



# REQUEST FOR PROPOSALS (RFP)

Workforce Forward: Birmingham Workforce Partner Accelerator- Program Manager

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

**RFP Release Date:** December 1, 2025

**Proposals Due:** December 31, 2025

**Contact:** Erika Dix, Manager of Workforce and Talent Development,  
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## **I. Introduction**

The City of Birmingham, through the Department of Innovation and Economic Opportunity, is seeking an experienced Program Manager (Consultant or Firm) to coordinate and facilitate the Workforce Forward: Birmingham Workforce Accelerator, an intensive 9-month program in supporting nonprofits, startups, and community-based organizations in designing scalable, fundable workforce development programs aligned with City priorities.

## **II. Project Outcomes**

The selected Program Manager will be responsible for ensuring that the Workforce Forward: Birmingham Partner Accelerator achieves measurable, high-impact outcomes for participating organizations, the City of Birmingham, and the broader workforce ecosystem. By the end of the 9-month accelerator, the Program Manager will have facilitated the creation of actionable, fundable, and scalable workforce programs that directly address the needs of Birmingham residents and businesses.

## **III. Key Expected Outcomes**

- Cohort Program Readiness: At least 90% of participating organizations complete the accelerator with a fully developed program design, measurable outcomes framework, and implementation roadmap aligned with City workforce priorities.
- Partnership Development: Establish a minimum of 14 new partnerships between cohort members and employers, educational institutions, and community-based organizations.
- Funding & Resource Mobilization: Support at least 60% of participants in securing external funding (public or private) or in-kind resources to launch or scale their workforce initiatives.
- Operational Capacity Building: Demonstrated improvement in participants' organizational capacity in areas such as staffing models, budget management, data tracking, and compliance reporting.
- Data-Driven Impact Measurement: Each participant develops and begins using a data collection and evaluation system to track program outcomes, inform adjustments, and report to stakeholders.
- Citywide Workforce Impact: At least 70% of implemented participant programs actively serve Birmingham residents within 6 months post-accelerator, contributing to increased employment, skills attainment, and career mobility.

- Sustainability Planning: All participants leave with a sustainability strategy to maintain and grow their workforce programs beyond the initial pilot stage.

#### **IV. Scope of Work**

The selected Program Manager will be responsible for overseeing all aspects of the 9-month accelerator, including:

##### **Program Delivery & Facilitation**

- Lead and facilitate monthly in-person intensives and virtual sessions
- Deliver workshops across themes such as ecosystem mapping, program design, budgeting, grant writing, data evaluation, and storytelling
- Provide subject-matter expertise or coordinate guest speakers as needed

##### **Participant Support**

- Coordinate peer learning sessions, coaching, and monthly office hours
- Maintain regular communication with participants and workforce staff
- Oversee program surveys and feedback collection

##### **Logistics & Administration**

- Manage calendar, session materials, venues, and virtual platforms
- Maintain a resource library with tools, templates, and recorded content
- Coordinate the final Demo Day event with City leadership and stakeholders

##### **Reporting**

- Track program metrics, deliverables, and participant progress
- Submit monthly reports and a final program summary with recommendations

#### **V. Program Timeline & Content Overview**

**Program Duration:** 9 Months (Monthly In-Person + Virtual Coaching)

**Location:** Birmingham, AL (with some virtual facilitation)

### **Key Monthly Themes**

- |  |                                      |
|--|--------------------------------------|
| 1. Orientation & Workforce Landscape   | 7. Grant Writing Basics              |
| 2. Ecosystem Mapping & Problem Framing | 8. Advanced Grant Development        |
| 3. Program Design & Outcomes           | 9. Technology & Reporting Tools      |
| 4. Partnership Readiness & Compliance  | 10. Storytelling & Pitch Prep        |
| 5. Data & Evaluation                   | 11. Finalizing Pitches + Coaching    |
| 6. Operations & Budget Planning        | 12. Demo Day + Post-Program Planning |

#### **Additional Supports:**

- Monthly office hours
- Peer support groups
- Access to a resource library

### **VI. Desired Qualifications**

- Demonstrated experience in workforce development, nonprofit capacity building, and/or accelerator management
- Strong facilitation skills and ability to engage adult learners
- Knowledge of public-private partnerships, grant writing, compliance, and program evaluation
- Familiarity with Birmingham's workforce landscape is preferred

### **VII. Proposal Requirements**

Interested parties should submit:

1. Cover Letter (1 page)
2. Project Proposal (2-3 pages) including:
  - Approach to program management and delivery
  - Experience facilitating similar programs
  - Timeline and staffing

- Fee proposal
- 3. Resume(s) or Organizational Overview
- 4. Work Samples (if applicable)
- 5. References (at least 2 relevant contacts)

## **VIII. Budget**

The City will consider proposals for \$125,000 for the full 9-month scope of work, inclusive of planning, facilitation, travel, materials, and pitch competition awards.

## **IX. RFP General Terms and Conditions**

1. Nothing in this RFP nor in any proposal in response to this RFP is intended to be, nor should anything be construed, as an offer of engagement, nor shall the selection of a Proposer be construed as an offer of engagement unless and until a contract is fully negotiated and fully executed by all parties. Issuing this RFP does not obligate the City of Birmingham to award a contract to any Proposer.
2. Costs for developing proposals are entirely the responsibility of the Proposer and shall not be chargeable to the City. The City, and its officials, employees and agents, shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.
3. The City reserves the right to reject any and all proposals submitted or to cancel this RFP at any time for any reason, including but not limited to, the project being canceled, loss of funding, or it is deemed in the best interest of the City to cancel.
4. The City reserves the right to waive any non-material irregularities pertaining to the submission of proposals without obligation or liability to any Proposer and/or to re-solicit proposals. The City's waiver of an immaterial defect shall in no way modify the RFP documents or excuse the Proposer from full compliance with the specifications if he/she is awarded the contract.
5. The City reserves the right to reconsider any proposal submitted at any stage of the procurement.
6. The City reserves the right to delete or add components of the scope of work until the contract is signed. Additionally, any and all RFP project elements, requirements, and schedules are subject to change and modification.

7. The City reserves the right to revise the RFP prior to the date that proposals are due. The City reserves the right to extend the date by which the proposals are due.
8. The lowest proposed cost will not be the sole criterion for recommending the contract award and the City reserves the right to accept other than the lowest-priced submission. The City's selection is final and subject only to review and final approval by the Mayor and, when required, the City Council.
9. All submitted materials will become the property of the City of Birmingham and will not be returned. At the discretion of the City, any submitted documents may become public records at any time during the selection process. Any such documents shall become open public records at the conclusion of the selection process. Proposals and communications exchanged in response to this RFP should be assumed to be subject to public disclosure. Proposer must notify the City in advance of any proprietary or confidential material contained in the proposal and provide justification for not making such material public.
10. The City reserves the right to:
  - a. Request any supplementary information it deems necessary to evaluate the Proposer's experience or qualifications. This may include supplemental financial information, additional interview(s), and/or additional presentations by the Proposer.
  - b. Make investigations as deemed necessary to determine the ability of the Proposer to perform the work, and the Proposer shall furnish to the City all such information and data for this purpose as requested by the City.
  - c. Reject any proposal if the evidence submitted by, or investigation of, such Proposer fails to satisfy the City that such Proposer is properly qualified to carry out the obligations of the contract and to complete the work specified.
  - d. Meet with select Proposers at any time to gather additional information.

The successful Proposer may be asked to participate in negotiations and may be asked to revise their proposal based on such negotiations. In submitting a proposal, each Proposer acknowledges that they have read and understand these requirements.

11. Proposer is required to have a business license from the City prior to execution of the contract. All costs associated with the business license are the responsibility of the winning Proposer.
12. Contracts are not effective until executed by the Mayor. Any work performed prior to receipt of a fully executed contract shall be at Proposer's own risk. All contracts shall include the City's standard terms and conditions and any provisions required by law. The City reserves the right in its sole discretion to reject any inconsistent or unacceptable terms and conditions contained in Proposer's proposal.

13. In the event of a conflict between documents the following order of precedence shall apply:
  - a. City of Birmingham Contract
  - b. City's Request for Proposal
  - c. Proposer's Proposal
14. Proposer acknowledges and agrees that the City, as a matter of public policy, encourages minority- and women-owned business participation to the maximum extent possible. This policy includes historically under-utilized business enterprises such as architectural firms, engineering firms, investment banking firms, other professional service providers and construction contractors as part of the City's business, economic and community revitalization programs.
15. This RFP, and any Contract with Proposer(s) that may result, shall be governed by the laws of the State of Alabama and the City of Birmingham, and venue for any dispute regarding this RFP or any subsequent Contract shall be in the Circuit Court of the Jefferson County, Alabama, Birmingham Division.

By submitting a response to this RFP, each Proposer acknowledges having read this RFP in its entirety and agrees to all terms and conditions set out in this RFP.

## **X. Submission Instructions**

Please submit all materials as a single **PDF** to:

**Department of Innovation and Economic Opportunity**

Subject: *Workforce Forward Program Manager Proposal*

Email: [goodjobs@birminghamal.gov](mailto:goodjobs@birminghamal.gov)

Deadline: December 31, 2025

## **XI. Contact for Questions**

For questions or additional information, please contact:

**Erika Dix**, *Manager of Workforce and Talent Development*

Department of Innovation and Economic Opportunity

Email: [erika.dix@birminghamal.gov](mailto:erika.dix@birminghamal.gov)

Phone: 205- 531-9564

## **Proposed Evaluation Criteria**

Proposals will be evaluated based on the following weighted criteria:

### **1. Relevant Experience & Expertise – 30%**

- Demonstrated experience managing multi-month workforce development or capacity-building programs for nonprofits, startups, or community-based organizations.
- Proven track record of facilitating training, coaching, and partnership development that leads to measurable workforce outcomes.
- Familiarity with the Birmingham workforce ecosystem and knowledge of key stakeholders, industries, and community needs.

### **2. Program Implementation Approach – 30%**

- Quality, clarity, and feasibility of the proposed plan to deliver the 9-month intensive programming framework outlined in the.
- Ability to integrate interactive learning, coaching, and technical assistance that results in actionable and fundable program models for participants.
- Creativity and adaptability in addressing the diverse needs of early- to mid-stage organizations.

### **3. Capacity for Outcome Achievement – 20%**

- Proposed methods for tracking, measuring, and reporting participant progress against the stated project outcomes (e.g., program readiness, partnership development, funding secured, sustainability).
- Evidence of strategies to ensure participant retention and engagement throughout the program.
- Ability to foster collaboration and build lasting connections between participants and employers, funders, and City agencies.

### **4. Staffing & Organizational Capacity – 10%**

- Qualifications of key personnel assigned to the project.
- Organizational infrastructure, systems, and resources to support program delivery and reporting requirements.

### **5. Cost Proposal & Budget Justification – 10%**



- Reasonableness and cost-effectiveness of the budget relative to the proposed scope of work.
- Clear justification for expenses and alignment with the program's objectives.