

Bids and Awards Committee for Consulting Services (BAC-C)

Procurement of Consulting Services for the Media Planning and Global Placement for Clark

RESOLUTION NO. 2024-033

(Declaration of Single Rated and Responsive Bid (SRRB))

WHEREAS, the Bases Conversion and Development Authority (BCDA) is mandated under Republic Act No. 7227, as amended by Republic Act No. 7917, to accelerate the sound and balanced conversion into alternative productive uses of the Clark and Subic military reservations and their extensions, to raise funds by the sale of portions of Metro Manila Military Camps and to apply said funds for the development and conversion into alternative productive uses of these properties;

WHEREAS, on **02 October 2024**, the BCDA, through its Bids and Awards Committee for Consulting Services (BAC-C), posted a Request for Expression of Interest (REI) including the bidding documents on PhilGEPS, the BCDA Website, and in a conspicuous place within the premises of BCDA for the **Procurement of Consulting Services for the Media Planning and Global Placement for Clark** under **Section 10 - Competitive Bidding of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act (R.A.) No. 9184**, with an Approved Budget for the Contract (ABC) in the amount of **Pesos: Six Million and 00/100 (PhP6,000,000.00)**, inclusive of all applicable taxes and fees;

WHEREAS, in response to the said advertisement of the REI and bidding documents, two (2) prospective bidders submitted their Eligibility Documents for the **Procurement of Consulting Services for the Media Planning and Global Placement for Clark** prior to the set deadline for submission on 22 October 2024 at 9:00 a.m., to wit:

- 1) Touch XDA, Inc.
- 2) ODV Creative Media, Inc.

WHEREAS, Section 30.1 of the 2016 Revised IRR of R.A. No. 9184 provides:

“xxx... the BAC shall check the submitted documents of each bidder against a checklist of required documents to ascertain if they are all present, using a non-discretionary “pass/fail” criterion, as stated in the Instructions to Bidders. If a bidder submits the required document, it shall be rated “passed” for that particular requirement. In this regard, bids that fail to include any requirement or are incomplete or patently insufficient shall be considered as “failed.” xxx”

WHEREAS, on 22 October 2024, the Eligibility Documents of the two (2) prospective bidders were opened and subjected to a preliminary evaluation by determining the presence or absence of the required documents using the non-discretionary “pass/fail” criterion;

WHEREAS, the submitted Eligibility Documents of the said prospective bidders were subjected to detailed evaluation and shortlisting on 23 October 2024 to 04 November 2024 in accordance with Section 24 of the 2016 RIRR of R.A. No. 9184, and using the criteria and rating system for shortlisting as provided under Clause 9.2 of Eligibility Data Sheet (EDS) for the consulting services;

WHEREAS, the Technical Working Group (TWG) presented the results of the evaluation of the Eligibility Documents and shortlisting, and the BAC-C deliberated on the results on 04 November 2024;

WHEREAS, the results of the Evaluation/Eligibility Check and Shortlisting likewise showed that one (1) prospective bidder was rated “PASSED” and garnered a total score above the required minimum score of 70%, to wit:

PROPONENT	A. Relevant Experience of the Firm	B. Qualification of the Key Personnel to be Assigned to the Consulting Services	C. Current Workload of Key Personnel Relative to Capacity	TOTAL	RATING
1. Touch XDA, Inc.	36.00%	46.80%	7.00%	89.80%	PASSED
2. ODV Creative Media, Inc.	37.00%	WITH ADVERSE FINDINGS	9.00%	N/A	FAILED

WHEREAS, the results of the Evaluation/Eligibility Check and Shortlisting show that one (1) out of two (2) prospective bidders was rated “FAILED” due to the absence of the required documents and/or non-compliance with the requirements provided under the Eligibility Documents and Terms of Reference (TOR) for the Consulting Services, and 2016 RIRR of R.A. No. 9184, to wit:

PROPONENT	ADVERSE FINDINGS
ODV Creative Media, Inc.	<p>1. Media Director</p> <p>The Media Director (MD) did not meet the minimum required number of similar projects handled.</p> <p>Under Item 7 of the Terms of Reference, MD must have handled ten (10) similar projects. The nominated MD declared only two (2) similar projects.</p> <p>2. Research Analyst</p> <p>The Research Analyst (RA) did not meet the minimum required number of similar projects handled.</p> <p>Under Item 7 of the Terms of Reference, RA must have handled five (5) similar projects. The nominated RA declared only two (2) similar projects.</p>

WHEREAS, on 04 November 2024, the BAC-C Resolution No. 2024-023 was approved, declaring **Touch XDA, Inc.** as an **ELIGIBLE** and **SHORTLISTED** bidder for the **Procurement of Consulting Services for the Media Planning and Global Placement for Clark** under **Section 10 - Competitive Bidding of the Revised Implementing Rules and Regulations (IRR) of Republic Act (R.A.) No. 9184**, with an Approved Budget for the Contract (ABC) in the amount of Pesos: **Six Million and 00/100 (PhP 6,000,000.00)**, inclusive of all applicable taxes and fees, which can proceed to the next stage of the bidding for the Consulting Services pursuant to Section 24.5.4 of 2016 RIRR of R.A. No. 9184;

WHEREAS, on 08 November 2024, the Notice of Eligibility was sent to **Touch XDA, Inc.**, inviting them to participate in the bidding for the Consulting Services. On the other hand, the Notice of Ineligibility was sent to ODV Creative Media, Inc., and there was no request for reconsideration received from them within the prescribed period pursuant to Section 55.1 of 2016 RIRR of R.A. No. 9184;

WHEREAS, on 15 November 2024, at 10:00 AM, a Pre-bid Conference was held for the aforementioned Consulting Service which was attended by **Touch XDA, Inc.**;

WHEREAS, Touch XDA, Inc. submitted their Technical and Financial Proposals prior to the deadline set for the submission of Bids for the Consulting Services on 27 November 2024, 9:00 AM. On the same day at 10:00 AM, the Technical Proposals of **Touch XDA, Inc.** were opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion;

WHEREAS, from 28 November 2024 to 03 December 2024, the BAC-C TWG conducted a detailed evaluation of the Technical Proposals of **Touch XDA, Inc.** in accordance with Section 33 of the 2016 RIRR of RA No. 9184, as well as the criteria and rating system for the technical proposal as provided under Clause 25.3 of the Bid Data Sheet (BDS) for the Consulting Services;

WHEREAS, on 05 December 2024, the BAC-C deliberated on the Report of TWG on the results of the said detailed evaluation. The results show that **Touch XDA, Inc.** was rated “**PASSED**” having complied with the required documents provided under the Bid Documents and Terms of Reference for the consulting services, and 2016 RIRR of RA No. 9184. Below is the evaluation result of the technical proposals of **Touch XDA, Inc.:**

PROPONENT	A. Relevant Experience of the Firm	B. Qualification of the Key Personnel to be Assigned to the Project	C. Plan of Approach and Methodology	TOTAL	RATING
Touch XDA, Inc.	18.65%	16.72%	53.00%	88.37%	PASSED

WHEREAS, on 06 December 2024, President and CEO Joshua M. Bingcang approved the BAC-C Resolution No. 2024-029, declaring **Touch XDA, Inc.** as the bidder with the **Single Rated Bid (SRB)**. Hence, the BAC-C issued the Notice to Open the Financial Proposal to **Touch XDA, Inc.** in accordance with Section 33.2.1.1 of the 2016 RIRR of R.A. 9184;

WHEREAS, on 09 December 2024, the Financial Proposal of the **Touch XDA, Inc.** was opened and subjected to a preliminary examination by determining the presence or absence of the required documents using a non-discretionary “pass/fail” criterion;

WHEREAS, the financial bid as read of **Touch XDA, Inc.** had a total of **Pesos: Six Million and 00/100 (PhP 6,000,000.00)**, inclusive of all applicable taxes and fees;

WHEREAS, from 09 December 2024 to 11 December 2024, the BAC-C TWG conducted a detailed evaluation of the Financial Proposal with the summary shown below:

FORM	DESCRIPTION	TOUCH XDA, INC.		
		AS READ (in PhP)	AS CALCULATED (in PhP)	VARIANCE
FPF 1	Financial Proposal Submission Form	6,000,000.00	6,000,000.00	0.00
FPF 2	Summary of Costs	6,000,000.00	6,000,000.00	0.00
FPF 3	Breakdown of Price per Activity	4,553,571.43	4,553,571.43	0.00
FPF 4	Breakdown of Remuneration per Activity	803,571.43	803,571.43	0.00
FPF 6	Miscellaneous Expenses	N/A	N/A	N/A

WHEREAS, on 12 December 2024, the BAC-C proceeded with the Negotiation with **Touch XDA, Inc.** wherein **Touch XDA, Inc.** agreed to the terms and conditions, and committed to its obligations set forth by the BCDA in accordance with the TOR for the consulting services and provisions of the 2016 RIRR of R.A. No. 9184. In addition, **Touch XDA, Inc.** also agreed to adopt the calculated amount, thus the Final Contract Amount is **Pesos: Six Million and 00/100 (PhP 6,000,000.00)**, inclusive of all applicable taxes and fees. Thereafter, the BCDA and **Touch XDA, Inc.** signed the Negotiation Points;

WHEREAS, after the conduct of successful negotiation, the BAC-C TWG was instructed to conduct the post-qualification to verify, validate, and ascertain all the statements made and the documents submitted by **Touch XDA, Inc.**;

WHEREAS, on 12 December 2024, the BAC-C issued the Notice of Post-Qualification for the conduct of post-qualification in accordance with Sections 33.2.5 and 34.3 of 2016 RIRR of R.A. No. 9184, respectively;

WHEREAS, BAC-C TWG undertook the following post-qualification activities from 13 December 2024 to 20 December 2024 to verify, validate and ascertain the veracity, authenticity and validity of all documents submitted by the **Touch XDA, Inc.**:

- TWG conducted interviews with the proposed professional staff in order to validate the work experiences stated in their Curriculum Vitae.
- TWG conducted an ocular visit at the office of Touch XDA, Inc. in Taguig City in order to validate the original copies of Class A legal documents, documents in compliance with labor laws such as latest payment to SSS, PhilHealth, and Pag-ibig Fund, and supporting documents for its completed projects.

- TWG verified through phone calls, and sending out of online questionnaires, the positive feedback of their clients on its performance in ongoing and from previously completed projects.

WHEREAS, on 20 December 2024, the BAC-C deliberated on the report of the TWG on results of their post-qualification. The results show that all the Eligibility, Technical, and Financial documents submitted by **Touch XDA, Inc.** passed all the criteria for post-qualification and thus were found to be responsive to all the requirements stated in the bidding documents.

NOW, THEREFORE, foregoing considered, We, the Members of the BAC-C, hereby RESOLVE as it is hereby RESOLVED the following:

1. Declare **Touch XDA, Inc.** as the bidder with the **Single Rated and Responsive Bid (SRRB)** for the **Consulting Services for the Media Planning and Global Placement for Clark**;
2. Recommend to the Head of the Procuring Entity the issuance of the **Notice of Award to Touch XDA, Inc.** for the **Consulting Services for the Media Planning and Global Placement for Clark** being the bidder with **SRRB** in the amount of **Pesos: Six Million and 00/100 (PhP 6,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses;
3. Direct the Investment Promotions and Marketing Department (IPMD) as the end-user, to facilitate the signing of the Contract and the issuance of the **Notice to Proceed**; and
4. Require the end-user to provide the BAC-C Secretariat copies of the duly conformed Notice of Award, as well as the executed Contract, Notice to Proceed and all supporting documents pursuant to this procurement.

RESOLVED, at the BCDA Corporate Center Office this 20th day of December 2024.



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


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Chairperson



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Vice Chairperson


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