Request for proposal (RfP)

Rio Low Emission District (LED) Centro – Development of an Active Mobility and Electric Vehicle (EV) Charging Infrastructure Plans

September, 2025

Breathe Cities Rio de Janeiro

1. Background and institutions

a) Background

Breathe Cities

Breathe Cities is a first-of-its-kind initiative delivered by Clean Air Fund, C40 Cities and Bloomberg Philanthropies; its objective is to clean our air, cut CO2 emissions, and enhance public health in cities around the world. It was launched in June 2023 by Michael R. Bloomberg, UN Secretary-General's Special Envoy on Climate Ambition and Solutions and Bloomberg Philanthropies founder, and Sadiq Khan, then London Mayor and C40 Cities Co-Chair. The initiative 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. This effort will prevent 55,000 premature deaths and 111,000 new cases of asthma in children, save $147 billion in avoided hospitalizations and deaths and avoid 394 megatonnes of CO2e emissions.

Breathe Rio de Janeiro

Breathe Rio de Janeiro

Rio de Janeiro is one of the cities participating in the Breathe Cities initiative. The city faces significant challenges related to air pollution, which negatively affects public health, the environment, and economic productivity. Activities with high vehicle emissions contribute to 51% of PM2.5 emissions. The most affected areas of the city, such as the Center and the North Zone, have high levels of pollution, resulting in respiratory diseases and a reduced quality of life for residents.

To address air pollution and climate change issues, the centre area has been selected as priority area for this project, based on the 2021 Plan for Sustainable Development and Climate Action in Rio de Janeiro. This plan includes the setting up of Low Emission District (LED), which aims to reduce fossil fuel vehicles use and promote active mobility with bicycle and pedestrian infrastructure in prioritized zones, while integrating tram lines, electromobility solutions, green infrastructure, and smart parking initiatives. Sustained by the Reviver Centro Program Municipal Law, LED Centro aims for full implementation by 2030, with ongoing projects in active mobility, environmental education, and clean technologies.

For this reason, Breathe Cities is issuing this Request for Proposals to secure technical assistance for the development of studies and plans aimed at strengthening active mobility within the Low Emission District (LED), as well as to design the necessary electric charging infrastructure in the area to support the transition to electric vehicles.

b) Institutions

Bloomberg Philanthropies.
Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organisation focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health.

Clean Air Fund
Clean Air Fund is a philanthropic organisation that supports partners to create a future where everyone breathes clean air. To achieve this, it funds and partners with organisations across the globe that promote air quality data, build public demand for clean air and drive action while influencing and supporting decision makers to act on air pollution.

C40 Cities Climate Leadership Group Inc.
C40 Cities is a network of nearly 100 mayors from the world's leading cities, who are working to take the urgent action needed to tackle the climate crisis and create a future where everyone, everywhere can thrive. C40 city mayors are committed to using a science-based, people-focused approach to help the world limit global warming to 1.5°C and build healthy, equitable and resilient communities.

2. Summary, objective, and background of the project

2.1. Project Summary

The Rio's LED 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 LED (still to be defined) should be emissions-free by 2030, while the rest of the region should maintain low emissions.

Figure 1: Perimeter of low-emission district in Downtown Rio.

The following timeline briefly contextualises the LED 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 LED 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.

The Planning Office (EPL), under the City’s Finance and Planning Department, is leading the implementation of the Low Emission District (LED) with the goal of delivering tangible improvements to the urban environment. This area, marked by high population density, existing infrastructure, and

strategic relevance, offers a unique opportunity to advance sustainable urban development, improve air quality, and enhance residents' well-being.

Through this Request for Proposals, Breathe Cities seeks to engage a service provider to conduct studies, modeling, and design work for active mobility infrastructure and electric charging facilities. The scope includes developing an Active Mobility Implementation Plan for pedestrians and cyclists, and outlining the basic infrastructure required to support electric light vehicles such as taxis, private cars, motorcycles, and bicycles.

3. Project activities, results, and schedule

Work Package 1: Develop an Active Mobility Implementation Plan for Pedestrians and Cyclists for the entire LED Centro area.

The Plan must include the implementation of a continuous and integrated network for pedestrian and cyclist mobility, ensuring universal accessibility, fluid movement, and high walkability standards. It should prioritize visibility and safety for users, guided by two strategic principles: (1) Containment – for areas with a high incidence of accidents; and (2) Prevention – for areas with potential safety risks.

Additionally, the Plan should identify suitable locations for installing support infrastructure for pedestrians and cyclists. This includes bicycle racks, street furniture, and designated parking areas around the central zone to facilitate modal shifts toward cleaner transport options.

Activities

1.0. Work Plan

Produce a comprehensive work plan that outlines the scope, timeline, and budget for the implementation of active mobility initiatives in the LED Centro area.

Output 1.0: Detailed Work Plan for LED Active Mobility Plan, including scope, schedule, and cost estimate for the proposed activities.

1.1. Survey / Diagnosis

Carry out the surveys, studies and research needed to develop the Active Mobility Implementation Plan:

- Conduct an origin–destination analysis for cyclists within the area.
- Analyze pedestrian flows, including origin–destination patterns and key movement points, supported by quantitative data on walking trips.
- Assess traffic speed and prioritization across the LED area.
- Review traffic incident data involving cyclists and pedestrians to identify high-risk zones.
- Evaluate vehicle traffic volumes and characterize traffic patterns on LED streets, building on existing studies where applicable.
- Analyze the flow of vehicles, bicycles and pedestrians, complementing existing studies as needed.
- Assess sidewalk and curbside usage, including loading/unloading, parking, and other activities.
- Survey sidewalk conditions and street-level activities, identifying conflict points and obstructions. This should also include key infrastructure such as tree cover, lighting, and drainage.
- Evaluate intersections and pedestrian crossings, ensuring that signal timing is appropriate for elderly individuals, children, and people with reduced mobility.
- Include public safety considerations by analyzing crime incidence that may affect pedestrians and cyclists in the area.

Output 1.1: Assessment of the current conditions of active mobility in the LED area.

1.2. Guidelines

Define guidelines for walkability interventions with a focus on road safety and accessibility.
Output 1.2: Guidelines report for walkability interventions with a focus on road safety and accessibility.

1.3. Mapping

Prepare a comprehensive urban design map (including graphic illustrations and other visual elements necessary for spatial understanding) that defines and integrates the following components:

- Pedestrian pathways: Identify new exclusive pedestrian corridors, considering accessibility, continuity, and integration with existing urban fabric.
- Vehicular streets: Map streets with car traffic, including traffic-calmed areas such as Zone 30 and shared lanes. Where feasible, propose complete street solutions that prioritize pedestrian use — such as sidewalk widening, curb extensions, street-level alignment between sidewalks and roadways, and raised crosswalks.
- Cycling infrastructure: Include the bicycle network, covering shared lanes and dedicated bike paths that connect to the city center. Specify technical details for each segment, including lane width, pavement type, physical protection, and signage. Also include locations for bicycle parking (paracycles) and shared bike stations.
- Reference the routes proposed in the CICLORIO cycling expansion plan and the Ciclorrotas Centro plan (2013) and assess the feasibility of implementing these routes in light of new transport corridors introduced since then, such as BRS and VLT.

Output 1.3: Comprehensive mapping and inventory of active mobility infrastructure in the LED Centro.

1.4. Implementation Plan

Develop a comprehensive Implementation Plan that includes technical studies, spatial maps, implementation strategies, phased stages, and a physical timeline. The plan should integrate key elements such as pedestrian streets, vehicular traffic streets, and the cycling network.
Output 1.4: Active Mobility Implementation Plan for LED Centro

Proposed project schedule Work Package 1

Activity	Output	Start Month	End Month
1.0	*Output 1.0: Detailed Work Plan for LED Active Mobility Plan, including scope, schedule, and cost estimate for the proposed activities.*	Month 1	Month 1
1.1	*Output 1.1: Assessment of the current conditions of active mobility in the LED area.*	Month 1	Month 4
1.2	*Output 1.2: Guidelines report for walkability interventions with a focus on road safety and accessibility.*	Month 4	Month 5
1.3	*Output 1.3: Comprehensive mapping and inventory of active mobility infrastructure in the LED Centro.*	Month 5	Month 7
1.4	*Output 1.4: Active Mobility Implementation Plan for LED Centro*	Month 7	Month 10

Work Package 2: Development of Electric Vehicle (EV) Charging Infrastructure Plan

Design the foundational infrastructure required to support charging for electric vehicles—including taxis, private cars, and motorcycles—as well as electric bicycles. This includes identifying suitable locations, energy needs, and technical specifications for various charger types and vehicle categories.

Activities

2.0. Work Plan

Produce a comprehensive work plan that outlines the scope, timeline, and budget for the implementation of active mobility initiatives in the LED Centro area.

Output 2.0: Detailed Work Plan for LED Electric vehicle (EV) charging infrastructure Plan, including scope, schedule, and cost estimate for the proposed activities.

2.1. Survey / Diagnosis

Gather and analyze complementary data to enhance the existing diagnosis and ensure a foundation for charging infrastructure planning. It includes:

- Conducting field surveys to assess user behavior, demand patterns, and vehicle types.
- Studying the technical and spatial feasibility of installing charging stations in various urban contexts.
- Researching best practices and benchmarks from other cities.

Output 2.1: Analysis for installing Electric vehicle (EV) charging infrastructure in LED Centro

2.2 Integrated Spatial and Infrastructure Map

Develop a comprehensive spatial and technical understanding of the LED Centro area to support the strategic placement of electric vehicle (EV) charging infrastructure. It involves identifying and mapping both existing and required energy infrastructure, analyzing its compatibility with urban form and mobility flows. This includes:

- Identifying and mapping the existing and required energy infrastructure to support EV charging.
- Selecting and proposing recharge point locations, considering: charging station placement, energy access points, types of vehicles (e.g., cars, motorcycles, bicycles), types of charging spaces (e.g., street spaces, public parking lots), types of chargers (standard, fast), with basic specifications
- Conducting a survey and analysis of existing parking facilities to assess their suitability for hosting charging infrastructure.

Output 2.2: Integrated Spatial and Infrastructure Mapping Report

2.3. Project Design and Terms of Reference for EV Charging Area Concessions

Define the overall framework of the project, including the identification of potential concession areas and the development of guidelines for implementation, operation, and management. It also includes drafting the Terms of Reference (ToR), which will serve as the formal document guiding the concession process. The ToR will specify technical requirements, service standards, responsibilities of concessionaires, and criteria for site selection and infrastructure deployment.

Output 2.3: Terms of Reference for the concession of the electric vehicle (EV) charging areas.

2.4. Charging Infrastructure Plan for LED Centro

Design a plan for the implementation of electric vehicle (EV) charging infrastructure in the LED Centro area, integrating technical studies, spatial analysis, and strategic guidelines. This will incorporate

technical studies, geospatial maps, design guidelines, implementation strategies, phased execution stages, and a timeline.
Output 2.4: Electric vehicle (EV) charging infrastructure Plan for LED Centro

Proposed project schedule Work Package 2

Activity	Output	Start Month	End Month
1.0	*Output 2.0: Detailed Work Plan for LED Electric vehicle (EV) charging infrastructure Plan, including scope, schedule, and cost estimate for the proposed activities.*	Month 1	Month 1
1.1	*Output 2.1: Analysis for installing Electric vehicle (EV) charging infrastructure in LED Centro*	Month 1	Month 4
1.2	*Output 2.2: Integrated Spatial and Infrastructure Mapping Report*	Month 4	Month 7
1.3	*Output 2.3: Terms of Reference for the concession of the electric vehicle (EV) charging areas.*	Month 7	Month 11
1.4	*Output 2.4: Electric vehicle (EV) charging infrastructure Plan for LED Centro*	Month 7	Month 12

4. Budget

The total contract value for this project shall not exceed US$ 65,000, including applicable taxes. Proposals above the established budget will not be evaluated.

5. RfP and project schedule

RfP schedule

Deadline for submission of proposals	15 September 2025
Deadline for questions	05 September 2025
Decision on selection	26 September 2025
Notification of results to all applicants	03 October 2025
Start of project	As soon as the contract is signed

Project Schedule

The tables presented represent an indicative schedule, based on a total duration of 12 months for the entire project. However, alternative timelines may be proposed and justified within the technical proposal. The final schedule will be agreed upon during the initial phase of the project, in coordination between the service provider, C40, the Clean Air Fund, and the city.

6. Proposal Evaluation Criteria

Proposals will be evaluated against the following criteria:

Evaluation criteria	Weight
Understanding of the project, work plan, and methodology The work plan demonstrates understanding of the project requirements and risks; soundness of project execution and appropriateness of methodology; ability to meet the listed requirements.	40%
Experience, knowledge, and references Capacity, experience, and availability of the proposed team, along with references from other clients, including nonprofit clients.	30%
Overall integration of equity, diversity, and inclusion	10%
Cost-benefit ratio Economy, efficiency, effectiveness, and equity	20%

7. Proposal Guidelines

This Request for Proposal presents the requirements for an open and competitive process. Proposals will be accepted until **5:00 pm Brasilia Time (GTM-3), September 15, 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 proposal. Proposals should be limited to 15 pages not including a cover page / letter and attachments. All applications must be submitted in PDF format with at least one-inch margins. The font size must be 11 points or larger. **The proposal should be submitted in 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. Executive Summary

Brief overview of the approach.

2. Organisational Profile and work team
    a. Details of the organisation, including type (NGO, academia, consulting, private, etc.) and where the organization(s) is(are) based.
    b. Description of the proposed work team.
    c. General overview of the relevant experience related but not limited to the scope.

Note: If the proponent is not based in Rio de Janeiro, it will be necessary to have a local partner and detail in the proposal how each partner will work to ensure the implementation of the project and on-the-ground support of field activities.

3. Technical proposal
    a. Indicate how your organization will accomplish each of the components, activities and deliverables outlined in this request for proposals.
    b. Indicate the different stages, milestones, and contact moments with the Breathe Cities team – adequate review periods should be included.
    c. Include a detailed Gantt chart outlining activities in Excel or PDF format.
4. Management Plan

Explanation of how to work with and involve city government and Breathe Cities team - key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages and acceptance criteria.

5. Risk Management Approach

Description of any risks and assumptions made in planning the project, along with appropriate management and mitigation strategies.

6. Budget

The budget should provide a detailed cost breakdown in USD for each project component, including all applicable taxes/VAT. We encourage you to break down costs by activity.

Please also attach a spreadsheet with a detailed breakdown of costs, including staff, consultants, meetings, travel, other related expenses, and indirect costs. Note that no more than 10% of the total budget may be allocated to overhead. You must include sufficient information on how the costs were calculated to allow for an assessment of cost reasonableness.

7. References

At least two recent organizational references with phone numbers and contact details (name, position in the organization, email, city).

a) 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.

Proposals from companies located outside of Rio de Janeiro will be considered; however, they must demonstrate association with a local partner. This will ensure their active participation in tasks requiring physical presence and in strategic meetings. If necessary, partnerships with local organisations, universities, companies and consultants are also recommended to strengthen collaboration and reduce the carbon footprint associated with travel.

b) 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.

8. Submission

Please submit proposals via email to:

Diego Blanc - City Advisor: dblanc@c40.org

Alexandre Batista - Breathe Cities Lead (Brazil): abatista@cleanairfund.org

Heloisa Ribeiro – Breathe Cities Analyst: hribeiro@cleanairfund.org