# Request for Qualifications

November 17, 2026

**Yakama Nation Fisheries, Request for Qualifications**

**Public Relations, Education and Outreach Support**

## OVERVIEW

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, other federal statutes, and court decisions, the Yakama Nation holds reserved rights and responsibilities as a co-manager of fisheries in the Columbia River Basin. The Yakama Nation uses its authorities under the Comprehensive Environmental Recovery and Compensation Liability Act (CERCLA) to participate in the cleanup and restoration of hazardous waste sites in the Columbia River Basin. Yakama Nation's work and actions are focused on a clean and productive Columbia River that sustains the cultural practices of Yakama members and improves life for our neighbors and future generations.

Yakama Nation Fisheries shares educational information, news updates, conducts outreach activities and provides a tribal perspective on a wide range of issues. Effective education and outreach initiatives are focused on providing tribal members and the general public with information on program activities, current projects, and new initiatives. Due to the complexity and significance of this work, YNF is seeking qualified public relations and education and outreach experts to support documentation and communication of this important work. Contracted public relations and education and outreach services will support public engagement, outreach, and project documentation throughout the duration of the work.

The Yakama Nation is seeking qualifications from a public relations and education and outreach to provide public relations and education and outreach services that document and support YNF's projects and initiatives. Responses to this RFQ will be reviewed to establish one or more public relations and education and outreach support contracts. This RFQ will remain valid for contracting purposes for up to 36 months. The Yakama Nation will review the response to this RFQ to establish a public relations and education and outreach services contract. This RFQ will be considered viable for contracting purposes extending over 36 months.

### Scope of Work

The contractor shall be available to provide on-call services for the length of the contract (generally 1 to 3 years). Work schedules, budgets, and deadlines for deliverables will be discussed and agreed upon through task orders. Payment will be made on a cost reimbursement basis. Travel will be required for site research, coordination meetings, briefings, stakeholder engagement, education, and public outreach support efforts.

### Required Services

- Assist with developing YNF strategies, messaging, public relations, and outreach activities.
- Participate in discussions with staff and management to identify YNF outreach and public relations needs.
- Assist with press releases, press conferences and media communications.
- Attend and provide support at outreach events and coordination meetings.
- Provide support to the YNF Program in developing, producing, and delivering educational work products for a wide range of audiences.
- Assist with project reporting requirements.

### Work Deliverables

Deliverables will be determined throughout the contract period as support needs are identified. Deliverables will be submitted in formats agreed to by Yakama Nation Fisheries and will generally include electronic versions.

Submittals will be the sole property of the Yakama Nation, and no information will be released to other parties without express written permission. Examples of the type of deliverables to be expected are listed below.

- Development of web-based and digital educational content that presents program history, milestones, and ongoing natural and cultural resource protection and restoration efforts, with the ability to expand over time.
- Creation of print and digital outreach materials (e.g., handouts, posters, fact sheets, educational materials) for use at community events, schools, cultural centers, and public venues.
- Design and production of educational guides or publications for community distribution and program awareness.
- Development of visual storytelling materials that highlight key program milestones, historical context, and accomplishments in culturally appropriate formats.
- Development of interactive or digital mapping and storytelling tools to support public education and outreach, as appropriate.

## 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 experience providing public relations, education, and outreach support 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; and references from three to five clients. 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 PDT, 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, and public information support.
3. Experience in communication planning and strategy development**,** including positioning, key message development, and long-term communications approaches.
4. Experience developing and implementing public engagement and community outreach plans**,** including coordination of meetings and outreach activities.
5. Experience creating print, web, and digital education and outreach materials for diverse audiences; familiarity with visual design principles preferred.
6. Ability to collaborate with clients to translate communication goals into clear, effective public-facing materials.