cities by 2030 compared to 2019 levels, which would prevent 55,000 premature deaths and around 111,000 new cases of asthma in children, save \$147 billion in avoided hospitalizations and deaths and avoid 394 megatonnes of CO₂e emissions.

Breathe Bangkok:

The Bangkok Metropolitan Administration (BMA) has joined the Breathe Cities Programme as one of the pilot cities in April 2024. The Breathe Cities' support in Bangkok (later referred to as "Breathe Bangkok") will address air pollution in the city and connect it with a broader network of cities that promote global clean air actions. The Breathe Bangkok program, spanning from 2024 to 2026, focuses on two Policy Objectives, including (1) adoption of a strategic and long-term clean air management plan and inclusive and participatory air quality governance, and (2) formulation and adoption of innovative, inclusive and sustainable transport measures to reduce air pollution.

Project:

Breathe Bangkok team is currently accepting proposals to support BMA in developing a more inclusive, coordinated and enforceable Low Emission Zone (LEZ) policy to address the city's persistent air pollution challenge. While current episodic measures such as the Green List and truck bans offer a starting point, this project aims to shift Bangkok towards a broader, more integrated Clean Air Zone (CAZ) approach. CAZs refers to specific areas where multiple, integrated policies come together to reduce emissions and improve public health. These can include measures across transport, industry and other sectors. LEZs can be an important part of CAZ, targeting vehicle emissions by restricting access to high-polluting vehicles. Other elements of a CAZ might include clean fuel incentives, regulated

parking zones, industrial controls or public health protections etc. The goal is to strengthen BMA's legal authority, stakeholder readiness, and capacity to deliver both temporary and permanent CAZs.

2. Proposal Guidelines

2.1 Proposal Requirements

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until *5pm GMT+7/ Bangkok Time, 1 August, 2025*. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, a description of how you will work with Breathe Cities, clear costs, and details on your experience in this area.

The proposal should give the Breathe Cities team evaluators all the information they need to assess your bid. Proposals should be limited to 8 pages (front and back), not including a cover page / letter and attachments. All applications must be submitted in PDF and Microsoft Word formats with at least one inch margins. The text type must be 11 points or larger. **The proposal needs to be submitted in Thai and English.**

Your proposal must include adequate information about how it responds to the evaluation criteria, assumptions about the project, risks you have identified, and appropriate mitigation measures. In addition, your proposal also needs to show that the costs were calculated to enable evaluation of cost reasonableness. Your proposal should be organised accordingly and should include (but is not limited to) the information below:

1. Organisational Profile and Key Staff
 - a. Resumes of proposed key personnel
 - b. Proposed Work Plan and Timeline
2. Management Plan
 - a. Explanation of how the service provider proposes to work with and involve the Bangkok Metropolitan Administration and Breathe Bangkok team - key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages and acceptance criteria.
3. Risk Management Approach
 - a. Description of any risks and assumptions made in planning the project, along with appropriate management and mitigation strategies. Details on how a risk assessment would be completed and what it would include.
4. Budget
 - a. Detailed breakdown of costs in USD and THB for each project task. You must include adequate information about how your costs were calculated to enable evaluation of cost reasonableness. Prospective

service provider(s) may apply for either one or both work packages, with a justified budget that aligns with the scope of work package(s) they are applying for.

5. References

- a. At least two recent references with phone numbers and e-mail contact details.

2.2 Supplier Diversity

Breathe Cities is committed to supplier diversity and inclusive procurement by promoting equity, diversity, and inclusivity in our supplier base. We believe that procuring a diverse range of suppliers gives us a wider range of experiences and thoughts from suppliers and thus best enables us 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 ownership and control by a minority group, physical or mental ability, ethnicity, and perspective to put forward a proposal to work with us.

2.3 Subcontracting

If the organisation submitting a proposal needs to subcontract any work to meet the proposal's requirements, this must be clearly stated. All costs included in proposals must be all-inclusive of any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organisations being contracted.

3. Project Purpose & Scope

The purpose of this project is to support BMA in advancing the planning, design, and phased implementation of CAZ measures as part of the city's broader clean air agenda. The project will strengthen the policy and institutional framework for CAZs by assessing current regulations, identifying feasible enhancements, and integrating these into city plans. It will also promote multi-stakeholder coordination, ensure legal alignment with BMA's existing and potentially expanded regulatory authority, and prioritize public engagement and equity.

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

Work Package 1: Strengthening the Policy and Institutional Framework for Clean Air Zone (CAZ) in Bangkok

This work package aims to assess, design, and integrate feasible CAZ policy measures into Bangkok's planning framework by analyzing existing initiatives, proposing enhancements, evaluating socio-economic impacts, engaging stakeholders, and preparing for scalable implementation. The work package includes, but is not limited to the following activities:

- 1.1 The service provider will analyze existing CAZ-related policies (e.g., BMA's Green List and truck restriction policies, and congestion charging initiative), building on existing literature. The analysis includes a SWOT, barrier and enabler assessment and a review of financial and institutional feasibility to identify gaps, synergies, and opportunities for advancing CAZ measures.
- 1.2 The service provider will propose a focused set of additional measures, informed by findings on legal authority and readiness from the Breathe Bangkok's legal study of the forthcoming Clean Air Management Act or equivalent law that could grant BMA expanded authority. This may include expanding vehicle restrictions, formalizing temporary rules, or adjusting enforcement protocols.
- 1.3 The service provider will evaluate the cost-benefit and potential social-economic impacts of proposed measures in Activity 1.2 to assess environmental gains, equity implications and impacts on businesses and commuters. Both potential positive and potential negative impacts should be considered. The findings should be translated into scalable policy options that help deliver the potential positive impacts and help mitigate and/or manage the negative impacts, all tailored to Bangkok's transport, economic and governance contexts.
- 1.4 The service provider will develop a stakeholder map and engagement plan, and engage residents, businesses and logistics operators through targeted consultations, surveys, and focus groups to gather input, identify concerns, and inform the inclusive design of CAZ policies and supporting mechanisms, and mitigation strategies to ensure minimised impact on vulnerable groups.
- 1.5 The service provider will incorporate feasible CAZ measures into Bangkok's 2027 Ad Hoc Plan and long-term Clean Air Management Plan (to be developed in another Breathe Bangkok project), laying the foundation for phased city-wide implementation.

Work Package 2: Building Institutional and Public Support to Scale Clean Air Zones (CAZ)

This work package aims to establish a robust institutional, legal, and social foundation for CAZ implementation in the medium to long-term by enhancing stakeholder coordination, clarifying mandates, promoting public awareness and

support, and developing a phased rollout plan with built-in monitoring and evaluation. The work package includes, but is not limited to the following activities:

- 2.1 The service provider will foster multi-stakeholder coordination: organize forums with city, regional and national stakeholders to formalize a unified CAZ vision in the medium and long-term term, and harmonize CAZ-related measures in Work Package 1 to ensure policy coherence across planning, transport and environmental frameworks.
- 2.2 The service provider will define clear mandates, responsibilities, and coordination structure for CAZ strategies.
- 2.3 The service provider will develop and implement public engagement and communication strategies to promote awareness, drive behavioural change and build public support for CAZ measures.
- 2.4 Based on the findings from 1.3, 1.4, and feedbacks from the stakeholder consultation process, the service provider will design tailored equity measures (e.g., exemptions, financial assistance, mobility alternatives) for vulnerable groups (e.g., low-income drivers, informal workers) to support a just and inclusive CAZ policy rollout.
- 2.5 The service provider will support BMA in establishing an assessment framework to track public sentiment, compliance trends, impacts on residents and businesses, and enforcement capacity during future pilot phases, applying refined restrictions and compliance rules in targeted areas.
- 2.6 The service provider will develop a phased CAZ implementation roadmap, informed by stakeholder inputs, technical and equity recommendations, with proposed timelines, monitoring milestones, agency roles, and enforcement targets to guide broader rollout beyond 2026.

4. Budget

The total contract amount for this project will be no more than USD 95,000 including applicable taxes.

5. RfP & Project Timeline

RfP Timeline

Step	Date
Request for Proposals sent out	8 July 2025
Deadline for receiving proposals	1 August 2025
Evaluation of written proposals	4 - 5 August 2025
Presentation on Proposal	6 - 8 August 2025

Selection decision made	13 August 2025
All bidders notified of outcome	13 August 2025

Project Deliverables and Timeline (project duration is 12 months)

Activity	Deliverable	Description	Duration (suggestive)
0	0.1	Inception meeting	Month 1
Work Package 1. Strengthening the Policy and Institutional Framework for Clean Air Zones (CAZ) in Bangkok			
1	1.1	Analysis of existing CAZ-related policies, including a SWOT analysis, barrier and enabler assessment, and review of financial and institutional feasibility with identified gaps, synergies, and opportunities.	Month 3
2	1.2	Recommendation of a focused set of additional CAZ measures, with justification based on legal authority, feasibility, and alignment with Bangkok's regulatory framework.	Month 6
3	1.3	Cost-benefit and socio-economic equity assessment report detailing environmental, equity, and economic implications of proposed CAZ measures, including a summary of scalable and context-specific policy options.	Month 6
4	1.4	Stakeholder engagement plan, and stakeholder engagement summary report presenting consultation methods, participant feedback, key concerns, and recommendations to inform inclusive CAZ policy design.	Month 8
5	1.5	Final report outlining the incorporation of selected CAZ measures into the 2027 Ad Hoc Plan and Bangkok's long-term Clean Air Management Plan, with guidance for phased implementation.	Month 12
Work Package 2: Building Institutional and Public Support to Scale CAZ			
1	2.1	Multi-stakeholder forum summary report documenting proceedings, stakeholder inputs, and a unified CAZ vision aligned with legal analysis and harmonized across relevant policy domains.	Month 8
2	2.2	Institutional coordination framework outlining clear mandates, roles, and responsibilities for relevant agencies, informed by legal provisions in the forthcoming Clean Air Management Act.	Month 6

3	2.3	Public engagement and communications strategy, including key messages, outreach channels, timelines, and materials to raise awareness and build public support for CAZ measures.	Month 6
4	2.4	Equity strategy and implementation plan detailing specific support measures for vulnerable groups, with eligibility criteria, proposed delivery mechanisms, and alignment with CAZ enforcement.	Month 10
5	2.5	Monitoring and evaluation framework for future CAZ pilot phases, including key indicators, data collection methods, reporting timelines, and recommendations for enforcement refinement.	Month 12
6	2.6	Phased CAZ implementation roadmap with stakeholder-informed timeline, agency responsibilities, monitoring milestones, and enforcement targets to support city-wide rollout beyond 2026.	Month 15

6. Proposal Evaluation Criteria

Proposals will be evaluated by a panel of staff from C40, Clean Air Fund against the following criteria:

Evaluation Criteria	Weighting
Workplan: Work plan demonstrates understanding of project requirements and risks; Robustness of the project delivery and suitability of methodology; ability to meet the requirements listed	25%
Expertise and Experiences Capability, experience, and availability of the proposed team	35%
References References from other clients including not-for-profit clients	10%
Equity and Ethical Alignment	10%
Cost Reasonableness <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 • Effectiveness: the relationship between the intended and actual results • Equity: the extent to which services reach the intended recipients fairly 	20%

7. Submissions

Proposals will be accepted until *5pm GMT+7/ Bangkok Time, 1 August, 2025*. Any proposals received after this date and time will not be accepted. Please submit proposals via email to:

Miranda Jakubek
Manager, Breathe Cities Coordination and Engagement
mjakubek@c40.org

and

Pongsatorn Greigarn
City Advisor, Breathe Cities, Bangkok
pgreigarn@c40.org

and

Nuttawut Teachatanawat
Breathe Cities Lead - Thailand
nteachatanawat@cleanairfund.org

One-on-one conversations with potential suppliers can expose staff to allegations of collusion. Proposals should be submitted to a member of staff from CAF (i.e. City Lead or Portfolio Manager) and C40 (City Advisor) to protect the integrity of the competitive process.

Disclaimer

Clean Air Fund will not accept liability or responsibility for potential suppliers' costs incurred 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 the Clean Air Fund to enter into a contractual arrangement. Nothing in this RFP should be interpreted as a commitment by Clean Air Fund or C40 to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.