

**BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES (BAC-C)**

**REBIDDING FOR THE CONSULTING SERVICES FOR THE PRODUCTION  
OF THE 2020 BCDA ANNUAL REPORT**

**Bid Bulletin No. 2**

16 April 2021

This Bid Bulletin contains the Minutes of the Pre-Eligibility Conference held on 12 April 2021, 9:00 PM via Zoom. This Bid Bulletin also contains clarifications and modifications and shall form an integral part of the Bid Documents.

**PART I. MINUTES OF THE PRE-ELIGIBILITY CONFERENCE**

**I. Attendees**

BAC-C

Joshua M. Bingcang	Chairperson
Virgil M. Alvarez	Member
Jocelyn L. Caniones	Member
Madonna M. Cinco	Member

TWG

Vergel Q. Paras  
Mark Rey DG. Batonghinog  
Jayvee L. Lanciola

Secretariat

Stevenson E. Tugas Jr.	Head-Secretariat
Cornelio Peter Yap	
Miriam Daniwan	

Marketing Unit

Rupetha Lei Gabriel

End-user

Leilani Macasaet  
Maricar Savella-Villamil  
Marie Therese E. Cimafranca  
Maria Vanessa V. Abellon

Observer

Mark Anthony Ibañez	COA
Irene Jacob	IASO

Representative of Prospective Bidders

Mark Villarin  
John Paul Gonia  
Joao Kwan  
Jay Bautista

Red Root Artist Cooperative  
Red Root Artist Cooperative  
COMS360  
Studio 5 Designs

**II. CALL TO ORDER:**

There being a quorum, Chairman Bingcang called the pre-eligibility conference to order at 9:05 AM and welcomed the prospective bidders.

**III. PRE-ELIGIBILITY CONFERENCE PROPER**

A. Rupetha Lei Gabriel Presented BCDA's Overview

B. Therese Cimafranca presented the details of the project to the prospective bidders. The salient points were as follows:

**a. Background of the Project**

- The BCDA Annual Report is a major communication tool in informing the public about the organization's critical role in the Armed Forces of the Philippines (AFP) Modernization Program, as stipulated in its mandate—Republic Act No. 7227 or the Bases Conversion and Development Act of 1992.
- The publication of the Annual Report is consistent with the government policy on transparency and integrity as it details and features BCDA's accomplishments for the year, pursuant to its mandates. Among these accomplishments is the transformation of Metro Manila baselands into world-class business districts, and its contribution to the overall development of Central Luzon
- The Annual Report is also published in compliance with the RA 7227 Section 10 (e), "submit an annual report of the Conversion Authority to the President of the Philippines, President of the Senate, and Speaker of the House of Representatives."
- The report is also an important platform to communicate the progress of BCDA's big-ticket projects under the "Build Build Build" Infrastructure Program namely: (1) New Clark City (2) Clark International Airport Expansion Project (3) Subic-Clark Railway Project and the (4) Luzon Bypass Infrastructure Project
- The report also serves as a tool to inform the public about the authority's policies on good governance which include integrity management, whistleblowing policy, code of conduct, among others, in compliance with good governance conditions of the Governance Commission for Government Owned-and-Controlled Corporations (GCG).

**b. Approved Budget for the Contract**

The approved budget for the contract (ABC) is Php 1,800,000.00, inclusive of all government taxes and fees

**c. Highlights of the Annual Report**

1. Conversion of Clark into a safe haven
2. BCDA's role in the whole-of-nation approach
3. Asset Disposition Program; and,

4. BCDA's contribution to the AFP Modernization Program

**d. Procurement Terms**

BCDA invites all interested corporate communication, marketing, advertising or other communication firms (REPUTABLE DESIGN STUDIOS OR AGENCIES WITH GRAPHIC DESIGN/ADVERTISING AS ITS MAIN BUSINESS), which have been in operations for at least three (3) years and with experience in the concept development and design, copywriting, layout, photography, and printing of premium collateral materials to submit their bid based on the following specifications.

**e. Scope of Works of the Consultant**

1. Concept/theme development and design for the BCDA 2020 Annual Report
2. Editorial Services (editorial management, research, copywriting, copyediting, and proofreading); Create an editorial team composed of 4 writers (including the managing editor/senior writer)
3. Photography Services - Situation/activity shots in digital format with resolution suitable for premium print projects and large format/billboard display. Inclusive of materials, supervision fee and art/photo direction.
  - a. Services shall also include aerial shots using a drone;
  - b. Total of three (3) shooting days
  - c. The Consultant shall identify the number of photography set-ups based on the proposed concept. The following shall be taken into consideration: Location set-ups in BCDA properties: Location setups in (1) New Clark City (2) Clark Freeport and Special Economic Zone (3) Clark International Airport (4) other suggested pegs as required by the approved concept

Total of three (3) shooting days in compliance with the proper health and safety protocols as recommended in the IATF Resolution No. 88, Section 8, General Provisions 5:

*“All persons are mandated to wear full-coverage face shields together with face masks, earloop masks, indigenous, reusable, or do-it-yourself masks, or other facial protective equipment which can effectively lessen the transmission of COVID-19, whenever they go out of their residences, pursuant to existing guidelines issued by the national government subject to fair and humane penalties or punishments that may be imposed by LGUs or implemented by law enforcement agencies, respectively.”*

In conformity with the resolution, the BCDA suggests the wearing of face masks and full-coverage face shields. The face masks and face shields shall be provided by the Consultant for their personnel who will be participating in the shoot. Social distancing and hand hygiene are a must as well.

Members of the photo shoot team must undergo RT-PCR testing at least forty-eight (48) hours before the scheduled shoot, and shall remain in quarantine until the shoot to

avoid exposure to the virus. The team members must be able to show a negative result. BCDA will facilitate the swabbing activity for the team.

4. Color Proofing and Printing Services

- a. Prepare print specifications and corresponding budget based on concept/design for the one thousand (1,000) copies of the Annual Report
- b. Provide color proofing of the Annual Report, for approval of the BCDA and perform basic color proofing services, computer-to-plate (CTP) services and computer work services.

**f. Printing Specifications of the 1000 copies**

Size	Cover: Folded 8" x 10" Spread: 16" x 10" (1/4" spine) <i>Or as proposed by Consultant and approved by BCDA</i>
No. of Pages	100 pages inclusive of cover Cover: 4 pages Inside: 96 pages
Color	Full/Full
Binding	Perfect Binding
Process	Offset
Paper Stock	Cover: Bevania ( <i>Consultant may suggest other kinds of paper, subject to the approval of BCDA</i> )  Inside Pages: Special Paper Neenah White 90-100gsm or Creambook #80 ( <i>Consultant may suggest other kinds of paper, subject to the approval of BCDA</i> )

Others	With matte lamination 1s With spot 3D 1s With die cut for USB flash disk insert or as needed based on concept
<b>Envelope</b>	
Quantity	1,000 pcs
Paper	Bk#120 ( <i>Consultant may suggest other kinds of paper, subject to the approval of BCDA</i> )
Paper Color	Off white

Process	Offset
Color	Full Color
Finish	With die cut, scoring, and pasting

**g. Deliverables**

- o Concept design/theme and copy for the BCDA 2020 Annual Report
- o Delivery of one thousand (1,000) copies of the BCDA 2020 Annual Report (including envelopes) based on agreed schedule
- o Turn over to BCDA the all electronic files of photos, videos, writings, and final artworks and layout in Adobe InDesign and PDF formats (optimized and high resolution) including Adobe Illustrator and JPG formats of infographics, maps, etc. in a USB 3.0 high capacity storage drive (e.g. flash drive or portable external hard drive)
- o Packaging and entry of the BCDA 2020 Annual Report in two (2) competitions/award giving bodies (e.g. Anvil Awards, Quill Awards, Stevies, etc.), specifically in one (1) local and one (1) international competition.

**h. Team Members**

1. ACCOUNT MANAGER The personnel who acts as the liaison officer between the client and the consulting firm. He/she is expected to perform client coordination, logistics preparation, prepare minutes of the meeting, among others.
2. CREATIVE DIRECTOR The personnel in charge of overall creative/art direction of the project. He/She may perform the task of the lead designer or graphic artist. His/her work experience may be involved in the various fields of communication, advertising, marketing, arts or entertainment. Some of his/her contributions may be in the visual layout, brainstorming and sometimes copywriting.
3. MANAGING EDITOR/SENIOR WRITER The senior member of a publication's management team. His/her function includes generating story ideas; planning, assigning and editing content; commissioning stories and art; overseeing editorial calendars; and supervising editorial staff and freelancers. A managing editor may also write copy, and monitor and/or edit articles/stories.
4. PHOTOGRAPHER Acts as the eye of the publications. He/she is in-charge of the overall visuals/photos that shall be used in the material. He/she shall assist the creative director in conducting a photo shoot.

**i. Qualifications of the Consultant**

The Consultant must be strictly a reputable corporate communication or advertising or marketing firm (can be design studios or agencies with graphic design/advertising as its main business) which has been in operations for at least three (3) years. In the case of joint ventures, the lead consulting firm should have at least three (3) years of business operation.

The Consultant must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements.

The identified members of the proposed creative team must have at least three (3) years of experience in communication or advertising as related to his/her function in the team.

The identified members of the proposed creative team must have handled at least three (3) creative projects which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) in a capacity related to his/her function in the team.

The Consultant must have produced at least one (1) similar creative project which is similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) with a contract price amounting to at least fifty (50) percent of the Approved Budget for Contract (ABC).

The Consultant must have produced at least two (2) similar creative projects which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) regardless of the amount.

**j. Timetable**

Production timetable for the 2020 Annual Report from concept to delivery will be a minimum of three (3) months and a maximum of six (6) months from the Consultant's actual receipt of the Notice to Proceed (NTP), depending on the release of the audited financial report from COA.

**k. Methodology**

The basis for the selection of the consultant shall be Section 33.2.1 of the Revised Implementing Rules and Regulations of the Government Procurement Reform Act (RA No. 9184). Bids shall be evaluated using the Quality-Based Evaluation (QBE) Procedure.

1. A two-stage procedure shall be adopted whereby each consultant shall be required to submit his technical and financial proposals simultaneously in separate sealed envelopes.
2. After receipt of bids, the technical proposals shall first be opened and evaluated, in accordance with Section 33.2.2 of the Implementing Rules and Regulations (IRR) of RA 9184 (Government Procurement Reform Act). The BAC shall rank the consultants in descending order based on the numerical ratings of their technical proposals and identify the Highest Rated Bid: Provided, however, that the Highest Rated Bid shall pass the minimum score indicated in the Bidding Documents.
3. The Head of the Procuring Entity shall approve or disapprove the recommendations of the BAC within two (2) calendar days after receipt of the results of the evaluation from the BAC.
4. After approval by the Head of the Procuring Entity of the Highest Rated Bid, its financial proposal shall then be opened. The BAC shall, within three (3) calendar days, notify and invite the consultant with the Highest Rated Bid for the opening of financial proposal for the purpose of conducting negotiations with the said consultant. In the letter of notification, the BAC shall inform the consultant of the issues in the technical proposal the BAC may wish to clarify during negotiations.
5. Negotiations shall be in accordance with Section 33.2.5 of the IRR of RA 9184, provided that the amount indicated in the financial envelope shall be made as the

basis for negotiations and the total contract amount shall not exceed the amount indicated in the envelope and the approved budget for the contract as stated in the Bidding Documents.

## I. Evaluation Criteria

The Bids and Awards Committee – Consulting Services (BAC-C) shall draw up a short list of at most five (5) bidders from those who have submitted Eligibility Documents, Expressions of Interest, and Curriculum Vitae of the Members of the Proposed Creative Team and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The five (5) shortlisted bidders will be entitled to submit bids.

Criteria	Rating
Applicable Experience of the Consultant	30%
Qualifications of the Key Personnel to be assigned to the Project	60%
Current Workload of the personnel relative to capacity  Note: Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to the current number of projects he/she is handling.	10%
Total	100%

The Consultant/s must pass the required minimum score of 60% to be shortlisted.

Once shortlisted, the Consultant shall prepare the following as part of their Technical Proposal:

1. Two (2) proposed concepts/themes for the BCDA 2020 Annual Report;
2. Two (2) copywriting samples on the overall concept design (theme and rationale);
3. Two (2) copywriting samples of published works of the managing editor/senior writer;
4. Electronic file of the Corporate Profile;
5. Electronic file of the presentation; and,
6. Portfolio of the Photographer

Evaluation Criteria for Technical Proposal	Rating
Applicable Experience of the Consultant	20%
Qualifications of the Key Personnel to be assigned to the Project	20%
Plan of Approach and Project Methodology	60%
Total	100%

The Consultant/s must pass the required minimum score of 70% to be shortlisted

\* *An oral presentation of the technical proposal, company profile (including clients/projects handled) and the photographer's portfolio is required as part of the evaluation.*

**m. Terms of Payment**

For services to be rendered, BCDA shall pay the consultant in the following manner:

1. The Consultant shall be paid ten percent (10%) of the Contract Price of the Annual Report upon submission and approval of the design concept;
2. The Consultant shall be paid twenty percent (20%) of the Contract Price of the Annual Report upon approval of the content outline;
3. The Consultant shall be paid twenty percent (20%) of the Contract Price of the Annual Report upon completion and approval of the copy;
4. The Consultant shall be paid thirty percent (30%) of the Contract Price of the Annual Report of the upon submission and approval of final draft copy and layout;
5. The Consultant shall be paid the full amount of the Contract Price of the Annual Report, within thirty (30) days upon full delivery by Consultant and acceptance by BCDA of the Annual Report and submission by the supplier of a valid invoice. No payment shall be made except upon a certification by BCDA's authorized representative that the final works required have been duly inspected and accepted, that the same have been delivered in accordance with the terms of the CONTRACT and that all materials (final output in PDF format, color separation materials/negatives, electronic files, photos, etc.) have been turned over to BCDA.

**n. Duration of the Project**

The CONTRACT shall take effect from the date stated in the Notice to Proceed (NTP) and shall remain in force and in effect for a period of six (6) months and effective until the full delivery of the requirement and acceptance by the BCDA.

B. Mr. Vergel Paras presented the Checklist and Tabbing Requirements, Eligibility Forms, Signing, Sealing and Marking of Eligibility Documents including the Procurement Schedule. The following are the highlights of the presentation:

**a. Checklist and Tabbing Requirements**

Tab #	Description	Description
1	EF 1	Eligibility Documents Submission Form



2		PhilGEPS Certificate of Registration under Platinum Membership Per GPPB Resolution No. 26-2017, during bid submission, prospective bidders may still submit their Class "A" Eligibility Documents pursuant to Section 8.5.2 of the 2016 revised AIRR (i.e. Registration Certificate from SEC, DTI, or CDA; Mayor's Permit; Tax Clearance; Philippine Contractors Accreditation Board (PCAB) license and registration; and Audited Financial Statements), or if already registered in the PhilGEPS under Platinum category, their Certificate of Registration and Membership in lieu of their uploaded file of Class "A" Documents, the Certificate of PhilGEPS Registration (Platinum Membership) shall remain a post-qualification requirement to be submitted in accordance with Section 34.2 of the 2016 revised IRR of RA 9184.
3	EF 2	Statement of all on-going and completed government and private contracts, including contracts awarded but not yet started.
4	EF 3	Summary of all on-going and completed government and private contracts, including contracts awarded but not yet started.
5	EF 4	Consultant's References
6	EF 5	Summary of CVs
7	EF 6	Curriculum Vitae for each of the following nominated key staff:
7.a		Account Manager
7.b		Creative Director
7.c		Managing Editor/Senior Writer
7.d		Photographer
8	EF7	Statement of the Consultant specifying its nationality and confirming that those who will actually perform the services are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions.
9		Format of CV of the firm
10		Valid joint venture agreement, in case a joint venture is in existence. (In the absence of JVA, duly notarized statement that all potential partners shall enter into and abide by the provisions of the JVA in the instance that the bid is successful)

**Note: BCDA shall not assume any responsibility regarding erroneous interpretations or conclusions by the Bidder out of the data furnished by BCDA in relation to this bidding. The Bidder shall take**

**the responsibility to ensure the completeness of its submission after taking the steps to carefully examine all the Bidding Documents and its amendments**

**b. Format and Signing of Eligibility Documents**

- i. Prospective bidders shall prepare an original and copy of the eligibility documents.
- ii. The Eligibility Documents Submission Form shall be signed by the duly representative of the bidder. Failure to do so shall be a ground for rejection of the eligibility documents.
- iii. Any interlineations, erasures or overwriting shall be valid only if they are signed or initiated by the duly authorized representative of the prospective bidder.

**c. Sealing and Marking of Eligibility Documents**

- i. Bidders shall enclose their Original Eligibility Documents in a sealed envelope marked "ORIGINAL – ELIGIBILITY DOCUMENTS". The copy of the Eligibility Documents shall be similarly sealed duly marking the envelope as "COPY - ELIGIBILITY DOCUMENTS". These envelopes containing the Original and the Copy shall then be enclosed in One Single Envelope.
- ii. The Original and the Copy of the Eligibility Documents shall be typed or written in indelible ink and shall be signed by the prospective bidder or its duly authorized representative.
- iii. All envelopes shall:
  - (a) contain the name of the contract to be bid in capital letters;
  - (b) bear the name and address of the prospective bidder in capital letters;
  - (c) be addressed to BCDA's BAC specified in the EDS;
  - (d) bear the specific identification of this Project indicated in the EDS; and
  - (e) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.
- iv. Please use Tabs for quick reference of the documents.

**d. Reminders**

- i. Bidders may submit their Eligibility Documents a day before the deadline for submission to avoid the possibility of being late for submission.
- ii. The BAC expects the bidders to exercise due diligence in going through the Eligibility Documents to be able to prepare it intelligently.

**e. Procurement Schedule**

	ACTIVITY	TIME	DATE
1	Advertisement/Posting of Request for Expression of Interest		06-Apr-2021 (Tue)- 13-Apr-2021 (Tue)
2	Issuance of Eligibility Documents		06-Apr-2021 (Tue)- 20-Apr-2021 (Tue)
3	Pre-Eligibility Conference	9:00 AM	12-Apr-2021 (Mon)
4	Request for Clarification (last day)	Until 5:00 PM	13 April 2021

5	<b>Issuance of Supplemental Bid Bulletin</b>		<b>16 April 2021</b>
6	<b>Deadline for Submission of Eligibility Documents</b>	<b>12:00 NN</b>	<b>20-Apr-2021 (Tue)</b>
7	<b>Opening of Eligibility Documents and Eligibility Check</b>	<b>1:30 PM</b>	<b>20-Apr-2021 (Tue)</b>

C. The following questions/clarifications were raised during the Question and Answer portion of the Pre-Eligibility Conference and received via email:

Questions	Answer/ Clarification
Is it okay to submit the old Audited Financial Statement since we have not yet submitted for this current year.	The 2019 Audited Financial Statement is still acceptable.
Are online submissions accepted for the eligibility Documents?	No. Physical submission of hard copies of the Eligibility Documents is required.
Should all parts of the eligibility documents be notarized or only certain sections?	Eligibility Documents are not required to be notarized, except, if the bidder will enter into a joint venture agreement. In the absence of a JVA, a duly notarized statement that all potential partners shall enter into and abide by the provisions of the JVA in the instance that the bid is successful.
Are e-signatures allowed even if the documents are physical?	The use of digital or electronic signature are allowed in the submission of eligibility documents. However, please note that during the submission of Technical and Financial Proposal in the second stage of the bidding, the documents to be submitted are required to be duly signed.
Based on our experience with other agencies/companies regarding production of annual reports, the design and content preparation is awarded to us by the client while a separate contract for the printing was awarded by the client to a printing company. We are just assisting the client to choose a printing company based on specifications that we set. Is it possible to combine both contracts to meet the requirement of at least one similar project with a content price amounting to at least 50% of the ABC? We	No. The Consulting Firm must have produced at least one (1) similar creative project which is similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) with a content price amounting to at least fifty percent (50%) of the Approved Budget for Contract (ABC).  The contract for printing is awarded by the client to a separate company. Thus, the design contract and the contract for the printing being undertaken by two separate firms cannot be combined to meet the

will just secure a certification from the client.	aforementioned requirement.
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Question received via email:

What is the date of the Request for Expression of Interest?	The date of Request for Expression of Interest is April 6, 2021 which is also the date of posting in the PhilGEPS and the BCDA website.
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#### IV. CLOSING OF THE PRE-ELIGIBILITY CONFERENCE

The BAC Member Caniones thanked the bidders for attending the pre-eligibility conference and reminded them of the deadline of submission of clarification on 13 April 2021 at 10:00 AM. There being no other matters to discuss, the conference was adjourned.

#### For Your Information.

#### BIDS AND AWARDS COMMITTEE FOR CONSULTING SERVICES



**Joshua M. Bingcang**  
BAC-C Chairperson