

BIDS & AWARDS COMMITTEE – GOODS AND SERVICES B (BAC-GS B) RESOLUTION NO. 285 s. 2024

RESOLUTION RECOMMENDING TO THE HEAD OF THE PROCURING ENTITY THE AWARD OF THE CONTRACT FOR THE PROCUREMENT OF BILLBOARD AD PLACEMENT NON-TRADITIONAL: STATIC BILLBOARD THROUGH NEGOTIATED PROCUREMENT IN ACCORDANCE WITH SECTION 53.6 (SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES) OF THE 2016 REVISED IRR OF R. A. 9184 TO INFINITE GRAFIX & OUTDOOR ADVERTISING INC. AND SIGHTS & SITES OUTDOOR ADVERTISING, INC.

WHEREAS, the Corporate Communications Department (CorCom) has requested for the Procurement of Billboard Ad Placement Non-Traditional: Static Billboard with a total Approved Budget for the Contract (ABC) of Two Million Nine Hundred Fifty-Three Thousand Nine Hundred Ninety- Nine Pesos and Ninety-Eight Centavos (P2,953,999.98) for three (3) sites and submitted the following procurement documents:

Title	Procurement of Billboard Ad Placement Non-Traditional: Static Billboard
Purchase Request	PR No. 24-0008-53.6
Approved Budget for the Contract	ABC No. 2024-10-442 P2,953,999.98
Technical Specifications	Approved by Executive Vice President and Chief Operating Officer Atty. Eli Dino D. Santos
Justification	Signed by Rey T. Baleña, Acting Vice President of Corporate Affairs Group and Concurrent Senior Manager of Corporate Communications Department
Supporting documents	Market Study, Requests for Quotation and documentary requirements of the providers.

WHEREAS, based on the 18th-A Batch Annual Procurement Plan (APP) Amendment for CY 2024 of the Corporate Communications Department, the subject project shall be undertaken through Negotiated Procurement under Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusively Technology and Media Services) of the 2016 IRR of R.A. 9184;

WHEREAS, on 26 November 2024 Bids and Awards Committee (BAC)-Goods and Services (GS) B meeting, Mr. Jan Joseph Rico who was the authorized representative of the Corporate Communications Department and with the assistance of the Secretariat for the Bids and Awards Committees (SBAC) have presented the procurement documents for the subject project. Mr. Rico also explained that in support of the Corporation's thrust to heighten the awareness of members about the various programs, benefit and services of the PhilHealth there is a need for the procurement of the ad space on billboards in aid of information dissemination activities with the following considerations:

- a. Available in the following areas:
 1. Along España Blvd., Manila
 2. EDSA Munoz area, Quezon City
 3. Baclaran area in Pasay City
- b. Must be available in December 2024 onwards

- c. With a minimum area size of at least 300 square feet that will ensure high visibility and legibility.

WHEREAS, AVP Rey T. Baleña further explained that based on the documents presented and market study conducted, three (3) providers were invited to submit quotations for the ad placement in static billboards in the preferred sites in accordance with the Technical Specifications. However, only two (2) providers were able to submit a quotation for the following sites, to wit:

SITE NO.	LOCATION	PROVIDER	QUOTED AMOUNT
1	Along España Blvd., Manila	Infinite Grafix & Outdoor Advertising Inc.	₱643,999.98
2	EDSA Munoz area, Quezon City	Sights & Sites Outdoor Advertising, Inc.	₱1,200,000.00
3	Baclaran area in Pasay City	Sights & Sites Outdoor Advertising, Inc.	₱1,110,000.00
TOTAL			₱2,953,999.98

WHEREAS, the BAC-GS B concurred with the recommendation to proceed with the negotiation and directed the Technical Working Group (TWG)- Goods and Services (GS) B to conduct appropriate evaluation of the technical and documentary requirements submitted by the Sights & Sites Outdoor Advertising, Inc. and Infinite Grafix & Outdoor Advertising Inc.;

WHEREAS, in the BAC-GS B meeting on 5 December 2024, the TWG-GS B through its Chairperson Atty. Susan G. Iduyan has presented its Post-Qualification Evaluation Report (attached herein as Annex "A") on the post-qualification and evaluation it conducted on 3 December 2024. It was reported that after a careful evaluation and verification, Infinite Grafix & Outdoor Advertising Inc. was found compliant with all the requirements, having fully satisfied the documentary requirements, technical and financial requirements of the subject project and recommended that the same provider be declared as "Post-Qualified";

WHEREAS, in the same meeting, TWG-GS B Chairperson Atty. Susan G. Iduyan likewise presented the Post-Qualification Evaluation Report (attached herein as Annex "B") on the legal, technical and financial documents submitted by Infinite Grafix & Outdoor Advertising Inc. which was conducted on 3 December 2024. It was also reported that having determined the compliance of Sights & Sites Outdoor Advertising, Inc. with all the requirements, the TWG-GS B was recommending that the said provider should be declared as "Post-Qualified" for the subject project;

WHEREAS, upon a careful review and due deliberation by the BAC-GS B on the post-qualification and evaluation conducted by the TWG-GS B, the BAC-GS B has adopted and concurred with the recommendation of the TWG to recommend the award of the contract to the following providers based on their quotations for the corresponding sites, to wit:

SITE NO.	LOCATION	PROVIDER	QUOTED AMOUNT
1	Along España Blvd., Manila	Infinite Grafix & Outdoor Advertising Inc.	₱643,999.98
2	EDSA Munoz area, Quezon City	Sights & Sites Outdoor Advertising, Inc.	₱1,200,000.00
3	Baclaran area in Pasay City	Sights & Sites Outdoor Advertising, Inc.	₱1,110,000.00
TOTAL			₱2,953,999.98

ALLAN B. SANGHAR
Certified True Copy

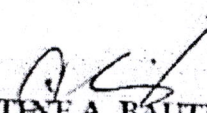
PREMISES CONSIDERED, the BAC-GS B **RESOLVES**, as it is hereby resolved, to recommend to the President and Chief Executive Officer, as the Head of the Procuring Entity, the award for the Procurement of Billboard Ad Placement Non-Traditional: Static Billboard to the two providers, in accordance with the immediately preceding matrix, namely:

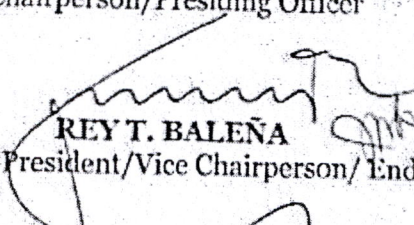
1. Infinite Grafix & Outdoor Advertising Inc.; and
2. Sights & Sites Outdoor Advertising, Inc.

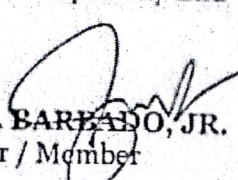
Further, the BAC-GS B in arriving with its recommendation also considered the information provided by the Corporate Communication Department that the providers have complied with its specified requirements in satisfaction of Section 53.6 (Scientific, Scholarly or Artistic Work, Exclusively Technology and Media Services) of the 2016 Revised IRR of RA No.9184.

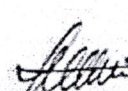
IT IS SO RESOLVED.

Signed this 5th day of December 2024, in Pasig City, Philippines

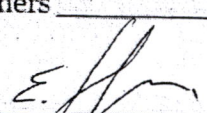

CLEMENTINE A. BAUTISTA, M.D.
Acting Senior Vice President
Chairperson/Presiding Officer


REY T. BALEÑA
Acting Vice President/Vice Chairperson/ End-User


ATTY. ERNESTO P. BARREDO, JR.
Senior Manager / Member


ALLAN M. DE VILLA
Acting Senior Manager/ Member

☒ APPROVED
☐ DISAPPROVED
☐ Others _____


EMMANUEL R. LEDESMA, JR.
President and Chief Executive Office

Date Signed: 12/23/24

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Allen B. ...
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