

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

Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program

RESOLUTION NO. 2024-035
Highest Rated and Responsive Bid (HRRB)

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 **09 November 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 **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program** 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: Five Million and 00/100 (Php 5,000,000.00)**, 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 **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program** prior to the set deadline for submission on 18 November 2024 at 12:00 p.m., to wit:

- 1) DDB Philippines, Inc.
- 2) NPMI New Perspective Marketing International, Inc.
- 3) Brown Bag Communications Philippines, Inc.

WHEREAS, Section 30.1 of the 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 18 November 2024, the Eligibility Documents of the three (3) 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 submissions of DDB Philippines, Inc., NPMI New Perspective Marketing International, Inc., and Brown Bag Communications Philippines, Inc. were declared “eligible” and were subjected to detailed evaluation;

WHEREAS, the submitted Eligibility Documents of the said prospective bidders were subjected to detailed evaluation and shortlisting on 19 November 2024 to 20 November 2024 in accordance with Section 24 of the Revised IRR 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 20 November 2024;

WHEREAS, the results of the Evaluation/Eligibility Check and Shortlisting likewise showed that two (2) prospective bidders were 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. DDB Philippines, Inc.	48.50%	31.65%	9.10%	89.25%	PASSED
2. NPMI New Perspective Marketing International, Inc.	WITH ADVERSE FINDINGS	30.70%	9.10%	N/A	FAILED
3. Brown Bag Communications Philippines, Inc.	48.25%	38.95%	9.40%	96.60%	PASSED

WHEREAS, the results of the Evaluation/Eligibility Check and Shortlisting show that one (1) out of three (3) prospective bidders was rated “**FAILED**” due to the absence of the required documents and/or non-compliance with the requirements provided under the Terms of Reference (TOR) for the Consulting Services, and 2016 RIRR of R.A. No. 9184, to wit:

PROPONENT	ADVERSE FINDINGS
a. NPMI New Perspective Marketing International, Inc.	<p>The submitted awards do not pertain to NPMI New Perspective Marketing, Inc., the prospective bidder for this project.</p> <p>Instead, said awards were under the names of either New Perspective Media Group or Dr. Karen Remo.</p> <p>This results in non-compliance with Section 5.4 of the Terms of Reference, which states as follows:</p> <p>5. MINIMUM QUALIFICATIONS OF THE CONSULTANT</p> <p>5.4. The Consultant must have received at least three (3) pertinent awards in the last five (5) years that are related to communications, public relations, and/or integrated marketing communications.</p> <p>It was also specified in the Eligibility Form No. 3C or the Summary of Pertinent Awards Received in the Last 5 Years that the prospective bidder must include three (3) relevant awards received by the firm from reputable award-giving bodies.</p>

WHEREAS, on 20 November 2024, the BAC-C Resolution No. 2024-027 was approved, declaring **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.** as **ELIGIBLE** and **SHORTLISTED** bidder for the **Rebidding for the Procurement of Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program 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: Five Million and 00/100 (PhP 5,000,000.00)**, 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 21 November 2024, the Notice of Eligibility was sent to **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.**, inviting them to participate in the bidding for the Consulting Service;

WHEREAS, on 28 November 2024, at 01:00 PM, a Pre-bid Conference was held for the aforementioned Consulting Service, which was attended by **DDB Philippines, Inc.** and **Brown Bag Communications Philippines, Inc.**;

WHEREAS, DDB Philippines, Inc. and Brown Bag Communications Philippines, Inc. submitted their Technical and Financial Proposals prior to the deadline set for the submission of Bids for the Consulting Services on 10 December 2024, 12:00 PM. On the same day at 01:00 PM, the Technical Proposals of **DDB Philippines, Inc. and Brown Bag Communications Philippines, 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 11 December 2024 to 12 December 2024, the BAC-C TWG conducted a detailed evaluation of the Technical Proposals of **DDB Philippines, Inc. and Brown Bag Communications Philippines, 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 12 December 2024, the BAC-C deliberated on the report of TWG on the results of the said detailed evaluation. The results show that **Brown Bag Communications Philippines, 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 **DDB Philippines, Inc. and Brown Bag Communications Philippines, 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
1. DDB Philippines, Inc.	19.25%	WITH ADVERSE FINDINGS	53.28%	N/A	FAILED
2. Brown Bag Communications Philippines, Inc.	18.38%	19.66%	55.63%	93.67%	PASSED

WHEREAS, the results of the detailed evaluation of technical proposals show that **DDB Philippines, Inc.** was rated “**FAILED**” due to the absence of the required documents and/or non-compliance with the requirements provided under the Terms of Reference (TOR) for the Consulting Services, and 2016 RIRR of R.A. No. 9184, to wit:

Bidder	Adverse Finding
DDB Philippines, Inc.	<p>The bidder's nominated Chief Campaign Adviser, Mr. Robert Franciscus Vito, only submitted a Certificate of Lifetime Membership to the UP Alumni Association as a supporting document of his educational attainment. This is deemed insufficient to prove that Mr. Vito has attained a Bachelor's Degree from the said institution.</p> <p>This results in non-compliance with Section 6 of the Terms of Reference and Section 10.1(e) of the Bid Data Sheet, which explicitly requires that the key personnel must be a college graduate.</p> <p>It was emphasized during the Pre-Bid Conference on 28 November 2024 and reiterated in the Bid Bulletin No. 1 that the procuring entity will only accept Diploma, Transcript of Record, or Certificate of Graduation as supporting documents to the said qualification.</p>

WHEREAS, on 13 December 2024, President and CEO Joshua M. Bingcang approved the BAC-C Resolution No. 2024-030, declaring **Brown Bag Communications Philippines, Inc.** as the bidder with the **Highest Rated Bid (HRB)**. Hence, the BAC-C issued the Notice to Open the Financial Proposal to **Brown Bag Communications Philippines, Inc.** in accordance with Section 33.2.1.1 of the 2016 RIRR of R.A. 9184;

WHEREAS, on 16 December 2024, the Financial Proposal of the **Brown Bag Communications Philippines, 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 **Brown Bag Communications Philippines, Inc.** had a total of **Pesos: Five Million and 00/100 (PhP 5,000,000.00)**, inclusive of all applicable taxes and fees;

WHEREAS, from 19 December 2024 to 23 December 2024, the BAC-C TWG conducted a detailed evaluation of the Financial Proposal with the summary shown below:

FORM	DESCRIPTION	BROWN BAG COMMUNICATIONS PHILS, INC.		
		AS READ (in PhP)	AS CALCULATED (in PhP)	VARIANCE
FPF 1	Financial Proposal Submission Form	5,000,000.00	5,000,000.00	0.00
FPF 2	Summary of Costs	5,000,000.00	5,000,000.00	0.00
FPF 3	Breakdown of Price per Activity	3,564,285.71	3,564,285.71	0.00
FPF 4	Breakdown of Remuneration per Activity	900,000.00	900,000.00	0.00
FPF 6	Miscellaneous Expenses	N/A	N/A	N/A

WHEREAS, on 18 December 2024, the BAC-C proceeded with the Negotiation with **Brown Bag Communications Philippines, Inc.** wherein **Brown Bag Communications Philippines, 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, **Brown Bag Communications Philippines, Inc.** also agreed to adopt the calculated amount, thus the Final Contract Amount is **Pesos: Six Million and 00/100 (PhP 5,000,000.00)**, inclusive of all applicable taxes and fees. Thereafter, the BCDA and **Brown Bag Communications Philippines, 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 **Brown Bag Communications Philippines, Inc.**;

WHEREAS, on 18 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 19 December 2024 to 23 December 2024 to verify, validate and ascertain the veracity, authenticity and validity of all documents submitted by the **Brown Bag Communications Philippines, 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 **Brown Bag Communications Philippines, Inc.** in Makati City in order to validate the original copies of Class A legal 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, the results of the post-qualification show that all the Eligibility, Technical, and Financial documents submitted by **Brown Bag Communications Philippines, Inc.** passed all the criteria for post-qualification and thus 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 **Brown Bag Communications Philippines, Inc.** as the bidder with the **Highest Rated and Responsive Bid (HRRB)** in the **Rebidding for Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program**;
2. Recommend to the Head of the Procuring Entity the issuance of the **Notice of Award** to **Brown Bag Communications Philippines, Inc.** being the bidder with the **HRRB** for the **Rebidding for the Consulting Services for the BCDA Strategic Communications and Developmental Advocacy Program** in the amount of **Pesos: Five Million and 00/100 (PhP 5,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses, subject to resolution of Protest, if any;
3. Direct the Public Affairs Department (PAD) 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 23rd day of December 2024.

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



ATTY. GISELA Z. KALALO
Chairperson


MARK P. TORRES
Vice Chairperson



MADONNA M. CINCO
Member


ERWIN KENNETH R. PERALTA
Member


ATTY. CHRISTIAN T. DULDULAO
Member


LEILANI B. MACASAET
Provisional Member

Approved by:


JOSHUA M. BINGCANG
President and CEO 