

Compliance Matrix

RFP FQ15204/RSS - Public Participation Plan for Strategic Communication & Graphic Design

The offeror must submit the Compliance Matrix with the Technical Proposal. The offeror must check the 'C' Compliant, 'NC' Not Compliant, or 'NA' Not Applicable box for each section or sub-section listed. If a box is checked 'NC' or 'NA', then the offeror must provide comments as to why the functional or technical requirement cannot be met (or is not applicable) and propose alternatives, if any, which are equivalent or better for WMATA's consideration.

Section No.	C	NC	NA	COMMENTS
A. 'Refer to "Proposal Evaluation Criteria" under Solicitation Instructions (SI) #22 Pages 23-25.				
1. Qualification of Key Personnel				
1.1 Submit resumes of the following key personnel and samples of their work:				
1.2. Art Director/or Project Manager must have at least five (5) years of work experience				
1.3. Account Coordinator must have at least three (3) years of work experience				
1.4. Copywriter must have at least three (3) years of work experience..				
1.5. Project Administrative Support.				
2. Past Performance based on Scope				
2.1 Must submit at least three (3) high quality portfolio with samples within the last five (5) years relevant and including the following;				
2.1.a Comprehending complex information into simplified format				
2.1.b Infographics, illustration and iconography.				
2.1.c Specialization of creating materials for diff. minority , ethnic, and religious populations.				
2.2 Must submit at least three (3) samples or similar projects completed or currently in progress within the last five (5) years and include:				
2.2.a. Name & location of the project.				
2.2.b. Name of the owner				
2.2.c. Contact information				
2.2.d. General Description				
2.2.e. Work Created/Portfolio Pieces				
2.2.f. Contract Performance Period.				
3. Experience of Strategic Communication Project Management				
3.1 Must provide at least three (3) projects of similar scale with concise descriptions on staff management, on-time completion, with satisfactory results in the last five (5) years.				
3.1. Ability to comprehend complex information into a simplified format for public consumption				
3.2. Ability to manage feedback and hit deadlines				
3.3. Ability to provide local presence within the DC metro area.				
Conform to <u>SCOPE OF WORK</u> (All Terms and Conditions, see attachments)				

Name of Authorized Person and Signature

Date

Company Name