Request For Qualifications

November 17, 2026

Yakama Nation Fisheries, Request for Qualifications

Visual Art Design / Public Relations

OVERVIEW

The Yakama Nation, a federally recognized Indian tribe, holds reserved rights and responsibilities as a co-manager of resources throughout the in the Columbia River Basin, as set forth in the Treaty of Walla Walla of 1855. The Yakama Nation's work is focused on sustaining the cultural practices of its members and improving life for our neighbors and future generations. We believe in the power of education and media to share our history and our enduring connection to the land and water.

The Yakama Nation Fisheries (YNF) is seeking qualifications from firms to provide on-call technical and creative support. We will use the responses to this Request for Qualifications (RFQ) to establish one or more contracts valid for 36 months.

SCOPE OF WORK

General Requirements

The chosen contractor must be available to provide on-call technical support for the duration of the contract. Work schedules, budgets, and deliverables will be agreed upon, and payment will be based on a cost-reimbursement model. The work will require travel for technical meetings, coordination meetings, and site visits int the Yakama Nation Ancestral Lands, as well as meetings with the Yakama Nation Tribal Acknowledgement Team.

Work Elements

Routine technical support will be provided in the following areas, as requested:

- **Site Visits:** The contractor will visit sites to understand the landscape, opportunities, and parameters. They will meet with Tribal members and other project partners to discuss the overarching vision for the project, major goals, audiences, and themes to be communicated. Initial site visits will be informal, focused on introducing one another and building a framework of understanding for the work ahead.
- **Planning & Concept Design:**
    - **Workshop Series 1:** The contractor will use information from the site visits to prepare for the first series of Art Plan Workshops. During these half-day workshops, specific themes, stories, and opportunities for media will be discussed. The contractor will facilitate exercises involving mapping or journaling. These sessions are intended to be collaborative and open-ended. Tribal members, partnering scientists, educators, artists, and designers may be included.

    - **Conversations with Project Partners:** The contractor will hold focused working sessions with specific Tribal members and project partners. These one-on-one sessions, which may occur virtually or in person, will ensure cohesion as the Art Plan progresses.
    - **Workshop Series 2:** The contractor will internally refine the Art Plan, working closely with project partners. A second series of workshops will focus on sharing the plan's progress, including loose concept designs and site maps. Feedback from this series will be used for final edits to ensure accurate representation.
- **Publication:** Throughout the process, the contractor will facilitate the discussion of themes, an outline, and a format for a Professional Publication. This publication will be an important component of the overall media being developed. It may be ethnographic in nature or may focus on the history of the treaty.
- **Final Plan Development & Presentation:** The contractor will finalize the Art Plan, incorporating cost estimates for Phase 2. The entire plan will then be presented to the Yakama Nation, with the suggestion of presenting it in a single session to bring all groups together and share commonalities. Virtual presentations may be used to save costs, but in-person discussions are an option.
- **Monthly Meetings:** The contractor and Yakama Nation will meet virtually each month for a check-in. In-person meetings will be considered on a case-by-case basis.

WORK DELIVERABLES

Specific deliverables will be determined via task orders throughout the contract period. All deliverables, typically submitted electronically, will be the sole property of the Yakama Nation and cannot be shared without our written permission. Examples of expected deliverables include:

- **Summary Reports:** Reports on the status of a site's media and outreach plan, and key issues.
- **Content Creation:** Preparation of fact sheets, reports, presentations, and outreach materials on specific historical and cultural topics. The development of individual or comprehensive art plans and strategy.

- **Mediated Content Creation:** Technical review and analysis of input from staff and Yakama Nation membership to collate many perspectives of best representation of Yakama Nation history and cultural perspectives.
- **Data Collection:** Expertise in collecting, compiling, and analyzing information, statistics, or data to determine the extent of cultural or historical information to be shared provided group input.

CONFLICT OF INTEREST

Firms must identify and disclose any potential conflicts of interest. If a conflict cannot be adequately addressed, the Yakama Nation may reassign the work.

QUALIFICATIONS PACKAGE GUIDELINES

Firms submitting qualifications packages should have the ability to successfully complete work deliverables. Firms should have experience working with Tribes and should have experience providing visual design and educational materials in support of public engagement, outreach, and education on complex natural resource and cultural issues. Project scope of work, budget, and schedules will be developed in cooperation with the selected firms. Yakama Nation will not pay any costs associated with developing the qualifications package or negotiating any contract that may be awarded post response to this RFQ.

This RFQ document can be accessed on the YNF website link Yakama Nation Fisheries | Yakama Nation Fisheries.

The qualifications package should be no more than 5 pages, excluding resumes and attachments. The package must include: a proposed work team structure and internal controls; experience within the past five years related to the work elements and deliverables described herein, including key staff assigned to the work; resumes of principal(s) and key work team members highlighting relevant experience within the past five years; examples of relevant work (links or attachments); a rates and fees schedule; references from three to five clients and a plan for handling potential conflicts of interest. If the qualifications package includes these required items, it will be evaluated using the criteria in Attachment 1.

- Qualifications packages should be e-mailed to: Natalie Swan, swan@yakamafish-nsn.gov.
- Qualifications packages received after December 18, 2026, 5:00 pm, may not be considered.

Attachment 1: Evaluation Criteria
Qualification package response will be evaluated using the following criteria, each criterion will be weighted equally.

1. Experience working with Yakama Nation or other federally recognized tribes, including culturally appropriate communication and collaborative engagement.
2. Experience in public relations, including media relations, press materials, public information support, and communication planning and strategy development.
3. Experience developing and implementing public engagement and community outreach plans, including coordination of meetings, outreach activities, events, and educational programs.
4. Experience creating print, web, and digital education and outreach materials for diverse audiences, including familiarity with visual design principles.
5. Experience in visual design planning and project development, including conceptualizing visual approaches, storytelling, layout, and presentation of materials for community engagement.
6. Demonstrated ability to translate program goals and content into clear, culturally appropriate visual materials and educational products, while collaborating with clients, staff, and stakeholders to support outreach, education, and engagement objectives.