Compliance Matrix

Proposal Section Number and Title	Section L	Section M	SOW
Cover Letter, Table of Contents, List of Acronyms, Compliance Matrix	L.11 A) Criterion A: Corporate Experience	N/A	N/A
A) Criterion A: Corporate Experience	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SOW 3.1, 3.2
A.1 Demonstrated Experience	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SOW 3.1, 3.2
A.2 Experience with Similar Scope and Complexity to That of the Requirement	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SOW 3.1, 3.2
A.2.1 Developing and updating training and scripted content for an in-bound contact center staffed simultaneously with both on-site and work-from-home customer service representatives	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SOW 3.1, 3.2
A.2.1.1 Project 1	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SOW 3.1,
A.2.1.2 Project 2	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SOW 3
A.2.1.3 Project 3	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	SO
A.2.1.4 Project 4	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experience	
A.2.2 Developing and updating training (English) and scripted content (Spanish and English)	L.11 A) Criterion A: Corporate Experience	M.4 Criterion A: Corporate Experi	
A.2.2.1 Project 1	L.11 A) Criterion A: Corporate Experience	M.4 Criterio Corporat	
A.2.2.2 Project 2	L.11 A) Criterion A: Corporate Experience	M.4 C Co	

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How to Develop a Proposal Compliance Matrix

OST Global Solutions, Inc.

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Various Matrixes: Proposal Manager’s and Evaluator’s Helpers

- Cross-Reference Matrix
- Compliance Matrixes:
  - By RFP Section
  - By RFP Section with requirements language
- Compliance Checklist

Cross-Reference Matrix Example

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Prop. Section #	Section Title	L	M	C	Other	Page
1.2	Engineering Approach	L.2.2	M.1.a	C.3.5	H.12	12
1.2.1	Command and Control System	L.2.2	M.1.a	C.3.5.1	Attachment 1	14

- Used in page-limited proposals
- Sometimes required by the customer
- Tracks how compliance gets addressed in proposal sections
- Shows how RFP requirements “intersect”
- Usually is the basis for the proposal outline
- When compliance is tracked in section headings, a Table of Contents can serve as a cross-reference matrix if the RFP doesn’t require one:

Compliance Matrix Example

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Section L	Proposal Section Number	Section Title	Page
L.2.2	1.2	Engineering Approach	12
L.2.2	1.2.1	Command and Control System	14

Section C	Proposal Section Number	Section Title	Page
C.3.5	1.2	Engineering Approach	12
C.3.5.1	1.2.1	Command and Control System	14

- It is linear, making it easier for evaluators to track compliance as it goes in the order of the RFP
- Goes on for pages and is not suited for page-limited proposals
- Usually is provided only for instructions, evaluation criteria, and statement of work

Another Variation of a Compliance Matrix

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Requirement Reference	Requirement Language	Proposal Section Number and Title	Proposal Page
L.3.a.1	Offeror shall discuss the technical approach where it pertains to mail delivery.	2.1 Technical Approach	Page 5
L.3.a.1	Offeror's proposal shall also include the approach to security.	2.1.1.2 Security	Page 7

- Very convenient for an evaluator
- May backfire if you have not been 100% thorough with compliance
  - Often compliance matrixes are there to create an impression of thoroughness even if you had to fudge it in some areas

Compliance Checklist Example

	RFP – Statement of Work			YES	NO	Outline Section No.
4.0 GENERAL	4.1 Contractor Transition	4.1.1	The Contractor ***shall*** conduct phase-in procedures beginning 60 calendar days prior to the performance date specified in Section F of the contract.			2.4.1
			The Contractor ***shall*** submit a phase-in plan for evaluation with its proposal.			2.4.1
			The phase-in ***requires*** coordination with the incumbent Contractors.			2.4.1
		4.1.2	At least 60 calendar days prior to contract completion, the Contracting Officer (KO) and Contracting Officers Representative (COR) ***will*** notify the Contractor of all outstanding requirements that ***shall*** be completed prior to contract termination.			2.4.1
			The Contractor ***shall*** provide personnel with a level of knowledge, skills, abilities, and aptitude in services to support the deliverables of this contract.			2.4.1
			Contractor employees working under this contract ***shall*** be able to fluently speak, read, and write English.			2.4.1

- Used for reviews to check compliance
- Also used to shred the RFP to ensure incorporation of every requirement

A Proposal Outline Must Be Paired with an Assignments/Cross Reference/Status Tracking Matrix

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- A Word annotated outline is not enough for a well-organized proposal effort – a punch list of actions for each sections and visual status are vital to continuous situational awareness and progress tracking
- Transfer your outline headings and compliance items into a table
- Use a variation of the following format for this living, constantly updated document:

Proposal Section No.	Proposal Section Title	Section L	Section M	PWS	Other	Page Limit	Author and Support	Actions to Get to Blue	Status
									Not Started
									In Progress
									Good
									Ready

A Tracking Matrix is Not an Administrative Burden

- It shows that there is a clear and organized proposal management process, instilling a sense of discipline in the proposal team
- It frees space in proposal manager’s mind because you don’t have to remember all the little actions that must be completed on a proposal
- It ensures that everyone on the team knows exactly what needs to get done
- It creates peer pressure on the proposal authors whose sections are not done or not progressing fast enough
- It ensures nothing gets missed
- It shows the status of every section

How to Build a Cross-Reference Matrix

1. Finish the annotated outline
2. Start with the matrix template in the same folder as this procedure
3. Add the volumes and associated proposal headings into the matrix (include all proposal headings regardless of section level to be able to track the sections at a granular level)
   - Include ALL proposal volumes
   - Also include items that require completion such as the Transmittal Letter, Proposal Cover, Compliance Matrix, and Table of Acronyms, or other submission artifacts such as separate attachments
4. Add corresponding RFP references to Sections L, M, C, and Other (such as section H containing key personnel requirements or attachments), and match those section references to the correct proposal section heading

Section Number	Section Title and PWS Compliance	Other Compliance	Author	Pgs.	Path to Completion	Status
1. A-I	**Recruitment/Retention (PWS Section A, para(s) 2.2.3, 2.2.7, 2.2.17, 2.2.20, 3.3.21.1; Section D, para(s) 1.0 to 1.3.4; Section E, para(s) 1.1, 2.1, 2.2, 2.3, 2.4, 2.6) (L-7.9.1.1) (M-3.2.4.1.1)**	This section addresses some compliance items in its body (2.2.7, 2.2.17)	**Mick**	13	Need to ensure text speaks to org and org is sufficient. **Innovations, dependencies, risk matrix, metrics still to be done**	
	Phase In (Personnel) [PWS SECTION E: 1.1]		Retch		Retch, Gunga, Cos, Spud to meet and decide what we want in each section	
	Organizational Structure and Key Personnel [2.2.3]		Mick		Olessia to finish the org. The graphic needs more written description	
	Controlling and Supervising All Employees [PWS 2.2.20]		Mick		Refine the draft	
	Expected Classification Performance [PWS SECTION D: 1.0-1.3.4]		Clete		Done, need streamlining and refining Spud will work to streamline with Clete and reconcile with Rick's section.	
	Program Manager [PWS SECTION E 2.1]		Mick		Need candidate Streamlining to ensure all PWS is covered. ETC 5 Sep	
	Site Manager [PWS SECTION E: 2.2]		Gunga		Done	
	Facilities Security Officer [PWS SECTION E: 2.3]		Clete		Include draft DD 254 for Navy 4th Gen as a graphic – demonstrate that we understand. Ensure we add safe cost to the cost volume (roughly $5-10K per base)	
	Pilots [PWS SECTION E: 2.4]	CDRL A12	Nut			
	Additional Personnel [PWS SECTION 3: 2.6]		Gunga, Rick, Lauri Watkins, HR			
2. A-II	**A-II—Pilot Training/Qualifications (PWS Section A, para(s) 2.2.7, 3.3.21, 3.3.22, 3.3.25) (L-7.9.1.2) (M-3.2.4.1.2)**		Cos	9	Need to render the Gantt chart artistically – Olessia	

How to Reference Sections If the RFP Doesn't have Absolute Section Numbers

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L3.(c).Sec I.1

L3. PROPOSALS INSTRUCTIONS.

a). Proposals shall be submitted in the English language. Page size is identified as follows: Pages shall be 8.5 x 11 inches or A4 size: font style shall be Times New Roman, font shall be no smaller than 10pt. Text shall be framed

in such a way that is should be able to be copied to 8.5 x 11 inch paper without losing data. Exhibits larger than 8.5 x 11 inches are permitted but will count as 2 pages and must be folded to 8.5 x 11 inches or A4 size.

(b). Offerors must demonstrate their understanding of the Government's requirements. Interested offerors shall submit their proposals and other information in four (4) separate sections as follows:

1. **Section I - Signed offer (Signed Standard Form 33 (SF33) with CLIN pricing.**
2. **Section II - Technical Proposal.**
3. **Section III - Past Performance**
4. **Section III – Representations and Certifications and other statements of Offeror.**

Each section shall be submitted in official file clearly marked with the solicitation number and section number. The cover of each file shall be clearly marked "SECTION __ OF PROPOSAL FOR (FIRM's NAME)". The offeror shall also provide one file with all of the sections that shall not have the company name and/or identifying marks but shall be clearly marked with the solicitation number and sections. The proposal shall comprise a succinct presentation of the desired information. Conciseness is essential.

(c). Each section shall be arranged as follows:

Section I – Offer. Shall consist of the following:

1. Signed SF 33. Offerors shall complete blocks 12-18 of the SF 33 and must be signed by an official authorized to bind the offeror.

2. Price Proposals **(Factor 1)**: The offeror shall submit fully burdened firm-fixed prices for all of the Analysts (Base year and Option Years) **in US Dollars**. The offeror shall also submit a fully burdened hourly rate for overtime hours. The not-to exceed estimated costs for travel expenses (CLINs 0002, 1002 and 2002) have be provided by the Government. **NOTE:** The "All Source Intelligence Analysts" working at the Stuttgart, Germany work site shall not be reimbursed under this contract for daily lodging, food or transportation. Pricing is required for CLIN 0003 for a one-time phase in (mobilization) period. CLINs 7500, 7501, 7502 and 7503 may be priced separately or included in the monthly rates. Offerors must enter total amounts (i.e. quantity multiplied by the unit price to the nearest cent. Rounding up or down to the nearest dollar is not acceptable. The offeror agrees to hold the prices in its offer firm for a 90 calendar days from the date specified for receipt of offers.

Section II – Technical Proposals (Factor 2 – Technical). The technical proposal shall not

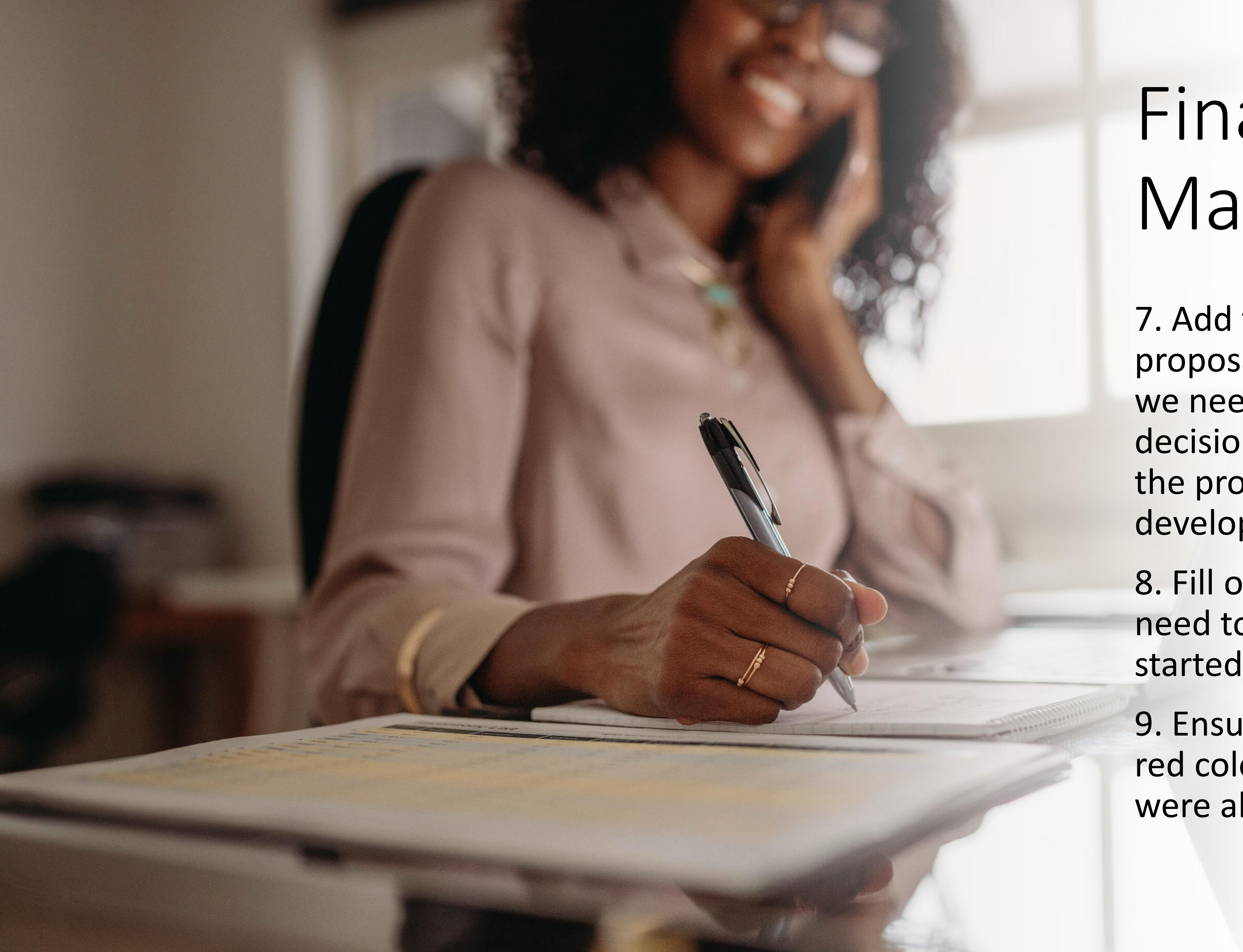
Continue with Page Number Allocations and Assignments

5. Include the number of pages allocated for each section

- First, fill in the maximum number allowed for that RFP section or volume from the RFP
- Then, allocate what you believe should be the page count to each subsection
- To make decisions for page count, look at each section heading or subheading individually and then as an aggregate, to identify text-heavy and text-light sections
- Apportion the pages accordingly.

6. Add the author section leads, if known – otherwise, communicate with management to initially plan author section leads

  - Note: when doing this, keep in mind the workload of the authors and the amount of writing/proposal development they are being assigned – this may create problems with timely completion and/or quality
  - Seek balance in the workload



Finalize Your Matrix

7. Add the known section contributors – proposals are not written in a vacuum – we need to identify SMEs and key decision makers within the sections so the proposal doesn't stall during development

8. Fill out any actions or meetings that need to happen to get each section started, if known

9. Ensure all section statuses are set to red color as "not started" unless they were already started during capture

Contact Us for Your BD, Capture, and Proposal Needs

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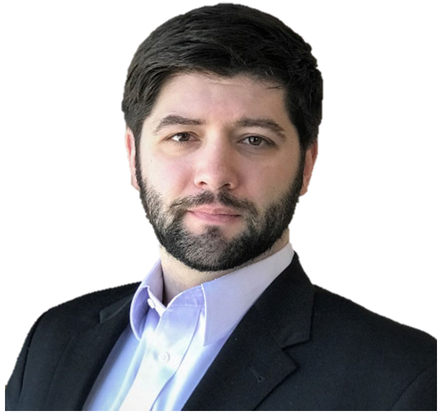

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