

**REQUEST FOR PROPOSAL DEPARTMENT OF DINÉ EDUCATION NAVAJO NATION
SCHOOL AND COMMUNITY SAFETY TASK FORCE TO PROVIDE PUBLIC RELATIONS
AND SPECIAL EVENTS ON SCHOOL SAFETY**

BID NUMBER: 26-03-4052DB

1. PURPOSE OF REQUEST

The Navajo Nation through its agent, the Department of Diné Education (DODE), seeks proposals from qualified vendors for public relations consultants who will perform public relations work for the Navajo Nation School Community Safety Task Force (NNSCSTF), including organizing special events. Requirements include utilizing media, publications, social media and other methods to educate parents, the general public, Navajo Nation officials, first responders, school stakeholders; related local, state and federal officials; and the public regarding culturally sensitive holistic health and wellness, school and community public prevention and safety, and disaster and threat preparedness, response, mitigation, recovery, restoration and reunification practices consistent with standard school safety response protocols and procedures that is culturally appropriate to prevent suicides, violence, bullying, and substance abuse in Navajo educational organizations and communities. Consultant should have experience working with Native American communities, specifically with the Navajo Nation.

2. TIME SCHEDULE

It is the DODE’s intent to follow this process and timetable, resulting in the selection of a vendor. At the discretion, it may change the estimated dates and the process set forth below as it deems necessary including but not limited to interviews.

RFP Issued	March 4, 2026
Deadline for Submittal of Proposal by 5:00PM(MST)	March 17, 2026
Evaluation and intent to select Proposal	March 18 to March 19, 2026
Notice of conditional selection and initiate award process (tentative date)	March 20, 2026
Award of contract by the Navajo Nation (tentative date)	March 23, 2026

3. GENERAL INSTRUCTIONS FOR PROPOSERS

- a. The Office of Dine’ School Improvement will receive all proposals at the following:
Delivery:

Dr. Ferlin Clark, Education Administrator
2526 Morgan Blvd., P.O. Box 670
Window Rock, AZ 86515

Mailing:
Dr. Ferlin Clark, Education Administrator
2526 Morgan Blvd.,
Post Office Box 670
Window Rock, AZ 86515

- b. Any questions or inquiries regarding this solicitation should be directed in writing to:

Dr. Ferlin Clark, Chair, Navajo Nation School Community Safety Task Force
Department of Diné Education
Post Office Box 670
2556 Morgan Blvd.
Window Rock, AZ 86515
fclark@nndode.org

- c. On the exterior of the delivery method, the proposer must ensure their business name is clearly visible. If asserting Priority status, the proposer shall visibly mark their status, ranking and certification number on the exterior of the delivery method. All proposals shall clearly mark the following on the packet: **“NAVAJO NATION SCHOOL AND COMMUNITY SAFETY TASK FORCE – TO PROVIDE PUBLIC RELATIONS AND SPECIAL EVENTS ON SCHOOL SAFETY.”**
- d. Proposals must be received by 5:00PM Mountain on May 5, 2025. Proposals will not be accepted after this deadline. **Three (3) copies of the proposal plus one USB of the completed proposal must be enclosed in the sealed delivery method. No facsimile, electronic or telephone proposals will be accepted.**
- e. Proposals should be prepared simply and economically, providing a straightforward, concise description of the provider's capabilities to satisfy the requirements of the request. Special bindings, colored displays, glossy paper, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content.
4. Contents of Proposal Submittal
- a. A signed proposal by the representative who has the authority to sign.
- b. A completed W-9 Form (See Form at RFP - Exhibit B)
- c. A completed Navajo Nation Certification Regarding Debarment and Suspension Form (See Form at RFP - Exhibit C).
- d. Describe systems and mechanisms that would be established to ensure timeliness of response to staff and good communication for status reporting during and following the project.
- e. For Navajo Nation tax purposes, identify the business home base of where services will be provided from.

- f. Company name, address, direct contact information of the primary and secondary representatives, and years of experience providing the scope of services described in RFP – Exhibit A. Please also provide the Proposer's principal signer(s)' experience providing the scope of services described in RFP – Exhibit A. For each category please quantify the anticipated percentage of time the persons identified here will contribute to the overall Project. Experience serving tribal governmental entities on projects that are similar to the Project as described in RFP – Exhibit A is preferred and will be given greater weight.
- g. List three references that DODE may contact that have received similar services as outlined in the scope of service and can provide a positive reference to successful completion of work and services rendered. Please provide the name, title, program, email, and phone number, for each reference. Tribal governmental entity references are preferred and will be given greater weight.
- h. Proposers must identify their experience with previous projects in similar circumstances and geographic areas as outlined in the scope of service. Relevant tribal governmental entity experience is preferred and will be given greater weight.
- i. Proposers must identify any projects performed for the Navajo Nation specific to the identified scope of work in RFP – Exhibit A
- j. Describe the experience, education, licensures, and certifications of key staff of the proposed team that will achieve the Project objectives. Ensure the proposal packet includes proof/substantiation verifying experience, education, licensures and certifications. Please outline each key team member's areas of specialization and expertise, as well as their expected role in this Project. Please quantify the anticipated percentage of time each key team member will contribute to the overall Project. The Proposer should clearly establish how the qualifications of the key team members will allow Navajo Nation to achieve the desired outcomes in an efficient and economic manner. DODE reserves the right to do its own due diligence in verifying the information provided. Experience serving tribal governmental entities is preferred and will be given greater weight.
- k. Describe the method and process for quality assurance and control measures to be used to ensure the desired outcomes of the Navajo Nation are achieved. Proposers must establish that they will meet the Project completion date identified in RFP – Exhibit A and will make every effort to identify and successfully complete critical path items as well as plan ahead for and mitigate supply chain and other delays, notwithstanding Force Majeure events.
- l. The proposer must submit a statement indicating they accept the terms of the supplied Contract (See Form RFP - Exhibit D). If they do not, the proposer must submit their exceptions to the terms of the sample contract. A proposal in which the proposer attempts to impose conditions that would modify the requirements of the solicitation or limit the proposer's liability to the Navajo Nation shall be rejected as non-responsive.

5. SELECTION CRITERIA

- a. The goal of Bid Evaluation is to select a responsible vendor that is the most responsive and best serves the needs of the Navajo Nation which include adherence to the Navajo Nation Business Opportunity Act and providing the Procuring Party with a reasonable price that is equal to or below the Maximum Feasible Cost for the Services requested with such Services completed by the specified milestone and end dates. The lowest cost alone may not always best serve the needs of the Navajo Nation.
- b. The DODE shall use the criteria outlined in RFP - Exhibit E in its evaluation and comparison of proposals submitted. The order in which they appear is not intended to indicate their relative importance.
- c. The criteria reflect the terms and conditions of the RFP and the Scope of Service. Criteria are not written verbatim but are summaries of the full text found in the terms and conditions of the RFP and the Scope of Service.

6. SCOPE OF SERVICE

The scope of work to be covered is attached herein as RFP - Exhibit A.

7. TERMS AND CONDITIONS

- a. The liability of the Navajo Nation under a contract formed from this solicitation is contingent upon the availability of funds. Pursuant to 2 N.N.C. §223(B), all contracts shall have sufficient funds available to perform the services under this Contract.
- b. Proposers must visibly mark their status as a vendor certified under the Navajo Nation Business Opportunity Act on the outside of the bid package, including their Priority ranking. It is the responsibility of the proposer to identify themselves as certified under the Navajo Nation Business Opportunity Act.
- c. Proposers must visibly mark as "Proprietary" each part of their proposal which they consider to be proprietary information. The information submitted will be analyzed and may be shared internally, appear in reports, as appropriate and at the DODE's discretion. Proprietary, classified, confidential, or sensitive information should be clearly marked in your response. DODE reserves the right to use any non-proprietary information. No basis for claims against DODE shall arise as a result of a response to this RFP or from the DODE's use of such information.
- d. The Navajo Nation is not bound to enter a contract under the solicitation and may issue a subsequent solicitation for the same services.
- e. Nothing in the solicitation is intended to or shall have the effect of waiving any privileges or immunities afforded the Navajo Nation including, but not limited to, sovereign immunity or official immunity and it is expressly agreed that the Navajo Nation retains such privileges.
- f. The Navajo Nation is a sovereign government and all contracts entered into as a result of the solicitation shall comply with Navajo Nation Law, rules and regulations, including

but not limited to the Navajo Preference in Employment Act and applicable federal laws, rules, and regulations.

- g. The Navajo Nation reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- h. The Navajo Nation reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- i. DODE reserves the right to award all or a portion of the required services to more than one qualified proposer at DODE's sole discretion.
- j. A proposal in which the proposer attempts to impose conditions which would modify requirements of the solicitation or limit the proposer's liability to the Navajo Nation shall be rejected as non-responsive.
- k. The contract resulting from acceptance of a proposal by DODE shall be in a form supplied or approved by DODE and shall reflect the specifications in this solicitation. A sample contract is attached as RFP - Exhibit D for informational purposes. If a Proposer has any exceptions to the terms of the sample contract, these must be submitted for consideration with the proposal. Otherwise, the Proposer will be deemed to have accepted the form of the Agreement. The Navajo Nation will not consider any changes to the contract language regarding indemnification and insurance provided in RFP – Exhibit D.
- l. After preliminary selection and prior to contract award, DODE will meet with the Proposer to review procedures for invoicing, payment, reporting, and monitoring contract performance.
- m. DODE shall not be responsible for any costs incurred by the Proposer in preparing, submitting or presenting its response to this solicitation.

8. PROPOSAL PRICE/PAYMENT PROCEDURES

- a. The Navajo Nation **requires** the proposal to include a sealed bid price. Failure to do so **will result** in a “non-responsive” classification and rejected. Please also include the following:
 - Annual breakdown of cost allocation
 - Cost/expense justification and analysis to substantiate proposed pricing
 - Please identify those items that are absolutely necessary to successful completion of the Project and the corresponding proposed pricing of those items. Please also identify all items that are optional and not necessary to successful completion of the Project and the corresponding proposed pricing of those items.
 - Cost Proposal needs to be sealed separately.
- b. Please refer to the Office of the Navajo Tax Commission at 928- 871-6683 or their website at <http://www.tax.navajo-nsn.gov/> for additional information or guidance on what requires the Navajo Nation sales tax.

- c. Payment by DODE for the services will only be made after the services have been performed and accepted by authorized DODE representatives. Itemized billing shall be submitted upon establishing submission tables.
- d. Describe your preference for method of payment and your procedure for billing and any other account requirements.
- e. The payment procedures established by the Division of Finance/OOC shall be adhered to and are to begin whenever goods are delivered and accepted.
- f. BUSINESS LICENSE & INSURANCE REQUIREMENTS
- g. Proposer's business must be licensed on the Navajo Nation if performing the services on the Nation OR it must be licensed in the state where the service will be provided. Please refer to the Navajo Nation Corporation Act Title 5, Chapter 19. Additional information can be found at http://www.navajobusiness.com/doingBusiness/Registration/NNCC/NCC_process.htm
- h. Proposer must obtain and maintain adequate insurance coverage as recommended and verified by the Navajo Nation Risk Management Program for the entire term of the contract. The insurance coverage shall name the Navajo Nation as an additional insured. Proof of such insurance must be attached. For additional clarification, please contact the Navajo Nation Risk Management Program at 928-871- 6335 or their website at <https://isd.navajo-nsn.gov/contactus.html>

###

NAVAJO NATION CERTIFICATION
Regarding Debarment, Suspension, and
Contracting Eligibility

1. Applicant entity acknowledges that to the best of its knowledge that the Applicant entity, either in its present form or in any identifiable capacity, has not, in accordance with 12 N.N.C. § 361:
 - A. Been convicted of the commission of criminal offenses incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of any such contract or subcontract;
 - B. Been convicted of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or other offenses indicating a lack of business integrity or honesty, which currently, seriously, and directly affect responsibility as a Navajo Nation contractor;
 - C. Been convicted under antitrust statutes arising out of the submission of bids or proposals;
 - D. Violated contract provisions, including:
 - i. Deliberate failure, without good cause, to perform in accordance with the contract specifications or within the time limit provided in the contract,
 - ii. A recent record of failure to perform or of unsatisfactory performance with the terms of any contract, or
 - iii. Any other cause so serious and compelling as to affect responsibility as a Navajo Nation contractor, including debarment by another governmental entity.
2. Applicant acknowledges that if the Navajo Nation determines that the executed Certification provided herein is untrue or not wholly accurate, it shall be grounds for the Navajo Nation to terminate the contract and pursue other legal remedies, at the Navajo Nation's discretion.
3. Applicant certifies to the best of its knowledge that it is eligible to do business with the

Navajo Nation, in its present form or in any other identifiable capacity, pursuant to 12 N.N.C. § 1501 and 5 N.N.C. § 301. Applicant also acknowledges that per 12 N.N.C. § 1505, it will not be eligible to contract with the Navajo Nation if deemed ineligible by the appropriate department or entity of the Navajo Nation which receives the Applicant's request for consideration for a business opportunity.

Applicant Name

Name of individual signing on Applicant's behalf (print)

Applicant Address

Title of individual signing on Applicant's behalf

Applicant Address

Signature of individual signing on Applicant's behalf

Applicant Address

Date