



REQUEST FOR PROPOSALS (RFP)

MARKETING AND RECRUITMENT



Issued by: City of Birmingham, Department of Innovation & Economic Opportunity

RFP Release Date: October 22, 2025

Proposals Due: November 22, 2025

Contact: Archie Stewart, Reinvest Plan Officer, reinvest@birminghamal.gov

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SECTION 1: THE OPPORTUNITY

Project Summary

U.S. Department of Commerce Economic Development Administration - Distressed Area Recompete Pilot Program (Recompete)

The United States Department of Commerce Economic Development Administration (EDA) has invested in economically distressed communities to create and connect people to good jobs. The program targets areas where prime-age (25-54 years) employment significantly trails the national average, with the goal to close this gap through large, flexible investments.

On August 5, 2024, the EDA announced awards for six communities that were Finalists in Recompete (Phase 1). The awards – totaling \$184 million – will support implementing innovative strategies to create good-paying jobs, bolster economic growth, and dismantle barriers limiting workforce participation.

Reinvest Birmingham

The Reinvest Birmingham Recompete Plan, led by the City of Birmingham, was awarded \$20 million to support the persistently distressed neighborhoods of North Birmingham, Northside, Pratt, and Smithfield. Recompete funding will provide in-demand workforce training to residents in the target neighborhoods through partnerships with a variety of training providers, educational institutions and community-based organizations. The funding also includes support for entrepreneurs, expanding and improving transportation and accessible childcare in the target neighborhoods. Reinvest will create paths for residents to the over 5,000 good jobs committed by Birmingham-area employers.

Project Outcome

The City of Birmingham is seeking proposals from qualified institutions or independent contractors to lead the marketing and recruitment strategy for Reinvest Birmingham. The selected respondent will work with City staff to develop and execute a strategic marketing and outreach campaign to recruit job seekers and entrepreneurs into training and support programs across the Reinvest Birmingham component projects.

Through this effort, Birmingham aims to ensure that residents in the four priority neighborhoods are fully aware of and engaged in the opportunities created through Reinvest Birmingham.

The successful proposer will provide the following scope of work:

- **Brand Development & Identity**
 - Design and establish a cohesive brand identity for Reinvest Birmingham, including logo, style guidelines, tone of voice, and messaging framework.
 - Ensure consistent application of the brand across all collateral, digital platforms, media campaigns, and community activations.

- Position the brand as a trusted, resident-centered initiative that reflects the values of equity, opportunity, and community resilience.
- **Campaign Design & Execution**
 - Develop and implement an innovative, multi-channel marketing and outreach campaign that promotes all Reinvest Birmingham components.
 - Create targeted messaging and assets tailored to the unique character, needs, and demographics of each of the four priority neighborhoods.
- **Community Engagement**
 - Collaborate with the Reinvest Team and community partners to align efforts with existing grassroots outreach.
 - Plan and execute recruitment focused events and activations, including information sessions, pop-up events, flyer distributions, and door-to-door canvassing.
- **Creative Development**
 - Produce digital and print collateral such as flyers, social media content, signage, newsletters, and resident testimonials.
 - Build and maintain a branded, interactive website to serve as the digital hub for Reinvest Birmingham programs and services.
- **Media & Communications**
 - Design and execute a targeted media plan leveraging local press, radio, digital ads, and neighborhood communication channels.
 - Amplify community success stories and program outcomes to build momentum and credibility.
- **Data & Reporting**
 - Establish systems to track outreach performance, including engagements, leads, and conversions.
 - Provide weekly snapshots, monthly summaries, and quarterly progress reports with analysis and recommendations for continuous improvement.

The successful proposer will provide the following deliverables:

- A comprehensive marketing and outreach plan for Reinvest Birmingham, inclusive of tailored neighborhood-level strategies.
- A suite of branded collateral materials (digital, print, social, and testimonial-based).
- A community activation calendar with recruitment-focused events.
- A branded, user-friendly, and interactive website featuring career pathways tools.
- Regular performance reports with metrics, insights, and recommendations.

Project Goals

1. Establish a strong, recognizable brand identity for Reinvest Birmingham.
2. Increase visibility and program awareness through a multi-channel outreach strategy.
3. Support recruitment of job seekers and entrepreneurs into training and support programs across all five Reinvest components.
4. Maintain and optimize a centralized workforce website, inclusive of a digital career pathways tool to help residents identify employment opportunities.
5. Build long-term community trust and engagement by coordinating activations and storytelling that highlight resident success.

Timeline

RFP Available	October 22, 2025
Pre-Bid Webinar	November 5, 2025
Questions Due to the City	November 3, 2025
City Responses to Questions Posted	November 10, 2025
Proposal Deadline	November 24, 2025
Vendor Interviews and Reference Checks	December 2 – 5, 2025
Final Vendor Selection	December 15 – 19, 2025

Evaluation Methodology

Each proposal will be evaluated consistent with Alabama State Procurement Law, and federal guidelines as enforced by the grant funding agency, the US Department of Energy.

Contact Information

All questions should be submitted in writing to Archie Stewart, Department of Innovation & Economic Opportunity using the following format:

Email: reinvest@birminghamal.gov

Subject: Marketing - RFP Pre-Bid Question Submission

SECTION 2: PROJECT SCOPE

There are six main components to this contract project:

- (2.1)** Marketing and Outreach Strategy Development
- (2.2)** Recruitment Support, Community Events, and Activations
- (2.3)** Website Design and Development
- (2.4)** Brand Development and Refinement of Reinvest Birmingham
- (2.5)** Jobseeker Virtual Career Mapping Tool
- (2.6)** Ongoing Marketing and Public Relations Services

The City of Birmingham is seeking proposals from qualified institutions or independent contractors to provide Marketing and Recruitment support by completing the following components:

2.1 Marketing and Outreach Strategy Development

The selected contractor will design and implement a strategic, multi-channel marketing and outreach campaign to raise awareness of Reinvest Birmingham, build trust, and drive participation across the four priority neighborhoods. The strategy should incorporate grassroots, digital, and print methods, and be informed by community insights, data, and neighborhood-specific characteristics

Expected Deliverable:

1. Comprehensive marketing and outreach plans tailored to Reinvest program inclusive of each of the four communities
2. Messaging framework aligned with community context and workforce goals
3. Multi-platform engagement strategy including social, print, radio, and direct outreach tactics

Support: The selected contractor will be supported by the Reinvest Plan Officer, Reinvest Birmingham Team, and relevant City communications staff.

2.2 Community Events and Activations

The selected contractor will plan, promote, and support recruitment-focused activations across the service area, including info sessions and pop-up events. These activities should align with campaign goals and support direct community engagement.

Expected Deliverables:

- Calendar of scheduled activations and community events
- Promotional materials and on-the-ground engagement strategy
- On-site support coordination and event recap reports

Support: The selected contractor will receive guidance from the Reinvest Plan Officer and Reinvest Birmingham Team.

(2.3) Website Design and Development

As part of the overall marketing and outreach strategy for Reinvest Birmingham, the selected vendor will be responsible for developing and maintaining a user-friendly, visually compelling, and informative website that serves as a central hub for the initiative. This website must reflect the mission and goals of Reinvest Birmingham, reach key audiences (including residents, employers, and partners), and provide timely, accurate program information.

Expected Deliverable:

- **Website Development**
 - Design and launch a fully responsive, ADA-compliant website
 - Incorporate Reinvest Birmingham brand assets, messaging, and partner logos
 - Include key sections such as:
 - Overview of the Reinvest initiative
 - Service areas and target neighborhoods
 - Program and training opportunities
 - Employer partnerships
 - Community events calendar
 - News and updates
 - Contact forms and inquiry submissions
- **Content Management & Maintenance**
 - Establish a process for regular content updates in coordination with the Reinvest team
 - Upload blog posts, press releases, event recaps, and testimonials as provided
 - Monitor site functionality, broken links, and technical issues on a monthly basis
- **Analytics & Performance Tracking**
 - Set up Google Analytics or similar platform to track user engagement and site traffic
 - Provide monthly analytics reports, including page views, bounce rates, and conversions (e.g., form submissions, event registrations)
 - Weekly outreach and engagement reports
 - Quarterly outreach and recruitment performance dashboards

- **Technical Support & Hosting**
 - Provide secure hosting and ensure regular site backups
 - Maintain SSL certification and general cybersecurity standards
 - Offer troubleshooting and technical support within 24–48 hours of reported issues
- **Staff Support**
 - Provide initial training for Reinvest staff on basic content management
 - Deliver a style guide or admin manual for future site edits and uploads

Support: The selected contactor will coordinate with the Reinvest Plan Officer and supporting City of Birmingham Department of Public Information

(2.4) Brand Development and Refinement of Reinvest Birmingham

The selected contractor will design and develop a brand identity for Reinvest Birmingham. Additionally, the selected contractor will create and manage a suite of branded communications materials to support outreach and engagement, including flyers, infographics, signage, social media templates, and testimonial campaigns. Materials should reflect Reinvest branding and be adaptable for both print and digital distribution.

Expected Deliverable:

- Reinvest Birmingham brand kit
- A complete library of branded materials (print and digital)
- Monthly content calendar for social media and email engagement
- Template toolkit for use by program partners and City staff

Support: The selected contactor will coordinate with the Reinvest Plan Officer and supporting City of Birmingham Department of Public Information

(2.5) Jobseeker Virtual Career Mapping Tool

The selected contractor will redevelop and maintain the existing workforce virtual career mapping tool to support Reinvest Birmingham participants in identifying, exploring, and navigating career pathways. The tool should be accessible via the Reinvest Birmingham website and mobile devices, user-friendly, and tailored to the needs of jobseekers across the four priority neighborhoods.

Expected Deliverable:

- Fully branded and functional jobseeker virtual career mapping tool, embedded on the Reinvest Birmingham website.
- User guides and basic training for City staff to support long-term maintenance.
- Quarterly updates to ensure accuracy of data, resources, and user experience.
- Integration with Reinvest Birmingham's Client Relationship Management (CRM) system to ensure data on leads, engagement, and jobseeker progress is captured and actionable.

Support: The Reinvest Plan Officer will provide templates and review protocols.

(2.6) Ongoing Marketing and Public Relations Services

The selected contractor will provide as-needed support to ensure Reinvest Birmingham maintains strong visibility in the community and across stakeholder groups. This includes responding to emerging opportunities, supporting storytelling and media outreach, and updating materials as programming.

Expected Deliverable:

- Responsive content and messaging updates
- Press releases, media talking points, and op-eds
- Stakeholder communication toolkits and updates

Support: Contractor will work under the direction of the Reinvest Plan Officer and coordinate with the City's Public Information Office.

SECTION 3: YOUR TECHNICAL PROPOSAL

To be considered for this contract opportunity, we request that you submit a complete technical proposal including the following sections. The purpose of this guide is to ensure that your proposal is clearly structured and speaks directly to the objectives and deliverables outlined in the Scope of Work.

Results-Driven Elements

- **Core Outcome:** A citywide marketing and outreach strategy that effectively promotes Reinvest Birmingham, increases participant engagement across four neighborhoods, and supports program goals to serve 2,500 residents and place 1,500 in employment.
- **Performance Milestones:** The City will structure the contract with clear deliverables and deadlines, including review checkpoints at each project phase.
- **Partnership Approach:** The selected partner will work closely with Birmingham's Office of Innovation and Economic Opportunity, employer partners, community organizations, school systems, and workforce training providers.

(3.1) Describe Yourself, Your Team, and Your Methodology

- Introduce your organization, including mission, values, and relevant experience in public-facing campaigns, community engagement, workforce development, or public sector marketing.
- Identify key team members, their roles, and qualifications.
- Describe your marketing methodology, including how you will segment target audiences, develop culturally relevant content, and manage multi-platform campaigns.

(3.2) Share Relevant Examples of Your Work

- Provide 2–3 case studies of projects similar in scope and complexity.
- Include client, scope, your team's role, key deliverables, and measurable outcomes.
- Share links to portfolios or previous campaign materials if available.

(3.3) Tell Us Why You Are Interested in This Project

- Share your organization's passion for equity, workforce opportunity, or inclusive growth.
- Discuss how your team's vision aligns with the mission of Reinvest Birmingham.
- Highlight any experience uplifting communities with limited access to economic opportunity.

(3.4) Propose Your Approach for This Project

- Using the scope of work provided, detail your proposed approach for each of the six core project areas

(3.5) Provide Three Current or Active References

Include the following for each reference:

- Name
- Title
- Organization
- Contact information (email and phone)
- Brief description of your work together

References should speak to your capacity to execute high-impact outreach, stakeholder engagement, or marketing campaigns in complex, collaborative environments.

Required Attachments

(3.6) Cover Letter

Submit a one-page cover letter summarizing your interest, qualifications, and availability for the project.

(3.7) Company Financial Statements

Please include your organization's most recent financial statements (e.g., balance sheet, income statement, or IRS Form 990 for non-profits) to demonstrate fiscal responsibility and sustainability.

(3.8) Supplemental Materials

Attach any supporting documents that help convey your capabilities or enhance your proposal. This may include staff resumes, project brochures, infographics, or other materials.

Finalist Presentation

(3.9) Presentation Invitation (If selected)

If your proposal is shortlisted, you will be invited to present your approach and qualifications to the City of Birmingham's project team. Presentations will be scheduled with adequate notice and should include relevant team members.

Optional Section

(3.10) Additional Insights or Offerings

This section is optional. You are encouraged to share ideas, innovations, or services that may not fit within the current scope or budget but demonstrate your added value as a partner. This might include:

- Digital dashboards to monitor engagement in real-time

- SMS campaign strategies
- Co-branded community toolkits for partner amplification

SECTION 4: YOUR PRICE PROPOSAL

IMPORTANT: Do not include any pricing information in the Technical Proposal. Proposals that reference pricing in the Technical Proposal will be disqualified.

The City of Birmingham expects proposals up to \$242,845 for this RFP. Please use the template below to submit a detailed Price Proposal, dividing the total project cost by the three defined project phases and cross-phase management.

Respondents must outline pricing for each phase of work, associated goals and deliverables, and include all anticipated costs such as personnel, travel, stakeholder engagement, materials, technology, subcontractors, and administration.

Price Proposal Submission Table

Goals & Outcomes	Proposed Cost
Marketing and Outreach Strategy Development (See Section 2.1)	\$_____
Recruitment, Community Events, and Activations (See Section 2.2)	\$_____
Website Design and Development (See Section 2.3)	\$_____
Brand Development and Refinement of Reinvest Birmingham (See Section 2.4)	\$_____
Jobseeker Virtual Career Mapping Tool (See Section 2.5)	\$_____
Ongoing Marketing and Public Relations Services (See Section 2.6)	\$_____

Additional Instructions for Price Proposal Submission

- Include a brief budget narrative describing how funds will be allocated across tasks and team members.
- Clearly indicate any subcontractors and their role in each phase.
- The City reserves the right to request clarification or adjustment of proposed costs during the review process.

Respondents must submit this section as a separate document from the Technical Proposal.

SECTION 5: HOW TO SUBMIT THE TECHNICAL & PRICE PROPOSALS

Proposal submissions will be accepted by email or mail. Regardless of how Proposals are submitted, all Proposals must be received no later than 5:00 pm Central Standard Time on November 24, 2025. Late proposals, or any parts thereof, will not be considered.

Submission by Email

Emailed submissions must be delivered in PDF format to the following address with the noted subject:

Email: reinvest@birminghamal.gov

Subject: [COMPANY NAME] - Marketing & Recruitment RFP - RFP Response

Attach two PDF documents:

1. Technical Proposal – [Your Organization Name]
2. Price Proposal – [Your Organization Name]

Submissions by Mail or Hand

Mailed or hand-delivered proposals must be delivered to:

Archie Stewart
Reinvest Plan Officer
Department of Innovation & Economic Opportunity
City of Birmingham, 4th Floor
710 North 20th Street
Birmingham, AL 35203

Note: Clearly label your envelope: Marketing & Recruitment RFP Response – [Your Organization Name]

SECTION 6: HOW WE CHOOSE

Proposal Evaluation Criteria

As this is a grant funded initiative, each proposal will be evaluated consistent with federal guidelines, enforced by the U.S. Department of Commerce Economic Development Administration (EDA). Each proposal will be accepted and evaluated pursuant Alabama State Procurement Law. The proposal will additionally be accepted and evaluated pursuant to the grant agreement between the City and the EDA, including but not limited to the Standard and Specific Award Conditions and the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards (2 C.F.R. part 200) and all applicable federal, state, and local requirements, including all applicable statutes, rules, regulations, executive orders, directives or other requirements.

All proposals received will be reviewed to determine if the proposal meets the submission requirements and Minimum Evaluation Criteria. If a proposal meets the necessary requirements to progress to consideration, the Evaluation Committee will evaluate the proposals, applying Comparative Evaluation Criteria.

Minimum Evaluation Criteria:

1. Does Proposal include full and completed responses to all elements of the Technical Proposal (Section 3)?	YES/NO
2. Has an authorized representative of the Proposer signed the Cover Letter?	YES/NO
3. Did Proposer submit detailed Technical and Price Proposals?	YES/NO
4. Has Proposer agreed to terms of contract?	YES/NO

Comparative Evaluation Criteria

The City's Evaluation Committee will apply comparative evaluation criteria in deciding which proposal to select from among those that meet the minimum evaluation criteria. Ratings for each criterion will be assigned based on documentation provided in response to Section 3: *Your Technical Proposal*.

Each eligible proposal will be scored based on the following five evaluation categories, using a scale of 1 to 5 for each criterion. The maximum score is 25 points. Proposals scoring below 15 points may not be considered.

1. Qualifications & Expertise				
5 - Highly Advantageous	4 - Minimally Advantageous	3 - Advantageous	2 – Strongly Advantageous	1 - Not Advantageous
Extensive experience in community-based marketing and outreach, workforce recruitment, or similar public-sector campaigns. Team includes highly qualified personnel with a clear, relevant portfolio of success in similarly scoped projects.	Meets all qualifications and brings relevant, recent experience. Demonstrates a solid track record with similar audiences or projects. Team members are clearly assigned and well-matched to the project needs.	General experience aligns with the scope. Some staff may lack direct experience, but qualifications are acceptable. Portfolio is relevant.	Limited relevant experience or examples. Roles and responsibilities are somewhat vague or do not fully demonstrate capacity to deliver.	Little to no demonstrated experience in similar work. Team qualifications do not align with the scope or are unclear.
2. Understanding of Birmingham’s Context				
5 - Highly Advantageous	4 - Minimally Advantageous	3 - Advantageous	2 – Strongly Advantageous	1 - Not Advantageous
Demonstrates a deep understanding of Birmingham’s neighborhoods, workforce ecosystem, and Reinvest target communities. Proposal shows tailored strategies with evidence of prior partnerships or community-based work in the region.	Clearly understands the city’s social, economic, and workforce environment. Proposes thoughtful context-specific strategies.	Shows general familiarity with Birmingham. Proposal includes some local references but lacks specific tailoring to Reinvest goals.	Superficial or generic understanding of local dynamics. Proposal may rely on assumptions not grounded in the Birmingham context.	No clear understanding of Birmingham’s unique context. Lacks any local relevance or customization.
3. Methodology and Project Plan				

5 - Highly Advantageous	4 – Minimally Advantageous	3 - Advantageous	2 – Minimally Advantageous	1 - Not Advantageous
Provides a comprehensive, structured, and strategic project plan. Timeline, deliverables, and stakeholder engagement methods are detailed, feasible, and directly aligned with all components of the Scope of Work	Methodology is well-developed and feasible. Plan addresses key components of the scope and includes a clear understanding of timelines and deliverables.	Proposal outlines a sound approach but may lack specificity in some phases of the project.	Methodology is incomplete, vague, or misses key elements of the scope. Some deliverables lack explanation or feasibility.	Lacks a coherent or realistic project plan. Methodology does not align with the goals or structure of the engagement.
4. Innovation and Alignment with Goals				
5 - Highly Advantageous	4 – Minimally Advantageous	3 - Advantageous	2 – Minimally Advantageous	1- Not Advantageous
Demonstrates highly innovative and creative strategies that are tailored to Reinvest Birmingham’s goals. Suggests value-add ideas or technologies beyond the minimum scope.	Approach includes effective and engaging strategies that align well with project objectives. Some innovation or creative thinking is evident.	Generally aligned with goals. Approach is standard or conservative but meets expectations.	Limited alignment between the proposed work and the stated goals of the initiative. Innovation is minimal or generic.	Proposal does not show alignment with Reinvest’s objectives or offer any unique insights or ideas.
5. Cost and Value for Money				
5 - Highly Advantageous	4 – Minimally Advantageous	3 - Advantageous	2 – Minimally Advantageous	1- Not Advantageous
Cost proposal is well-documented, realistic, and offers high value for the scope.	Budget is transparent and within range.	Budget appears appropriate but may lack	Cost proposal is vague, imbalanced, or potentially excessive for	Budget lacks transparency or feasibility. Shows weak

Budget is clearly aligned with milestones and deliverables.	Delivers good value for work proposed and includes reasonable allocations.	detail or raise minor concerns about cost efficiency.	the proposed activities. May require clarification.	connection between cost and proposed deliverables
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SECTION 7: IMPORTANT THINGS TO KNOW

Questions and Requests for Clarification

All questions and requests for clarification must be received in writing by November 3, 2025 in the format outlined below and in Section 1:

Email: reinvest@birminghamal.gov

Subject: Marketing - RFP Pre-Bid Question Submission

Verbal questions by phone or in-person will not be accepted. Written responses to the appropriately submitted questions will be available by November 10, 2025.

Proposal Modifications or Withdrawal

A Proposed may modify or withdraw a proposal by written notice if received by the Committee prior to 5:00 PM Central Standard Time on the submission date. Proposal modifications must be submitted in writing to reinvest@birminghamal.gov with Subject: [COMPANY NAME] Proposal Modification No. X.

Contracting and Budget

The City of Birmingham anticipates a contract award not to exceed **\$250,000**. The project will begin upon contract execution and must be completed no later than September 30, 2029. The City may structure payment based on successful completion of milestones.

Terms and Conditions

The City reserves the right to reject any and all proposals. Respondents must comply with all applicable federal and local requirements, including documentation, reporting, and any other obligations.