

**TERMS OF REFERENCE:**  
**Procurement of a 3<sup>rd</sup> Party for the Conduct of the JHMC Customer Satisfaction Survey for CY 2021**

**I. BACKGROUND**

1. JHMC, a subsidiary of the Bases Conversion and Development Authority (BCDA), is mandated to transform and develop Camp John Hay (CJH) into a sustainable premier tourist and investment destination while protecting and conserving the environment.
2. JHMC as the estate manager of CJH, and regulatory body within the John Hay Special Economic Zone (JHSEZ) is committed to providing excellent, efficient, and responsive services towards stakeholders' satisfaction.
3. Under GCG Memorandum Circular (M.C.) No. 2012-07 or the Code of Corporate Governance, GOCC like JHMC are required to:
  - (a) Ensure integrity and honesty in dealings with customers and operate a highly effective and efficient organization, focused on meeting customer objectives with the aim of providing services which give fair value and consistent quality, reliability and safety in return for the price paid for the same.
  - (b) Operate policies of continuous improvement, of both processes and the skills of the staff, to take best advantage of advances in all aspect of society in order to ensure that it continues to add value to its customers' businesses.
4. To ensure GOCCs are able to satisfy these requirements, the GCG made it mandatory for GOCCs to conduct an annual Customer Satisfaction Survey (CSS) as one of the performance indicators under the Performance Evaluation System(PES), implemented pursuant to GCG M.C. Nos. 2013-02 (Re-issued) and 2017 -O2. The CSS serves as one of the monitoring tools to measure how GOCCs relate with their customers as this provides tangible and verifiable data on how GOCCs deliver their services.
5. GCG further requires GOCCs to transmit status reports and documents quarterly and annually to the GCG as part of the Quarterly Monitoring Report for its annual Performance Scorecard.
6. The annual conduct of the CSS is also tied to an agency's incentive system, in that failure to conduct the survey and report the result to GCG and/or the Inter-Agency Task Force on the Harmonization of National Government Performance Monitoring, Information and Reporting Systems (Administrative Order No. 25 s. 2011), government entities cannot avail of the performance-based bonus or PBB.

7. Lastly, the Anti Anti-Red Tape Authority (ARTA) Memorandum Circular No. 2019-002<sup>1</sup> series of 2019 dated 13 August 2019 requires the submission of the report on the Client Satisfaction Measurement conducted by the agency to the Authority on or before the last working day of January of every year.
8. Thus, in compliance with the abovementioned, there is a need to engage the services of a 3<sup>rd</sup> Party, an independent body, that is capable to administer, generate and interpret the Customer Satisfaction Survey for CY 2021 considering that these tasks are of such magnitude and scope as would require a high level of expertise, education and relevant experience or attention which, at present, are beyond the optimum in-house capability of JHMC personnel.
9. The procurement of consulting service for this purpose shall be made in accordance with Republic Act 9184 and its 2016 Revised Implementing Rules and Regulations (IRR).

## **II. OBJECTIVES**

The procurement aims to engage the services of a 3<sup>rd</sup> Party, an independent body, that is capable to administer, generate and interpret the JHMC Customer Satisfaction Survey CY 2021 to ensure JHMC's commitment to improving stakeholder satisfaction by integrating best practices for operational excellence.

## **III. APPROVED BUDGET FOR THE CONTRACT**

The approved budget for the procurement of a 3<sup>rd</sup> Party for the Conduct of the JHMC Customer Satisfaction Survey as reflected in the CY 2021 Corporate Operating Budget is **Three Hundred Fifty Thousand Pesos (PhP 350, 000.00)**, inclusive of all applicable taxes.

## **IV. TERMS OF ENGAGEMENT**

The engagement of the **CONSULTANT** shall commence from the issuance of the Notice to Proceed (NTP) and terminates from the acceptance of JHMC of the final result/report of the Customer Satisfaction Survey in accordance with the GCG issued ***“Guidebook for GOCCs: Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey”***<sup>2</sup> and the subsequent issuances<sup>34</sup> by GCG with respect to the conduct of the Customer Satisfaction Survey (CSS) for 2021 in the GOCC Sector.

---

<sup>1</sup> Guidelines on the Implementation of the Citizen's Charter in Compliance with Republic Act 11032, otherwise known as the "Ease of Doing Business and Efficient Government Service Delivery Act of 2018," and its Implementing Rules and Regulations (IRR), *Section 6.10.2*

<sup>2</sup> Annex "A" - Guidebook for GOCCs: Enhanced Standard Methodology for the Conduct of the Customer Satisfaction Survey

<sup>3</sup> Annex "B" - GCG Notice dated 26 February 2021 re Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2021 in the GOCC Sector

<sup>4</sup> Annex "C" - GCG Notice dated 14 August 2020 re Additional Guidelines in the Conduct of the Customer Satisfaction Survey (CSS) for 2020 in the GOCC Sector

It is understood that the Consultancy Services does not create an employer-employee relationship between the **CONSULTANT** and **JHMC**; and that the former is not entitled to any benefits enjoyed by the regular personnel of JHMC.

The **CONSULTANT** shall not assign the contract or sub-contract any portions of it without the consent of JHMC.

## **V. DUTIES AND RESPONSIBILITIES OF THE PARTIES**

### **A. The CONSULTANT shall:**

1. Administer the Customer Satisfaction Survey to JHMC's identified stakeholders strictly in accordance with the *Guidebook for GOCCs: Enhanced Standard Methodology for the Conduct of the CSS*, and the subsequent issuances by GCG with respect to the conduct of the CSS for 2021 in the GOCC Sector, using the prescribed questionnaires<sup>5</sup>.

The administration of the CSS however to Individual (Tourists) Respondents shall be only be conducted upon the formal opening of the Historical Core to Tourists, as may be deemed necessary by the JHMC.

2. Generate the necessary data;
3. Interpret and analyze the data generated;
4. Possess a similar structure of team as indicated in the prescribed GCG Guideline;
5. Adhere to the deliverables and timeline. Any changes or modifications in the arrangements shall be with the prior consent of JHMC;
6. Treat all documents and information gathered with utmost confidence during the project implementation; and,
7. Ensure that all information shared by JHMC under this project will remain confidential even after the termination of the contract.

### **B. The JHMC shall:**

1. Work closely with the **CONSULTANT** regarding the technical and administrative requirements of the activities;
2. Provide logistical requirements during the meetings, meeting venues, equipment (LCD projector, laptops, etc.), if necessary; and,
3. Provide location guides during the activities, if necessary.

---

<sup>5</sup> Annex "D" - GCG Letter to JHMC dated 02 March 2020 re Transmittal of Survey Questionnaires for the Conduct of Customer Satisfaction Survey Starting 2020

## VI. EXPECTED OUTPUTS AND PAYMENT SCHEDULE

The **CONSULTANT** shall undertake the following services with the corresponding expected output:

Activity	Document Submission for	Due date	Percentage of Payment
Pre-test	<ul style="list-style-type: none"> <li>● Survey Instrument</li> <li>● Stimulus Materials</li> <li>● Pre-test Results</li> <li>● Pre-test Report</li> </ul>	12 April 2021	25% of the total awarded contract price
Training	<ul style="list-style-type: none"> <li>● Survey Instrument</li> <li>● Stimulus Materials</li> <li>● Training Manual</li> <li>● Training report</li> </ul>		
Project Kick-off / Start-off	<ul style="list-style-type: none"> <li>● Survey Instrument</li> <li>● Stimulus Materials</li> <li>● Observation Report</li> <li>● Clearing/Debriefing report</li> </ul>	12 July 2021	25% of the total awarded contract price
Project Implementation	Supervision / Observation report Fieldwork Progress Report		
Back-checking and Spot-checking	Back-checking and Spot Checking Report	05 Oct. 2021	25% of the total awarded contract price

Data Processing	Spot Checking Report for Data Processing Data Quality Control Report		
Analysis	Final Report	Annual Accomplishment Report  13 December 2021	25% of the total awarded contract price

**VII. PAYMENT TERMS**

The **CONSULTANT** shall be paid on a per output basis in the equivalent amount as specified in Section VI above, inclusive of all applicable taxes. The final payment shall be paid within fifteen (15) working days upon JHMC’s acceptance of the final report submitted by the **CONSULTANT**.

Miscellaneous expenses of **CONSULTANT** personnel relative to the conduct of customer satisfaction survey activities such as but not limited to transportation, accommodation, meals, and snacks, etc. shall be shouldered by the **CONSULTANT**.

**VIII. CONTRACT DURATION**

The Contract shall remain in force and effect upon the signing of the contract until the full delivery of the requirements on or before 13 December 2021 and acceptance by the JHMC, subject to extension should the need be determined.

**IX. SUBMISSION OF PROPOSALS**

1. The interested proponent shall submit their respective proposal to JHMC through the Bids and Awards Committee (BAC) on or before the scheduled deadline of submission, in a sealed envelope containing the following documents:
  - a. Profile highlighting related projects;
  - b. Scope of work and implementation methodology;
  - c. Mayor’s/ Business Permit/ BIR Certificate of Registration, in lieu thereof;
  - d. Professional License/ Curriculum Vitae
  - e. PhilGEPs Registration Number;
  - f. Income/Business Tax Return;
  - g. Omnibus Sworn Statement; and
  - h. Financial Proposal

## X. EVALUATION CRITERIA

The proposals for this procurement will be evaluated following the percentages reflected below:

<b>Evaluation Criteria</b>	<b>Weight</b>
<b>Technical Proposal</b>	
<i>a. Applicable experience and Track Record (At least 1 from the survey)</i>  1. No. of Years of experience – 20% 2. Similar Projects conducted for government and / or private institutions within the last two (2) years – 10% 3. Client Feedback – 10%	40%
<i>b. Qualification of the Consultant</i>  1. Members with solid hands-on experience in the administration of Customer Satisfaction Survey– 10% 2. Members with relevant public sector specific experience and / or similar or related nature to JHMC Operations (Public Administration; Regulatory Agency) – 10% 3. Members have minimum two (2) year’s survey experiences– 10% 4. Educational Attainment /Applicable accreditation of audit team members – 10%	40%
<i>c. Financial Proposal</i>	20%
<b>TOTAL</b>	<b>100%</b>

## XI. MODE OF PROCUREMENT

The mode of procurement for the services shall be through Alternative Mode - Small Value Procurement (SVP).