

## **TERMS OF REFERENCE**

### **Metropolitan Waterworks and Sewerage System Regulatory Office (MWSS RO) Annual Report for 2023**

#### **I. Background**

The Annual Report highlights the key programs and significant achievements of the MWSS Regulatory Office (RO). The report is a useful reference for stakeholders as it provides vital information on the MWSS RO's operation in a given year. It provides a summary of pertinent data that serves the information requirements of the partners of the MWSS RO including government agencies, the Concessionaires, researchers, civil society organizations (CSOs), and other stakeholders.

#### **II. Purpose and Objective**

The Annual Report is viewed as a strategic reporting tool for all of its stakeholders, most notably the Philippine government and its Concessionaires. The report, as it reflects MWSS RO's professionalism and competence as an organization, is also meant to further enhance its image as such.

#### **III. Project Scope**

The Office of the Chief Regulator-Public Information Department (OCR-PID), intends to hire a Service Provider (SP) who will research, write, layout, design, proofread, edit, and print the MWSS RO's Annual Report for 2023.

The SP shall conduct photoshoots to produce quality pictures or images for the AR 2023. Images must include action shots of various RO activities per Regulation Area, portrait shots of the RO employees as well as photos of the facilities of the MWSS and Concessionaires.

The SP shall conduct comprehensive research of the MWSS RO, which includes interviews with key persons per Regulation Area, immersion, focus group discussions, and other research/data gathering processes necessary for the production of the AR 2023.

The SP shall provide all the equipment, applications, miscellaneous services, and materials necessary to deliver an AR 2023 that complies with the standards set by the MWSS RO.

The SP shall work closely with the OCR-PID and all the Regulation Areas of the MWSS RO to collect comprehensive relevant information for AR 2023.

The SP shall conduct at least three (3) workshops each for the AR 2023 with the PID to accommodate necessary revisions recommended by the Regulation Areas, Management Committee (ManCom), Executive Committee (ExeCom), and other MWSS RO Committees.

The SP shall provide a written customer service policy and warranty for all deliverables.

The SP shall apply all revisions and recommendations by the MWSS RO to all deliverables.

#### **IV. Expected Outcomes**

The AR 2023 shall be designed creatively and strategically to effectively communicate MWSS RO's performance story. It shall be written and designed in a way that will be aesthetically pleasing; will be enticing for the public to read; and will be comprehensible. It shall also be proofread and edited in line with technical and professional writing standards.

The report shall include the following:

- Front cover with logo, heading/s and relevant photo/s
- Brief history of the MWSS RO
- Mandate and Quality Policy
- Mission, Vision, and Core Values
- Message from the President of the Republic of the Philippines
- Message from the Chairperson of the Board of Trustees (and/or message from the Vice Chairperson of the Board of Trustees)
- Message from the Chief Regulator
- MWSS RO Officials' Profiles
- Executive Summary
- 2023 Highlights of Activities

- Articles regarding the activities and accomplishments of each MWSS RO Regulation Area (per Department and Unit)
- Articles regarding the activities and accomplishments of the MWSS RO Committees
- Photos of the MWSS Board of Trustees (BOT) and MWSS RO ExeCom, ManCom, and other committees; individual and group photos of MWSS RO officials and employees per Department and Regulation Area; and photos of MWSS and Concessionaire facilities
- Moving Forward Statement
- Organizational Structure
- 2023 Gallery of Activities
- Editorial Team
- Glossary of Terms
- Back cover with address and contact information of the MWSS RO

The finished printed publication will be approved by the Chief Regulator, as head of the Office. It shall be based on the following specifications:

Description	Specification
Approximate no. of pages in the finished publication	100 pages including front cover and back covers
Approximate size	A4 (210mm x 297mm)
Binding	Glued with scoring
Quantity	150



Photographs and Graphics	<p>The SP shall produce, edit, page layout the necessary photos and graphics to complete the contents of the report.</p> <p>The following are the requirements for the photos and graphics:</p> <ul style="list-style-type: none"> <li>- Photos must be shot in Large JPEG format.</li> <li>- Raster and Vector images must have a resolution of 300dpi to avoid blurriness and pixelation.</li> <li>- Photos should be well lit and aesthetically pleasing.</li> </ul>
General Print Specifications	<p>Pages:</p> <ul style="list-style-type: none"> <li>• Full Color (CMYK)</li> <li>• C2S 100</li> <li>• Size: A4 (210mm x 297mm)</li> </ul> <p>Cover:</p> <ul style="list-style-type: none"> <li>• Full Color (CMYK)</li> <li>• Softbound with matte lamination and spot lamination/emboss</li> </ul>
Language	English
Customized Resealable Packaging (i.e., hardbound box, pocket presentation folder, conformer folders etc.)	The packaging should have an approved design or concept complementing the designs for the cover and pages inside.

Under the overall guidance of the Chief Regulator; and under the supervision of, and coordination and collaboration with the OCR-PID, the SP shall perform the following tasks:

*a. Recommending Themes and Concepts*

The SP shall propose at least 3 themes and design studies for the conceptualization of the AR 2023.

The publications shall deliver a design that is reflective of the MWSS RO's legal mandate, character, and function. These should adhere to the brand as discussed in the MWSS RO Brand Book, which MWSS RO will provide.

*b. Writing*

The SP shall write the full content of the AR 2023, based on the input and data provided by the MWSS RO and from various research/data gathering activities.

The AR 2023 shall be written with creativity and must have smooth transitions in presenting the elements of the MWSS RO's story. The writing style must be consistent, concise, and comprehensible to the public.

The SP is expected to incorporate strategies to better communicate technical topics to the public.

*c. Proofreading*

The SP shall proofread the draft documents and correct for errors in grammar, spelling, syntax, punctuation, and use of the English language. The SP shall correct any typographical errors, distinguish any inconsistencies in style of formatting, and make recommendations on how to further improve the AR 2023.

*d. Editing*

The MWSS RO requires the SP to improve the sentences for consistency, clarity and impact of the information presented. Suggested changes include alternative wording, sentence rephrasing, and reorganization of the text.

Photos of activities and individuals shall also be edited to enhance the features without using any destructive photo editing techniques.

*e. Layout*

The SP shall deliver the AR 2023 with a creative and aesthetically pleasing layout while maintaining the MWSS RO's corporate identity and relevance to the approved theme.

The SP should be keen on every element in the page. The write-ups must be in harmony and in sync with the photos, information graphics, and all other visuals presented on the page.

*f. Organizing Photoshoots/Pictorial Sessions, Collection of Photos, and Editing*

The SP shall edit photos sent by the MWSS RO or captured by the SP, which should be edited according to the required standards and recommended quality of the MWSS RO.

The SP shall coordinate with the MWSS RO regarding photoshoots and other pictorial sessions necessary for the project. The SP shall take quality photos for the approved cover design based on the final concept and chosen theme. The SP shall conduct photoshoots on the various activities and individuals of the MWSS RO.

The SP shall execute and supervise pictorial set-ups inclusive of, but not limited photos of the following:

1. Group and individual portraits of the President of the Philippines and MWSS Board of Trustees
2. Group and individual portraits of the Chief Regulator and Deputy Administrators
3. Group and individual portraits of the members of the MWSS RO ExeCom, ManCom, and other committees
4. Group and individual photos of the Management and staff of the five Regulation Areas
5. Facilities of the MWSS and its Concessionaires
6. Other relevant photos

In the event that the officials or talents will not be able to attend the scheduled photoshoot, the SP shall edit the portrait photo provided by the official or talent to match the layout and specifications of the AR 2023.

#### *g. Printing*

The SP shall print the AR 2023 and its packaging following what is specified in this TOR and in compliance with the MWSS RO's corporate identity.

#### *h. Electronic Copy*

The SP shall provide a high-resolution electronic copy of the AR 2023, which will be uploaded on the website and social media pages of the MWSS RO. The MWSS RO shall approve the format of the electronic copy to be uploaded on the website of the MWSS RO.

### **V. Schedule of Deliverables**

The SP shall follow the schedule of deliverables as shown below. All deliverables shall be submitted in electronic and physical copies to the Department Manager of



the PID for evaluation and acceptance. All revisions and recommendations by the MWSS RO for each deliverable should be applied by the SP.

The SP shall follow the schedule of deliverables as shown below. All deliverables shall be submitted in electronic and physical copies to the Chief Regulator, through the Department Manager of the PID, for evaluation and acceptance.

The MWSS RO may require the SP to present their deliverables in a coordination meeting with the OCR-PID and/or Regulation Areas prior to submission. All revisions and recommendations by the MWSS RO for each deliverable should be applied by the SP.

Deliverables	Indicative Timeline and Percentage Payment
<p><b>1. Three (3) theme proposals, which indicate the overall concept and design for AR 2023, and three (3) outline and content flow proposals</b></p> <p><i>Three (3) theme proposals, which indicate the overall concept and design for AR 2023</i></p> <p><u>Each theme proposal must include the following:</u></p> <ul style="list-style-type: none"> <li>a. Front and back cover</li> <li>b. Inside pages</li> <li>c. Envelope with sticker/seal</li> <li>d. Message pages</li> <li>e. Executive Summary page</li> <li>f. Highlights of Activities pages</li> <li>g. Introduction to Regulation Area/Department/Committee pages</li> <li>h. Charts and Tables</li> <li>i. Organizational Chart</li> <li>j. Group photos and photos of facilities pages</li> <li>k. Gallery of activities pages</li> </ul>	<p>5 working days after onboarding</p>

1. Other title pages and pages for relevant information

The layout design for all twelve (12) requirements must align with the MWSS RO branding but its creativity must not be limited to it. The design must be creative, aesthetically pleasing, and up-to-date.

*Three (3) outline and content flow proposals for AR 2023*

A. Each proposal must include the following:

- a. Table of Contents (for the entire report)
- b. Message from the President of the Republic of the Philippines
- c. Message from the Chairperson of the Board of Trustees
- d. Message from the Vice Chairperson of the Board of Trustees
- e. Message from the Chief Regulator
- f. Executive Summary
- g. Highlights of Activities
- h. Accomplishment Report per Regulation Area
- i. Accomplishment Report per Committee
- j. Moving Forward Statement



<p><b>2. Compilation of data collected through interviews/immersion in all Regulation Areas and other/various modes of research/data gathering.</b></p> <p>The data shall be used in drafting the write-up for the report.</p>	<p>15 working days after onboarding</p>
<p><b>3. First Draft of AR 2023</b></p> <p><b>Draft write-ups/content for the following based on the data collected through interviews/immersion in all Regulation Areas and other/various modes of research/data gathering:</b></p> <ol style="list-style-type: none"> <li>Message from the President of the Republic of the Philippines</li> <li>Message from the Chairperson of the Board of Trustees</li> <li>Message from the Vice Chairperson of the Board of Trustees</li> <li>Message from the Chief Regulator</li> <li>Highlights of Activities (Special Articles)</li> <li>Moving Forward Statement</li> </ol> <p>A writeshop with the SP shall be conducted to apply necessary revisions in the Draft write-up of the report. All comments/recommendations/revisions from the first writeshop must be applied in the <b>First Draft</b>.</p> <p>The first draft should incorporate the following:</p> <ol style="list-style-type: none"> <li>approved theme and design;</li> <li>approved content outline/flow;</li> </ol>	<p>25 working days after onboarding</p> <p>20% payment upon submission by the SP and acceptance by the MWSS RO of the First Draft of the Annual Report 2023; provided that Deliverable Nos. 1 to 2 have been submitted by the SP and accepted by the MWSS RO</p>

c. full content (text and photos/graphics)	
<b>4. Compilation of raw and edited photographs of the MWSS RO officials and employees, and other photos relevant to the production of the AR 2023 (e.g., photos of MWSS and Concessionaire facilities, lifestyle shots, etc.) from the photoshoots conducted by the SP.</b>	35 working days after onboarding
<b>5. Second Draft of the AR 2023 in a form of mock production</b>  A draft document should incorporate the photos from the photoshoot conducted by the SP into the First Draft.  A writeshop with the SP shall be conducted to apply necessary revisions in the draft document of the report. All comments/recommendations/revisions from the second writeshop must be applied in the <b>Second Draft</b> .  The SP shall submit five (5) physical copies of the digital proof.	75 working days after onboarding  10% payment after submission by the SP and acceptance by the MWSS RO of the Second Draft of the Annual Report 2023 in the form of five (5) physical copies of the digital proof; provided that Deliverable No. 4 has been submitted by the SP and accepted by the MWSS RO
<b>6. Final Draft and delivery of the Final AR 2023</b>  The SP shall apply necessary and additional revisions from the Second Draft to the Final Draft.  The Chief Regulator shall approve the Final Draft of the AR 2023 prior to mass production. The SP shall	95 working days after onboarding  70% payment after delivery by the SP and acceptance by the MWSS RO of the Final Annual Report (150 physical copies, printed and delivered to the MWSS RO)

<p>submit one (1) actual sample of the approved final copy for final evaluation of the MWSS RO prior to mass production.</p> <p>150 physical copies of the final version of AR 2023 shall be printed and delivered by the SP to the MWSS RO.</p>	
<b>Total of Deliverables</b>	<p>95 working days after onboarding</p> <p>*100% payment</p>

## VI. Qualification and Eligibility Requirements

The MWSS RO requires that the SP possess experience and expertise in layout, design, photography, writing, proofreading, editing, and printing of articles exclusively concerning the accomplishments, plans, and vision of different government agencies. The qualifications of the SP shall be evaluated by the OCR-PID based on the following documents, which shall be submitted by the bidders:

- Valid Business Registration with the Securities and Exchange Commission;
- Valid Business Permit;
- Valid Certificate of Registration with the Bureau of Internal Revenue;
- Certificate of PhilGEPS Registration;
- Portfolio of previous or present works related to these projects (minimum of 5); and
- Comprehensive Resume of the members of the SP Team who will handle the project

Prospective bidders should have the experience of having completed five (5) contracts that are similar; have handled government projects and publications within the last two (2) years; and have engaged in an ongoing publication that is distributed nationwide.

The SP Team should also possess technical expertise in digital design concepts and photography for printing and production of articles solely for government agencies.

The SP shall identify and assign three (3) principal members to lead both sub-teams.



## **VII. Time Frames and Fees**

The SP will work for ninety-five (95) working days after onboarding, which will be scheduled after the signing of the contract or Purchase Order between the MWSS RO and the SP. Fees will be paid according to the schedule and approval by the MWSS RO of each deliverable. This period may be adjusted accordingly upon the written request of the SP in cases where there will be delays in the completion of tasks that are beyond the control of the MWSS RO or the SP.

## **VIII. Mode of Procurement**

The procurement of the SP shall be through alternative mode of procurement pursuant to Republic Act (RA) No. 9184, or the Government Procurement Reform Act (GPRRA), and its Revised Implementing Rules and Regulations (IRR).

**Prepared by:**



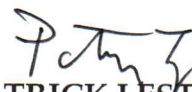
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