



REQUEST FOR PROPOSALS (RFP)

Workforce Development Technical Assistance Contractor



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

RFP Release Date: August 17, 2026

Proposals Due: September 18, 2026

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 communities 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 Birmingham, through Recompete, will create pathways 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 firms, organizations, or independent contractors to serve as the **Workforce Development Technical Assistance Contractor** for Reinvest Birmingham.

The selected contractor will strengthen the capacity of Reinvest Birmingham's workforce training partners by providing technical assistance, professional development, coaching, and operational support to career coaches, case managers, workforce navigators, and other frontline workforce staff.

Rather than providing direct services to participants, the contractor will build the knowledge, skills, systems, and tools that enable partner organizations to deliver more effective workforce services and improve participant outcomes.

Role Within the Reinvest Birmingham Workforce Ecosystem

The Workforce Development Technical Assistance Contractor will function as a strategic capacity-building partner to the City of Birmingham and Reinvest Birmingham workforce training providers. The contractor will not provide direct case management or participant services. Instead, the contractor will strengthen the workforce ecosystem by supporting the organizations and professionals responsible for delivering services.

The contractor is expected to work collaboratively with the Reinvest Birmingham team, including the Reinvest Plan Officer, Workforce Program Manager, Career Navigators, Employment Relations Coordinator, and workforce training providers to improve coordination, strengthen service delivery, facilitate resource sharing, and promote continuous improvement across the initiative.

The contractor will also help establish systems that improve communication between workforce providers, support the development of shared resource directories and referral networks, and facilitate collaboration that connects participants to employment opportunities and supportive services.

The successful proposer will:

- Deliver a multi-partner technical assistance plan with tailored professional development and capacity-building for each partner.
- Facilitate regular monthly technical assistance sessions, curating best-practice toolkits.
- Implement an organizational capacity assessment and improvement plans across partners.
- Improve workforce service delivery by helping partners establish consistent, high-quality operational practices.

The successful proposer will provide the following deliverables:

- Comprehensive Workforce Technical Assistance Work Plan & Calendar
- Professional Development Curriculum and Toolkits for providers
- Technical Assistance Assessments and Assessment Report
- Sustainability Roadmaps for Partner Organizations
- Quarterly TA Progress Reports and Year-End/End-of-Grant Impact Report
- Final Project Summary and Recommendations

Project Goals

1. Strengthen the effectiveness of workforce training provider staff members through ongoing technical assistance and capacity support.

2. Enhance participant outcomes by supporting improvements in recruitment, enrollment, completion, employment placement, and retention.
3. Foster collaboration and shared learning among workforce training providers through communities of practice and cross-partner technical assistance.
4. Promote continuous improvement by helping partners use performance data to strengthen service delivery and achieve program outcomes.

Timeline

RFP Available	August 17, 2026
RFP Information Session	August 26, 2026
RFP Proposal Q&A	September 2, 2026
Submission Deadline	September 18, 2026
Vendor Interviews and Reference Checks	September 28 – October 2, 2026
Final Vendor Selection	October 12, 2026

Evaluation Methodology

Each proposal will be evaluated consistent with Alabama State Procurement Law and federal guidelines enforced by the grant funding agency, the U.S. Department of Commerce EDA.

Contact Information

All questions should be submitted in writing via email to Archie Stewart, Department of Innovation & Economic Opportunity **by no later than by August 28, 2026**, using the following format:

Email: reinvest@birminghamal.gov

Subject: Workforce TA – RFP Pre-Bid Question Submission

SECTION 2: PROJECT SCOPE

The Workforce Development Technical Assistance Contractor will provide comprehensive technical assistance, professional development, and capacity-building services to workforce training providers participating in the Reinvest Birmingham initiative. The selected contractor will strengthen workforce delivery systems, facilitate collaboration across partners, and support implementation of a coordinated workforce ecosystem that improves participant outcomes.

There are four main components to this contract project:

- (2.1) Professional Development & Technical Assistance
- (2.2) Cross-Partner Learning & Support
- (2.3) Sustainability Planning & Resource Development
- (2.4) Equity, Accessibility & Compliance Alignment

The City of Birmingham is seeking proposals from qualified institutions or independent contractors to deliver comprehensive TA services to partner organizations by completing the following components:

2.1 Workforce Technical Assistance & Capacity Support

The selected contractor will provide ongoing technical assistance and capacity support to workforce training providers participating in Reinvest Birmingham.

Technical assistance should strengthen the knowledge, skills, systems, and operational practices of career coaches, workforce navigators, case managers, instructors, and other frontline workforce staff.

The contractor will work collaboratively with partner organizations to identify technical assistance needs and provide individualized and group support throughout the life of the project.

The successful contractor will:

- Design and deliver technical assistance related to participant recruitment, intake, enrollment, case management, retention, supportive services, and employment placement.
- Facilitate communities of practice; host monthly clinics on employer engagement, supportive services integration, and outcomes-focused casework.
- Developing standardized tools, templates, resource guides, and standard operating procedures that improve consistency across partners.

- Coaching partner organizations on best practices in workforce development, participant engagement, and customer service.
- Supporting continuous quality improvement through regular technical assistance meetings and implementation coaching.

Expected Deliverables:

1. Technical Assistance Work Plan and Calendar
2. Career Coach Training Curriculum
3. Workforce Support Toolkit
4. Standard Operating Procedures
5. Monthly Technical Assistance Reports

Support: The Reinvest Plan Officer and City staff will provide access to partner organizations, prior planning documentation, and meeting infrastructure.

2.2 Cross-Partner Learning & Support

The selected contractor will serve as a facilitator of collaboration and shared learning among Reinvest Birmingham workforce partners.

The contractor will establish opportunities for providers to learn from one another, share best practices, identify common challenges, and develop coordinated solutions that strengthen the overall workforce ecosystem.

In collaboration with the Reinvest Birmingham team, the contractor will also help strengthen coordination between workforce providers, Career Navigators, Employment Relations staff, and supportive service partners to improve participant experiences.

The successful contractor will:

- Coordinating monthly peer learning sessions and cross-partner workshops for workforce training partners.
- Developing and maintaining a shared workforce resource directory for Career Navigators and partner organizations.
- Identify opportunities to strengthen communication between Career Navigators, the Employment Relations Coordinator, and workforce training providers.
- Support development of resource referral pathways that improve participant access to supportive services.
- Share emerging workforce trends, promising practices, and lessons learned across the partnership.

Expected Deliverables:

- Monthly Learning Convenings
- Cross-Partner Communication Framework
- Semi-annual Learning Summary Reports
- Workforce Resource Directory

Support: Access to partner leadership, operations staff, and cross-partner convenings.

2.3 Sustainability Planning & Resource Development

The selected contractor will support workforce partners in strengthening their long-term organizational capacity and sustainability beyond the Reinvest Birmingham grant period.

Technical assistance should focus on helping partners build stronger operational infrastructure, leverage community resources, and identify opportunities for continued growth and collaboration.

The successful contractor will:

- Develop sustainability roadmaps for each partner
- Assist organizations in identifying opportunities to strengthen workforce programming.
- Helping partners develop resource directories and referral networks that enhance participant support.
- Recommending strategies to strengthen employer engagement and community partnerships.

Expected Deliverables:

- Organizational Sustainability Assessments
- Sustainability Planning Framework
- Resource Development Recommendations
- Community Partnership Inventory
- Workforce Resource Directory Updates

Support: COB will provide relevant grant guidance and access to partners

2.4 Supportive Accessibility & Compliance Alignment

The selected contractor will support partner organizations in ensuring workforce services are accessible, participant-centered, and aligned with Reinvest Birmingham program expectations.

The contractor will assist partners in strengthening policies, practices, and documentation that improve service quality while supporting compliance with applicable federal requirements.

The successful contractor will:

- Provide technical assistance related to impactful workforce service delivery.
- Support implementation of locally responsive and participant-centered practices.
- Assist partners in strengthening accessibility of workforce programs and supportive services.
- Support partners with full understanding and implementation of Reinvest Birmingham reporting expectations.
- Support documentation and operational practices that align with EDA requirements and City reporting procedures.
- Identify opportunities to improve participant feedback and quality improvement processes.
- Implement participant feedback and satisfaction mechanisms; report key insights to inform program improvements.

Expected Deliverables:

- Workforce Accessibility Guidance
- Compliance Support Resources
- Participant Feedback Loops and Tools
- Technical Assistance Recommendations
- Compliance and Quality Improvement Reports

Support: The Reinvest Plan Officer will share EDA guidance documentation and reporting templates.

SECTION 3: YOUR TECHNICAL PROPOSAL

To be considered, respondents must submit a complete Technical Proposal that demonstrates their qualifications, methodology, and experience providing workforce development technical assistance, professional development, and capacity-building services. The proposal should clearly describe how the respondent will strengthen the capacity of Reinvest Birmingham workforce training providers while supporting collaboration, consistency, and continuous improvement across the workforce ecosystem.

Results-Driven Elements

- **Core Outcome:** Strengthen the capacity of Reinvest Birmingham workforce training providers by improving workforce coaching practices, operational effectiveness, cross-partner collaboration, resource coordination, participant-centered service delivery, and workforce outcomes.
- **Performance Milestones:** The selected contractor will develop and implement a comprehensive Workforce Development Technical Assistance Work Plan that includes measurable deliverables, implementation milestones, and reporting checkpoints demonstrating progress toward improving organizational capacity and participant outcomes.
- **Partnership Approach:** The selected contractor will serve as a trusted technical assistance partner, working collaboratively with Birmingham's Department of Innovation & Economic Opportunity, employer partners, community organizations, educational partners, and workforce training providers to identify challenges, implement solutions, share promising practices, and strengthen coordination across the Reinvest Birmingham workforce ecosystem.

(3.1) Organizational Qualifications, Team, and Methodology

Provide an overview of your organization and describe your experience delivering workforce development technical assistance, professional development, coaching, and organizational capacity-building services.

Your response should include:

- An overview of your organization, mission, and relevant experience.
- Experience providing workforce development technical assistance, coaching, professional development, or organizational capacity-building to workforce providers, educational institutions, or community-based organizations.

- A description of your project team, including key personnel, qualifications, certifications, and relevant experience.
- Your methodology for assessing partner needs, delivering technical assistance, facilitating collaboration, and supporting continuous improvement.
- Your approach to managing projects involving multiple organizations and stakeholders.
- Your experience supporting organizations operating under federally funded workforce or economic development initiatives.

(3.2) Relevant Experience and Examples of Past Work

Provide two to three examples of projects similar in scope and complexity.

For each example, include:

- Client or Organization
- Project Description
- Scope of Services
- Technical Assistance Provided
- Deliverables Completed
- Outcomes Achieved
- Length of Engagement

Respondents are encouraged to include examples involving:

- Workforce development technical assistance
- Career coach professional development
- Workforce intermediary services
- Organizational capacity-building
- Communities of Practice
- Workforce systems improvement
- Cross-sector collaboration
- Resource development
- Grant-funded workforce initiatives

(3.3) Alignment and Interest in Reinvest Birmingham

- Describe your commitment to economic mobility, workforce development, and system coordination.
- Explain how your mission aligns with Reinvest Birmingham's goals.
- Discuss familiarity with challenges facing underemployed communities in Birmingham-like contexts.

(3.4) Project Approach and Work Plan

Using the Scope of Work from Section 2, outline your approach to each area of the project:

2.1 Workforce Technical Assistance & Capacity Support

- Design and deliver technical assistance support
- Develop standardized tools, templates, resource guides, and workforce development materials
- Support implementation of best practices that improve workforce service delivery and participant outcomes.

2.2 Cross-Partner Learning & Support

Describe your approach to:

- Creating opportunities for peer learning and knowledge sharing among workforce providers.
- Promoting collaboration across the Reinvest Birmingham workforce ecosystem.
- Supporting communication and coordination between Career Navigators, the Employment Relations Coordinator, and workforce training providers.
- Developing and maintaining shared workforce resource directories, referral tools, and resource-sharing systems.

2.3 Sustainability Planning & Resource Development

Describe how your organization will assist workforce partners in:

- Building organizational capacity to sustain high-quality workforce services.
- Strengthening referral networks and collaborative relationships that support participant success.
- Developing tools and strategies that improve long-term workforce service delivery.

2.4 Supportive Accessibility & Compliance Alignment

Describe your approach to supporting workforce partners in:

- Delivering participant-centered workforce services.
- Improving access to workforce programs and supportive services.
- Strengthening documentation, operational practices, and service consistency.
- Supporting compliance with Reinvest Birmingham program expectations and applicable EDA requirements.

Work Plan

Provide a proposed work plan that outlines how your organization will implement this project throughout the contract period.

At a minimum, the work plan should include:

- Project kickoff and onboarding activities.
- A high-level timeline (monthly or quarterly) indicating key milestones, convenings, deliverables, and review checkpoints.
- How your team will manage work and maintain responsiveness to City of Birmingham and EDA requirements.

3.5 Understanding of the Reinvest Birmingham Workforce Ecosystem

Describe your understanding of the workforce development challenges and opportunities facing Birmingham residents and workforce providers.

Your response should address:

- Your understanding of Birmingham's workforce ecosystem coordination.
- Your understanding of Reinvest Birmingham service area: North Birmingham, Northside, Pratt, and Smithfield.
- Your approach to supporting multiple workforce providers working toward shared performance outcomes.
- Your philosophy for building organizational capacity while respecting each partner's mission, organizational structure, and existing workforce expertise.
- How your organization will complement, rather than duplicate, the work of Reinvest Birmingham staff and workforce partners.

3.6 References

Provide three professional references who can speak to your team's performance on similar work:

For each reference, include:

- Name and Title
- Organization
- Email and phone number
- Description of work performed, and outcomes achieved

3.6 Required Attachments

- Cover Letter (one-page summary of qualifications and interest)
- Financial Statement or IRS Form 990 (nonprofits)
- Resumes of key staff
- Supplemental materials (e.g., past reports, templates, dashboards, visuals)

Proposal Evaluation Consideration

Respondents should demonstrate not only experience providing workforce development technical assistance, but also the ability to build collaborative relationships, strengthen organizational capacity, facilitate cross-partner learning, and implement practical solutions that improve workforce service delivery. The City of Birmingham is seeking a partner that can successfully support the implementation of Reinvest Birmingham by strengthening the workforce ecosystem and improving outcomes for participating organizations and the residents they serve.

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 not to exceed \$350,000 for this opportunity. Use the template below to submit a detailed Price Proposal, dividing the total project cost by the defined components and cross-phase management.

Respondents must outline pricing for each component and include all anticipated costs (personnel, travel, stakeholder engagement, materials, technology, subcontractors, and administration).

Price Proposal Submission Table

Goals & Outcomes	Proposed Cost
Workforce Technical Assistance & Capacity Building (See Section 2.1)	\$_____

Cross-Partner Learning & Support (See Section 2.2)	\$_____
Sustainability Planning & Resource Development (See Section 2.3)	\$_____
Supportive Accessibility & Compliance Alignment (See Section 2.4)	\$_____
TOTAL:	\$_____

Additional Instructions for Price Proposal Submission

- Include a brief budget narrative describing how funds will be allocated across tasks and team members and rationale behind costs.
- 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. All Proposals must be received **no later than 5:00 pm CST on September 18, 2026**. 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 Development TA - RFP Response

Attach two separate 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: Workforce Development Technical Assistance 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 100 points. Proposals scoring below 50 points may not be considered.

Workforce Development Technical Assistance Experience				
5 – Outstanding (21-25 Points)	4 – Strong (16-20 Points)	3 – Satisfactory (11-15 Points)	2 – Limited (6-10 Points)	1 – Poor (0-5 Points)
Demonstrates extensive experience providing workforce development technical assistance and capacity-building to workforce providers, educational institutions, community organizations, or public agencies. Project team possesses exceptional qualifications and demonstrates success delivering comparable multi-partner workforce initiatives.	Demonstrates substantial relevant experience delivering workforce development technical assistance. Project team possesses appropriate qualifications and experience for the proposed scope.	Demonstrates adequate experience relevant to the scope of work. Team qualifications generally align with project needs. Portfolio is relevant, though not extensive.	Limited relevant experience or examples. Project team qualifications only partially align with the proposed scope.	Little or no demonstrated experience providing workforce development technical assistance or similar services.
Understanding of the Reinvest Birmingham Workforce Ecosystem				
5 – Outstanding (21-25 Points)	4 – Strong (16-20 Points)	3 – Satisfactory (11-15 Points)	2 – Limited (6-10 Points)	1 – Poor (0-5 Points)
Clearly understands the city’s social, economic, and workforce environment.	Shows general familiarity with Birmingham. Proposal includes some local	Superficial or generic understanding of local dynamics. Proposal may rely on	No clear understanding of Birmingham’s unique context.	Lacks any understanding or relevance to Birmingham’s context.

Proposes thoughtful context-specific strategies.	references but lacks specific tailoring to Reinvest goals.	assumptions not grounded in the Birmingham context.	Lacks any local relevance or customization	
Methodology & Implementation Plan				
5 – Outstanding (21-25 Points)	4 – Strong (16-20 Points)	3 – Satisfactory (11-15 Points)	2 – Limited (6-10 Points)	1 – Poor (0-5 Points)
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. Plan is generally aligned but would benefit from added detail.	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.	No discernible methodology. Deliverables and approach are missing or misaligned with project objectives.
Organizational Capacity & Project Management				
5 – Outstanding (21-25 Points)	4 – Strong (16-20 Points)	3 – Satisfactory (11-15 Points)	2 – Limited (6-10 Points)	1 – Poor (0-5 Points)
Demonstrates strong technical capacity to collect, validate, and report data. Includes innovative, effective systems aligned with project goals and EDA compliance.	Generally aligned with goals. Approach is standard but functional. May lack innovation but includes functional systems for tracking and reporting.	Limited alignment between proposed work and the stated goals of the initiative. Innovation is minimal or generic.	Minimal innovation; fails to demonstrate alignment with City goals or address core project objectives effectively.	Fails to demonstrate any viable data or reporting capacity. No understanding of EDA or similar requirements.
Cost Effectiveness & Value				
1.				

5 – Outstanding (21-25 Points)	4 – Strong (16-20 Points)	3 – Satisfactory (11-15 Points)	2 – Limited (6-10 Points)	1 – Poor (0-5 Points)
Budget is transparent, cost-effective, and demonstrates high value for the proposed scope and deliverables.	Budget is acceptable and reasonable; some areas could be optimized.	Budget is unclear, not cost-effective, or exceeds expectations; lacks alignment between cost and deliverables.	Budget does not justify value; significant gaps in clarity or efficiency.	Cost is significantly inflated or unjustified; poor alignment with project goals.

SECTION 7: IMPORTANT THINGS TO KNOW

Questions and Requests for Clarification

All questions and requests for clarification must be received in writing by **no later than by August 28, 2026**, in the format outlined below and in Section 1:

Email: reinvest@birminghamal.gov

Subject: Workforce Development TA 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 September 7, 2026.

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 **\$350,000**. The project will begin upon contract execution and **must be completed by no later than October 31, 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.