REQUEST FOR STATEMENT OF QUALIFICATIONS (RFQ)
Competitive Procurement

The Columbia River Inter-Tribal Fish Commission

Professional Services: Contractor for Graphic Design, Layout, Editing and Publication Assistance

Contractors Invited: All licensed and qualified Contractors

Primary RFQ Contact: Sara K. Pennington rfq@critfc.org

Project Team Members: Jeremy FiveCrows, Public Affairs Specialist; Paul Ward, Government Relations Director; Rob Lothrop, Policy Department Manager

Critical Dates:
Proposal Submission Deadline: March 28, 2022
Tentative Award Selection: 10 business days after submission deadline.
Project Initiation: Commences upon completion of signed contracts by all involved parties.
Part I – Background and Project Description

Introduction
The Columbia River Inter-Tribal Fish Commission (CRITFC) invites you to submit a statement of qualifications for professional services for graphic design, document layout and editing, and publication assistance.

CRITFC is a subdivision of the tribal governments of the Warm Springs, Yakama, Umatilla, and Nez Perce tribes. Headquartered in Portland, Oregon, CRITFC has been active in managing fisheries and putting fish back in the rivers since 1977. For more information on CRITFC please visit our website at www.critfc.org

Background

CRITFC is seeking assistance for its compilation of text and graphics into documents that can be published on CRITFC’s website and distributed in electronic and hard copy formats.

CRITFC regularly produces many documents. These include everything from simple public outreach postings to high quality policy and scientific documents that seek to convey complex information through straightforward narrative with the aid of graphs, maps, tables, pictures, and other supporting information. CRITFC maintains a staff of professional scientists, legal advisors, and others who generate documents for multiple audiences including the tribal public, elected leaders, scientific peers, federal and state administrative agencies, and the general public. Audiences may include tribal fishers on the Columbia River, NOAA Fisheries, US Army Corps of Engineers, Bonneville Power Administration, Bureau of Indian Affairs, Oregon Health Authority, Northwest Power and Conservation Council, Washington’s Energy Facility Site Evaluation Council and other agencies.

CRITFC has developed its own public-facing image and wants to assure the continuity of this brand image. Professional services for graphic design, layout, editing and publication assistance will be directed by CRITFC’s Communications Director with assistance of other CRITFC staff.

Part II – Scope of Services

The following tasks are the focus of this request for qualifications. We are seeking one or more contractors who can regularly assist CRITFC with the graphic design and production of its major publications for 2022 (current estimate between four and six
documents, but potential for more), including:

- **Layout large documents (100+ pages) including**
  - Attractive and engaging placement of text and graphic information that uses good graphic design principles
  - Consistent with CRITFC’s brand image and style manual
  - Hyperlinked table of contents and other electronic navigation for PDF versions of documents
- **Design informative graphics, charts, or infographics from spreadsheets or other data**
- **Prepare stylized maps for public education purposes with**
  - Hyperlinks to additional information sources
  - Multiple GIS layers
  - Text and image insertions, including quantitative graphics
- **Proofreading**
  - Correcting grammatical and spelling mistakes
  - Suggestions for editorial clarification

Work space, computer, and software are not provided. CRITFC is looking for someone that fits with its aesthetic — clean with stylized Columbia Basin Plateau tribal designs, patterns, and motifs. Working experience with CRITFC member tribes is highly useful to this project. Most of all, CRITFC seeks a designer who believes in the highest quality of work, with an eye to detail.

### III. Requirements

- **Qualified individual or fully integrated team of professionals must have a minimum of 3 years of graphic design and editorial assistance, with a history of doing work on time and within budget.**

- **Contractor is required to provide clear written expectations for the resource commitments needed for CRITFC to furnish to ensure successful implementation.**

### Part V – Proposal Preparation and Submittal

To assist evaluation, it is desirable to format the submission similar to the headings listed below. The submittals should be clear and to the point. For the purpose of this RFQ, each Contractor will submit a proposal package to the CRITFC that includes the following components:

**Cover letter**

**Summary of proposal**
Qualifications and experience

- Provide information, relative to firm’s size, history, personnel, special expertise and general credits. Individual resumes, awards, associations, etc., may be included. Include contact information (name, address, phone number, email address) for a single entity that will be the point of contact during the selection process.
- Describe who will perform the various tasks, the amount of their involvement and responsibilities, and give their qualifications.

Approach to Project: Describe the method and approach the Contractor proposes in order to complete the tasks as noted in the Project Description and outlined in the Scope of Services sections. Include a statement of your team’s approach to integrated planning and design philosophy, understanding of program goals, alternative concepts, and other methods for consideration.

Examples of Work: Provide a portfolio of at least five (5) projects that represent the work of the firm. This may include both electronic and print examples.

Past Performance: Submit reference letters from prior clients or client representatives on related projects.

Compensation: Provide a detailed description of the desired compensation for services (retainers, fees, commissions, etc.) and how these amounts are calculated. Dollar amount quoted should contain all pricing information relative to performing the service requested in this RFQ. The total maximum price is to contain all direct and indirect costs including all out-of-pocket expenses required to deliver the entire solution. All costs must be listed separately, clearly identified, and un-bundled.

Note: Contractor will agree that Contractor is an independent vendor with respect to CRITFC and Contractor shall not be entitled to any fringe benefits (health, life or accident insurance benefits, paid vacation, or any other employee benefit); Federal Social Security; Worker’s Compensation; or Unemployment Insurance benefits. Contractor is responsible for paying any tax due as a result of this RFQ.

Part IV – Additional Proposal Information

Closing Date for Submissions
The closing date for submissions will be on March 28, 2022, at 5:00 p.m., local time (PT). Proposals received after the specified time will not be considered. Contractors must submit a digital copy (via email) of their proposal to Sara K. Pennington at RFQ@critfc.org

Necessary Information
Proposals must contain all information requested in the RFQ. The CRITFC will not consider additional information submitted after the closing date and may reject incomplete proposals.

**Cost of Proposals**
The CRITFC shall not be liable for any expenses incurred by Contractors in either preparing or submitting proposals, evaluation/selection, or contract negotiation process, if any.

**Request for Clarification**
Contractors may submit requests for clarification via email by March 11, 2022, at 5:00 p.m., local time (PT). The CRITFC will not consider any requests submitted after the time period specified above. Questions regarding the RFQ or request for clarification shall be sent, via email, to rfq@critfc.org

**Confidential Information**
By submitting a proposal, the Contractor agrees to keep confidential all information provided in connection with the RFQ.

**Requests for Further Clarification of Proposals**
The CRITFC may request additional clarification from Contractors on any portion of the proposal.

**Cancellation of RFQ**
The CRITFC may cancel this RFQ at any time upon finding that it is in the CRITFC’s best interest to do so.

**Rejection of Proposals**
The CRITFC may reject a particular proposal or all proposals upon finding that it is in the CRITFC’s best interest to do so.

**Business Model**
As a tribal governmental agency, CRITFC is looking for a designer that provides high quality for good value. Considerations will be given to rate and experience. The cheapest offer will not necessarily be the successful candidate.

**Award and Contract**
We will notify all Contractors, whether they are disqualified, rejected, or unsuccessful although responsive. All final specifications shall be negotiated and finalized by purchase order or contract. This RFQ gives rise to no contractual obligations, implied or otherwise.

**Protest of Tentative Award Selection**
An email notification of tentative award to the Contractor whose proposal is deemed to be most advantageous and of best value towards meeting the project objectives will be sent. A separate ‘no award’ email will be sent to all other Contractors that submitted a
proposal in response to this RFQ. A Contractor who claims to have been adversely affected by the selection of a competing Contractor shall have seven (7) calendar days after receiving the notice of selection to submit a protest, via email, to rfq@critfc.org.

References
The CRITFC reserves the right to investigate the references and past performance of any Contractor with respect to its successful performance of similar services, compliance with RFQ and contractual obligations, and its lawful payment of suppliers, sub-Contractors, and employees. The CRITFC reserves the right to reject any proposal at any time prior to the execution of any resulting contract. Please submit DUNS numbers for your company to facilitate our credential evaluation.

Part V – Evaluation and Selection Criteria

Proposals will be evaluated through a criteria-based selection process conducted by a review team. The following selection criteria will be used to evaluate the content of the written proposals based on a weighted scoring method totaling 100 points:

I. Adequacy of Technical Proposal: 20 points
   a. Proposal content & applicability of approach; addressing/completing tasks.

II. Design Competency: 25 points
   a. Subjective rating of design proficiency and aesthetic represented by submitted portfolio.

III. Project Management: 25 points
   a. Previous experience the contractor has had in this type of work.
   b. Company resources and specific expertise.
   c. Project management organization and plan.

IV. Personnel Qualifications: 25 points
   a. Technical experience and the relative effort proposed by contractor towards demonstrating knowledge related to the project performance.
   b. Educational qualifications related to the project performance.

V. Cost: 5 points
   a. Cost to perform requested services.

Tribal Preference

To the greatest extent feasible, preference shall be given to Indians, Indian Organizations,
or Indian owned economic enterprises in the award of all contracts and subcontracts.

Indian Preference Act of 1934 (Title 25, USC, Section 47)