



Confederated Tribes and Bands of
the Yakama Nation

Yakama Nation Public Relations Request for Qualifications

March 4, 2016

Section 1: OVERVIEW

Section 1.1 RFQ Objective

The Confederated Tribes and Bands of the Yakama Nation (Yakama Nation) is seeking a qualified public relations firm to provide assistance to Yakama Nation Fisheries Program. The qualifying firm may perform a range of potential duties including:

- Media relations for community events, projects and Yakama Nation Tribal Council.
- Development and execution of communication strategies related to key Yakama Nation issues.
- Website and server maintenance, website development, and website content production and management using Drupal 7.

Section 1.2 Confederated Tribes and Bands of the Yakama Nation

The Yakama Nation is a federally recognized Indian tribe pursuant to the Treaty of Walla Walla, June 9, 1855 (12 Stat. 951). As set forth in the Treaty of 1855, and other federal statutes and court decisions, the Yakama Nation holds reserved fishing rights and responsibilities as a co-manager of fisheries in the Columbia River Basin. Yakama Nation Fisheries (YNF) is responsible for the oversight of priority issues affecting Columbia River Basin treaty resources. YNF's involvement in these issues includes participation in a variety of meetings i.e., technical, project management, community, and policy. Due to the complexity and volume of work tasks associated with this involvement, contract support services are required.

Section 2: Example Scope of Work

The contractor shall be available to provide regular and on-call public relations work. Example of the work to be provided includes, but is not limited to, the following tasks:

- Assist is media inquiries and releases on an as needed basis.
- Coordinate media interactions with YNF including press release, editorials, op-ed, etc.
- Develop and implement a media strategy to communicate Yakama Nation's position on key issues.
- Provide routine offsite webserver maintenance for a system running Linux Ubuntu and Drupal 7; develop and provide current content, as requested, for the YNF website (yakamafish-nsn.gov).

Section 3.0 Qualification Submittal Requirements

The Yakama Nation requests one original and one electronic copy (.pdf) of a Statement of Qualifications

Please include the following information with your response.

3.1 Letter of Interest and Executive Summary

Attach a letter of interest that explains your firm's interest in working with the Yakama Nation Fisheries Program.

Include an “Executive Summary” which explains your firm’s qualifications and experience which pertain to providing Public Relations support to Yakama Nation Fisheries. Also, include the names and titles of the persons who will be authorized to representation the proposer.

3.2 Proposer Profile

Provide the following information regarding your firm. If you intend to subcontract some of the proposed work to another firm, similar information should be provided for each subcontractor/subconsultant.

- Provide a brief history of your firm, including the year it was established.
- Provide the names and *curriculum vitae* of your firm’s principals. Indicate the amount of involvement the principal(s) will have on this account.
- Provide the *curriculum vitae* of the team leader who will have the primary responsibility of managing the day-to-day oversight of this account. Include *curriculum vitae* of other key personnel that will work on this project.
- Provide a list of ongoing contracts/projects with their current status and projected termination dates.
- Provide an organizational chart.
- Provide relevant work samples e.g. (Brochures, Outreach Material, Videos, Websites, etc.)

3.3 Proposer's Experience, Past Performance, and Approach

Provide the following information regarding your firm:

Past Performance and Approach: Describe the firm’s experience, past performance and approach in the following areas:

1. Working with or for a tribal government on public outreach and communication
2. Local (Yakima Valley), Regional (Pacific Northwest), and National (United States) Media Relations
3. Communication/Outreach plan development and execution for key issues
4. Working with pre-developed video content for final production
5. Communication on complicated technical fishery and hazardous waste cleanup issues

Section 4.0 Evaluation and Selection

4.1 Proposal Evaluation

Following the opening of the proposal packages, the proposals will be evaluated by an Evaluation Committee consisting of 3 or more Yakama Nation employees. The Evaluation Committee will first evaluate and rank proposals using the criteria listed below:

Criteria	Maximum Points
Presentation of Information	15
Experience working with/for tribal governments	15
Experience with complex technical issues (fisheries, CERCLA, water quality and quantity, etc)	15
Experience developing and executing communication/outreach plans	15
Experience with finalizing video production with pre existing content	15
Quality of past work and performance	25
TOTAL POINTS	100

4.2 Proposal Selection

Based on the results of the proposal evaluation in Section 4.1 a firm/firms will be selected to have the opportunity to negotiate a contract with the Yakama Nation to perform duties similar to Section 2.

Section 5.0 RFQ General Conditions

5.1 Acceptance/Rejection

The Yakama Nation reserves the right to accept or reject any or all Responses or to select the Proposer(s) that, in the opinion of the Yakama Nation, whose work will be in the best interest of and/or the most advantageous to the Yakama Nation. The Yakama Nation also reserves the right to reject the Response of any Proposer(s) who has previously failed to properly perform under the terms and conditions of a contract, or to deliver products on time under contracts of a similar nature, or who is not in a position to perform the requirements defined in this RFQ. The Yakama Nation reserves the right to waive any irregularities and technicalities and may, at its discretion, withdraw and/or re-advertise the RFQ.

5.2 Cost Incurred By Proposers

All expenses involved with the preparation and submission of Responses to the Yakama Nation, or any work performed in connection therewith shall be borne by the Proposer(s).

5.3 Legal Requirements

This RFQ is subject to all applicable tribal and federal laws, ordinances, rules and regulations that in any manner affect any and all of the services covered herein. Lack of knowledge by the Proposer shall in no way be cause for relief from responsibility.

5.4 Minimum Qualification Requirements

Each firm interested in responding to this RFQ must provide the information on the firm's qualifications and experience, qualifications of the Project team, Project Manager's experience, and previous similar projects. Submittals that do not respond completely to all requirements as stated in Section 3 of this document may be considered non-responsive and be eliminated from the process.

5.5 Contract Award

The selected Proposer(s) evaluated and ranked in accordance with the requirements of this RFQ and applicable Tribal and Federal Laws may be awarded an opportunity to negotiate a contract with the Yakama Nation. The Contract will be awarded and furnished by the Yakama Nation.

5.6 Intellectual Property

The selected firm will be required to certify that all materials including, but not limited to, reports, raw data, and graphics developed under this procurement become the property, in perpetuity, of the Yakama Nation.

Section 6.0 INSTRUCTIONS TO PROPOSERS

6.1 Obtaining the RFQ

The RFQ will be available electronically at Yakama Nation Fisheries website (<http://yakamafish-nnsn.gov/restore/projects/yakama-nation-public-relations-rfq>).

6.2 Submittal Instructions

Please note that proposals are due in Toppenish by Close of Business, Friday, March 18, 2016, in hardcopy form including all submittal documents and a complete electronic copy in .pdf format. Only hand deliveries and/or mail or parcel delivery service submittals will be accepted. Please clearly state "Yakama Nation Public Relations Request for Qualifications" on the shipping envelope and the cover letter of the proposal.

Proposals should be mailed to:

Yakama Nation Fisheries

Attn: Jeanna Hernandez

PO Box 151

Toppenish WA, 98948

(Shipping address: 401 Fort Road, Toppenish, WA 98948)

6.3 Questions

Any questions should be directed to McClure Tosch, Remediation and Restoration Specialist, (509)-865-5121 ext. 6413 or tosm@yakamafish-nnsn.gov.