

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

Consulting Services for the Production of the BCDA 2018 Annual Report

Bid Bulletin No. 1

March 6, 2019

This Bid Bulletin contains the Minutes of the Pre-Eligibility Conference held on March 1, 2019, 10:00 AM at the BCDA Lobby Hall in Bonifacio Technology Center. This Bid Bulletin contains clarifications and modifications and shall form an integral part of the Eligibility Documents.

PART I. MINUTES OF THE PRE-ELIGIBILITY CONFERENCE

I. Attendees

BAC-C

Joanna Eileen M. Capones	Vice-Chairperson
Jocelyn L. Caniones	Member
Gualberto J. Oyzon, Jr.	Member
Virgil M. Alvarez	Member

TWG

Marinell R. Paclibar
Merle Gay D. Rosete

Secretariat

Jeff Randell B. Viñas
Miriam B. Daniwan

End-user

Michelle SJ De Vera
Patricia Ruth B. Cailao

Representative of the Prospective Bidders

Odeth Arbas	Studio 5 Designs
Jay Bautista	Studio 5 Designs
Rean Aranas	Team Manila Graphic Design Studio, Inc.
Ronald Espino	Fora Communications

IASO Representative

Peter John L. Mingala

II. CALL TO ORDER:

There being a quorum, Vice-Chairperson Capones called the pre-eligibility conference to order at 10:20 AM. Vice-Chair Capones welcomed the representatives of the prospective bidders.

III. PRE-ELIGIBILITY CONFERENCE PROPER

A. A video of "Clark It works. Like a dream" was presented to the prospective bidders. This was followed by an introduction of what BCDA is and its projects by Vice-Chair Capones.

B. Michelle De Vera, representative of the end-user unit/proponent of the procurement, presented the Terms of Reference to the prospective bidders. *Please refer to Annex A for a copy of the powerpoint presentation.*

The salient points were as follows:

- a. Rationale
- b. Objectives
- c. Project Specifications
 - **Approved Budget for the Contract (ABC)** – P1,500,000.00, inclusive of all applicable taxes and fees
 - **No. of Pages** – 80 pages inclusive of cover
 - **No. of copies** – 1,000 copies with envelope
 - **Sections**
 1. Special Messages
 2. BCDA's Asset Disposition Program
 3. BCDA-administered economic zones
 4. Infrastructure Development such as New Clark City, Clark International Airport, Subic-Clark Railway, among others
 5. Corporate Social Responsibility Program
 6. Financials

** Subject to changes by the Editorial Director, EVP Zosa*
 - **Binding** – Perfect binding
 - **Paper Stock** – Cover: Special Paper (ex: 9 Lives 300gsm or better)
Inside Page: Special Paper (ex: Neenah White 90-100gsm or better)
 - **Overall** – Full color, clean professional look

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d. Scope of Services –

- Concept/theme development and design of the Report;
- Editorial services (editorial management, research, copywriting, copy editing, and proofreading): Create an editorial team composed of 3-4 writers (including the managing editor/senior writer);
- Photography services inclusive of aerialshot of at least one (1) location using a drone; Total of ten (10) shooting days including shoot for the BCDA Board of Directors, top level officials and select staff;
- Printing services; and
- Others such as infographic creation, utilization of existing BCDA materials such as renders, maps, etc., perform press site activities as maybe necessary, among others. (Refer to the bidding documents for detailed list of deliverables)

e. Qualifications

- Consultant must strictly be a reputable corporate communication or advertising or marketing firm (can be design studios or agencies with graphic design/advertising as its main business) which has been in operations for at least three (3) years. In the case of joint ventures, the lead consulting firm should have at least three (3) years of business operation.
- The Consultant must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.gov.ph>) as a legitimate service provider for government requirements.
- The identified members of the proposed creative team must have at least three (3) years experience in communication or advertising as related to his function in the team.
- The identified members of the proposed creative team must have handled at least three (3) creative projects which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) in a capacity related to his/her function in the team.
- The Consultant must have produced at least one (1) similar creative project which is similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) with a contract price amounting to 50 percent of the Approved Budget for the Contract (ABC).
- The Consultant must have produced at least two (2) similar creative projects which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) regardless of the amount.

f. Creative Team

- The creative team shall be composed of four (4) members. The proposed members are:
 - One (1) Account Manager;
 - One (1) Creative Director;
 - One (1) Managing Editor/Senior Writer; and,
 - One (1) Photographer.

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- **Note that the managing editor/senior writer will form an editorial team of 3-4 writers (including the managing editor)**

g. Timetable

Production timetable for the 2018 Annual Report from concept to final layout and copy will be minimum of three (3) months and maximum of six (6) months from the Consultant's actual receipt of the Notice to Proceed (NTP).

Dates may be changed, subject to written consent from BCDA. Consent of BCDA to such change shall be obtained at least one week priority to the delivery date.

h. Shortlisting of Bidders - The BAC-C shall draw up a short list of at most five (5) bidders.

i. Evaluation Criteria for Shortlisting

The criteria and rating system for shortlisting are:

Criteria	Score	Required Minimum Score
Applicable Experience of the Consultant	30%	
Qualification of personnel who shall be assigned to the project	60%	
Current Workload of the personnel relative to capacity Note: Current Workload Relative to Capacity pertains to the ratio between one (1) proposed key personnel to current number of projects he/she is handling.	10%	
TOTAL SCORE	100%	60%

The Consultant must meet the total required minimum score of 60%. Only the consultants who meet the required minimum score shall be shortlisted.

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j. Evaluation Criteria for Technical Proposal

The criteria and rating system for the evaluation of Technical Proposals are:

Criteria	Score	Required Minimum Score
Applicable Experience of the Consultant	20%	
Qualification of personnel who shall be assigned to the project	20%	
Approach and Project Methodology	60%	
TOTAL SCORE	100%	70%

The Consultant must meet the total required minimum score of 70%.

k. Methodology - Bids shall be evaluated using the **Quality-Based Evaluation (QBE) Procedure**.

l. 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 minimum of three (3) months and maximum of six (6) months until the full delivery of the requirement and acceptance by the BCDA.

B. The Head of the TWG proceeded with the presentation of the sample forms. The following are the highlights of the presentations:

Reference	Important point
Statement of All On-going and Completed Government & Private Contracts (Annex A)	Must be signed by the authorized representative
Summary of all Completed Contracts Enumerated/Listed in the Statement submitted by the Consulting Firm (Annex B)	At least one (1) of the contracts should be a similar project with a contract value of at least half of the ABC or P750,000. Just indicate the title of the document as proof of undertakings, under column "Document presented to validate completion/award to the proponent". Supporting documents are not yet required to be submitted during the eligibility stage. These will be submitted during the submission of technical proposals.

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Summary of all On-Going Contracts Enumerated/Listed in the Statement submitted by the Consulting Firm (Annex C)	Just indicate the title of the document as proof of undertakings, under column "Document presented to validate completion/award to the proponent". Supporting documents are not yet required to be submitted during the eligibility stage. These will be submitted during the submission of technical proposals.
Statement of Consultant Specifying its Nationality and confirming that those who will actually perform the services are registered professionals (Annex D)	PRC licenses are not required. Please indicate the nationality and names of the proposed creative team.
Format of Curriculum Vitae (CV) of the Firm (Annex E)	This is the profile of the Firm. It must be signed by the authorized representative.
Curriculum Vitae (CV) and Detailed qualification of the members of the Proposed Communication Team (Annex F-I)	Please provide the required information for on-going and completed accounts/projects of each member of the proposed communication team. The CV must be signed by the nominee.
Summary of the CVs of the members of the proposed Team (Annex J)	Please fill up the required information. The details of the information provided in this document shall be provided in the individual CVs.
Eligibility Document Submission Form (Annex K)	This document be signed by the authorized representative.
Secretary Certificate (Annex L)	The Secretary's Certificate must be notarized.
Legal documents	In the absence of a PHILGEPS Registration Certificate, prospective bidders may submit all Class "A" documents.
Envelope labeling	Please use tabs for easy reference during the Opening of Bids.

Reminders:

- Deadline of submission. To avoid late submission, please synchronize the time of your watches/clocks with the time of the digital clock at the BCDA CENTRAL RECEIVING AREA.
- DEADLINE is on 13 March 2019 (Wednesday) 10:00 AM.
- Opening of Eligibility Documents shall immediately follow at 10:30 am
- ALL PAGES of the Bidding Documents to be submitted should be initialed by the company's authorized representative using BLUE INK.