



Request for Qualifications

March 25, 2022

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 Fisheries (YNF) Program works to honor, protect, and restore culturally important fish populations and the ecosystems that support them. YNF 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. Yakama Nation Fisheries requests submittals describing qualifications from consultants with proven experience accomplishing public relations, education and outreach support and work product development that are outlined in this Request for Qualifications (RFQ). We will review the responses to this RFQ to establish one or more support contracts. This RFQ will be considered viable for contracting purposes extending over the next 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 may be required for research, coordination meetings, briefings, and outreach support activities.

General Work Elements:

Project support shall be provided in the following areas, as requested, including, but not limited to:

- 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.

Anticipated Projects:

- A web-based and interactive pictorial timeline exhibit of the YNF program that could be expanded overtime and could be displayed.
- Development of print materials, handouts, educational posters for community sharing events, schools, and cultural centers.
- Design, development, and printing of a “Pocket Treaty of 1855” for distribution.
- A visual timeline display including researched history and significant milestones in the history of Yakama Nation Fisheries.
- Production of a Columbia River timeline interactive story map.

QUALIFICATIONS PACKAGE GUIDELINES

Firms submitting qualifications packages should have the ability to successfully complete work deliverables. Firms should have experience working with Tribes and providing public relations, education, and outreach support. Firms must be able to provide support to Yakama Nation without a conflict of interest. Project scope of work, budget, and schedules will be developed in cooperation with

the selected consulting 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 <https://yakamafish-nsn.gov/yn-rfp-public-relations-eo>.

- The qualifications package should be no more than 5 pages, excluding resumes and attachments. The package must include proposed work team structure and internal controls; experience within past 5 years related to work elements and deliverables described herein, including key staff for that work; resumes of principal(s) and key work team members, highlighting their relevant experience in the last 5 years; 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 2.
- Qualifications packages should be e-mailed to: Natalie Swan, swan@yakamafish-nsn.gov.
- Qualifications packages received after April 11, 2022, 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.
2. Experience in web, print and graphic design.
3. Experience with press releases, press conferences, and media events.
4. Experience in communication planning and strategy development.
5. Experience in positioning statement development.
6. Experience in development of strategic message content and message design development.
7. Experience in development and deployment of public engagement and community outreach plans and schedules.
8. Experience in development of web and print products for education and outreach target audiences.
9. Experience in development of public relations strategies and implementation.
10. Experience in story development and messaging placement.