

**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. 4**

17 May 2021

This Bid Bulletin contains the Minutes of the Pre-Bid Conference held on 11 May 2021, 2:30 PM via Zoom. This Bid Bulletin also contains clarifications and modifications which shall form an integral part of the Bid Documents.

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

**I. Attendees**

BAC-C

Atty. Joanna Eileen M. Capones	Vice Chairperson
Virgil M. Alvarez	Member
Jocelyn L. Caniones	Member
Madonna M. Cinco	Member

TWG

Engr. Vergel Q. Paras  
Jayvee L. Lanciola

Secretariat

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

End-user

Leilani Barlongay-Macasaet  
Maricar Savella-Villamil  
Denver A. Moreno  
Marie Therese E. Cimafranca  
Maria Vanessa V. Abellon

Observer

Mark Anthony Ibañez	COA
Irene G. Jacob	IASO

Representative of Prospective Bidders

Arjay Pimentel	Red Root Artist Cooperative
Mark Villarin	Red Root Artist Cooperative
Cristel Ativo	Red Root Artist Cooperative
Ellie Torres	COMS360
Jace Amodo	COMS360

**II. CALL TO ORDER:**

There being a quorum, Vice Chairperson Capones called the pre-bid conference to order at 2:35 PM and welcomed the prospective bidders.

**III. PRE-BID CONFERENCE PROPER**

A. 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. 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.

**d. 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 photoshoot.

**e. Scope of Work 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:
    - i. 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 conceptTotal 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>(Consultant may suggest other kinds of paper, subject to the approval of 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 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. 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.

**i. 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.

**j. Contract Term**

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.

**k. Components of the 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.*

**l. 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.

B. Mr. Vergel Paras presented the Components of the Bid, the Technical and Financial Proposal, Checklist and Tabbing Requirements, Bid Forms and Procurement Schedule. The following are the highlights of the presentations:

<b>CHECKLIST OF TECHNICAL PROPOSAL FORMS</b>		
<b>TECHNICAL PROPOSAL</b>		
<b>Tab #</b>		<b>Description</b>
1	TPF 1	Technical Proposal Submission Form
2		Valid Bid Security / Bid Securing Declaration Form
3	TPF 2	Consultant's References
4	TPF 3	Comments and Suggestions of Consultant on the TOR
5	TPF 4	Description of the Methodology and Work Plan for performing the project
6	TPF 5	Team Composition and Tasks
7	TPF 6	Curriculum Vitae (CV) of proposed Professional Staff to be assigned to the Project ( <b>duly signed and notarized</b> ) with supporting documents i.e. valid licenses/professional registrations, certificates of trainings attended, work experiences and other supporting documents relative to credentials of proposed Professional Staff.
	7.1	Account Manager
	7.2	Creative Director
	7.3	Managing Editor/Senior Writer
	7.4	Photographer
8	TPF 7	Time Schedule for Professional Personnel

9	TPF 8	Activity (Work) Schedule
10		Omnibus Sworn Statement ( <b>duly signed and notarized</b> )

<b>CHECKLIST OF FINANCIAL PROPOSAL FORMS</b>		
<b>FINANCIAL PROPOSAL</b>		
Tab #		Description
1	FPF 1	Financial Proposal Submission Form
2	FPF 2	Summary of Costs
3	FPF 3	Breakdown of Price per Activity
4	FPF 4	Breakdown of Remuneration per Activity
5	FPF 5	Reimbursable per Activity ( <b>not applicable</b> )
6	FPF 6	Miscellaneous Expenses

### Envelope Labeling

**ORIGINAL – TECHNICAL PROPOSAL** ← LABEL: ORIGINAL – TECHNICAL PROPOSAL

BASES CONVERSION AND DEVELOPMENT AUTHORITY  
BCDA Corporate Center  
2/F Bonifacio Technology Center 31<sup>st</sup> St. cor. 2<sup>nd</sup> Ave.  
Bonifacio Global City, Taguig City

Bid for : **Consulting Services for the Production of the BCDA 2020 Annual Report**

Submitted by: Name and Signature of Authorized Representative  
Company Name and Address

Attention : Joshua M. Bingcang  
Chairperson  
Bids and Awards Committee for Consulting Services

**DO NOT OPEN BEFORE:** Time & Date of Opening of Bids

↓ LABEL: ORIGINAL – FINANCIAL PROPOSAL

**ORIGINAL – FINANCIAL PROPOSAL**

BASES CONVERSION AND DEVELOPMENT AUTHORITY  
BCDA Corporate Center  
2/F Bonifacio Technology Center 31<sup>st</sup> St. cor. 2<sup>nd</sup> Ave.  
Bonifacio Global City, Taguig City

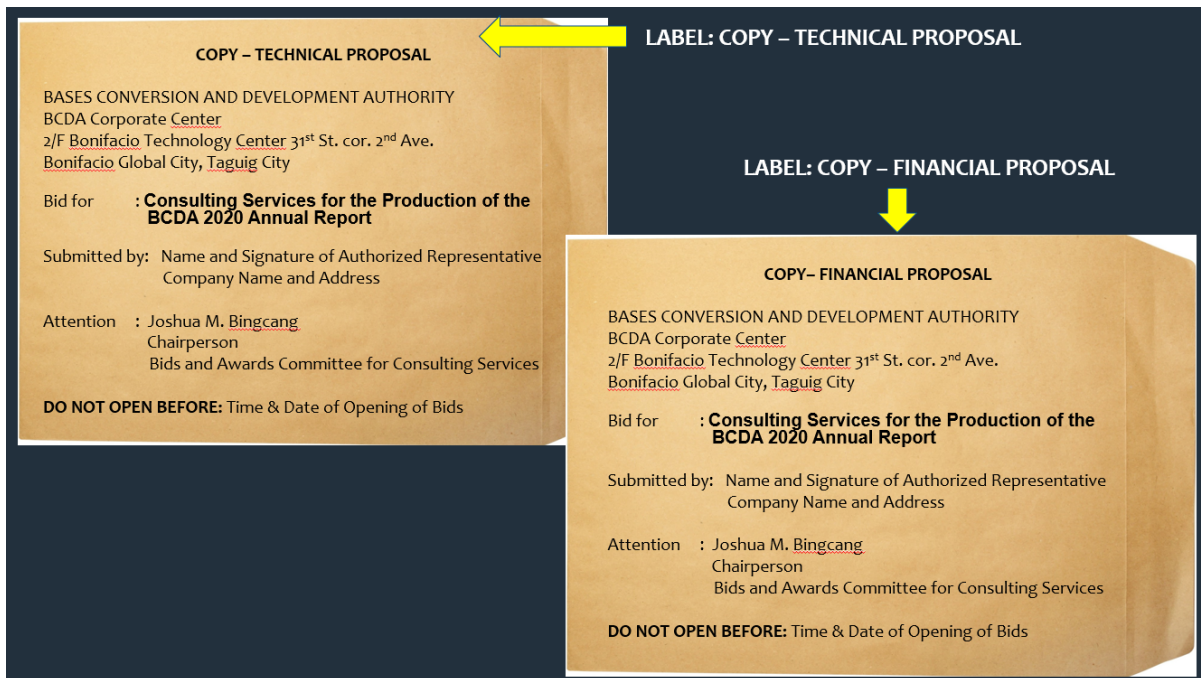
Bid for : **Consulting Services for the Production of the BCDA 2020 Annual Report**

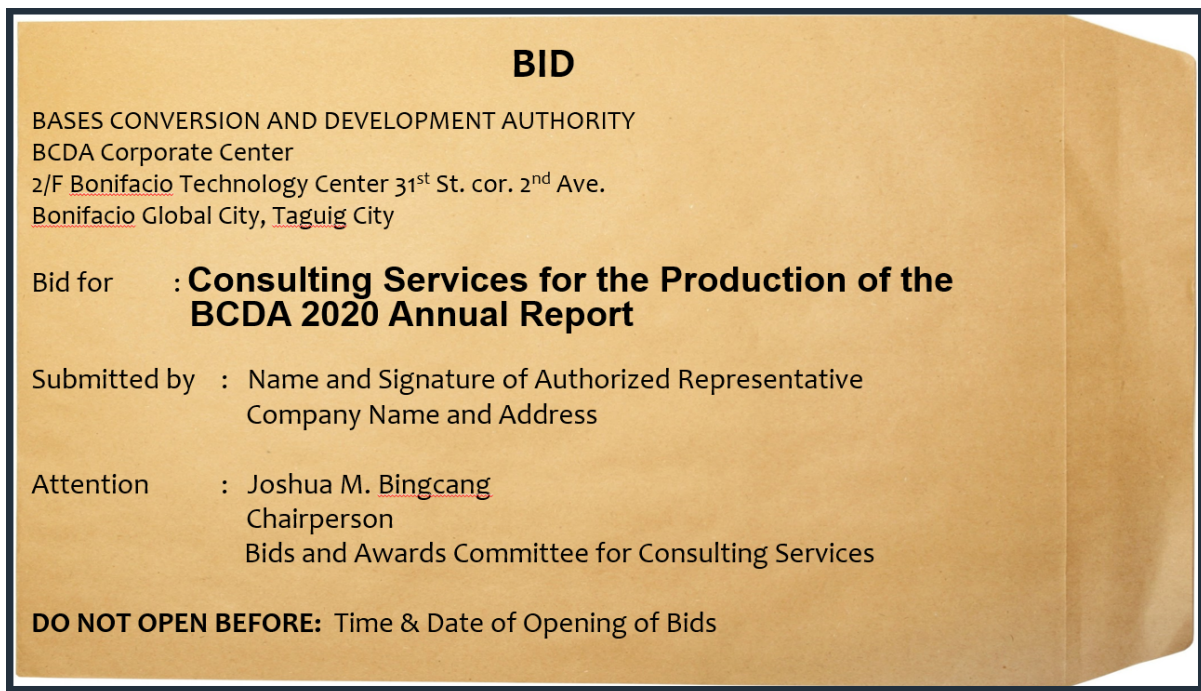
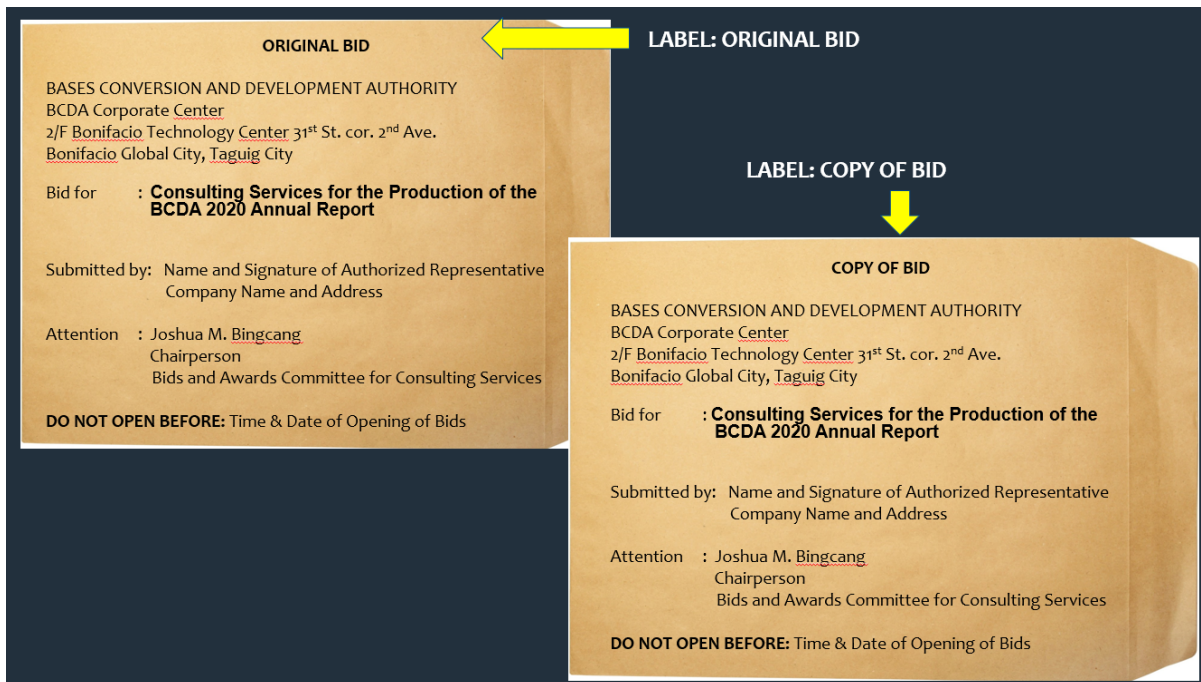
Submitted by: Name and Signature of Authorized Representative  
Company Name and Address

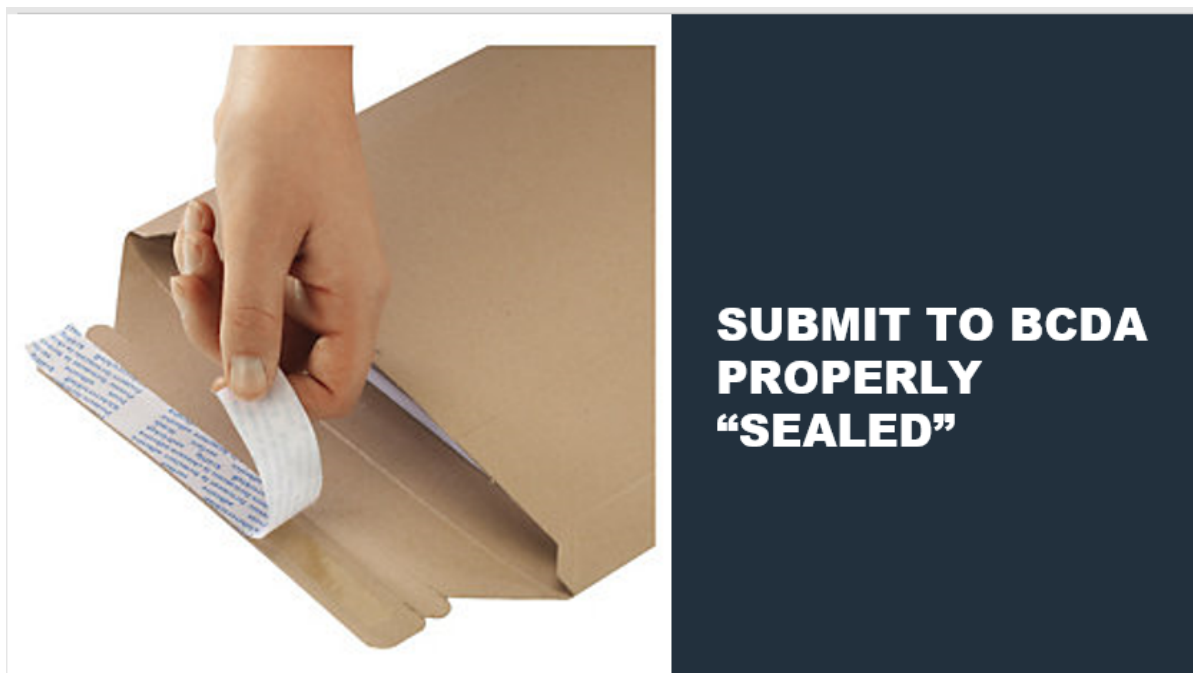
Attention : Joshua M. Bingcang  
Chairperson  
Bids and Awards Committee for Consulting Services

**DO NOT OPEN BEFORE:** Time & Date of Opening of Bids









#### **REMINDERS ON SIGNING, SEALING AND MARKING OF BIDS**

Each and every page of the Technical Proposal Submission Form and the Financial Proposal Submission Form shall be signed by the duly authorized representative/s of the Consultant. Failure to do so shall be a ground for the rejection of the bid.

Any interlineations, erasures or overwriting shall be valid only if they are signed or initialed by the duly authorized representative of the Consultant.

The original and the copy of the Bid shall be typed or written in indelible ink and shall be signed by the prospective bidder or its duly authorized representative.

#### **SEALING AND MARKING OF BID DOCUMENTS**

All envelopes shall:

- a. contain the name of the contract to be bid in capital letters;
- b. bear the name and address of the Consultant in capital letters;
- c. be addressed to BCDA's BAC specified in accordance with ITB Clause 18.1;
- d. bear the specific identification of this bidding process indicated in ITB Clause 1.2;
- e. bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of bids, in accordance with ITB Clause 18.

Please use Tabs for quick reference of the documents.

## REMINDERS

Bidders may submit their bids a day before the deadline for submission to avoid the possibility of being late for submission.

The BAC expects the bidders to exercise due diligence in going through the Bid Documents to be able to prepare it intelligently.

### Procurement Schedule

	ACTIVITY	TIME	DATE
1	Pre-Bid Conference	2:30 PM	11 May 2021
2	Request for Clarification (last day)	Until 5:00PM	14 May 2021
3	Issuance of Supplemental Bid Bulletin (last day)		17 May 2021
4	Deadline for Submission of Bids	12:00 NN	24 May 2021
5	Opening of Technical Proposals & Preliminary Examination	1:00 PM	24 May 2021

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

Questions	Answer/ Clarification
Can we submit the bidding documents via courier instead?	The bidding documents need to be stamped by BCDA's Central Receiving and Releasing Area (CRRA). Please advise the courier to go directly to the CRRA of the BCDA office instead of just the building lobby.
How many copies for the technical and financial proposal? Is it just one?	One (1) original proposal and one copy.
Are there other documents that we need to notarize such as the Secretary's Certificate?	Yes. Aside from the Secretary's Certificate, the Curriculum Vitae of the nominated key personnel, Bid Securing Declaration and the Omnibus Sworn Statement need to be notarized.
The photoshoot with the executives was discouraged during the first bidding, is it still the same for the rebidding?	Yes.

Is there a minimum number for the revisions for this project?	Three major revisions.
Will BCDA provide a basic brief for the design studies and samples to be provided, such as what should be highlighted ?	<p>BCDA will provide a project brief to serve as a guide of the bidder.</p> <p>We propose to highlight the following for this Report: First is the conversion of Clark into a safe haven. This refers to the conversion of Clark into resilient isolation and treatment facilities for COVID-19 cases. Second, is BCDA's role in the whole-of-nation approach. This refers to the aggressive community testing. Third, is the Asset Disposition Program which is a regular section of the Annual Report. Lastly, BCDA's contribution to the AFP modernization program. You can check BCDA's previous Annual Report for references.</p>
For the Digital Assets that will be used, can we use mock ups from web sources or will BCDA be providing a repertoire that is accessible to all bidders which will be used as the basis for the mock ups.	<p>BCDA will not be providing any artwork or photos. However, BCDA will provide a project brief to serve as a guide in terms of the copy and the look of the publication. It will be at the bidder's discretion on how they will source the pictures.</p> <p>For the project brief, please refer to this link: <a href="#">2020 BCDA Annual Report-Content Brief.pptx</a></p>

#### IV. CLOSING OF THE PRE-BID CONFERENCE

The BAC Vice Chairperson thanked the bidders for attending the pre-bid conference and reminded them of the deadline of submission of clarification on May 14, 2021 at 5:00PM. 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