

**Request for Proposal  
For the Selection of a Consultant  
for the BCDA Web-based Quad-Media Monitoring Services**

1. The Bases Conversion and Development Authority (BCDA) intends to procure and engage a consultant who shall assist BCDA in its web-based quad-media monitoring requirements.
2. The consultant to be hired shall be responsible for the following:
  - a. Daily monitoring of major broadsheets, tabloids, websites, magazines, TV stations, and radio stations;
  - b. Establish and maintain a web-based quad-media monitoring system that can be accessed 24 hours a day, seven days a week;
  - c. Upload BCDA-related quad-media news with its corresponding media value at the dedicated website not later than 8:00 AM from Monday to Friday, and 10:00 AM on Saturday and Sunday;
  - d. Archive BCDA news in the online system for easy access for a period of one year;
  - e. Daily alerts via email on stories that were published;
  - f. Provide an online mechanism that will allow users to effectively and efficiently manage their media, through tags, comments, track return of investment of press activities, summary of news exposure, and generate charts;
  - g. Present daily alerts in a customized format – include weather forecasts, exchange rates, summaries of articles – and group articles according to search parameters and issues;
  - h. Alert BCDA via SMS and instant messaging on potential issues that were published;
  - i. Provide monthly compilations of monitored articles with its corresponding media values in CD-ROM format; and,
  - j. Provide monthly accomplishment reports that will include analyses of media value, article count, and issues that were found to be relevant to BCDA at a specific period.

(Please refer to the Terms of Reference [TOR] for the detailed responsibilities and deliverables)

3. The BCDA shall draw up a list of consultants from those who have submitted their Request for Proposal, in accordance with the provisions of the revised Implementing Rules and Regulations (IRR) of Republic Act 9184 (R.A. 9184).

The consultant should have the following minimum qualifications:

- a. Must have at least two (2) years experience in online quad-media monitoring;
- b. Must have handled at least one (1) relevant online quad-media monitoring project for a period of one (1) year;
- c. The **Quad-Media Monitoring Team** must be composed of the following three (3) key members: **OVERALL PROJECT MANAGER, SYSTEMS MANAGER, and ACCOUNT MANAGER.**
- d. The identified members of the proposed Quad-Media Monitoring Team must have at least two (2) years of experience in web-based quad-media monitoring as related to the function in the team.
- e. The identified members of the proposed Quad-Media Monitoring Team must have handled at least two (2) web-based quad-media monitoring projects which are similar in nature to the requirement in a capacity related to his/her function in the team.

(Please refer to the Terms of Reference (TOR) for the detailed minimum qualification

of the consultant)

4. The consultants shall be evaluated based on the **Quality Based Evaluation (QBE)**.
5. The criteria and rating system for the selection of the winning consultant are as follows:

<b>Evaluation Criteria</b>	
<b>Technical Proposal</b>	<b>Weigh</b>
a) Applicable Years of Experience of the Consultant/Firm (20%)	20%
b) Relevant projects completed (20%)	20%
c) Qualification of Personnel who shall be assigned to the project (20%)	20%
d) One Week Trial of the Web-based System (40%)	40%
I. User friendliness and faithfulness to the Scope of Work	
II. Accomplishment report	
<b>TOTAL</b>	<b>100%</b>

*\*The minimum score of 70% shall be met.*

6. A one-week trial of the consultant's web-based tri-media monitoring system shall be conducted by the BCDA as part of the evaluation from **2 December 2020 to 8 December 2021**.
7. In addition to the **Proposal** in which the CONSULTANT should include the website address and password to access the quad-media web-based system for the one-week trial, the CONSULTANT is also required to submit the following documents to be used by BCDA as basis for the technical evaluation.

Annex A: **Valid and current Mayor's Permit (city or municipal)/Municipal License**, where the principal place of business of the prospective bidder is located;

Annex B: 2020 Income/Business Tax Return;

Annex C: Valid Tax Clearance;

Annex D: PhilGEPS Registration Number;

Annex E: **Company Profile** (in case of consulting firm) or Curriculum Vitae (in case of individual CONSULTANT (The Profile or CV should reflect the number of years of experience in Quad-Media Monitoring)

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Annex F: List of **relevant projects handled/completed** in the **past two (2) years**. Projects awarded **on or after October 2019 and completed on or before October 2021** (Should include duration of the project);

Annex G: **CV of Consultant's Assigned Key Team Members**.

Each CV should show the length of experience and a list of completed projects handled from October 2019 **until the present**.

Annex H: **Accomplishment/Summary of Monitoring Report covering the one-week trial period; and,**

Annex I: Omnibus Sworn Statement.

8. The CONSULTANT is also required to submit his/her/its **Financial Proposal in a separate sealed envelope** together with the above-mentioned requirements/documents. The financial proposals shall not exceed the approved budget for the contract and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws. Only the financial proposals of the consultants who meet the minimum technical score of 70% of the evaluation criteria will be opened.
9. The project duration will cover a period of 12 months from the date stated to the Notice to Proceed, with an Approved Budget of the Contract (ABC) of Five Hundred Thousand Pesos Only (P500,000.00) inclusive of applicable taxes and fees, in which the consultant shall be paid on a monthly basis. Bids received in excess of the ABC shall be automatically rejected.
10. The BCDA invites interested consultants to participate in the procurement process and submit their Proposal and Letter of Intent; Technical Proposal composed of the aforementioned Annexes A to G; and, the Financial Proposal by hand **on or before 1 December 2021, 5:00 p.m.**
11. The Accomplishment/Summary of Monitoring Report covering the one-week trial period (Annex H) shall be submitted by hand **on or before 10 December 2021, Friday, 12:00 p.m.**
12. The Proposal, Letter of Intent, the Technical and Financial Proposals, and the Accomplishment/Summary of Monitoring Report shall be submitted by hand to the address below:

**LEILANI BARLONGAY-MACASAET**  
Vice President, Public Affairs Department  
Bases Conversion and Development Authority  
2nd Floor, Bonifacio Technology Center  
31st Street corner 2nd Avenue  
Bonifacio Global City, Taguig City 1634

Your office may also contact Ms. Patria Iane M. Balilla through landline number 8575-1704; mobile number 0998-956-7150; and email address: pmbalilla@bcda.gov.ph.

  
**LEILANI BARLONGAY-MACASAET**  
Vice President, Public Affairs Department