

Terms of reference

Acquisition and implementation of a mobile application for mapping active mobility in two cities in the Philippines

Issuing organisation	ICLEI – Local Governments for Sustainability
Issuing date	31.01.2025
Bids due	21.02.2025

Project background

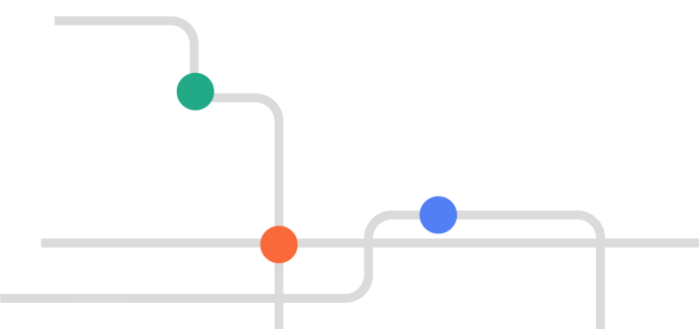
Active mobility, i.e., walking and cycling, are equitable, affordable, and efficient mobility options that offer much freedom and little adverse environmental impact. They have been recognised for providing a broad spectrum of positive health benefits and have the potential to reduce carbon emissions significantly.

ICLEI's "SPARK: Sparking active mobility actions for climate-friendly cities" project is supported by the German Federal Ministry of Economic Affairs and Climate Action (BMWK) and the Federal Ministry for Environment, Nature Conservation and Nuclear Safety (BMUV) through the International Climate Initiative (IKI).

The SPARK project aims to increase active mobility's role in building resilient and safe transport systems, contribute to national emission reduction targets, and promote climate-friendly mobility behaviour in Pasig City and Quezon City, Philippines.

Objective

The SPARK project team is looking for a service provider to assist the project cities and partners, Pasig and Quezon City in the Philippines, in tracking the usage of cycling and/or pedestrian movement. This Terms of Reference (ToR) covers the scope of work for procuring and testing a mobile application within the two cities, crowd-sourcing active mobility data covering walking and/or cycling mobility, utilising the app's features to incentivise users to shift to or maintain active mobility commutes. The goal is to provide accurate, reliable data to support urban planning, guide street interventions, and promote non-motorized transport options. The potential application must include mapping routes, analysis of mobility behaviour, preferences, user profiles, and incentives for active mobility.



Scope of work

The scope of work is divided in two lots. Lot 1 will be dedicated to the development of an app on mobility data for bike users, and Lot 2 will be dedicated to an app for walking and pedestrians. The applicants will apply for each lot individually with the possibility to apply for both lots.

It should be noted that all the ownership of the intellectual property generated and the data collected by the apps developed under this Terms of Reference will belong to the respective project cities.

Lot 1: Cycling App for Cyclists

1. Provision of crowd-sourced data solution:

Provide an app to crowd-source active mobility data from bike users, including, but not limited to, user-generated route data, trip duration and distance data, peak hours and days of the week, assessment of route safety and age and gender distribution (preferably linked to travel behaviour analysis). This could entail customising an app to reflect the specific requirements of the two cities and ensure compatibility with local regulations and data protection policies.

2. Implementation and data integration:

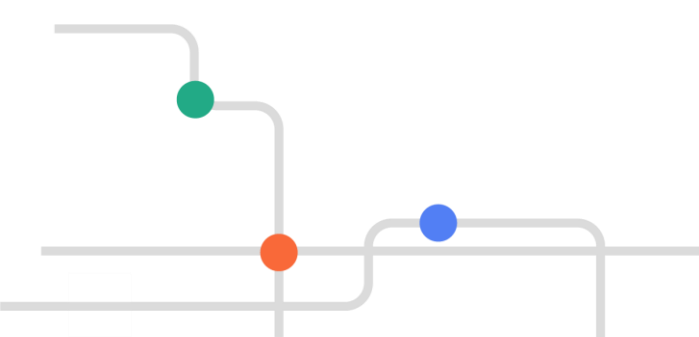
Configure the application to collect, store, and analyse active mobility activity data for the two cities while ensuring full compliance with the Philippine Data Privacy Act of 2012 (DPA) and the European Union's General Data Protection Regulation (GDPR). Ensure seamless data anonymisation and compliance with data protection regulations. Include provisions for making relevant datasets publicly accessible as open data in compliance with local regulations, ensuring transparency and fostering community-driven solutions. Enable the generation of heat maps based on collected data to visualise high-usage areas and potential infrastructure gaps.

3. Incentive mechanisms (preferred)

Utilise the app's existing features to incentivise usage, including (but not limited to) Gamification (badges, leaderboards, achievements), integration with local partnerships for rewards (e.g., discounts at local businesses or cycling gear), environmental impact metrics (e.g., CO2 emissions saved).

4. Administration and reporting dashboard

Provide access to the app's admin interface for city authorities to:



- Monitor real-time and historical mobility data.
- View heatmaps and generate custom reports.
- Analyse user feedback and app performance metrics.

5. User engagement and feedback (preferred)

Support mechanisms to engage users and gather feedback directly within the app via surveys, quick polls, or campaigns.

6. Reporting, maintenance and support

Provide a report with insights on app utilisation and key insights to help inform local decision-makers and project partners. Provide ongoing maintenance and updates for at least 12 months. Ensure technical support and issue resolution within agreed timelines.

Lot 2: Walking App for Pedestrians

1. Provision of crowd-sourced data solution:

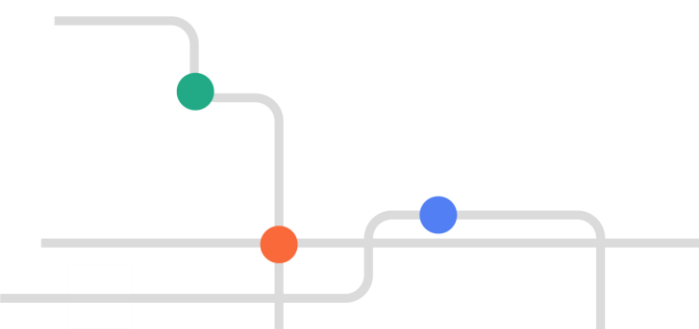
Provide an app to crowd-source active mobility data from pedestrians, including, but not limited to, user-generated route data, trip duration and distance data, peak hours and days of the week, assessment of route safety and age and gender distribution (preferably linked to travel behaviour analysis) comfort, and attractiveness of alternative routes. This could entail customising an app to reflect the specific requirements of the two cities and ensure compatibility with local regulations and data protection policies.

2. Implementation and data integration:

Configure the application to collect, store, and analyse active mobility activity data for the two cities while ensuring full compliance with the Philippine Data Privacy Act of 2012 (DPA) and the European Union's General Data Protection Regulation (GDPR). Ensure seamless data anonymisation and compliance with data protection regulations. Include provisions for making relevant datasets publicly accessible as open data in compliance with local regulations, ensuring transparency and fostering community-driven solutions. Enable the generation of heat maps based on collected data to visualise high-usage areas and potential infrastructure gaps.

3. Incentive mechanisms (preferred)

Utilise the app's existing features to incentivise usage, including (but not limited to) Gamification (badges, leaderboards, achievements, step count), integration with local partnerships for rewards (e.g., discounts at local businesses), environmental impact metrics (e.g., CO2 emissions saved).



4. Administration and reporting dashboard

Provide access to the app's admin interface for city authorities to:

- Monitor real-time and historical mobility data.
- View heatmaps and generate custom reports.
- Analyse user feedback and app performance metrics.

5. User engagement and feedback (preferred)

Support mechanisms to engage users and gather feedback directly within the app via surveys, quick polls, or campaigns.

6. Reporting, maintenance and support

Provide a report with insights on app utilisation and key insights to help inform local decision-makers and project partners. Provide ongoing maintenance and updates for at least 12 months. Ensure technical support and issue resolution within agreed timelines

Deliverables and workplan

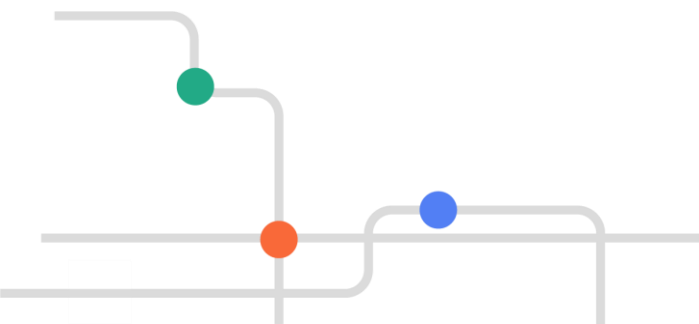
The contractor is expected to fulfil the following deliverables in the period between March 2025 to September 2025:

- **License agreement for mobile application:** Documentation of the license application agreement.
- **Customised application:** Fully functional and branded mobile app ready for use in the two cities.
- **Admin dashboard for city authorities:** Data Analysis Tools, heatmap generation feature, and reporting tools.
- **Documentation:** Technical documentation for the use of the app in the first 6 months.
- **User manuals:** These also should include orientation for the city authorities and end-users.
- **Maintenance Plan:** Post-launch support and update schedule.

Selection criteria

The same selection criteria will be used for both lots however, the lots will be evaluated individually.

Demonstrated understanding of the requirements of the ToR	10%
Demonstrated experience of the	30%



provider(s) running a mobile app for tracking cycling (lot 1) and/or walking (lot 2) activities	
Innovation and technical quality of the proposal	45%
Budget	15%

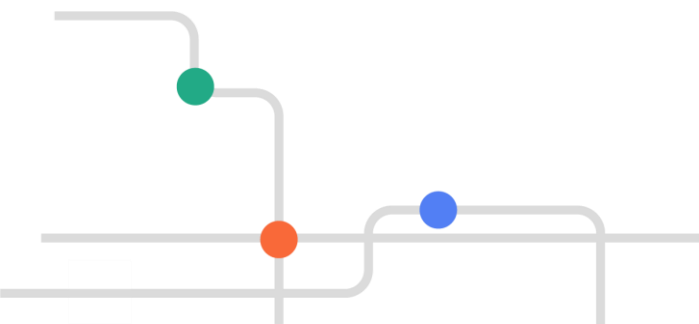
It should be noted that the client reserves the right not to award a contract on one or both of the lots if the minimum quality requirements of 70% is not met by any offers received.

Application

Interested providers (one entity or a consortium) are requested to apply on or before **21 February 2025** by sending the following documents in English to ecomobility@iclei.org with the email subject: SPARK Project Application_Name of provider:

- Expression of Interest and confirmation of availability for the aforementioned duration of task implementation period.
- Proposal that shall include a detailed explanation of the proposed application, implementation approach, and detailed work plan, at the minimum.
- Budget proposal that shall include a detailed breakdown of professional fees, any possible licensing fees, and costs of possible campaigns or additions.
- Company profile, portfolio of similar projects, and latest CVs of team members (for firms).

For any queries regarding this Terms of Reference, please contact ICLEI - Sustainable Mobility via email: ecomobility@iclei.org





SPARK

Sparking active mobility actions
for climate-friendly cities



INSTITUTE FOR
CLIMATE AND
SUSTAINABLE
CITIES

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection

IKI



INTERNATIONAL
CLIMATE
INITIATIVE

on the basis of a decision
by the German Bundestag

