

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

**REBIDDING FOR THE PROCUREMENT OF CONSULTING SERVICES FOR THE  
STRATEGIC COMMUNICATIONS AND DEVELOPMENTAL ADVOCACY PROGRAM**

**Bid Bulletin No. 01**

This bid bulletin clarifies queries and questions raised during the pre-bid conference held on 28 November 2024 pertaining to the above-cited consulting services.

**I. QUERIES/QUESTIONS BY THE BIDDERS**

**a. Queries/Questions raised during the Pre-bid Conference**

<b>Queries/Questions</b>	<b>Clarifications/Responses</b>
1. What is the priority program of the BCDA? Is it environmental, community engagement, infrastructure, or support for armed forces?	<p>The priority program of the BCDA covers a lot of aspects such as environmental, community project development, property development, infrastructure, development, among others. It will depend on the bidder's assessment and recommended communication plan.</p> <p>The bidder may conduct research through the BCDA website for purposes of producing its communication plan.</p>
2. Would you share your calendar for the duration of the plan?	<p>We will provide a briefer on BCDA, our priorities, etc. that will help the prospective bidder to craft their proposals. The calendar of activities shall be within the 6-month period of the contract term and must be implemented from the date indicated in the Notice to Proceed.</p>
3. We would like to clarify the the number of media events based on your requirement, to wit:  <i>Terms of Reference (TOR), Section 3.10</i>  <i>Arrange, conduct, facilitate, and implement at least three</i>	<p>It will depend on the design of your communication plan, but it must be based on the deliverables stated on the TOR and, the minimum number of media events should be at least three (3).</p>

<p>(3) <i>media events xxx</i></p> <p>Can we put a cap on the number of media events during the engagement?</p>	
<p>4. Will the writing of the press releases be done by the agency?</p>	<p>Yes, subject to the review and approval of the BCDA management.</p>

**b. Queries/Questions raised sent via email**

Queries/Questions	Clarifications/Responses
<p>1. What is the priority for 2025 of BCDA? Business (revenue) or image (reputation)?</p>	<p>Anchored on its mandate of building great cities while helping strengthen the Armed Forces, BCDA will continue to be a major force in creating economic opportunities in the country, mainly by accelerating the development of Clark Freeport and Special Economic Zone, which consists of Clark Freeport Zone, New Clark City, and Clark International Airport. Part of these are prioritizing investment and job generation through partnerships, infrastructure and property development, and building BCDA's reputation as a catalyst for growth and development.</p> <p>This is also in support of the Marcos administration's 8-point socio-economic agenda as reflected in the Philippine Development Plan 2023-2028.</p>
<p>2. Should our proposal/strategy be tailored to a specific issue?</p>	<p>The design of the communication plan will be based on the prospective bidder's research and insights.</p>
<p>3. What are the highest reputational risks or issues of BCDA?</p>	<p>Legal issues with lessees and right-of-way issues that may hinder or slow down BCDA from performing its mandate and taint its reputation as a prime mover of national development. You may also check BCDA's website for more details.</p>
<p>4. Does offshore gaming/POGO have an impact</p>	<p>BCDA properties cater to a wide range of industries, from manufacturing to aviation.</p>

on BCDA operations? Is this a factor in selling your properties?	It is BCDA's general policy not to dispose of its properties through sale. The sale of its properties and assets will depend primarily on its market condition, the overall economic situation, and master development plans. Please check the BCDA website to learn about the organization's mandate.
5. Do you have properties that are not yet privatized? Can you give us a list?	Please check the latest news articles on BCDA and its website, <a href="http://bcda.gov.ph">bcda.gov.ph</a> , to learn more about its programs and projects.

## II. PRESENTATION FOR THE PRE-BID CONFERENCE

The presentation discussed during the Pre-bid Conference held on 28 November 2024 can be accessed using the link below:

<https://tinyurl.com/Pre-bidPresRSCDAP>

This presentation is for discussion purposes only. Should there be any inconsistencies, the bidding documents (*i.e.*, Request for Expression of Interest, Eligibility Documents, Terms of Reference, and Bidding Forms) shall prevail over the presentation.

## III. SCHEDULE OF PROCUREMENT ACTIVITIES\*

Activities		Time	Date
1	Pre-bid Conference	01:00 PM	28 November 2024
2	Deadline for Requests for Clarification	5:00 PM	30 November 2024
3	Issuance of Bid Bulletin in response to Requests for Clarification		03 December 2024
5	Deadline for Submission of Technical and Financial Proposals	12:00 PM	10 December 2024

Activities		Time	Date	
6	Opening and Preliminary Examination of Technical Proposals	01:00 PM	10 December 2024	
7	Evaluation of Technical Proposals		11 December 2024	12 December 2024
9	Notification/Invitation for Opening of Financial Proposals		13 December 2024	
10	Opening of Financial Proposals	10:00 AM	16 December 2024	
11	Evaluation of Financial Proposals		16 December 2024	17 December 2024
12	Notification of HRB/SRB on Negotiation		17 December 2024	

\* subject to change

#### IV. REMINDERS

##### a. General Notes/Reminders

1. All data on the forms shall be correct and consistent.
2. All forms shall be duly signed by the Authorized Signatory of the Firm/Entity/Joint Venture or Consortium (in case of JV/Consortium).
3. The CVs of all the nominated key personnel shall be supported with valid licenses/professional registrations, certificates of training attended, diplomas, work experiences and other supporting documents relative to the credentials of the proposed Professional staff.

The only acceptable supporting documents for educational attainment are diploma, Transcript of Records, and Certificate of Graduation.

For expired licenses, copy of the expired license, proof of application and payment for renewal shall be included.

4. Only contracts/projects that are supported with proofs shall be considered for evaluation, as follows:
  - Certificate of Completion or Acceptance or valid proof of final payment issued by the client, in case of completed contracts.
  - Notice of Award, Notice to Proceed or signed contracts issued by the client for ongoing contracts and for contracts awarded but not yet started.
5. Only training supported with proofs shall be considered for evaluation.
6. For the Technical Proposal Forms:

Technical Proposal Forms	Duly signed by the Authorized Representative	Duly Notarized
• TPF 1 - Technical Proposal Submission Form	✓	✓
• Bid Security (Bid Securing Declaration Form)	✓	✓
• TPF 2 - Consultant's References	✓	
• TPF 3 - Comments and Suggestions of Consultant on the Terms of Reference and on Data, Services, and Facilities to be Provided by the Procuring Entity	✓	
• TPF 4 - Description of the Methodology and Work Plan for Performing the Project	✓	
• TPF 5 - Team Composition and Task	✓	
• TPF 6A to 6C - CV for Proposed Professional Staff	✓ (should also be duly signed by the nominated Key Personnel)	✓
• TPF 7 - Time Schedule for Professional Staff	✓	

• TPF 8 - Activity (Work) Schedule	✓	
• Overall Communication Plan		
• Electronic File of the Corporate Profile		
• Electronic File of the Presentation		
• Omnibus Sworn Statement	✓	✓
• Secretary's Certificate/Special Power of Attorney	✓	✓

For the Financial Proposal Forms:

Financial Proposal Forms	Duly signed by the Authorized Representative	Duly Notarized
• FPF 1 - Financial Proposal Submission Form	✓	✓
• FPF 2 - Summary of Costs	✓	
• FPF 3 - Breakdown of Price per Activity	✓	
• FPF 4 - Breakdown of Remuneration per Activity	✓	
• FPF 6 - Miscellaneous Expenses	✓	

7. Any interlineations, erasures or overwriting shall be valid only if they are signed or initialled by the duly authorized representative of the prospective bidder.

**b. General guidelines for the preparation of Technical Proposal:**

1. In close collaboration with the project implementation unit, the prospective bidder shall design a well-researched and detailed strategic communications and development advocacy program for the BCDA, which should clearly identify the following:

- goals,
  - desired outcomes,
  - key stakeholders,
  - target audiences,
  - potential issues and corresponding key messages,
  - main communication tools and channels (town halls, radio, brochures, videos, social media, face-to-face meetings),
  - a list of proposed activities together with the timeline for their implementation, and
  - monitoring and evaluation mechanisms.
2. including, but not limited to, project-affected communities, local and international investors, local governments, partner government agencies, and the national government. Based on the analysis, the prospective bidder shall identify potential champions and influencers for collaboration to achieve the program's desired outcomes and goals.
3. The program shall also clearly outline the roles and responsibilities of the designated team as well as the corresponding resources needed for its implementation.
- c. Deadline for Submission of Technical and Financial Proposals.** The Technical and Financial Proposals must be duly received by the BAC-C Secretariat through manual/physical submission at the Bases Conversion and Development Authority (BCDA) located at the BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street Corner 2nd Avenue, Bonifacio Global City, Taguig City, **on or before 12:00 PM of 10 December 2024, Tuesday**. Late submission of Technical and Financial Proposals shall not be accepted. The bidder/s may submit their Technical and Financial Proposals before the deadline for the submission of bids to avoid late submission.

The complete set of bidding documents may be acquired by eligible bidder/s on the dates and from the address given above and upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of **Pesos: Five Thousand and 00/100 (Php 5,000.00)**.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the BCDA website ([www.bcda.gov.ph](http://www.bcda.gov.ph)), provided that the eligible bidder shall pay the applicable fee for the Bidding Documents not later than the submission of their bids. The editable Technical and Financial Proposals may be downloaded using the link below:

<https://tinyurl.com/BidForms-RSCDAP>

Please be reminded that the reference time that will be followed shall be the computer system clock at the **BCDA Central Receiving and Releasing Area (CRRA)**, BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street corner 2nd Avenue, Bonifacio Global City, Taguig City. The bidder/s is/are advised to synchronize their timepieces therewith.

- c. **Opening of and Preliminary Examination of Technical Proposals.** Opening and Preliminary Examination of Technical Proposals shall be at **10:00 AM, 10 December 2024, Tuesday** at the BCDA Office, BCDA Corporate Center, 2nd Floor Bonifacio Technology Center, 31st Street Corner 2nd Avenue, Bonifacio Global City, Taguig City, and/or through:

**Zoom link**

<https://tinyurl.com/OpTech-SCDAP>

**Meeting ID: 894 1909 0165**

**Passcode: 897725**

**For Online Participants:**

1. Online participants will be requested to register to be admitted on the call.
2. The online platform will be opened 15 minutes prior to official start at 10:00 A.M. and participants are required to log in no later than five minutes prior to the said official start time.
3. The BAC-C Secretariat is the host of the meeting. We may mute/unmute audio inputs of any or all participants. Mute your mic whenever you're not speaking.
4. All participants shall use the following name format for easy identification:  
**<Company Acronym>\_<Full Name of participant>**
5. The camera should be turned off by default to preserve your Internet connection bandwidth and assure better audio. However, during the roll call, kindly turn on your camera, state the complete name of your company and your full name, so that you can be properly identified and acknowledged. The camera should again be turned off after the roll call.
6. Please refrain from asking questions during the presentation but rather type these in the chat box provided. The Secretariat shall then read each of the questions during the Q&A portion, and these will be answered by the BAC-C one by one.



7. If a prospective bidder needs to further clarify or ask follow-up questions, they can do so by raising their hand. Please wait to be acknowledged before speaking. Only one (1) participant shall speak at a time.

**Technical and Financial Proposals will be opened in the presence of the prospective bidder or its authorized representative who chooses to attend the activity. Attendance of the bidders during the opening of the Technical and Financial Proposals is not mandatory, but merely discretionary or optional.**

All prospective bidders are also reminded to regularly check the PhilGEPS and BCDA's website for updates, advisories and postings of Bid Bulletin in relation to this procurement activity.

This Bid Bulletin shall be considered as an integral part of the Bidding Documents for the afore-cited Consulting Services. All provisions and statements in the Bidding Documents for the Consulting Services inconsistent with this Bid Bulletin are either modified or rendered ineffective, as the case may be.

Issued this 3rd day of December 2024.

  
**ATTY. GISELA Z. KALALO**  
Chairperson  
Bids and Awards Committee for Consulting Services  
