



REQUEST FOR QUALIFICATIONS  
Public Relation for the Navajo Water Rights Commission  
\*BID NO 21-08-2551KS\*



The Navajo Nation Water Rights Commission will accept statements of qualifications from qualified public relations experts to assist the Navajo Nation Water Rights Commission in its public education efforts concerning Navajo Nation water development and Navajo Nation water rights efforts.

The determination of whether a consultant is deemed qualified will be based on the following criteria: 1) Experience in public relations, 2) Experience in public education, 3) Experience in public education of complex issues 4) Demonstrated ability to clearly message complex topics, 5) Experience or knowledge in and with natural resources, including water, 6) Knowledge of the Navajo Nation, 7) Ability to communicate in the Navajo language, both verbally and in writing, 8) Navajo Preference

Statements of Qualification will be due to the Commission via e-mail by midnight mountain time on October 3, 2021. Statements are to be emailed to Jacqueline Mitchell, SOS, Navajo Nation Water Rights Commission at [jacquelinemitchell@navajo-nsn.gov](mailto:jacquelinemitchell@navajo-nsn.gov) with the subject line: Statement of Qualifications – INSERT NAME OF ENTITY OR PERSON. Ms. Mitchell will confirm by email whether she has received the Statement. If Ms. Mitchell does not provide email confirmation by October 5, 2021, that she received email submittal of the Statement, please contact her at 928-871-7574 or 928-205-9995.

The Navajo Nation reserves the right to reject any and all Statements and to waive any informality or irregularity in the Statements received whenever such Statement rejection or waiver is in the best interest of the Navajo Nation.

After determining who are qualified public relations experts for the services the Commission seeks, the Commission will issue a Request for Proposals from those deemed qualified. In order to be eligible to be deemed qualified, a public relations expert must submit a State of Qualifications as requested in this announcement.

### NNWRC RFQ Evaluation Scoring Sheet

			Respondents and Points awarded				
Evaluation Factor	Weight of Factor	Explanation of Weight					
Experience in public relations	20	Business and lead staff has at least 3 years experience in public relations and education related to public relations.					
Experience in public education of complex issues and demonstrated ability to clearly message topics	35	Past clients and products demonstrate communication complex topics to public					
Experience or knowledge in and with natural resources, including water	5	Lead staff has knowledge and experience of natural resources and water					
Knowledge of Navajo Nation	10	Business has past experience working on Navajo Nation or has demonstrated knowledge of Navajo Nation					
Ability to communicate in the Navajo language, both verbally and in writing	15	Business or lead staff has past experience communicating in Navajo					
Navajo Preference	10	Business is listed as Navajo Business Priority 1 or 2					
Timeliness and Professionalism in response to RFQ	5	Statements are received on time, in the requested format with all requested information included					
<b>Total Points Awarded</b>	<b>100</b>						