



SUPPLEMENTAL/BID BULLETIN NO. 1

Procurement of Consulting Services of an Agency for Local Public Relations (DOT-BAC REI No. 2021-002)

This **Supplemental/Bid Bulletin No. 1** is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Virtual Pre-Bid Conference held on 27 April 2021 for the aforementioned project. This shall form part of the Bidding Documents

The following clarifications are provided for the guidance and reference of the shortlisted bidders:

A. On the Terms of Reference

A.1. Under Scope and Deliverables

- The end-user emphasized that the Agency is responsible for creating an overall messaging and strategy for the PR campaign while also committing to the tactics enumerated under the scope and deliverables.
- The quantifiable deliverables such as the “120 articles” or the “five destinations” under media promotions are only minimum requirements. The specifics for each tactic, including the destinations to be featured, will be discussed upon awarding.
- The winning bidder will be responsible for maintaining the microsite and layout and upload assets by schedule. The microsite will run on WordPress for ease of use.
- There are no specific rules regarding the documentation and coverage. Mobility will still be based on the National Government, the IATF, and the local government. The winning bidder will be expected to manage these challenges.

A.2. Project Duration and Budget Allocation

- Bidders were reminded to maximize the given Approved Budget for the Contract (ABC) of PhP30,000,000.00 since the evaluation procedure to be used for this project is Quality-Based Evaluation Procedure.

B. On the Bidding Documents

- There is no limit on the number of pages for TPF.2 (Consultant’s References)
- It was clarified that there are no changes on the templates and forms, However, bidders were advised to make sure that the criteria in the technical rating will be reflected in the Curriculum Vitae of the proposed personnel and other documents to be rated accordingly.
- Unnotarized Bid Securing Declaration and Unnotarized Omnibus Sworn Statement will be allowed/accepted during the submission of bids pursuant to GPPB Resolution No. 09-2020 (dated 07 May 2020), subject to compliance therewith during post-qualification.
- Bidders will be allowed to submit unnotarized TPF.6 (Format of Curriculum Vitae for proposed Professional Staff), as well as the use of digital or electronic signature on the said form, pursuant to GPPB Resolution Nos. 16-2019 and 09-2020. However, bidders are required to submit the notarized forms during post-qualification.

C. On the Pitch Presentation

- Shortlisted bidders who will be declared “passed” during the opening of Technical Bids on 10 May 2021 at 10:00 AM will be required to present to the BAC Members and Technical Working Group on 11 May 2021 via MS Teams from 1:30 pm onwards, as part of the Technical Bid Evaluation. The order/sequence of the presentation will be announced after the opening of Technical Bids.
- Bidders will be expected to present a strategic public relations strategy and plan. During the presentation, bidders must be able to present the tactics and how the bidder will be able to execute these tactics, including the framework of the teams that will handle the scope and deliverables. Bidders are also expected to include the networks/publications (Radio, TV, News, Vlogs, etc) that they plan to tap.
- A maximum of thirty (30) minutes will be given for each agency for its presentation and another thirty (30) minutes for the question and answer portion with the BAC TWG.
- Shortlisted bidders are requested to submit one (1) hard copy and soft copy in flash drive of the presentation deck to be included in the technical bid envelope.

For the guidance and information of all concerned.

03 May 2021


USEC. ROBERTO P. ALABADO III
DOT-BAC Chairperson 