

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

RESOLUTION NO. 2022-008

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

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 27 August 2022, the BCDA, through its Bids and Awards Committee for Consulting Services (BAC-C), advertised a Request for Expression of Interest (REI) in a newspaper of general nationwide circulation, and posted it in 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 of Clark Promotional Campaign under Section 10 "Competitive Bidding" of the 2016 Revised Implementing Rules and Regulations (RIRR) of Republic Act No. 9184, with an Approved Budget for the Contract in the amount of **Pesos: Ten Million and 00/100 (PhP 10,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses.

WHEREAS, in response to the said advertisement of REI, two (2) prospective bidders submitted their Eligibility Documents for the **Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign** prior to the set deadline for submission on 19 September 2022 at 12:00 p.m., to wit:

- 1) Touch XDA, Inc.
- 2) Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture)

WHEREAS, the submitted Eligibility Documents of the said bidders were opened by determining the presence or absence of the required documents using non-discretionary "pass/fail" criterion on 19 September 2022 at 1:00 p.m.:

WHEREAS, the submitted Eligibility Documents of the said prospective bidders were subjected to detailed evaluation and shortlisting on 20-26 of September 2022;

WHEREAS, the Technical Working Group (TWG) presented the results of the evaluation of the Eligibility Documents and shortlisting, and the BAC-C deliberated the results on 27 September 2022.

WHEREAS, the results show that Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture) was rated “FAILED” due to the non-compliance with the requirements provided under the Eligibility Documents and Terms of Reference for the consulting services, and 2016 RIRR of R.A. 9184, to wit

| PERSPECTIVE BIDDER | NON-COMPLIANCE |
|---|--|
| <p>Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture)</p> | <p>A. Experience of the Firm Failed to submit the required completed project [Non-compliance with the required Experience in Planning and Placement Account involving digital/online media, television or combination of the two for at least one Multinational Brand, and with at least 3 similar projects]</p> <p>B. Qualification of Personnel to be Assigned to the Project</p> <p>B.1 Media Director Failed to comply with the required years of experience and number of similar projects [Non-compliance with the required 10 years Experience as a Media Director and 10 Similar Projects Handled]</p> <p>B.2 Media Manager Failed to comply with the required number of similar projects and training hours [Non-compliance with the required 10 Similar Projects Handled and 16 hours of training]</p> <p>B.3 Media Planner Failed to comply with the required years of experience, similar projects handled and hours of training [Non-compliance with the required 5 years experience as a Media Planner, handled at least 5 similar projects and completed at least 8 hours of relevant training]</p> <p>B.4 Digital Specialist Failed to comply with the required years of experience, similar projects handled and hours of training [Non-compliance with the required 5 years experience as a Digital Specialist, handled at least 5 similar</p> |

| | |
|--|--|
| | <p>projects and completed at least 8 hours of relevant training]</p> <p>B.5 Research Analyst Failed to comply with the required years of experience, similar projects handled and hours of training [Non-compliance with the required 5 years experience as a Research Analyst, handled at least 5 similar projects and completed at least 8 hours of relevant training]</p> |
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WHEREAS, Section 30.1 of the 2016 Revised IRR of RA 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, the results of the Evaluation/Eligibility Check and Shortlisting likewise show that Touch XDA Inc. was rated "PASSED" and garnered a total score above the minimum score of 70%, to wit:

| Criteria | Weight | Passing Rate | Touch XDA Inc. |
|--|-------------|--------------|----------------|
| a) Applicable Work Experience of the Consultant / Firm | 40% | 28% | 38.00% |
| b) Quality of personnel who shall be assigned to the project | 50% | 35% | 41.50% |
| c) Current Workload of the Personnel Relative to Capacity | 10% | 7% | 9.00% |
| TOTAL | 100% | 70% | 88.50% |
| REMARKS | | | PASSED |

NOW, THEREFORE, foregoing considered, We, the Members of the BAC-C, hereby RESOLVE as it is hereby RESOLVED to recommend the following:

1. Declare Touch XDA Inc., who was rated "PASSED," as ELIGIBLE and SHORTLISTED to proceed to the next stage of the bidding for the Procurement of Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign, pursuant to Section 24.5.4 of 2016 RIRR of RA9184;

2. Declare Redroot Artist and Artisan Multi-purpose Cooperative and EI2 Tech, Inc. (Joint Venture), who was rated "FAILED," as INELIGIBLE due to the non-compliance with the requirements provided under the Eligibility Documents and Terms of Reference for the consulting services, and RIRR of R.A. 9184;
3. Issue Notice of Eligibility and Shortlisting to the aforementioned Eligible and Shortlisted bidder inviting them to attend the Pre-bid Conference for the Procurement of Consulting Services for the Media Planning and Global Placement of Clark Promotional Campaign; and
4. Approval by the Office by the Executive Vice President of the foregoing findings.

RESOLVED, at the BCDA Corporate Center Office this 28th day of September 2022.

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


ARREY A. PEREZ
Chairperson


ATTY. FERNANDO T. GALLARDO, JR.
Vice Chairperson

on sick leave
MARIA JOSEFINA V. PE
Member


VIRGIL M. ALVAREZ
Member


RICHARD BRIAN M. CEPE
Member


MICHELLE S. SAN JUAN-DE VERA
Provisional Member

Approved by

ATTY. GISELA Z. KALALO
Officer-in-Charge, Office of the Executive Vice President