

TERMS OF REFERENCE:

Engagement of Services of a 3rd Party for the Conduct of the JHMC Client Satisfaction Measurement (CSM) for CY 2025

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 the regulatory body within the John Hay Special Economic Zone (JHSEZ) and the John Hay Reservation Area (JHRA), is committed to providing excellent, efficient, and responsive services towards total stakeholders' satisfaction.
3. Pursuant to Section 20 of the Republic Act (R.A.) No. 11032¹ of the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, which amended and renumbered Section 10 of R.A. NO. 9485² or the *Anti-Red Tape Act of 2007* to Section 20, a feedback mechanism shall be established in all government agencies covered under Section 3 of R.A. No. 11032.
4. Section 3(b), Rule IV of the Implementing Rules and Regulations (IRR) of R.A. No. 11032 also states that *“all agencies shall embed feedback mechanisms and client satisfaction measurement in their process improvement efforts. The agency shall report to the Anti-Red Tape Authority (ARTA) the results of the Client Satisfaction Survey for each service based on the guidelines issued by the Authority.”*
5. Consistent with Section 3(b), Rule IV of the IRR of R.A. 11032, the ARTA issued the ARTA Memorandum Circular (M.C.) No. 2022-05 or the Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement.
6. R.A. No. 10149³, otherwise known as the GOCC Governance Act of 2011, created the Governance Commission for GOCCs (GCG) as the central policy-making and regulatory body mandated to safeguard the State's ownership rights and ensure that the operations of GOCCs are transparent and responsive to the needs of the public.

¹ An Act Promoting Ease of Doing Business and Efficient Delivery of Government Services, Amending for the Purpose Republic Act No. 9485, Otherwise Known as the Anti-Red Tape Act of 2007 and for the Other Purposes, approved 28 May 2018.

² An Act to Improve Efficiency in the Delivery of Government Service to the Public by Reducing Bureaucratic Red Tape, Preventing Graft and Corruption, and Providing Penalties Therefor, approved 02 June 2007.

³ An Act to Promote Financial Viability and Fiscal Discipline in Government-Owned or -Controlled Corporations and to Strengthen the Role of the State in its Governance and Management to Make Them More Responsive to the Needs of Public Interest and for Other Purposes, otherwise known as the “GOCC Governance Act of 2011”, approved 06 June 2011.

7. In the exercise of its mandate, the GCG adopted GCG M.C. No. 2012-07⁴ or the *Code of Corporate Governance for GOCCs*. Under Section 37 of the GCG M.C. No. 2012-07, GOCC Governing Boards 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; and,
- (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.

8. Under R.A. No. 10149, the Performance Evaluation System (PES) established by the GCG sets the process of appraising the accomplishment of GOCCs in a given fiscal year based on the set performance criteria.

One of the measures in determining the rating in the PES is the overall satisfaction of the clients for the services availed in a GOCC.

9. The annual conduct of the Client Satisfaction Survey (CSS) (as used in the RA 11032 and the GCG) or the Client Satisfaction Measurement (CSM) (as used by the Anti-Red Tape Authority or ARTA and the GCG) is also tied to an agency's incentive system, in that failure to conduct the survey and report the result to GCG or the Inter-Agency Task Force on the Harmonization of National Government Performance Monitoring, Information and Reporting Systems (Administrative Order No. 25 s. 2011), and/or the ARTA, government entities cannot avail of the Performance-Based Bonus (PBB).

10. Considering the diverse function of the government offices, it was found difficult to measure and compare the service performance of government agencies. In addition, the CSS/ CSM has been conducted through different methodologies by government agencies and has been submitted to different government bodies.

11. In 2022, the ARTA M.C. No. 2022-05⁵ was issued to promote the adoption of a harmonized and standardized framework in measuring client satisfaction across all levels of the government to ensure continuous improvement and enhancement of service towards a more meaningful client-centered Citizen's Charter.

12. In 2023, the GCG and ARTA Joint M.C. No. 1 series of 2023⁶ was issued to provide supplemental guidance to GOCCs regarding compliance with GCG M.C. No. 2023-01

⁴ Code of Corporate Governance for GOCCs, approved 28 November 2012.

⁵ **Annex A** - Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement dated 20 September 2022.

⁶ **Annex B** - Supplemental Guidelines to the ARTA M.C. No. 2022-05 or *The Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement* Specific for GOCCs Covered by R.A. No. 10149 dated 12 April 2023.

and ARTA M.C. No. 2022-05. It also aimed to reduce the cost and burden of compliance of GOCCs with the CSM and CSS requirements.

Section 4.1 required all GOCCs to conduct their respective CSS/ CSM as required by the GCG-approved Performance Scorecard in accordance with the prescribed Guidelines in the ARTA M.C. No. 2022-05.

Section 4.4 requires the submission of CSS/ CSM report to the ARTA not later than April 15 of each year.

Section 4.7 states that the percentage⁷ respondents that rate 'Agree' (4) and 'Strongly Agree' (5) for Service Quality Dimension 0: *"I am satisfied with the service that I availed"* shall be used for the CSS/ CSM measure in the GOCC's Performance Scorecard.

13. In the ARTA M.C. No. 2023-05 series of 2023 dated 08 June 2023, the amendment to the ARTA M.C. No. 2022-005, providing the amendments to the CSM Questions and the corresponding English Version, Tagalog Version, and CSM Outline Report. These templates should strictly be followed in the conduct of the CSM.
14. Thus, in compliance with the abovementioned, there is a need to engage the services of a 3rd Party, an independent body, that is capable to administer, generate and interpret the CSM for CY 2025 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.
15. The procurement of consulting service for this purpose shall be made following Republic Act 9184 and it's 2016 Revised Implementing Rules and Regulations (IRR).

II. OBJECTIVES

The procurement aims to engage the services of a 3rd Party, an independent body, that is capable of administering, generating and interpreting the JHMC CSM for CY 2025 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 engagement of services of a 3rd Party for the Conduct of JHMC CSM is **Five Hundred Thousand Pesos (PhP 500,000.00)**, inclusive of all applicable taxes and fees.

⁷ Total number of respondents that rated 'Agree' (4) and 'Strongly Agree' (5) for the SQD0 over the Total Number of Respondents.

IV. TERMS OF ENGAGEMENT

The engagement of the **3RD PARTY PROVIDER** shall commence upon contract signing and terminates from the acceptance of JHMC of the final result/report of the Client Satisfaction Measurement following the ARTA M.C. No. 2022-05 dated 20 September 2022, the GCG-ARTA Joint M.C. No. 1 series of 2023 dated 12 April 2023, and the ARTA M.C. No. 2023-05 series of 2023 dated 08 June 2023 and subsequent related issuances.

It is understood that the Engagement does not create an employer-employee relationship between the **3RD PARTY PROVIDER** and **JHMC**; and that the former is not entitled to any benefits enjoyed by the regular personnel of JHMC.

The **3RD PARTY PROVIDER** shall not assign the contract or sub-contract any portions of it without the consent of JHMC.

JHMC shall not be liable for any injury, illness or death sustained by the **3RD PARTY PROVIDER'S** employees while in the performance of their duties and responsibilities in connection with this engagement.

V. DUTIES AND RESPONSIBILITIES OF THE PARTIES

A. The **3RD PARTY PROVIDER** shall:

1. Administer the CSM or both internal and external services to JHMC's identified stakeholders strictly per the **ARTA M.C. No. 2022-05 dated 20 September 2022, the GCG-ARTA Joint M.C. No. 1 series of 2023 dated 12 April 2023, ARTA M.C. No. 2023-05 series of 2023 dated 08 June 2023** and the subsequent issuances by GCG and/or ARTA with respect to the conduct of the CSS/ CSM for 2025 in the GOCC Sector.
2. Generate the necessary data;
3. Interpret and analyze the data generated;
4. Adhere to the deliverables and timeline. Any changes or modifications in the arrangements shall be with the prior consent of JHMC;
5. Treat all documents and information gathered with utmost confidence during the project implementation;
6. Ensure that all information shared by JHMC under this engagement will remain confidential even after the termination of the contract; and,

7. Assume all related to its assigned CSM Team members, including their salaries, allowances, meals, field accommodations, transportation and/or logistical support, and other expenses necessary to perform the services throughout the duration of the engagement.

B. The JHMC shall:

1. Work closely with the **3RD PARTY PROVIDER** 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.

VI. EXPECTED OUTPUT AND PAYMENT SCHEDULE

The **3RD PARTY PROVIDER** shall undertake the necessary activities to fully comply with all the requirements of this engagement and in strict adherence to the CSM Guidelines and Questionnaire and shall be paid on an output basis which is strictly in adherence to the CSM Report Outline.

Activity	Document for Preparation and/ or Submission	Due date	Percentage of Payment
Identification of Eligible Respondents and Data Gathering	<ul style="list-style-type: none"> ● Survey Instrument ● Stimulus Materials 	n/a	n/a
Training	<ul style="list-style-type: none"> ● Survey Instrument ● Stimulus Materials ● Training Manual ● Training report 	n/a	





JOHN HAY MANAGEMENT CORPORATION
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Project Kick-off / Start-off	<ul style="list-style-type: none"> ● Survey Instrument ● Stimulus Materials ● Observation Report ● Clearing/ Debriefing report 	n/a	n/a
Project Implementation	<ul style="list-style-type: none"> * Supervision / Observation report * Fieldwork Progress Report 		
Back-checking and Spot-checking	*Back-checking and Spot Checking Report of the Annual CSM Results	n/a	n/a
Data Processing	<ul style="list-style-type: none"> *Spot Checking Report for Data Processing *Data Quality Control Report 		
Quarterly Reports	*Submission of the Q1 2025 collated CSM responses, including responses for discussion and improvement purposes.	15 April 2025	20% of the total awarded contract price
Quarterly Reports	*Submission of the Q2 2025 collated CSM responses, including responses for discussion and improvement purposes.	15 July 2025	20% of the total awarded contract price

Quarterly Reports	*Submission of the Q3 2025 collated CSM responses, including responses for discussion and improvement purposes.	15 October 2025	20% of the total awarded contract price
Analysis	Final Report	31 January 2026	40% of the total awarded contract price

VII. PAYMENT TERMS

The **3RD PARTY PROVIDER** shall be paid based on the output as specified in Section VI above, inclusive of all applicable taxes. The final payment shall be made within fifteen (15) working days upon JHMC's acceptance of the final report submitted by the **3RD PARTY PROVIDER**.

Miscellaneous expenses of **3RD PARTY PROVIDER** personnel relative to the conduct of client satisfaction measurement activities such as but not limited to transportation, accommodation, meals, snacks, etc. shall be shouldered by the **3RD PARTY PROVIDER**.

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 31 January 2026 and acceptance by the JHMC.

IX. SUBMISSION OF PROPOSALS

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 requisite documents following the RA 9184 and its IRR and as may be identified by BAC which will be reflected in the Request for Proposals (RFP) to be posted in the JHMC website.



X. EVALUATION CRITERIA

The proposals shall be evaluated based on Quality-Cost Based Evaluation (QCBE).

The criteria and rating system for the selection of the winning CB are as follows:

Evaluation Criteria	Weight
Technical Proposal	
<p>a. Applicable experience and Track Record (At least 1 from the survey)</p> <ol style="list-style-type: none"> 1. No. of Years of experience – 20% <ul style="list-style-type: none"> • More than eight (8) years – 20% • More than five (5) years but less than eight (8) years – 18% • Four (4) to five (5) years – 15% • Less than four (4) years – 12% 2. Similar Projects conducted for government and / or private institutions within the last two (2) years – 10% <ul style="list-style-type: none"> • With at least two (2) similar projects within the last two (2) years – 10% • With at least one (1) similar project within the last two (2) years – 5% 3. Client Feedback – 10% <ul style="list-style-type: none"> • With “Outstanding” rating/s in the similar project/s completed within the last two (2) years – 10% • With no “Outstanding” rating/s in the similar project/s completed within the last two (2) years – 5% 	40%
<p>b. Qualification of the Consultant</p> <ol style="list-style-type: none"> 1. Members with solid hands-on experience in the administration of Customer Satisfaction Surveys or Measurements – 10% 	40%

- *With at least two (2) Members with solid hands-on experience in the CSS/CSM administration – 10%*
 - *With atleast one (1) Members with solid hands-on experience in the CSS/CSM administration – 7%*
 - *No member with solid hands-on experience in the CSS/CSM – 4%*
2. Members with relevant public sector-specific experience and/or similar or related nature to JHMC Operations (Public Administration; Regulatory Agency) – 10%
- *With at least two (2) Members having relevant public sector-specific experience and/or similar or related nature to JHMC Operations – 10%*
 - *With atleast one (1) Member having relevant public sector – specific experience and/or similar or related nature to JHMC Operations – 7%*
 - *With no member having relevant public sector-specific experience and/or similar or related nature to JHMC Operations – 4%*
3. Members have a minimum of two (2) year's survey experience– 10%
- *At least 50% of the Members having a minimum of two (2) years survey experience – 10%*
 - *Less than 50% of the Members having a minimum of two (2) years survey experience – 5%*
4. Educational Attainment / Applicable accreditation of audit team members – 10%
- *100% of the Members are at least Bachelor's Degree holders and at least 50% have accreditation of audit team members – 10%*

<ul style="list-style-type: none">• 100% of the Members are at least Bachelor's Degree holders and below 50% have accreditation of audit team members – 5 %	
Financial Proposal	20%
TOTAL	100%

The minimum passing rate is at least 80%.

XI. MODE OF PROCUREMENT

The mode of procurement under the approved JHMC Indicative Annual Procurement Plan (APP) CY 2025 is **Alternataive Mode - Small Value Procurement (SVP) under Section 53.9** of the R.A. 9184 Implementing Rules and Regulations (IRR).

