

Request for Quotation (RfQ)

Breathe Bogotá

Support the implementation and replicability of the Urban Zones for Clean Air (ZUMA)

April 2025

1. Institutions

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 right now 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.

C40's team is based in London, with offices in New York, Johannesburg, Singapore, Delhi, Rio de Janeiro, Copenhagen, Beijing and Paris, and individual employees in over 25 different locations, with the chairman's office based in London.

The strategic direction of the organization is determined by an elected Steering Committee of C40 mayors, which is co-chaired by Mayor Sadiq Khan of London, UK, and Mayor Yvonne Aki-Sawyer of Freetown, Sierra Leone.

CLEAN AIR FUND

The Clean Air Fund is a global philanthropic organization that works with governments, funders, companies and activists to provide clean air for all. The foundation funds and partners with organizations that promote air quality data, create public demand for clean air and promote policy change.

2. Background and project summary

a. 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 Bogota

Bogota is one of the fourteen cities of the Breathe Cities initiative. The Breathe Bogotá Strategy aims to leverage the city's ambitious '[Plan Aire](#)' objectives to accelerate its efforts to reduce air pollution, improve public health and mitigate climate change. Through the unlocking of ongoing strategies that still face significant gaps and the inclusion of specific new policies around areas lacking adequate attention. In particular, Breathe Bogota will support the implementation of tangible measures to reduce emissions in the Urban Zone for a Clean Air (ZUMA) Bosa – Apogeo, and facilitate the declaration of a second ZUMA; assess the health and equity impacts of air pollution in different parts of the city; and promote the adoption of new management instruments to address the increasingly pollutant emissions from the transport and construction sectors.

b. Project Summary

Bogotá has prioritized the implementation of Urban Zones for Clean Air (ZUMAs) as a key strategy to improve air quality, detailed in multiple city regulations. The ZUMA initiative was outlined in the "Plan de Ordenamiento Territorial" (Article 120, Decree 555 of 2021) and adopted as a strategic line of action in the "Plan Aire Bogotá 2030" under Decree 332 of 2021. ZUMAs were formally regulated in Bogotá by Decree 492 of 2023 and recognized as a priority activity in the Plan de Desarrollo 2024 – 2027 "Bogotá Camina Segura".

The ZUMA strategy addresses both environmental and social inequities by focusing on highly polluted areas with vulnerable communities. The ZUMA zones are strategically located in regions with higher poverty, pollution levels, and health impacts. This project aims to reduce pollution exposure for these communities through targeted interventions, improving access to healthier urban spaces and addressing disparities in air quality.

Air quality varies significantly across the city, with the highest PM2.5 concentrations in the densely populated, socioeconomically disadvantaged southwest ([SDA, 2024](#)). Therefore, the first Urban Zone for Clean Air was established in that area. ZUMA Bosa – Apogeo was declared in October of 2023 ([District Decree 492 of 2023](#)), followed by planning and participatory processes in the territory during 2024.

The ZUMA Bosa-Apogeo is located in the Bosa Borough (Southwest of the city) and it covers an area of 2.24 km², with 35.554 residents and 13.223 households. It includes neighborhoods such as *Nuevo Chile*, *Olarte*, *Surbana*, *Motorista*, *La Ilusión* and *Villa del Río*, and encompasses critical zones with high environmental vulnerability and socioeconomic challenges. The area is characterized by high exposure to emissions from transportation corridors, nearby industrial activity, and poor waste management practices.



Image 1. ZUMA Bosa Apogeo map

The project to *support the implementation of the Urban Zones for Clean Air (ZUMA)* aims to support the implementation of tangible measures to reduce emissions in ZUMA Bosa-Apogeo and facilitate the declaration of a second ZUMA in Bogotá. This will start with the creation of a data baseline to initiate and monitor the implementation process. To ensure effective execution, governance mechanisms will be established to promote seamless coordination among district organizations. The results of this initiative will support its integration into broader urban development efforts and serve to replicate this model in other areas and cities.

Therefore, this project seeks to undertake the following:

- **Improve data and capacities to monitor and evaluate ZUMA implementation:** The project will begin with a detailed analysis and data-gathering exercise to establish a comprehensive baseline for the ZUMA Bosa-Apogeo area, which will include assessments of equity, public space, and mobility improvements. A methodology will be defined to assess and quantify the impacts of interventions planned for the ZUMA.
- **Design specific interventions for the ZUMA Bosa-Apogeo:** Based on the [Action plan](#) that the city has published, two priority interventions will be selected in collaboration with local authorities and the community, and detailed implementation plans will be developed.
- **Support ZUMA replicability:** Support will be provided to conduct the social and technical analysis required for the declaration of a second ZUMA, according to the [District Decree 492 of 2023](#). The project will also produce a knowledge product based on lessons from the ZUMA Bosa-Apogeo to support strategy replication in other areas of the city and cities.

The Clean Air Fund and C40 Cities are currently seeking quotes for service providers to gather feedback on the expected scope of technical assistance, as well as to estimate the cost and compliance capacity of potential service providers in Bogotá. Please, read carefully the objectives and expected outcomes of the consultancy outlined below.

3. Scope, tasks and deliverables

The expected start date for the project is June 2025 and the end date depends on the planned time frame to complete the activities, without exceeding November 2026. The service provider will perform the work packages included in the following table, which provides a detailed overview of all the tasks and deliverables anticipated for this project:

Work Package	Tasks	Deliverables (Final deliverables should be submitted in english and spanish)
1. Improve data and capacities to monitor and evaluate ZUMA implementation	<p>1.1. Review and assess existing data and methodologies related to de ZUMA Bosa-Apogeo</p> <ul style="list-style-type: none"> i. Engage with relevant city entities (Environment, Mobility, Planning, Hábitat Secretariats, and others) to identify and gather existing data and previous work within the ZUMA. ii. Conduct desk research to review existing data and previous assessment conducted within the ZUMA Bosa – Apogeo. The service provider should also review the previous and ongoing consultancies done to support the ZUMA. iii. Assess the existing monitoring framework proposed by the city in the "Anexo 1. Documento Técnico de Soporte" to evaluate the implementation and impacts of the ZUMA, aligned with the Breathe Cities monitoring framework. <p>1.2. Develop a monitoring and evaluation methodology</p> <ul style="list-style-type: none"> i. Based on discussions with leading city authorities as well as in alignment with the ZUMA objectives, its monitoring framework and the ZUMA Bosa – Apogeo action plan, develop an integrated methodology and a clear operationalization plan to capture ZUMA's benefits holistically. The methodology should be aligned with the technical and institutional capacities of the city authorities to monitor impacts in the future, detailing at least: <ul style="list-style-type: none"> a. Set of indicators to monitor. b. Based on task 1.1, identify which existing data or previous assessments are useful to be incorporated within a monitoring framework. c. Data collection methods and monitoring, evaluation and learning considerations. d. Tools, requirements and economic, technical and institutional resources needed to apply the methodology. ii. Develop a practical and simple tool that operationalizes the proposed methodology allowing the city to monitor the impacts (i.e. excel tool, dashboard, interactive map). iii. Identify data needs as well as gaps, opportunities and propose key actions to improve and guarantee sustainability of the developed product. <p>1.3. Conduct field quantitative and qualitative data gathering</p> <ul style="list-style-type: none"> i. In coordination with the leading entities of the strategy, define the key information to be collected, which may use the following methodologies¹ and should take into account disaggregation based on demographic characteristics as age, gender, income level, among others (quote independently according to the methodologies and the population data): <ul style="list-style-type: none"> a. Inventory and characterization of businesses, companies and social, educational or cultural facilities through on-site surveys and field recognition exercises. b. Household surveys. c. Intercept surveys, to gather key information to better understand mobility patterns, space utilization, and infrastructure needs. d. Manual or automatic counting of vehicles (public transport, private vehicles, freight and informal transport, motorcycles, cyclists, pedestrians) and people at strategic points. e. Characterize public space uses and offer through field recognition exercises f. Qualitative methodologies for data collection, focus groups, workshops with the community. ii. Define the sampling methodology and implementation areas. iii. Set a work plan to gather quantitative and qualitative data within the area. iv. Develop/design the tools/methods needed to gather the data (i.e. surveys, interviews, focal groups). 	<ul style="list-style-type: none"> 1. Inception report that outlines how and when each task will be conducted. 2. Partial report with the progress of activities. 3. Final Report that includes <ul style="list-style-type: none"> i. The analysis resulting from activity 1.1. ii. The proposed monitoring and evaluation methodology. iii. The identification of gaps, opportunities, and information collection needs in the ZUMA Bosa Apogeo. iv. A detailed report presenting the systematized and analyzed data collected in the territory. 4. Developed tool and use guidelines 5. Knowledge transfer sessions and workshops.

¹ Taking into account the need to consolidate robust information about the conditions within the ZUMA, keep in mind that the ZUMA covers an area of 2.24 km², with 35.554 residents and 13.223 households.

	<ul style="list-style-type: none"> v. According to the work plan, conduct the data gathering processes in the ZUMA Bosa-Apogeo territory. vi. Systematize and analyse the data gathered to be included within the developed methodology from activity 1.2. <p>1.4. Conduct capacity building activities to communicate the findings effectively and ensure city officials and stakeholders have the skills and resources needed for using the methodology over time.</p> <ul style="list-style-type: none"> i. At least one capacity building session with city officials, recorded to be applied afterwards by the city. ii. A clear guideline/manual/toolkit that ensures the tool can be used and replicated to future areas, including: the proposed monitoring and evaluation methodology, the requirements and steps to use the tool, the required data and methodologies to gather it up, and recommendations for improvement. 	
2.Design specific interventions for the ZUMA Bosa-Apogeo	<p>2.1. Identify Priority Interventions</p> <p>Conduct discussion sessions with leading entities of the ZUMA, to select two priority interventions from the ZUMA Bosa-Apogeo action plan. The methodology to select them should be agreed with them and should consider at least the following criteria: Potential impact level and benefits on air quality, climate, and health; potential impacts over vulnerable communities; alignment with existing or planned projects; resource availability; short-term feasibility; current phase of the project. Other criteria identified by the service provider will be welcomed as long as they are agreed upon with the ZUMA leading entities. The interventions are subject to discussion, although they may include:</p> <ul style="list-style-type: none"> i. Design of sustainable mobility and public space management interventions <ul style="list-style-type: none"> a. Propose measures for vehicular traffic management. b. Design public space interventions to improve pedestrian mobility. c. Design strategies to promote parking registration and control informal parking. d. Design strategies and programs for bicycle user promotion and education. e. Identify and develop activities to improve public transportation. f. Design the urban freight distribution pilot. ii. Design of environmental strategies and territorial intervention Actions: <ul style="list-style-type: none"> a. Design and execution of renaturalization interventions. b. Design of execution strategies for the environmental self-regulation program. iii. Design of citizen participation and air governance strategy based on behavioural change to improve air quality knowledge and support for the ZUMA implementation among different community groups <p>2.2. Prepare a detailed implementation plan for at least 2 interventions</p> <p>Evaluate the data, conditions, and current status of the prioritized interventions.</p> <ul style="list-style-type: none"> i. Design and conduct inclusive participation activities with frontline communities to understand their diverse perspectives on the intervention and its impacts. Use this input to inform the implementation plan, ensuring it addresses the needs of communities that will benefit or be adversely affected. (This activity could involve collaboration with city department teams.) ii. Develop and design the details of the interventions, creating detailed projects ready to be implemented by the city. At a minimum, this should include: <ul style="list-style-type: none"> a. Detailed design of the intervention to be carried out (concept and executive designs, schemes, or programs to be implemented, etc.). b. Required economic, human, technological, and physical resources for implementation. c. Implementation schedule. 	<p>1. Detailed intersectoral implementation plan and project design for at least two (2) selected interventions in the ZUMA Bosa - Apogeo.</p> <p>2. Report with the evidence and results of the Inclusive engagement and communication activities.</p>

	<ul style="list-style-type: none"> d. Inter-institutional coordination needs, and proposals to address them. e. Map frontline communities that should be involved in the design and delivery of the interventions, f. Develop a multistakeholder engagement plan to propose recommendations on how the city should involve the community in the process of implementation, to ensure buy in in the longer term. g. Potential impacts according to the designed intervention (environmental, equity, social, economic, etc.). h. Monitoring, evaluation and learning plan for the implementation, including performance indicators building on the key concerns, priorities and needs identified through activity ii i. Estimated costs and budget breakdown j. Risk assessment and mitigation strategies 	
3. Support ZUMA replicability	<p>3.1. Conduct required analysis for the Second ZUMA Based on the Article 8° of the District Decree 492 of 2023 and the area selected by city authorities, conduct the following:</p> <ul style="list-style-type: none"> i. Define the communications strategy: Design a strategy to inform, engage, and raise awareness among stakeholders and the community about the second ZUMA objectives. ii. Define the cross-cutting governance and social management strategy: Develop a framework to ensure inter-institutional coordination and community engagement throughout the ZUMA planning and implementation phases. iii. Develop an air quality monitoring plan to track the progress of actions taken in response to the ZUMA objectives. iv. Design communicational materials and activities to begin the preparation process for the launch and start-up of the ZUMA. <p>3.2. Develop a knowledge product for ZUMA replicability Develop a comprehensive knowledge product that allows the city to replicate the ZUMA Bosa-Apogeo experience within other areas of the city, including each phase of the ZUMA (site selection, preparation for announcement/declaratory, emission reduction, low and ultra-low emissions phases). This document must provide clear guidelines, best practices, adjustment and adoption of ZUMA Bosa-Apogeo tools and assessments, and lessons learned in each phase to improve and support the replication of the ZUMA model.</p>	<p>1. Report of the analyses establish in "Artículo 8° Requisitos adicionales previos a la declaratoria", of District Decree 492 of 2023.</p> <p>2. A comprehensive knowledge product that supports the replication of the ZUMA model.</p>

NOTE. Work packages 1 and 3 should start simultaneously at the beginning of the project.

4. Guidelines to submit a quote

Please submit your response to this Request for Quotes by **April 25, 2025 at 22:00 hrs** (COT) via email to Diana Durán (dduran@c40.org) City Advisor of Bogota at C40 Cities, Jaime Rueda (jrueda@cleanairfund.org) City Lead of Breath Bogotá, and Sandra Fajardo (sfajardo@cleanairfund.org) Analyst of Breathe Bogotá, with copy to Guillermo Gómez (gpedrozo@c40.org) .

Please ensure that your submission includes the following information:

- Company profile, briefly mentioning your experience in similar tasks, maximum 2 pages. *Note that at this stage, an extended CV is not required.*
- Clearly specify what components and tasks you are quoting for. Quoting for all the tasks is ideal but not mandatory in case the provider finds some of them are better suited for its expertise. Please briefly include details and specifications related to the expected outcomes from the activities and products outlined in the RFQ.
- Provide a general cost estimate in US dollars for **each** component you are quoting for, and specify the period for which your quote is valid. Please include quote values for each component and the main activities indicated in the **attached Excel File**. *Note that at this stage, a more detailed cost breakdown is not required.*
- Include any additional information such as feedback on the activities and products outlined in the RFQ, terms necessary for successful completion of the tasks, and any other relevant details that would be useful for C40 and CAF to be aware of. An Excel form was provided for this purpose, but the provider may use another format.
- The quote may be submitted in English or Spanish.
- The service provider must be able to deliver the work in English and Spanish.
- Please keep the quote and any information provided as brief and concise as possible, limited to 6 pages.