

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

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

RESOLUTION NO. 2024-029
(Declaration of Single Rated Bid)

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 (PhP 6,000,000.00)**, 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%	72.90%	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:

PROFONENT	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 25 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

NOW, THEREFORE, foregoing considered and after careful evaluation and thorough deliberation of the detailed evaluation of the submitted Technical Proposals of **Touch XDA, Inc.** for the **Procurement of Consulting Services for the Media Planning and Global Placement for Clark**, We, the Members of the BAC-C, hereby **RESOLVE** as it is hereby **RESOLVED** to recommend the following:

- 1) To declare the bid of **Touch XDA, Inc.** as “**PASSED**”;
- 2) To recommend to the Head of the Procuring Entity that, **Touch XDA, Inc.**, having complied with the requirements provided under the Bid Documents and Terms of Reference for the Consulting Services, and 2016 RIRR of RA 9184 be declared as the **Single Rated Bid (SRB)** for the procurement of **Consulting Services for the Media Planning and Global Placement for Clark**; and
- 3) To proceed with the opening of the financial proposal of **Touch XDA, Inc.** in accordance with Sections 33.2.1.1 of the 2016 RIRR of RA 9184.

RESOLVED, at the BCDA Corporate Center Office this 5th day of December 2024.

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

On Official Business
ATTY. GISELA Z. KALALO
Chairperson

[REDACTED]
MARK P. TORRES
Vice Chairperson

[REDACTED]
MADONNA M. CINCO
Member

[REDACTED]
ERWIN KENNETH R. PERALTA
Member

On Official Business
ATTY. CHRISTIAN T. DULDULAO
Member

[REDACTED]
MARIA CARMENCITA S. ALFONSO
Provisional Member

Approved by:

[REDACTED]
JOSHUA M. BINGCANG
President and CEO