

Chapter 6

Programs, Projects and Policies

Programs, Projects and Policies constitute the concrete output indicative of realizing the Strategies. Their implementation result to the attainment of medium-term development objectives and long-term goals.

A. Environmental Management

1. **Water Quality Management Area (WQMA)** involves coordinating with the Environment Management Bureau (EMB) and adjacent cities and municipalities for the organization of a management committee that shall serve as a coordinating body for the watershed area of San Fernando River. This collegial body may also be a revitalized G8.
2. **Establishment of Communal wastewater treatment facilities** to improve the quality of waste waters from households and industries before these are discharged to the environment. It shall include the identification of potential strategic sites, construction of the facilities and operation of the same.
3. **Environment Quality Monitoring** shall involve the quarterly monitoring of the quality of water and air. It shall involve the conduct of regular Water Sampling Analysis for rivers and creeks of San Fernando to determine water quality and the establishment of air quality monitoring stations. This shall include the purchase of necessary equipment and chemicals for the production of effective, accurate and near real-time environment quality information.
4. **Strengthening of the City Environment Office** through the hiring of additional qualified environmental inspectors and technical trainings for staff.
5. **Creation of City Water Quality Management Board** that shall act as the City government's partner in crafting environment management policies and as a coordinating mechanism for the implementation of environment policies. It shall also serve as a venue for initial attempts to negotiate to fruition environment-related disagreements among parties within San Fernando City.
6. **Barangay Solid Waste Management Plan.** This involves a mandatory submission of all *barangays* of their plans of action for solid waste segregation, material recovery and residual waste collection system based on observed solid waste profiles. Through the program, the City Government shall mobilize technical assistance to the *barangays* for the preparation of the plans, and guidance in operationalizing these plans. It shall also include a "stick" component by proposing to the DILG to set sanctions for *barangays* that do not submit and implement their solid waste management plans.
7. **Ordinance for the use of environmentally friendly packaging materials**
8. **Strict implementation of the National Building Code and the City Environment Code on environmental nuisance mitigation measures**
9. **Amendment of City Ordinance 2002-003 to include (a) smoking area designation (b) regulate sale of cigarettes (c) ban on smoking on school premises and health facilities (d) smoking cessation program**
10. **Revision of national building code, requiring environmental aspect in construction of buildings (residential/commercial) e.g. rainwater catchment, pocket gardens, use of CFL for lights and the like promotion of urban greening**
11. **Rationalized issuance of permits for water refilling stations**

12. An Ordinance providing for comprehensive and clear planning standards for commercial development

B. Good Governance

- 1. Creation of an Investment Promotion and Support Office (IPSO).** The IPSO is local initiative designed to complement existing structures, systems and procedures developed by the Department of Trade Industry (DTI) to streamline business processing and harness support to Micro-Small and Medium Enterprises (MSMEs). Its basic functions include the following: (a) Government Transaction Facilitation; (b) Equal Access to Market Information; (c) Equal Access to Technology and Production Processes; and, (d) Market Integration.
- 2. Establishment of an Electronic System for Tax Payment Transaction. Start with putting up of Kiosk in strategic places outside of the City Hall**
- 3. Installation of CCTV Camera in High Crime Incidence Areas**
- 4. Revitalization of the Barangay Peace and Order Councils (BPOCs)**
- 5. Creation of an Ad-Hoc Committee that will be in charge of building a system of Accreditation of Good Consultants, Contractors and Suppliers**
- 6. Amendment to R.A. 9048 that will address existing weaknesses in performance of contractual obligations of consultants, contractors/civil works providers and goods suppliers**
- 7. Legislation intended to obtain maximum benefit to the City Government by including as an SOP a “Greatest Concessions Clause” in the proposed Terms of References/Contracts or Memoranda of Agreement (MOA) with Goods and Services Providers**

C. Infrastructure Development

- 1. Construction of Covered Pedestrian Overpass along Critical sections of McArthur Highway and JASA.** The widening of McArthur Highway and JASA has inevitably made pedestrian crossing highly dangerous. To ensure pedestrian safety, covered overpasses shall be constructed. This shall be supplemented by stricter enforcement of the jaywalking ordinance.
- 2. Construction of North-South and East-West By-Passes**

To eliminate massive vehicular traffic congestion towards the City’s CBD, By-Passes and to speed up the development of affected *barangays* of the City through physical inter-connectivity, and to build synergy with emerging local economies, East-West and North-South By-Passes shall be constructed.
- 3. Dialogue with CSFWD for possible expansion of physical coverage**
- 4. Continuous Dredging of San Fernando River and Clearing of Creeks**
- 5. Clearing of river easement of all forms of illegal settlement**
- 6. Rationalized Issuance of public transport franchises**
- 7. Re-evaluation of the City’ current traffic management scheme**

D. Social Development

- 1. Financial support to ECCD**

Vast gains from ECCD cannot be overstated. While the cost to the City in terms of budget is very immediate, to sustain its long-term benefit, financial support must be

continuous. This will lay down the policy framework for succeeding leaderships to respect, both as growth-sustaining and direct pro-poor position.

2. Supplemental Feeding in Elementary Schools

Poor nutritional status of children aged 7-12 was identified as one of the main causes for the poor performance of elementary pupils. Direct and continuous intervention in this regard is necessary to improve on completion levels.

3. Tuition Fee Voucher for Private Secondary Schools

Financial support to poor high school students shall be rationalized through continuing subsidy in the form of tuition fee voucher to private high schools. Based on empirical analysis, this option is more effective at addressing the alarming enrolment trend in the secondary school. Other forms of support shall be extended to parents of student-beneficiaries to ensure completion.

4. IEC on Healthy Lifestyle

Although living a healthy lifestyle is matter of personal choice, the constant exposure to relevant information would eventually yield results. Commitment and support of the private sector especially owners of television, radio stations and newspaper publications shall be harnessed in this regard.

E. Economic Development

- 1. Delineation of agricultural areas and their preservation for agricultural production.** There are areas which on account of their character or physical attributes are highly suitable and viable only for agricultural production. The City shall delineate these areas and endeavor to preserve this to sustain the City's core agricultural industries. This measure will entail providing disincentives for conversion and augmenting support that would encourage increasing production and productivity.
- 2. Strengthening farmer-organizations to ease the cost of production and marketing and enabling them to make the necessary decisions and choice through provision of adequate information.** There are existing farmers' organizations but are not really functional in terms of working collectively to their advantage. Continuous strengthening of these organizations will be given priority in order to make them viable and effective instruments in raising farm productivity and income. Included among interventions in this endeavor is enhancing farmers' access to information or provision of the same, and assistance in building producer – market tie-up.
- 3. Support to integrated farming initiatives by provision of incentives and assistance.** The City shall encourage diversified and integrated farming where feasible and provide support to initiatives or efforts by farmers along this line.
- 4. Provision of or assistance to farmers by creating tie-ups with post-harvest service providers.** Post-harvest facilities, such as dryers, warehouse, mills are wanting in the City. Where the size of production no longer afford the viable operation of such facilities, recourse to building tie-ups with existing providers in adjacent municipalities will be pursued. This is to help farmers afford easy access and use of post-harvest facilities at reasonable prices.
- 5. Intensifying animal disease prevention, control and monitoring.** With the livestock and poultry sub-sectors forming anchor of the City's agricultural sector, priority attention

will be accorded to ensuring animal disease prevention and control. This will entail continuous monitoring and ensuring that farm sanitation and vaccination are practiced.

6. **Provision or institution of safeguards from animal waste pollution and mitigation.** In areas where settlements and animal farms are next to each other, pollution control and mitigation will be implemented to prevent the adverse effects on humans and natural environment improper animal waste disposal. Program on this shall include close monitoring of animal farms, provision of technical assistance to farms for pollution control, and enactment and enforcement of measures for ensuring compliance with pollution control laws/policies.
7. **Provision of support infrastructure such as farm-to-market roads for agricultural development.** The City shall attend to providing the necessary support infrastructure for sustaining and increasing production and income. This will involve constructing farm-to-market roads in areas where access to market is difficult and providing irrigation where this is necessary but wanting.
8. **Support for sustainable farming practices.** Agricultural production should not just be about increasing production and income, but ensuring that farm production practices will not lead to the degradation of the farm resource as it should not be detrimental to health and the environment. This is to ensure sustainability of agricultural production and reduce risk to health and life. Towards this end, the City shall promote the adoption of sustainable farming practices such as organic farming and other natural and indigenous means.
9. **Upgrading of entrepreneurial and management skills through trainings.** Entrepreneurial and management skills need to be constantly upgraded to promote the expansion of MSMEs in terms of their number and size. In this pursuit, skills and management trainings shall be institutionalized through collaborative arrangements with concerned training institutions.
10. **Career guidance through provision of labor market information.** To improve matching of industries and the required labor, the City shall institute career guidance for students and other members of the labor force. This shall involve building of database or inventory of jobs that are in demand particularly at the local level and disseminating the same. Building awareness may come in various forms including collaboration with educational institutions, local bulletins and other forms of communication.
11. **Skills registry system to facilitate access to available skilled labor.** The City shall develop and institute a system of skills registry to help in the tracking of available skills and consequent job promotion. The program shall involve the allocation of resources, both material and manpower, for developing and maintaining a database for this purpose and enabling access to this to users of the information.
12. **Support industries and services development (small brother- big brother tie-up).** The City shall encourage enterprise initiatives associated with providing the material and other input requirements of big industries in Clark and those in the City. The program shall involve providing the appropriate incentives and assistance especially in building linkages with the big industries/manufacturers.

13. **Promotion of value-adding enterprises.** In addition to building backward and forward linkages of industries, the City shall also pursue as a strategy for MSME development promotion of value-adding activities including the processing of primary products. While the City is not new in this endeavor, promotion of this shall be intensified to give incentive to the development of this type of enterprises, to help in the creation of jobs and enhancing the local economy as well as household income.
14. **Formulation of the City's investment code.** With business picking up and investment interest growing, it becomes imperative for the City to have an investment code that would guide it in its investment promotion activities. The code is necessary to help the City establish which of the numerous investment opportunities it should be giving focus in terms of promotion, assistance and incentives given its potential as well as limitations.
15. **Promotion of labor-intensive industries.** It shall be the policy of the City to focus on the promotion of labor-intensive industries. This is to help create the jobs that would employ the City's labor force.
16. **Building the ICT capability of the City.** The City belongs to Central Luzon's ICT corridor, which goes to say that it is here that the ICT industry shall be promoted. As potential venue for ICT investment, subsequently ICT center, the City shall endeavor to prepare or hone its human resource and build its facilities to the level that corresponds to the requirement of the industry. This would involve building the necessary infrastructure, enhancing the curriculum for ICT and instituting skills training for building capability on ICT.
17. **Institution of an integrated program, office or center that would provide comprehensive and coordinated assistance for MSME development (e.g., investment, credit, market facilitation, information database).** Improving business or investment climate necessitates the establishment of an office that would facilitate the flow of investment. The latter shall be achieved through the provision of assistance for both start-ups and existing that would allow these to get a head-start and subsequently sustain their growth. The program shall involve allotting and mobilizing manpower and resources for the operation of said office, building the necessary database, and organizing and coordinating the various forms of assistance required for business growth and development.
18. **Promoting organization and strengthening of industry associations for market facilitation and economies of scale.** The City shall endeavor to build organizations out of the many individual, small businesses in the City. This is to help businesses better capture and benefit from market opportunities as well as lower operating cost that come from bulk orders of the City's products and material inputs.
19. **Enhancing product quality and competitiveness by maintaining product standards for product winners or economic base products.** The objective is to make the City's products a cut above the rest, increase the products' export potential and ensure their market sustainability including expansion of market reach. It shall then be the policy of the City to promote the adoption of quality standards for the City's products and ensure that such are maintained and observed.
20. **Streamlining of business permit and licensing processes and documentation.** While the City has significantly reduced the processing time for business permits and

licenses, the challenge remains to further cut the documentation requirement as called for by the business sector. A more facilitative BPL process would encourage more businesses to locate or invest in the City.

21. **Promoting maintenance or development of *Kapampangan* culture and heritage to preserve these in perpetuity for the appreciation of the present and future generations and for tourism development.** *Kapampangan* culture and heritage is so rich that preserving this becomes imperative for the perpetual appreciation and assimilation in the consciousness of generations of *Kapampangan*. Keeping this alive shall then be the City's rallying object and pursuit now and in the future. The program involves maintaining the City's heritage sites and historical artifacts including traditional products as well as traditions. To sustain the preservation of the aforementioned, the same shall be tapped as subjects for tourism in the City. This would entail packaging these into viable forms of tourism attractions.
22. **Promoting City product winners as tourism products.** The same way with the City's cultural heritage, the City's product winners such as lanterns, processed meat, furniture, garments, etc., may be organized to create a tourism product. The City's proximity to Angeles City – the province's tourism hub – and its being the transit point for travels around Central Luzon provide it the distinct advantage and opportunity to showcase the City's products at the same time allow for their better access. The program shall involve the allocation and development of product viewing lanes or terminals where consumers can converge, view and buy products of the City.
23. **Developing niche for the MICE (Meetings, Incentive, Conference, Events) market.** As the regional center, most of the regional government offices are located in the City. These present a ready market for meetings and conferences that are part of the activities of said offices. While most have facilities for small group meetings, most, too, are forced to conduct agency-sponsored inter-agency or multi-sectoral forums or conferences outside the City because of venue limitations for said type of activities. In this situation, the City loses the benefits (foregone revenues) that it otherwise could gain if it has the capacity for providing said service to a ready market. Consequently, the City would look into tapping into this market and promoting investment that would cater to their need for facilities for large group meetings or conferences.
24. **Creation of a tourism office for the coordinated promotion of tourism development.** Similar to investment facilitation, the City shall look into the creation of a tourism office that would plan, organize and orchestrate tourism promotion in the City. Tourism development in the City has its metes and bounds, and awareness or appreciation of this would help in designing appropriate development strategies for the City that may be better achieved if there is an office specifically assigned to said concern. And along with the creation of an office, the City shall pursue human resource capability-building on tourism affairs for its staff to equip them with the tools of the trade.
25. **Promoting *Kapampangan* cuisine for tourism.** One of the popularly recognized strengths of Pampanga is its culinary expertise. The City of San Fernando can capitalize on this strength by further promoting this as tourism product. This would entail raising restaurant standards and services, expanding product range from the traditional to the unique and exotic, easing access to food outlets, and increasing promotion. The objective is to create a unique and tasteful experience for customers to want to come back time and again.