



**City of
Birmingham**
PUTTING PEOPLE FIRST

Reinvest
BIRMINGHAM

REQUEST FOR PROPOSALS

City of Birmingham Reinvest Birmingham Training Provider

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 good jobs committed by Birmingham-area employers.

Project Outcome

The City of Birmingham is seeking to solicit for proposals for multiple workforce training providers to deliver short-term, industry-recognized credential programs that support one or more of the following:

- Soft Skills and Employability Readiness Training

- Construction
- Advanced Manufacturing
- Childcare
- Retail
- Food Service
- Professional Services

We encourage any training providers in these industries, especially those with alignment to specific job placement opportunities within the listed pathways to apply to be a City of Birmingham Reinvest Birmingham training provider. Applicants must provide a list of employer partners for eligibility consideration. If you are interested in learning more about Reinvest Birmingham and if your organization or program is an eligible candidate for this opportunity to support the workforce development ecosystem, please reach out to the City of Birmingham's Department of Innovation & Economic Opportunity at reinvest@birminghamal.gov.

These training programs must be designed to lead to industry-recognized credentials and prepare residents for immediate employment opportunities. Providers with capacity for job placement services with existing employer relationships, preferably illustrated through formal commitments to hire, are strongly preferred.

Selected providers will work closely with City staff and other Reinvest partners to support implementation of the training strategy, contribute to outcome tracking, and report on performance metrics aligned with Reinvest Birmingham's goals and federal grant requirements.

The successful proposer will:

- Deliver short-term (2–17 week) training programs in at least one of the listed industries
- Design programs leading to industry-recognized credentials that translate to employment
- Recruit and serve residents from Reinvest Birmingham's priority neighborhoods
 - North Birmingham
 - Northside
 - Pratt
 - Smithfield

- Embed or offer standalone soft skills and employability training
- Provide job placement support and track employment outcomes
- Collaborate with the City and component partners to align with employer needs
- Submit monthly and quarterly reports on admissions, enrollment, credentials, and employment

Expected Deliverables:

- Training curricula and credential pathways
- Admissions, enrollment, credentialing, and job placement data
- Monthly and quarterly reporting to Reinvest Plan team

Project Goals

1. Deliver accessible, short-term training opportunities aligned with in-demand industries.
2. Provide residents with credentials that lead directly to employment.
3. Strengthen soft skills and job readiness to support long-term career success.
4. Foster deep collaboration between training providers, employers, and community organizations.
5. Ensure data-driven tracking and reporting of participant outcomes, including admission, enrollment, completion, credentialing, and job placement.
6. Promote equitable economic mobility for residents of North Birmingham, Smithfield, Pratt, and Northside.

Timeline

Date	Event	Notes
October 15, 2025	Applications open	Applications will be accepted on a rolling basis until all available funds are committed
November 21, 2025	First Round Application submission deadline	During the vetting process reviewers will also talk to listed employers to ensure buy-in and support of the training providers
Mid – December 2025	Approved training providers will be formally announced via direct	

	notification with a press release to follow	
January 2026	Training Provider Onboarding will take place	
February - March 2026	Newly funded training programs will begin	
September 15th, 2029	All training programs will end with final reporting to be prepared for submission to the EDA	

Available Training Program Grant Proposal Types

These training programs can be conducted as credit or non-credit earning (industry-recognized certifications preferred) and may occur over the course of one or multiple periods (i.e. over two semesters, etc). Please note training must be scheduled such that employment begins no later than Q3 2029. Applicants may request funding for costs associated with training facilitation and/or tuition, books, fees, supplies, certification exams, and other resources required for training under one of the following proposal options:

- Cohort-Based Proposal
 - A Cohort-Based Proposal would consist of requesting funding for a single or multiple cohorts of trainees. A minimum of 10 individuals completing programming is needed to qualify as a cohort. Priority will be given to cohorts with the goal to train and graduate at least 200-260 individuals by September 15th, 2029.
 - Typical funding request: \$35,000-\$350,000 (max)
- Target Number Proposal
 - This approach would involve setting a target number of individuals to train or scholarships to provide. The funding would be variable based on the number of individuals and expressed need. Once the target number is reached, an extension may be requested dependent on additional funds availability.
 - Funding up to \$5,000 per individual, \$350,000 max for total programming; commiserate upon the type of training provided.

Funding Stipulations

- Funding can be used for any of the following:
 - Tuition & fees
 - Books & supplies
 - Certification/licensing exams
 - Other direct program expenses required by the training program (facilitation, drug tests, background checks, vaccines, insurance, etc.)

- Coaching or Mentoring
- Childcare (paid directly to childcare providers)
- Transportation (in the form of gas cards or bus passes)
- Stipends or other direct payments to individuals**
- Other wrap-around supports that address barriers to participation in training programs for underserved populations (prior authorization required on case specific scenarios)

** Training providers must document their determination that all costs, including participant stipends, are reasonable and essential to the success of the proposed program and propose costs that are targeted to achieve program goals (e.g., equitably train prime age individuals in the service area), provided there are sufficient financial controls in place.

SECTION 1: PROJECT SCOPE

There are four main components to this contract project:

- (2.1) Training Program Delivery & Credentialing**
- (2.2) Job Placement & Soft Skills Support**
- (2.3) Data Collection, Reporting & Collaboration**
- (2.4) Barrier Reduction and Wrap Around Services Support**

The City of Birmingham is seeking proposals from qualified workforce training providers to deliver industry-aligned, short-term credentialing programs and job placement services for residents of the Reinvest Birmingham priority neighborhoods. These programs must align with Reinvest Birmingham's goal of training at least 2,500 residents and placing a minimum of 1,500 into employment across the life of the grant by completing the following components:

2.1 Training Program Delivery & Credentialing

The successful contractor will:

- Develop and implement or connect Reinvest Birmingham job seekers to short-term (2–17 weeks) training programs in one or more of the following sectors:
 - Construction
 - Advanced Manufacturing
 - Childcare
 - Healthcare
 - Professional Services
- Align training programs to lead to industry recognized credentials or certifications that are valued by local employers
- Recruit and enroll participants from the Reinvest Birmingham target neighborhoods

- North Birmingham
- Northside
- Pratt
- Smithfield
- Design culturally responsive and accessible training formats (e.g., in-person, hybrid, or flexible scheduling)
- Ensure training addresses technical competencies needed for entry-level to mid-skill positions

Expected Deliverable:

1. Program curriculum and schedule
2. Credentialing plan with associated timelines
3. Documentation of credential attainment
4. Enrollment lists and demographic data

Support: The Reinvest Plan Officer and City staff will provide demographic data, partner referrals, and access to existing community engagement resources

2.2 Job Placement & Soft Skills Support

The successful contractor will:

- Provide or coordinate soft skills/employability training that prepares participants for professional settings (e.g., communication, conflict resolution, attendance, and time management)
- Offer job placement services, including employer engagement, resume support, interview prep, and job matching
- Build relationships with local employers and submit letters of support or intent to hire where available
- Provide post-placement support to improve job retention

Expected Deliverables:

- Soft skills curriculum or module outline
- Job placement plan and employer engagement strategy
- Documentation of job offers and placements
- Participant follow-up summaries or retention reports

Support: The Reinvest Birmingham team and City of Birmingham will facilitate convenings with workforce ecosystem partners.

2.3 Data Collection, Reporting & Collaboration

The successful contractor will:

- Participate in ongoing coordination with the Reinvest Birmingham team
- Track and report on participant data including enrollment, completion, credentialing, placement, and retention
- Submit monthly and quarterly progress reports
- Collect qualitative feedback from participants and employer partners to inform program improvement
- Participate in periodic convenings, reporting sessions, and feedback loops

Expected Deliverables:

- Monthly reports summarizing key performance indicators (KPIs)
- Quarterly narrative reports highlighting outcomes, challenges, and recommendations
- End-of-year impact summary (if multi-year)
- Attendance and participation in coordination meetings

Support: The Reinvest Birmingham team will provide reporting templates, access to EDA compliance guidance, and technical assistance related to performance metrics.

2.4 Barrier Reduction and Wrap Around Services Support

The successful contractor will:

- Provide or connect Reinvest Birmingham job seekers to direct support services to reduce barriers to training and employment, such as transportation assistance, childcare coordination, digital access support, and referrals to community resources.
- Collaborate with workforce training providers and employer partners to ensure participants can fully engage in training programs and sustain employment.
- Track and report on utilization of barrier reduction and wraparound services, documenting how these supports contribute to enrollment, retention, credential attainment, and job placement.
- Submit monthly and quarterly reports highlighting participant needs addressed, services provided, and outcomes achieved.

- Collect qualitative feedback from participants on the effectiveness of services to inform program improvements.
- Participate in periodic convenings with the Reinvest Birmingham team, workforce partners, and service providers to coordinate support strategies and align resources.

Expected Deliverables:

- Service delivery plan outlining types of barrier reduction and wraparound supports offered
- Monthly reports summarizing key service utilization data and participant outcomes
- Quarterly narrative reports highlighting outcomes, challenges, and recommendations for improvement
- End-of-year impact summary throughout the lifecycle of grant funding documenting the role of support services in advancing participant success
- Attendance and participation in coordination and feedback meetings

Support:

The Reinvest Birmingham team will provide reporting templates, access to EDA compliance guidance, and technical assistance related to performance metrics. In addition, City staff will support coordination with training providers, community organizations, and employer partners to maximize the effectiveness of wraparound services.

SECTION 2: YOUR PROPOSAL SUBMISSION

To be considered for this contract opportunity, we request that you submit a complete proposal packet 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:** Reinvest Birmingham seeks to establish a unified, outcomes-focused training and employment strategy that collectively enrolls at least 2,500 residents and results in 1,500 job placements. Training providers will play a critical role in ensuring that 1,300 residents are trained and 750 are placed in employment opportunities in alignment with the overall goal. Additionally, training providers will be instrumental in ensuring participants obtain short-term, industry-recognized

credentials and are equipped with both technical and soft skills necessary to succeed in the workforce. All outcomes must be supported by accurate, timely data collection and a shared commitment to continuous improvement.

- **Performance Milestones:** The Reinvest Plan Officer will structure contracts with clear deliverables and deadlines for each partner, including review checkpoints at major phases of the project, such as recruitment, program launch, credentialing, and job placement. Performance will be monitored through regular reporting and participation in coordination meetings with the Reinvest Birmingham team.
- **Partnership Approach:** Selected training providers will collaborate closely with the City of Birmingham's Office of Innovation and Economic Opportunity, Reinvest Birmingham team, employer partners, community-based organizations, educational institutions, and other Reinvest Birmingham components. A collaborative approach is expected to ensure alignment between training offerings and local labor market demand, reduce barriers to participant success, and support a connected ecosystem of workforce development.

Contents of Proposal Submission

- A. Executive Summary
- B. Budget narrative (Link provided below)
- C. Supplemental application materials

A. Executive Summary

- Contact name, position, email, and phone of person completing the application (this should be the primary contact for the grant)
- Organization name and industry
 - Organizational structure/ chart
 - # of employees
 - Will this project be managed by an individual, group, or department?
- Date of incorporation
- Years of active service and impact numbers
- Communities served, including baseline demographics
 - # of entities or individuals served (total and last year)
 - Racial breakdown of communities served
- Annual budget, revenues, and expenses

B. Budget Narrative

Applicants must download and complete the Budget Narrative Template as part of their application. [Budget Narrative Template Here](#)

- **Leveraged Funding**

Grant applicants are encouraged but not required to include a detailed cost matching plan, with additional funds secured to benefit the proposed project budget. Leveraged resources procured by the applicant will be considered as a positive indicator for the application. This would include technical platforms or curriculum value as leveraged resources. For example, if an applicant's organization has access to a data system that is relevant and useful to the project objectives and it has a subscription valued at \$25,000/year, that is a leveraged resource. The City of Birmingham will also consider the quantified value of volunteer hours and in-kind services to the project.

- **Organizational Fiscal Sustainability**

Applicants will be asked to upload financial information to validate organizational capacity and fiscal sustainability as part of this application process. We only require financial information for the current fiscal year, but we encourage applicants to submit information for the past year and the future year projections if available. If the selection committee requires more information, you will be contacted.

This could include, but is not limited to, the following:

- Organizational budget (self-reported)
- IRS Form 990s or most recent year tax filing
- Profit and Loss Statement
- Recent audit reports (within the last two fiscal years)

All relevant financial information should be consolidated into a single pdf document or excel (or equivalent) workbook.

C. Supplemental Application Materials/ Proposal Document

All applicants are required to submit a written proposal (12 pages or less) or slideshow presentation (15 slides or less) detailing the following:

- Brief background/ Statement of the Problem
- Why your organization is committed to economic mobility
- Your understanding of workforce challenges in Birmingham
- Description of Proposed Solution
- Any partner or subcontractor roles
- Project timeline and course syllabus with descriptions (this can be an imbedded link)

- Timeline for recruitment, training delivery, and placement, if applicable to your services
- Scope of worktable with associated budget line items
- Success factors (What specifically will be different because this program has been performed)
- Evaluation metrics & Estimated Impact (How will you know that your efforts have reached success)
- Potential challenges and why you are equipped to meet and perform against any recognized obstacles
- Provide a **minimum** of two letters of support from employer partners who can speak to your organization's performance on workforce training and initiatives. For each reference, include:
 - Contact Name and Title
 - Organization
 - Email and phone number
 - Description of the nature of partnership, work performed, and outcomes
- Additionally, applicants may feel the need to attach reasonably appropriate material relevant to any partnerships or for clarity regarding the application (i.e. ongoing cohorts or class schedules, audited financial statements, MOUs between partners, letters of recommendation, organizational charts or other flow charts or materials).
*This may be in excess of the page limitations.

SECTION 3: HOW TO SUBMIT THE PROPOSAL PACKET

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 21, 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] - Workforce Training RFP Submission

Attach three PDF documents labeled as follows:

1. Executive Summary – [Your Organization Name]
2. Budget Narrative – [Your Organization Name]
3. Supplemental Application Materials – [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: Workforce Training Provider Response – [Your Organization Name]

SECTION 4: SELECTION FRAMEWORK

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.

To ensure a competitive application, please use the selection criteria below to inform your program proposal narrative:

1. Alignment with Employer Needs

- Clear understanding of target employment industries
- Ability to train for specific skills required by employers
- Evidence of employer partnerships to ensure placement immediately following training

2. Organizational Capacity

- Track record of successful program implementation
- Adequate staffing and resources to support the program
- Financial stability, sound management practices, and budget that adheres to the established criteria

3. Training Quality and Relevance

- Curriculum aligned with industry standards
- Qualified instructors/trainers
- Hands-on or practical components in training

4. Target Population Reach

- Ability to reach and serve underrepresented populations
- Strategies for recruitment and retention of participants
- Understanding of potential barriers for participants

5. Planned Wrap-around Services and Support

- Provision of or connection to supportive services (e.g., childcare, transportation)
- Career counseling and job placement assistance
- Post-program follow-up and support

6. Data Collection and Reporting Capability

- Systems in place for tracking participant progress and outcomes
- Willingness to share data and collaborate on evaluation
- Capacity to meet reporting requirements

7. Potential for Scalability and Sustainability

- Potential to expand or replicate the program
- Plans for continued funding or self-sustainability
- Alignment with long-term workforce development goals

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 Proposal Submission*.

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.

SECTION 5: IMPORTANT THINGS TO KNOW

Questions and Requests for Clarification

All questions and requests for clarification must be received in writing to Archie Stewart, Reinvest Plan Officer, by **November 3, 2025**, in the format outlined below:

Email: reinvest@birminghamal.gov

Subject: Workforce Training Provider - RFP Pre-Proposal 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 7, 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 awarding multiple contracts through this RFP, with a total estimated investment of up to \$2,045,338 to support workforce training, wrap around services, and job placement services over the life of the Reinvest Birmingham initiative. Individual contract amounts will vary based on the scale, industry focus, and capacity of each selected provider.

Contracts will begin upon execution and may extend through the duration of the Reinvest Birmingham program, with ongoing evaluation based on performance. The City reserves the right to structure payments based on successful completion of defined milestones, including enrollment, credential attainment, and job placement outcomes.

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.

Reservation of Rights

The City of Birmingham reserves the right to award agreements resulting from this RFP, which will be given to the highest rated proposal(s), based on the evaluation criteria set forth in this RFP. Nothing contained herein shall obligate the City of Birmingham to award an agreement on the basis of this RFP. Any agreement awarded is subject to compliance with all provisions of Federal, State, and Local Laws.

The City of Birmingham reserves the right to award all or any part of this funding, to accept or reject any or all proposals, and to waive any informalities or technical irregularities or omissions in the proposal. The City of Birmingham may award contracts in whole or in part, or cancel this RFP and solicit new proposals if, in the sole judgment of the City of Birmingham, the best interests and needs of the City of Birmingham will be served.

Except as provided elsewhere in this RFP, applicants shall bear all their costs associated with or relating to the preparation and submission of a proposal, including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the City of Birmingham or any other costs incurred in connection with or relating to its proposal. All such costs and expenses will remain the liability of the applicant, and the City of Birmingham shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

All copies and contents of the proposal, attachments, and explanations thereto submitted in response to this RFP, except copyrighted material, shall become the property of the City of Birmingham regardless of the Applicant's selection status. Response to this RFP does not constitute an agreement between the Applicant and the City of Birmingham.

The City of Birmingham reserves the right to change this RFP prior to the due date. The City of Birmingham may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP. Changes will be communicated to those known to by the City of Birmingham to be submitting proposals. Changes to the deadline or other scheduled events may be made by the City of Birmingham as it deems to be in its best interest.

The City of Birmingham is committed to a policy of equal opportunity and does not discriminate against vendors on the basis of age, sex, sexual orientation, race, color, creed, religion, ethnicity, national origin, disability, marital status, familial status, veteran status or any other basis protected under federal, state, and local laws, regulations, and ordinances. It is each applicant's responsibility to carefully review all the requirements of this RFP, including the scope of work, specifications and terms and conditions. Further, it is the applicant's responsibility to ask questions, request clarification, or otherwise advise the City of Birmingham if any language, specifications or requirements of this RFP appear to be ambiguous, contradictory, restrictive or if they limit applicants that could meet the requirements of this RFP to a single source.

Award Notices

The City of Birmingham does not guarantee that the full amount requested will be awarded to the selected applicant. Applicants who are awarded funds under this RFP, but not at the full amount requested, will be contacted to amend and revise their scope of services to develop project agreements as needed. Subject to the execution of an agreement to include

a defined scope of services, project work plan, budget, and performance metrics, all funding will be disbursed in installments. Funding amount will vary by project scope and purpose.

Administrative Policy Requirements

As an attachment to each project agreement, awardees will be asked to provide regular performance reports as well as monthly line-item budgets with supporting documentation to the City of Birmingham to be shared with the EDA grant administrator. Each project agreement will have clearly defined outcome metrics that are derived from project work plans and project narratives. If grant recipients are unable to deliver satisfactory progress or fail to report outcomes throughout the performance period, this may result in the loss of funding and supported programming status. The City of Birmingham also reserves the right to perform an audit and site visits of projects at any point throughout the performance or reporting period.

Performance Period

The performance period for workforce training provider recipients is between January 2026 through September 2029, and grant proposals should contain quarterly targets for the relevant progress metrics. Grant recipients will receive funds in monthly installments as advised.