

# **REQUEST FOR PROPOSAL (RFP)**

**ENVIRONMENTAL RECOGNITION PROGRAM FOR PORTS**

**ENVIRONMENTAL DEFENSE FUND  
301 CONGRESS AVE SUITE 1300  
AUSTIN, TX 78701**

**PROPOSALS DUE: AUGUST 2, 2013**

# TABLE OF CONTENTS

1. OVERVIEW .....	1
2. PROPOSAL GUIDELINES.....	3
3. PROJECT PURPOSE AND DESCRIPTION .....	3
4. PROJECT SCOPE .....	4
5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE .....	6
6. BUDGET .....	7
7. BIDDER QUALIFICATIONS.....	7
8. PROPOSAL EVALUATION CRITERIA .....	7

---

## 1. OVERVIEW

Environmental Defense Fund (EDF) is seeking assistance with the development, design, and proposed mechanism for administration of an environmental recognition program or strategy for marine ports and terminals. Scope of the proposal should focus on air quality at ports handling container volumes of 500,000 TEUs or more per year. The program will include a robust methodology for assessing port emissions (including key criteria air pollutants as well as carbon) and a toolkit with ideas and strategies that may be used by ports and terminals to improve their environmental performance with regards to air quality (toolkit will be developed independently and will serve as a resource). Similar to programs in the building and construction industry (e.g., US Green Building Council’s Leadership in Energy and Environmental Design or “LEED” program) and the freight transportation industry (e.g., US Environmental Protection Agency’s SmartWay program), the goal of the port environmental recognition program or strategy will be to help motivated ports and terminals measure their current performance, identify opportunities for improvement, make quantifiable commitments, and be recognized for successful efforts to improve their environmental performance. It should be noted that development of a freestanding program or strategy may not be necessary if there are existing opportunities to incorporate environmental performance related to air quality in an existing framework.

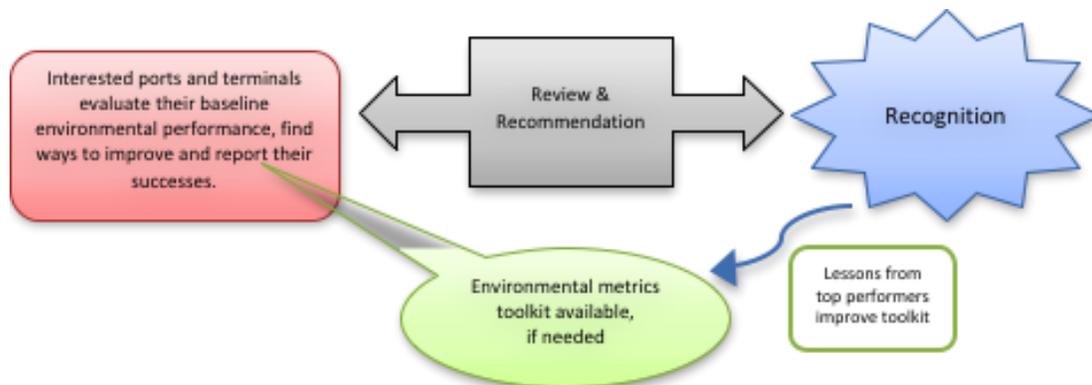
In early 2013, stakeholders interested in developing an environmental recognition program for ports met to discuss ideas for a program framework and components for a port environmental recognition program. Notes from the meeting can be found as an addendum to this RFP. Stakeholders included the Environmental Protection Agency (EPA), American Association of Port Authorities (AAPA), environmental managers representing 5 of the top 10 largest ports in the country, the Coalition for Responsible Transportation (CRT), Cambridge Systematics, Public Citizen, and EDF. Several critical considerations were identified by stakeholders and should be incorporated into the final program by the selected consulting firm:

- **Scalability:** a “one-size-fits-all” approach will not accommodate the diversity of ports and regions, so flexibility and adaptability will be an important aspect of program or strategy design.
- **Phased approach:** the initial program or strategy framework is expected to be more narrowly focused than the final framework, in order to test and understand approaches that

work. Future work intends to build upon the initial framework developed through this RFP and is intended to serve ports and terminals of all sizes and types (e.g. bulk, breakbulk) that are interested in improving their complete environmental performance and encompass all environmental outcomes (e.g. land use, water, waste management).

- **Outcome focus:** evaluating environmental outcomes (rather than the strategies employed to achieve the outcomes) will provide a more objective and true measure of performance, while allowing ports the flexibility to choose the most appropriate strategies for their situation.
- **Toolkit as a voluntary resource:** providing a comprehensive, optional resource for ports interested in considering best-practice strategies for inclusion in their own plan, while avoiding mandatory requirements that may be counter-productive.
- **Program Administration:** outlining a proposed path forward that allows for differentiation between terminal operators (private and public) and port authorities (landlord and operating) and a system that incorporates all parties in a logical and relevant manner.

The diagram below presents a general concept for how the program might be structured.



The purpose of this Request for Proposal (RFP) is to solicit proposals from professional consulting firms for the development, design, and proposed mechanism for administration of a port environmental recognition program or strategy that incorporates key criteria identified and agreed upon from a stakeholder workgroup. Specific work phases will include the following:

- Research existing recognition and benchmarking programs (not limited to environmental) for ports and terminals;
- Outreach to port stakeholders, including community groups, marine terminal operators, environmental organizations, port administrators and staff, and agency officials to solicit ideas and feedback for key elements and criteria of the recognition program;
- Development of performance metrics, measurement tools and data verification procedures
- Development of the overall recognition program or strategy framework and components; and
- Propose mechanism for administration of the program. Specifically, evaluation of Environmental Protection Agency (EPA), the Federal Maritime Commission (FMC), or existing programs such as Green Marine should be investigated as potential administrator

---

## 2. PROPOSAL GUIDELINES

Proposals will be accepted until 5pm CST August 2, 2013. An official agent or representative of the company submitting the proposal must sign all proposals. Each bidder must submit their proposal via email to Elena Craft at [ecraft@edf.org](mailto:ecraft@edf.org) or by US mail to:

Elena Craft, PhD  
Environmental Defense Fund  
301 Congress Ave Suite 1300  
Austin, TX 78701

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by EDF and will include scope, budget, schedule, and other necessary items pertaining to the project.

All questions regarding this RFP may be directed to Elena Craft, [ecraft@edf.org](mailto:ecraft@edf.org).

---

## 3. PROJECT PURPOSE AND DESCRIPTION

### **Purpose**

The project purpose is to 1) develop and design a port environmental recognition program or strategy, and 2) propose recommendations for administration of the program.

### **Project Description**

In recent years, environmental leadership programs, such as the US Green Building Council's LEED program, have been successful for reducing resource use and mitigating impacts, while providing positive recognition to participant organizations. Currently, no comprehensive port-specific program exists to cover all aspects of environmental performance.

The project will develop an environmental recognition program or strategy that will be accessible to ports of all sizes. In order to develop the most appropriate framework and best program components aspects as possible, a review of other environmental recognition and benchmarking programs will be necessary. Additionally, involvement of representative stakeholders will ensure that region-specific or other considerations will be included in the program design. Stakeholder

involvement at the beginning of the program design process will be critical to ensure that ports and terminals will be motivated to participate in the voluntary program after the program launch.

To ensure that the program framework is implementable and useful for ports, a phased approach will be taken. Initially, a pilot program will focus on air emissions at ports with over 500,000 TEUs annually, with intent to expand the program to include ports handling all types of freight. A comprehensive program design will include stakeholder input and feedback and will include at a minimum the following:

- Performance measures related to air emissions at ports for the program;
- Criteria for how to evaluate and recognize program participants;
- Addressing how to accommodate the diversity of ports (e.g., organizational structure, locations);
- Differentiation between the environmental outcomes and the strategies that can be used to achieve the outcomes;
- A plan for generating interest and incentivizing program participation by ports and terminals (e.g. generating additional business, improving community relations, attracting new investment);
- Administrative considerations (e.g., marketing/program outreach, frequency of recognition);
- Certifying agency recommendations;

---

#### 4. PROJECT SCOPE

The scope of this project includes the design and development of a port environmental recognition program or strategy, as well as development of recommendations as to how to implement the recognition program. The selected consulting company will be responsible for soliciting feedback from stakeholders for the new program and for conducting an initial review of existing environmental recognition programs. Required deliverables include a brief review of existing programs, stakeholder outreach directory and process, recognition program guidelines including application materials, resource toolkit, and a final recommendations report for program implementation.

The following components are required in the scope of this project:

1. **Review of existing environmental recognition and benchmarking programs**—To incorporate current best practices and considerations into the program or strategy, a thorough review of existing environmental recognition programs will be completed. The review may include:
  - **US Green Building Council LEED**
  - **EPA SmartWay**
  - **Green Marine**: a joint Canada/U.S. initiative originally conceived for the Great Lakes and St. Lawrence Seaway corridor aimed at implementing a voluntary marine industry environmental program. The program is gaining traction beyond the Great Lakes region and could provide opportunities for partnership as well as lessons learned, particularly related to experience with small ports. <http://www.green-marine.org/home>.

- **River Star Program:** a successful environmental recognition program used to motivate industry, government, and other facilities in the Elizabeth River (VA) watershed to pursue voluntary environmental goals. The program was created in 1997. <http://www.elizabethriver.org/riverstars/>
- **Ecoports:** a European ports program offers a number of performance-based monitoring tools including the EcoPorts tools, Self Diagnosis Method (SDM), and Port Environmental Review System (PERS). <http://www.ecoport.com>
- **IAPH Tool Box for Clean Air Programs:** a reference guide developed by the International Association of Ports and Harbors (IAPH) to help ports address air quality and climate change issues. Though not a typical recognition program, the IAPH's experience in developing and implementing a "tool box" could provide lessons learned. <http://wpci.iaphworldports.org/iaphtoolbox/index.html>

**Task deliverable:** a brief summary of existing programs, with a comprehensive table that compares program attributes such as structure, administering organization, environmental metrics measured, how recognition is provided, and the estimated participation. This report should provide a brief commentary on what approaches/practices work well (and by what measure) and which do not.

2. **Stakeholder involvement in all phases of the program design and development**—The project team should develop a process to engage other stakeholders beyond the initial stakeholder workgroup. An initial contact list will be provided to the consulting firm.
  - At a minimum, the project team should expand the initial contact list to identify additional target ports or stakeholders who might benefit most from the new program, and engage these organizations in the project. The project team should work with stakeholders to explore possible benefits to ports for participation in the recognition program.

Stakeholder outreach and engagement should include terminal operators, environmental groups, metropolitan planning partners, port customers, 3PLs, and other relevant organizations. **Task deliverable:** a master directory of stakeholders and target organizations for the environmental recognition program, as well as an outreach process that includes multiple mediums of engagement (e.g., targeted email, phone calls, web surveys) to ask for feedback and share progress about the project.

3. **Development of port environmental recognition and performance metric program or strategy**—The program or strategy design should focus initially on large ports (>500,000 TEUs per year) with air emissions environmental performance metrics, but designed to later address all port types and environmental impacts.
  - The program or strategy may need to address landlord ports, operator ports and terminal operators separately.
  - The program or strategy could be designed as a membership organization with ports as members and program participation eligibility extended to terminals operating within member ports.
  - Criteria for environmental performance evaluation may need to take into account port/terminal type and should be clearly defined.
  - Performance measures and strategies should be clearly distinguished.

- An emissions inventory may be a good option for a baseline for a performance evaluation focused on emissions but may need to consider:
  - Robustness (e.g., types of emissions included, scope and zone of impacts)
  - Third-party verification
  - Frequency of inventories completed
  - Standardizing methods
- Other performance measures in the program may include:
  - Characterization of the heavy-duty fleets and equipment (ports)
  - Evaluation of turn time (terminals)
- An emissions mitigation plan or similar goal may be a good option for measuring performance against a baseline but may need to consider:
  - Criteria for evaluating progress over time
  - How the plan relates to other local or regional air quality initiatives
  - “SMART” characteristics (S – specific with respect to modes and terminals, M – meaningful, A – actionable, R – realistic, T – time-based)

**Task deliverable:** a guidelines document (draft and final version) organized to include information such as program structure, administration, metrics, evaluation measures, criteria for including best practices into the toolkit, application materials, and recognition levels. This document is expected to be used extensively by program administrators, as well as by program participants.

- 4. Report of recommendations for full program or strategy implementation**—The final report will take into account lessons learned and make recommendations with regard to implementation of the program or strategy.

**Task deliverable:** a brief recommendations report (draft and final version) with potential organizations for administration of the program or strategy, promotion and marketing ideas, as well as other recommendations for program implementation. This document would be expected to be used solely to implement the program or strategy and not as a program reference document.

- 5. Project management**—The selected consultant is expected to attend a kick-off meeting, coordinate regularly scheduled project status calls, as well as make a final presentation of the program to key stakeholders.

## 5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

### Request for Proposal Timeline

All proposals in response to this RFP are due no later than 5pm CST August 2, 2013. Selection of winning proposal will be made by August 16, 2013. If additional information or discussions are needed with any bidders during this two-week window, the bidder(s) will be notified. Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by August 30, 2013.

### **Project Timeline**

After contract execution, a project kick-off meeting will be held within 30 days with key stakeholders to finalize the project timeline. Project completion is expected by November 29, 2013.

---

## **6. BUDGET**

The project has a budget not to exceed \$60,000. All proposals must include proposed costs to complete the tasks described in the project scope. Budgets must be time and materials. Proposers may list labor based on titles. All costs and fees must be clearly described in the proposal.

---

## **7. BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Project approach to the project scope
  - Proposed project team, with contact information and availability
  - Proposed outreach strategy for interested stakeholders
  - Previous experience with projects of similar scope
  - Qualifications of key personnel
- 

## **8. PROPOSAL EVALUATION CRITERIA**

All proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Project Approach: 40%
- Organizational Experience: 20%
- Budget: 20%
- Technical expertise and experience: 20%