

## TERMS OF REFERENCE

### **A PUBLIC RELATIONS CAMPAIGN OF THE QUEZON CITY BUSINESS PERMITS AND LICENSING DEPARTMENT PROMOTING ITS VARIOUS DIGITAL INNOVATIONS, PROGRAMS AND PROJECTS AIMED AT ENHANCING AND RAISING THE BAR IN EASE OF DOING BUSINESS IN QUEZON CITY**

#### **I. RATIONALE AND BRIEF BACKGROUND**

The Business Permits and Licensing Department (BPLD) recognizes the pivotal role of technology in fostering a more efficient and accessible business environment. As part of its commitment to streamline processes and enhancing service delivery, the BPLD implemented various innovative digital systems with the vision to raise the bar further in ease of doing business.

These innovative online platforms align with the government's broader vision of a digital-first economy while empowering business to grow their businesses through sound business practices.

Through this public relations campaign, the BPLD aims to:

- **Increase Awareness:** Ensure the public, especially business owners and entrepreneurs, are informed about the new digital systems and processes available for streamlining business permits and licensing in Quezon City.
- **Promote Adoption of Digital Platforms:** Encourage a significant percentage of businesses to transition to the online platforms for submitting permits, managing applications, and accessing BPLD services by themselves rather than relying on third party service providers.
- **Improve Perception of Efficiency:** Enhance the public's perception of BPLD as a modern, efficient, and customer-oriented department through the successful promotion of streamlined and simplified processes.
- **Drive Engagement Across Channels:** Boost interaction and engagement with BPLD's online resources (e.g., website, social media) by increasing traffic and activity on these platforms as a result of the campaign.
- **Facilitate Feedback and Continuous Improvement:** Foster two-way communication by encouraging businesses to provide feedback on the digital processes, ensuring continuous improvements based on user experience and satisfaction.
- **Attract New Businesses:** Position Quezon City as a business-friendly hub that draws in local and international investments by emphasizing the ease of doing business through the BPLD's innovative systems.
- **Support Economic Growth:** Contribute to the overall economic growth of Quezon City by helping businesses save time and resources through more efficient processes, leading to greater productivity and business retention.
- **Highlight BPLD's Role in Digital Transformation:** Showcase BPLD as a leading department in government digital transformation efforts, aligning with the national vision of a digital-first economy.

To ensure maximum reach and impact, the BPLD will continue to disseminate information about Quezon City's programs targeting the business sector through various channels, including social media platforms, press releases, and targeted outreach initiatives. By leveraging technology and prioritizing user experience, the BPLD is committed to creating a business-friendly environment that supports the growth and success of entrepreneurs and businesses in Quezon City.

II. PROJECT DESCRIPTION

The Business Permits and Licensing Department is set to launch a public awareness campaign to promote its innovative digital platforms designed to streamline business processes in Quezon City. The campaign aims to educate business owners and entrepreneurs on the ease and accessibility of the online permit application system, which simplifies procedures and significantly reduces bureaucratic delays. To effectively convey this message, the campaign will feature video productions highlighting the platform's user-friendly features alongside the development of engaging content for an information material to ensure comprehensive outreach and understanding across various media.

III. PROJECT SCOPE OF WORK

The output of this undertaking will be achieved through video production and content development for the information material, to wit:

No.	Title	Quantity
1	Updated New Business Permit Application Process	1 video per title with duration of at least 3 minutes but not more than 10 minutes
2	Updated Renewal Application with Payment of Business Tax Process	
3	Most Business Friendly 2024 Video	
4	We Mean Business Caravan	
5	Elevating Excellence: Raising the Bar in Ease of Doing Business	
6	Know Your Zone – Automated Zoning Classification System	
7	Content Development of Elevating Excellence: Raising the Bar in Ease of Doing Business <ul style="list-style-type: none"><li>QC BPLD Digital Innovations (Updated)</li><li>QC BPLD Updated and Clustered Compendium of Business Regulatory Laws, Ordinances and Issuances</li><li>QC BPLD GO R.I.C.H.E.R. Scorecards (Self-Assessment Toolkit for Businesses) on Resiliency, Inclusivity, Climate Action, Health and Emergency Response Readiness</li></ul>	Maximum of 56 pages (front and back page included) of information material

The service provider should be able to provide detailed description of the videos, content of the information material, and soft copies of raw and edited files.

IV. AREA OF COVERAGE

The production and video editing, interviews and execution and other related activities of the project will be executed within Quezon City.

To achieve the aforementioned outputs and deliverables, the service provider shall:

- Coordinate with the BPLD or its authorized representatives for the discussion and approval of the appropriate content of the information material.
- Schedule video shoot of the interviews with identified individuals, with prior notice to the BPLD or its authorized representatives.
- Submit a soft copy of the raw and edited files.
- Ensure adherence to R.A. 10173 or the Data Privacy Act of 2012 in managing the whole project.
- The service provider is allowed to a maximum of two (2) revisions for the video script.
- Video Shoot.
- Video Editing / Production of six (6) Audio Visual Presentations.



**V. PROJECT STANDARDS & REQUIREMENTS**

The service provider must possess the following qualifications:

- 1. Registered with the Philippine Government Electronic Procurement System (PhilGEPS) and must be a Platinum Membership;
- 2. Has an in-house creative and production expertise backed by at least ten (10) technical and competent staff, each with a minimum of five (5) years of experience in the industry to efficiently manage the project and promptly respond to the needs of the BPLD;
- 3. Has a verifiable track record in marketing communications, advertising, graphic design, copywriting, audio visual production, social media platform projects for reputable corporation and government clients within the last five (5) years.

**VI. PROJECT DURATION**

The output of the project shall be completed and delivered on or before December 31, 2024.

**VII. APPROVED BUDGET FOR THE CONTRACT**

- 1. The Approved Budget for the Contract (ABC) is **One Million Nine Hundred Ninety Thousand Pesos only (Php. 1,990,000.00).**
- 2. **No Price Adjustment**

The Project cost shall be fixed and there shall be no price adjustments applicable for the duration of the contract except when the operations costs are increased by more than 10% as a result of any extraordinary circumstance as determined by the National Economic Development Authority (NEDA). Pursuant to the provisions of RA 9184 and its IRR on contract price escalation, all contract price escalation shall be approved by the Government Procurement Policy Board (GPPB).

**VIII. BASIS OF PAYMENT**

It is understood that the payment shall be made after the processing of all administrative requirements under the following payment schedule:

Milestone	Payment Schedule
Upon acceptance/approval of the concept paper of the videos and information material	15%
Upon acceptance of the approved final copy of the information material stored in an external portable hard drive	35%
Upon acceptance of the approved final copy of three (3) videos with raw files stored in an external portable hard drive	25%
Upon acceptance of the approved final copy of three (3) videos with raw files stored in an external portable hard drive	25%

**IX. WARRANTY AND GUARANTEE REQUIREMENTS**

The quality of the deliverables is set to the highest standards as required by the BPLD. Any revision of the visuals and content for each video are to be rendered to the full satisfaction of the BPLD.


#### **X. PENALTIES FOR BREACH OF CONTRACT**

Failure to deliver the services according to the standards and requirements set by the Quezon City Local Government through the BPLD shall constitute an offense and shall result in the forfeiture of the bond posted by the supplier, and without prejudice to other penalties and / or liquidated damages pursuant to RA 9184 and its revised IRR, and other pertinent laws.

#### **XI. CANCELLATION OR TERMINATION OF CONTRACT**

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the Quezon City Local Government terminates the Contract due to default, insolvency, or for other cause (s), it may enter into a negotiated procurement pursuant to Section 53 (d) of RA 9184 and its revised IRR.

Approved by:



MA. MARGARITA S. MEJIA, DPA  
City Government Department Head III  
Business Permits and Licensing Department