



## THE PHILIPPINES



# SAN FERNANDO MEETS THE CHALLENGE OF URBANIZATION

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City Mayor  
City of San Fernando, La Union, Philippines

## THE VISION (1998-2003)

*“The Botanical Garden City of the North –  
a healthy city and the springboard for regional progress”*

The City of San Fernando wants to be known as an environment-conscious place.

The Botanical Garden symbolizes the city’s recognition that it wants to be known as a clean and green city.



**A CITY THAT EVERYBODY WANTS  
TO LIVE AND WORK IN**

## MEDIUM TERM VISION *2004 to 2007*

The City of San Fernando will be a safe, healthy and walkable city of God-loving, hardworking and disciplined citizens enjoying adequate and accessible basic needs and services and city developments in harmony with nature brought about by enhanced revenue generation.

*(Crafted during the Executive-Legislative Strategic Planning Workshop, July 30, 31 & August 1, 2004)*

### ***The Guiding Principles: CREDO***

**I. Responsibility to the Stakeholders**

Responsive governance to our God-loving, hardworking and disciplined citizens through prompt, adequate and accessible services.

**II. Our Responsibility to the Workers in the Organization**

A workforce imbued with courtesy and professionalism marked by job security, fair, timely and adequate benefits, safe working conditions and advancement for the qualified.

**III. Our Responsibility to Management**

Management is guided by elected and appointed persons of integrity, deep understanding and compassion

**IV. Our Responsibility to our Community**

San Fernando is a community that everybody wants to live and work in where citizens bear their fair share of responsibility and stake in the promotion of complete environmental citizenship, stable fiscal management, **business and economic investment** and community equity.

**V. Our Responsibility to our Country**

San Fernando is a growth engine of the Philippines that promotes innovation, accountability and equity.

**VI. Our Responsibility to the Global Community**

San Fernando supports sustained capacity building for global competitiveness through partner relationships

**VII. Our Responsibility to our Creator**

Our citizens are conscientious stewards of the city's resources and they uphold inter-generational equity. We value honesty and just legacy.

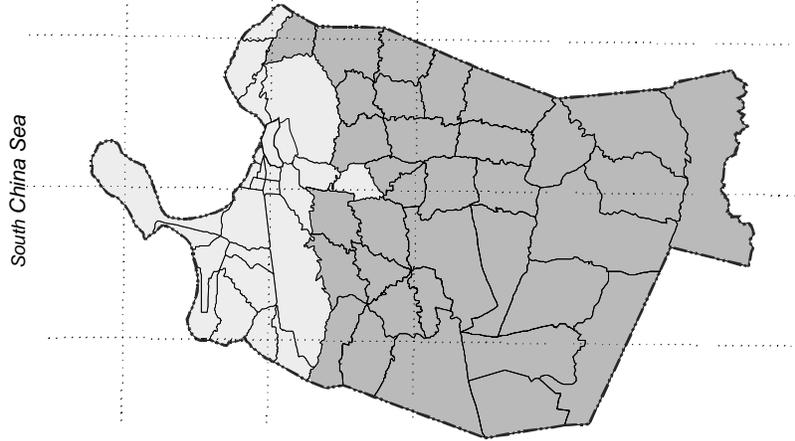
**(2005-2010)San Fernando:  
The Botanical Garden City**

***Strategic Themes:***

- **Culture for Quality Life and Work**
- **Skills for Jobs**
- **Magnet for Economic Investments**



## The Challenge of Urban Development City of San Fernando



69.70% of people (115,277 estimated population) plus 80,000 transient population live in 24 urban barangays or 19.185% land area (10,526 has.)  
 30.29% of the people who are poor and mostly engaged in farming live in 35 barangays which are hilly and mountainous or 80.814 of the area

### DEVELOPMENT ISSUES, CONCERNS AND OPPORTUNITIES

- Environmental concerns
  - inadequate and dysfunctional drainage system
  - increasing volume of solid waste and improper waste management - 190 cu. m/day
- Economic
  - inadequacy of investment incentives
  - absence of an updated land use plan to guide industrial and business expansion
  - absence of a comprehensive program for the informal sector
  - traffic congestion in the central business district
- Social
  - limited housing and shelter particularly for the urban poor
  - low quality of life especially for the urban poor and marginal groups in the coastal and upland areas
- Governance
  - limited administrative capability to effectively address these issues
  - inadequacy of internally generated financial resources

# **CITY DEVELOPMENT STRATEGY**

## **Elements of CDS**

- Sustainability
- Bankability
- Competitiveness
- Livability

## Doing CDS...

The CDS Process involves four (4) distinct but mutually reinforcing phases. These phases attempt to address the fundamental issues of:

I. Assessment – Where are we now?

II. Development vision – Where do we want to be?

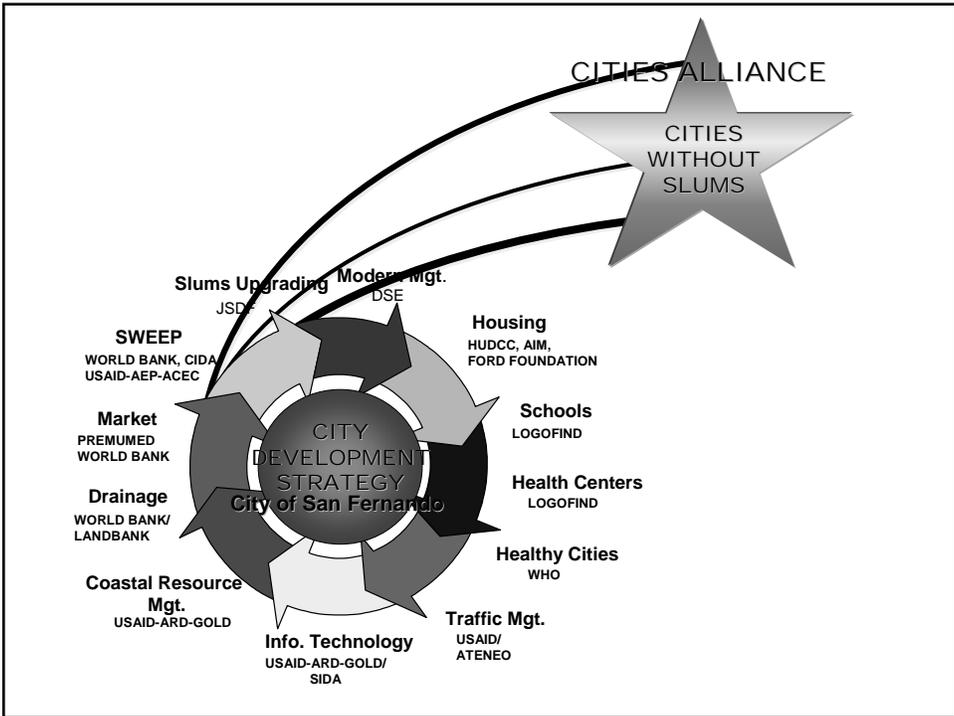
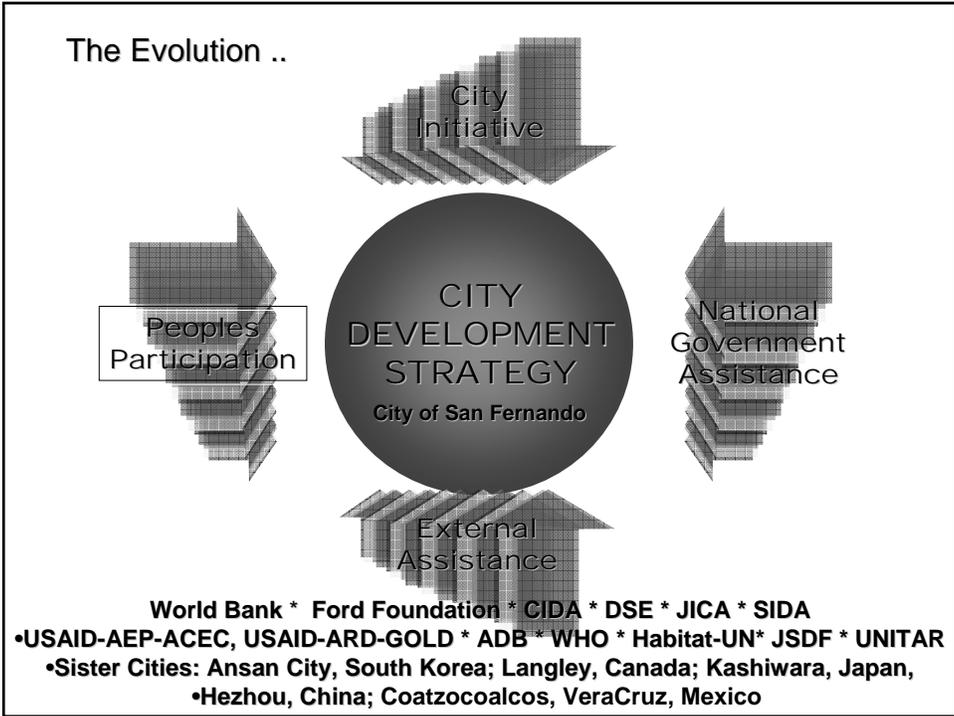
III. Formulate strategy – How do we get there?

IV. Priorities programs & projects - what actions need to be taken?

**Package – Implement – Review - Deepen**

## Values of CDS

- feeling of ownership
- flexibility of partners
- enthusiasm
- commitment of all stakeholders
- capacity building

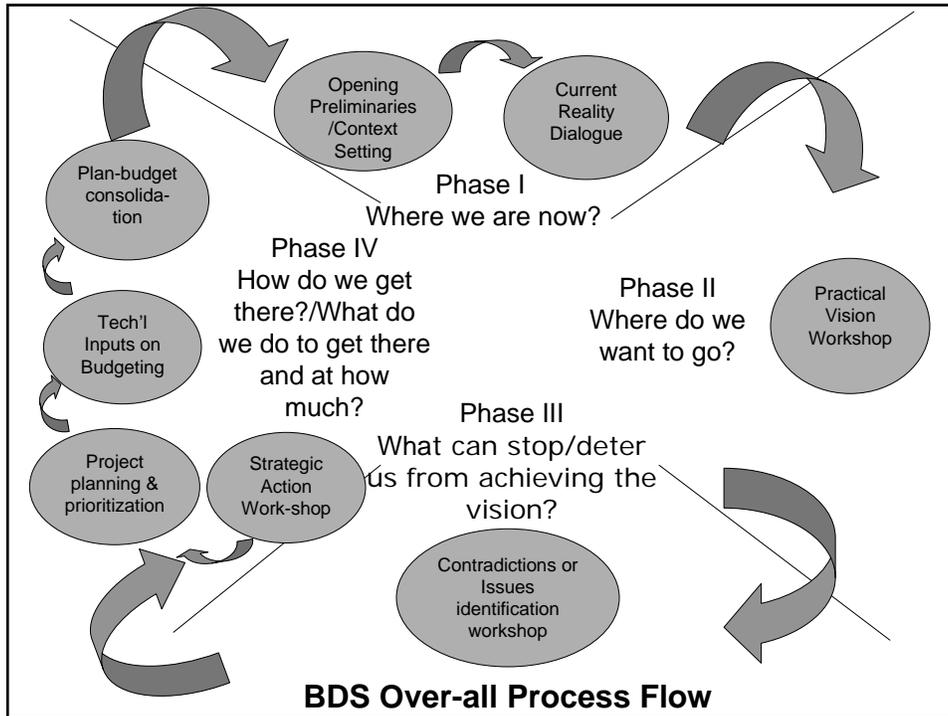


# Barangay Development Strategy

## Village Participants

- Barangay Captains
- Barangay Kagawad
- SK officials
- NGOs/Pos based in the barangay (if any)
- SB members (if interested)





## Executive Agenda for 2004-2007

### BASIC SERVICES TO ALL THRU

- **W**ater and Sanitation
- **E**nergy
- **S**olid Waste Management
- **T**ransport
- **E**ducation
- **R**ecreation
- **N**utrition
- **C**ommunication
- **H**ealth
- **A**griculture
- **I**nfrastructure
- **N**ature & Environment
- **S**helter

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**Water and Sanitation**

- Coastal Study of Dr. Siringan
- Water Quality Study
- Support the turn-over of LU Water District to the Provincial Government
- Hydro-Geological Study
- Ecological Sanitation (ECOSAN) Program
- Amend the Sanitation Code of the City

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**Energy**

- Long Term Conservation Plan in cooperation with La Union Electric Company
- Explore and Develop Renewable Energy Resource

**Solid Waste Management**

- Conversion of the San Fernando Sanitary Landfill to an Engineered Landfill
- Continuing SWM presentation for public awareness
- Continuing SWM Best Practices
- MRF – Barangay Cluster

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**Transport**

- Construction of North Terminal in Brgy. Tanqui & South Terminal in PNR, Catbangan (Public-Private Partnership)
- Support the Revival of the North Line-Philippine National Railways
- Purchase of Traffic Lights
- Traffic Management Study with World Bank assistance

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**Education**

- Construction of School Buildings
- Computers for Elementary Schools
- Construction of Day Care Centers in all 59 barangays
- Continuing Program of Informal Education
- Construction of Reading Centers in all 59 barangays
- Internet Access for researchers at the City Library
- Establish the Interim City Schools Division of San Fernando
- Special Education Fund P10.76M (63.44% PS, 25 % Bldg. Maintenance, 5.57% Books, 5.8% other Educational Material)

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### **Recreation**

- Improvement of the Botanical Garden
- New Science Centrum Building
- Sports and Development Program

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### **Nutrition**

- Additional 4,000 medicare for indigents in every barangay
- Program for Family
- Productivity Skills/Mothers Class
- Setting-up of Food Preservation Center at the 4<sup>th</sup> flr Marcos Building
- Provision of Food Supplement, Iron & Iodine
- Soup Kitchen and Meals on Wheels

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## **Communication**

- International Linkages
  - Continuing ties with the ff:
    - Ansan City, South Korea
    - Township of Langley, Canada
    - Hezhou, China
    - Kashiwara, Japan
    - Coatzacoalcos, Vera Cruz, Mexico
  
- Membership in International Organizations:
  - UNACLA
  - CDSEA – CDS Cities
  - CITYNET
  
- Maintenance of City Website, City Express

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## **Health**

- Improvement of CHO building
- Program on Persons w/ disabilities
- Program on Population Services
- Program on Senior Citizen
- Strengthening of Anti-Drugs Program
- 24-hour operation of the 5 Lying-In Clinics
  
- Botica sa Barangay
- Comprehensive maternal and child health, pre-natal, deliveries and post partum services

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## Agriculture

- Promotion of One Village One Product Movement
- Livelihood Loan Assistance
  - 3 Rural Improvement Clubs
  - 8 Agricultural Based Cooperatives
  - 5 Fishery Based Cooperative
- Provision of quality palay and vegetable seeds, planting materials and fertilization
- Post-Harvest Facilities Support Services
- Irrigation Support Services



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## Infrastructure

- **Road Network**
  - Construction of San Fernando Bypass Road extension from Brgys. Biday, Bato, Bangcusay to San Juan, La Union
  - Concrete paving of San Fernando – Bagulin Road
  - Improvement of Drainage System along Quezon Avenue
  - Improvement San Fernando Airport Road
  - Improvement of Barangay Roads
  - Construction of Bridges
- **Buildings**
  - Construction of Senior Citizen's Building
  - Conversion of the City Jail into office spaces
  - Construction of New Motorpool, Engineering Workshop and City Warehouse
  - Construction of Barangay Halls
  - Rehabilitation of Police Sub-Stations of Brgys. Camansi & Santiago Norte

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## **Nature/Environment**

- Clean and green program
- Maintenance and greening of parks and highways
- Formulation of Integrated Environment Plan
- Environmental Extension Services
- Implementation of Environmental Programs:
  - Reforestation and land use management program
  - Coastal, Lowland and Upland Resources Management
  - Air Quality Management
  - Eco-Tourism Management

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## **Shelter**

- Site development of housing for city employees, police, media, firemen & teachers in Brgy. Sibuan-Otong
- Site development Fishermen's Emergency Assistance Program



***Thank you!***