



REQUEST FOR PROPOSALS (RFP)

IMPLEMENTATION STRATEGY & DATA COLLECTION AND REPORTING



Issued by: City of
of Innovation & Economic Opportunity

Birmingham, Department

RFP Release Date: October 20, 2025

Proposals Due: November 21, 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 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 institutions or independent contractors to provide data infrastructure, collection, reporting, and project implementation support funded for Reinvest programming and initiatives. The selected respondent will work with City staff to develop and support project implementation strategy and lead data collection, metrics tracking, and federal reporting across five Reinvest Birmingham component projects.

The successful proposer will:

- Provide strategic coordination and support for all component projects
- Ensure consistent updates to program recruitment, schedules, curriculum, and placement based on stakeholder input
- Design and oversee a metrics driven implementation strategy
- Collect, validate, and aggregate data across all partners and components
- Report outcomes to the Reinvest Plan Officer and prepare compliance ready documentation for the EDA.

The successful proposer will provide the following deliverables:

- Detailed implementation strategy and quarterly coordination plan
- Comprehensive data reporting infrastructure
- Monthly and quarterly reporting deliverables
- Stakeholder feedback summary reports
- Monthly, year-end, and end of grant performance reports with key findings, and recommendations

Project Goals

1. Establish and maintain a unified implementation strategy across all project components
2. Develop and execute detailed implementation plan across the Reinvest portfolio to include integration across four programmatic component projects to include integration with overall governance.

Timeline

RFP Available	October 20, 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 21, 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: Implementation & Data Collection - RFP Pre-Bid Question Submission

SECTION 2: PROJECT SCOPE

There are two main components to this contract project:

(2.1) Implementation Strategy & Project Coordination

(2.2) Data Infrastructure, Collection & Reporting

The City of Birmingham is seeking proposals from qualified institutions or independent contractors to support project implementation strategy and lead data collection, metrics tracking, and federal reporting by completing the following components:

2.1 Implementation Strategy & Project Coordination

The successful contractor will:

- Develop and support a coordinated implementation strategy across all five component project teams (CP1–CP5)
 - Component Project 1 – Workforce Training
 - Component 2 – Connecting People to Good Jobs
 - Component 3 – Childcare Center of Excellence
 - Component 4 – Entrepreneurship Center for Growth and Excellence
- Facilitate feedback loops with community stakeholders, employers, and workforce development providers to ensure timely adjustments to recruitment, scheduling, training curriculum, and placement activities
- Coordinate regular convenings, pulse checks, and reporting sessions with project partners
- Identify and mitigate implementation risks and ensure alignment across CPs

Expected Deliverable:

1. Implementation work plan with monthly and quarterly milestones
2. Feedback summary reports from employer and stakeholder engagement
3. Coordination calendar for component updates and convenings

Support: The Reinvest Plan Officer and City of Birmingham staff will provide access to all component teams, meeting infrastructure, and prior planning documentation

2.2 Data Infrastructure, Collection & Reporting

The successful contractor will:

- Establish reporting infrastructure that aligns with assigned grant outcomes and goals
- Collect program data from all Reinvest component partners, ensuring timely and accurate tracking of participant enrollment, completion, and placement outcomes
- Submit timely monthly and quarterly reports to the Reinvest Plan Officer
- Prepare reporting dashboards, presentation materials, and final documentation for submission to the EDA
- Interface with internal COB Grants Division
- Develop and enforce data practices across partners

Expected Deliverable:

- Data reporting framework (approved by Reinvest Plan Officer)
- Monthly reports summarizing key performance indicators (KPI)
- Quarterly reports with narrative, visuals, and outcomes across all CPs
- Year-end and end of grant impact reports with trend analysis and improvement recommendations

Support: The Reinvest Plan Officer will provide access to all CP Leads, EDA guidance documentation, and reporting templates used during the grant application phase

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 unified and data-driven implementation strategy that supports Reinvest Birmingham in serving 2,500 participants and placing 1,500 in employment while ensuring data integrity, cross-partner alignment, and continuous improvement.
- **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 Department of Innovation and Economic Opportunity, employer partners, community organizations, educational partners, and workforce training providers.

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

- Provide an overview of your organization, including mission, values, and relevant experience in workforce implementation, cross-sector coordination, data infrastructure, and federal reporting.
- Identify key personnel who will be assigned to the project, including roles, qualifications, and relevant expertise in similar projects.
- Describe your methodology for designing and managing implementation strategy across multiple partners, and how you will engage with stakeholders to continuously improve programming and collaboration.
- Explain your approach to building and managing a centralized data infrastructure, including data collection methods, quality assurance practices, and reporting systems.

(3.2) Relevant Experience and Examples of Past Work

- Share 2–3 examples of previous projects similar in scope or complexity.
- Include details such as project goals, your team's role, partners involved, deliverables, and outcomes achieved.
- If available, include links or attachments of sample dashboards, reports, or implementation plans you've produced.

(3.3) Alignment and Interest in Reinvest Birmingham

- Describe why your organization is passionate about economic mobility, equity, and systems coordination.
- Explain how your team's mission and work align with the goals of Reinvest Birmingham.
- Discuss your familiarity with the challenges and opportunities facing underemployed communities in cities like Birmingham.

(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 Implementation Strategy & Coordination

- Describe how you will develop and execute a unified strategy across CP1–CP5.
- Detail how you will facilitate collaboration, ensure alignment, and mitigate risks.
- Share your approach to stakeholder engagement, documentation, and course correction.

2.2 Data Collection & Reporting

- Describe your plan for developing a central data infrastructure to track key metrics.
- Explain how you will collect and validate data from multiple partners and ensure consistency and timeliness.
- Outline your plan for developing reports, dashboards, and final analysis for the Reinvest Plan Officer and the EDA.

Work Plan

- Include a high-level project timeline (monthly or quarterly) indicating key milestones and deliverables.
- Describe how your team will manage work across the duration of the contract and maintain responsiveness to the City of Birmingham and EDA requirements.

3.5 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)

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 \$500,000 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
Implementation Strategy and Coordination (See Section 2.1)	\$_____
Data Collection and Reporting (See Section 2.2)	\$_____
Data Infrastructure Design	\$_____
Monthly and Quarterly Reporting	\$_____
Impact Reports	\$_____
Project Management	\$_____
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. 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] - Data & Implementation - 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: Implementation & Data 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 implementation, data collection, workforce development, or public-sector program coordination. 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. deliver.	General experience aligns with the scope. Some staff may lack direct experience, but qualifications are acceptable. Portfolio is relevant, though not extensive.	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
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	Lacks any understanding or relevance to Birmingham’s context.
3. Methodology & Implementation Plan				
5 - Highly Advantageous	4 – Minimally Advantageous	3 - Advantageous	2 – Minimally Advantageous	1 - Not Advantageous

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.
4. Data Systems & Reporting Capacity				
5 - Highly Advantageous	4 – Minimally Advantageous	3 - Advantageous	2 – Minimally Advantageous	1- Not Advantageous
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.
5. Cost & Value for Money				
5 - Highly Advantageous	4 – Minimally Advantageous	3 - Advantageous	2 – Minimally Advantageous	1- Not Advantageous
Budget is transparent, cost-effective, and demonstrates high value for the	Budget is acceptable and reasonable; some areas could be optimized.	Budget is unclear, not cost-effective, or exceeds expectations; lacks alignment	Budget does not justify value; significant gaps in clarity or efficiency.	Cost is significantly inflated or unjustified; poor alignment with project goals.

proposed scope and deliverables.		between cost and 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: Implementation & Data 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 **\$500,000**. 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.