

Reinvest Birmingham

Workforce Development Technical Assistance Information Session

08.26.2026



**City of
Birmingham**

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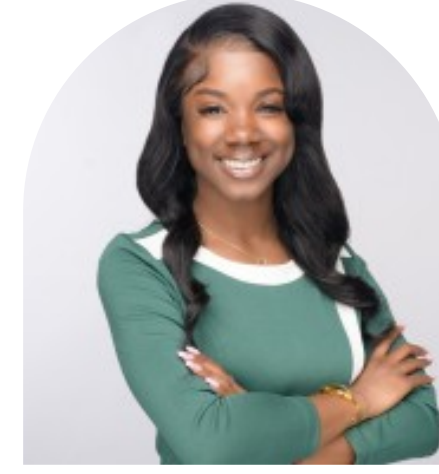
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AGENDA

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REINVEST
BIRMINGHAM
OVERVIEW

02

SCOPE OF WORK

03

PROPOSAL PROCESS &
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04

TIMELINE & NEXT
STEPS

04

Q&A

What is Reinvest Birmingham?

Reinvest Birmingham is a federally funded workforce and economic development initiative led by the City of Birmingham backed by a \$20 million federal investment through the U.S. Department of Commerce Economic Development Administration's Reconnect Pilot Program.

It serves prime age residents in the North Birmingham, Northside, Pratt, and Smithfield communities, connecting them to training, career pathways, and supportive services that lead to good jobs and long-term economic stability through:

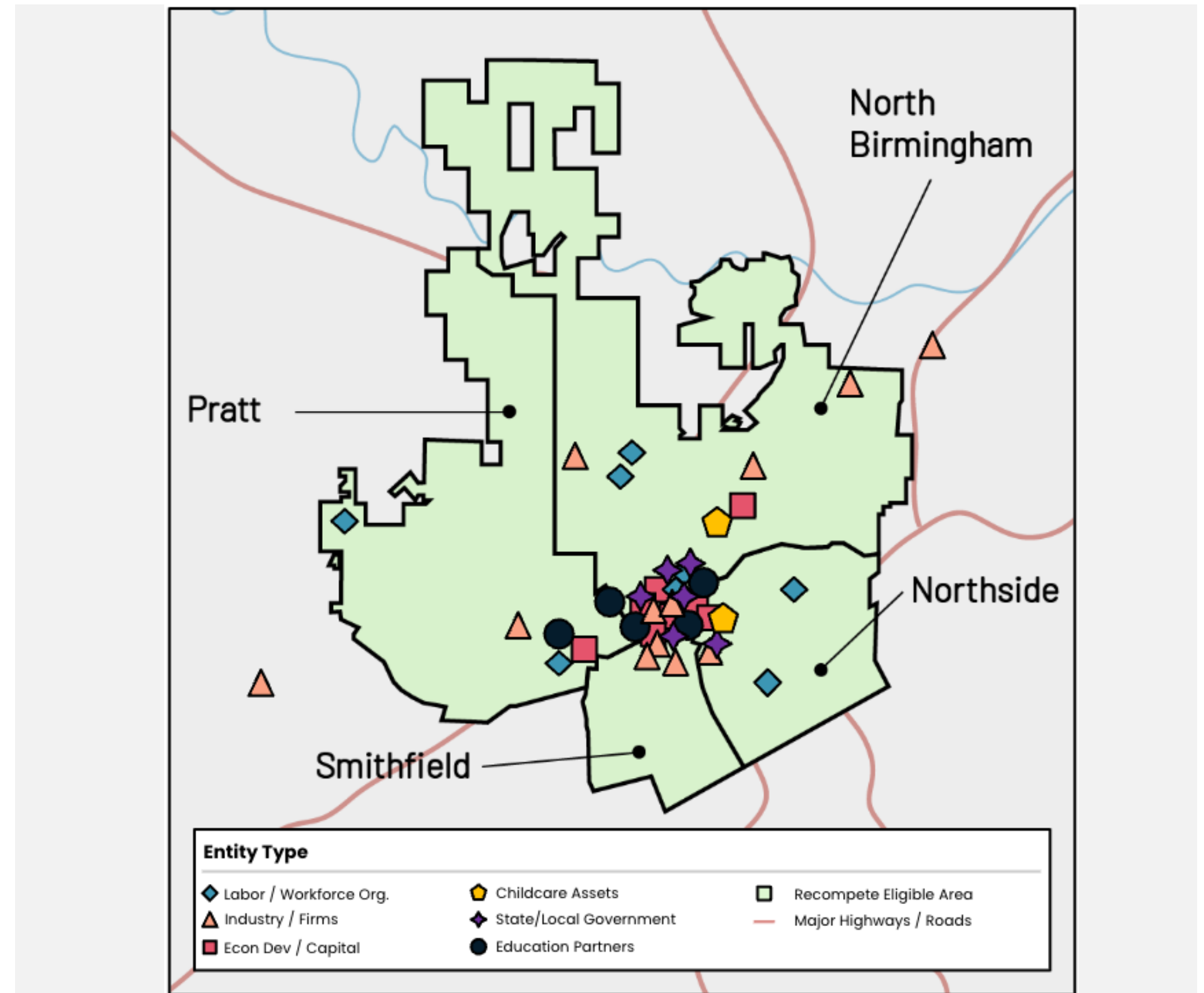


Our Mission

To connect residents in the North Birmingham, Northside, Pratt, and Smithfield communities to workforce training, career pathways, and supportive services that remove barriers to employment and strengthen neighborhood economies

Our Vision

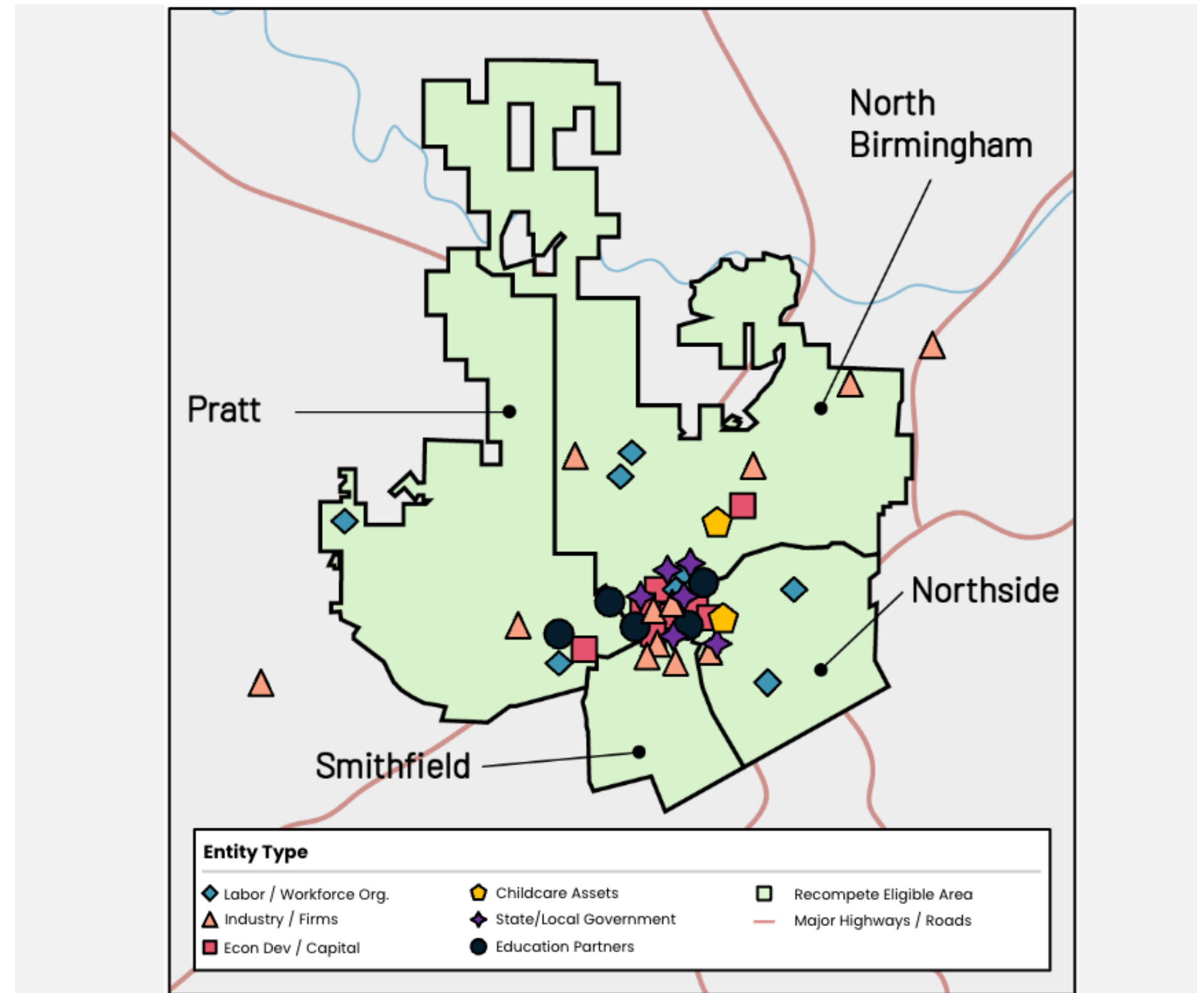
A Birmingham where every resident has access to opportunity, meaningful employment, and the resources needed to build a stable future.



Our Goal

Close the prime-age employment gap by raising employment rates and wages in Birmingham through partnerships that:

- Equip North Birmingham residents with credentials & connect them to good jobs
- Expand transit access to employment opportunities
- Remove childcare barriers while training job seekers
- Support local entrepreneurs to start, scale, and prosper





Our Coalition



MARKSTEIN



Ed Farm



Scope of Work

OVERVIEW

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.

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

PROJECT GOALS

The selected contractor will:

- Strengthen the effectiveness of workforce training provider staff members through ongoing technical assistance and capacity support.
- Enhance participant outcomes by supporting improvements in recruitment, enrollment, completion, employment placement, and retention.
- Foster collaboration and shared learning among workforce training providers through communities of practice and cross-partner technical assistance.
- Promote continuous improvement by helping partners use performance data to strengthen service delivery and achieve program outcomes.

PROJECT DELIVERABLES

The selected contractor will provide the following:

- 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

Proposal Process

YOUR PROPOSAL SUBMISSION



ORGANIZATIONAL INFORMATION

Overview of your organization and describe your experience delivering workforce development focused technical assistance.

RELEVANT PORTFOLIO

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



ALIGNMENT & INTEREST IN REINVEST BIRMINGHAM

Describe your commitment to the impact and execution of this work and how your organization aligns with the vision

PROJECT APPROACH & WORKPLAN

Outline your approach to each area of the project



ECOSYSTEM UNDERSTANDING

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

REFERENCES

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



PRICE PROPOSAL

- **IMPORTANT:** Do not include any pricing information in the Technical Proposal. Proposals that reference pricing in the Technical Proposal will be disqualified.
- Respondents must outline pricing for each component and include all anticipated costs (personnel, travel, stakeholder engagement, materials, technology, subcontractors, and administration).

01

WORKFORCE TECHNICAL
ASSISTANCE & CAPACITY
BUILDING

02

CROSS-PARTNER LEARNING &
SUPPORT

03

SUSTAINABILITY PLANNING &
RESOURCE DEVELOPMENT

04

SUPPORTIVE ACCESSIBILITY &
COMPLIANCE ALIGNMENT

CONTRACTING & 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.

Evaluation Process

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.

MINIMUM CRITERIA

1. Does the proposal include full and completed responses to all elements of the technical proposal?
2. Has an authorized representative signed the cover letter
3. Did proposer submit detailed technical and price proposals
4. Has proposer agreed to the terms of the contract?

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 25 for each criterion. The maximum score is 125 points. Proposals scoring below 90 points may not be considered.

EVALUATION RUBRIC:

- Workforce Development Technical Assistance Experience
- Understanding of the Reinvest Birmingham Workforce Ecosystem
- Organizational Capacity & Project Management
- Cost Effectiveness & Value

Timeline & Next Steps



Questions

The deadline for questions and clarifications is September 4, 2026 - must be submitted via email

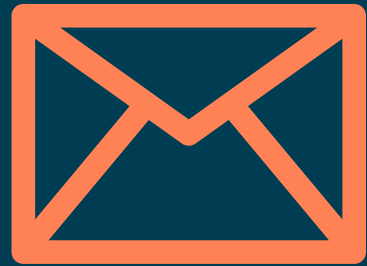
Verbal questions by phone or in-person will not be accepted.

Written responses to the appropriately submitted questions will be available by September 9, 2026

Timeline

RFP Available	August 17, 2026
RFP Information Session	August 26, 2026
RFP Proposal Q&A	September 4, 2026
City Responses to Questions Posted	September 9, 2026
Submission Deadline	September 18, 2026
Vendor Interviews & Ref Checks	September 28 - October 2, 2026
Final Provider Selection	October 12, 2026

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<https://www.reinvestbirmingham.com>

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Q&A