SAN FERNANDO MEETS THE CHALLENGE OF URBANIZATION

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“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
The Evolution..

CITY DEVELOPMENT STRATEGY
City of San Fernando

Peoples Participation

City Initiative

National Government Assistance

External Assistance

World Bank * Ford Foundation * CIDA * DSE * JICA * SIDA
- USAID-AEP-ACEC, USAID-ARD-GOLD * ADB * WHO * Habitat-UN* JSDF * UNITAR
- Sister Cities: Ansan City, South Korea; Langley, Canada; Kashiwara, Japan,
  Hezhou, China; Coatzacoalcos, VeraCruz, Mexico

CITIES ALLIANCE

Slums Upgrading

Modem Mgt.

CITIES WITHOUT SLUMS

Sweep

World Bank, CIDA, USAID-AEP-ACEC

Market

World Bank

Promoted

DSE

Drainage

World Bank/Landbank

Coastal Resource Mgt.

USAID-ARD-GOLD

Info. Technology

USAID-ARD-GOLD/ SIDA

Housing

HUDCC, AIM, FORD FOUNDATION

Schools

LOGOFIND

Health Centers

WHO

Healthy Cities

WHO

Traffic Mgt.

USAID

Ateneo
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

- Water and Sanitation
- Energy
- Solid Waste Management
- Transport
- Education
- Recreation
- Nutrition
- Communication
- Health
- Agriculture
- Infrastructure
- Nature & Environment
- Shelter
**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

**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
Transport

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

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)
Recreation

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

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 4th flr Marcos Building
- Provision of Food Supplement, Iron & Iodine
- Soup Kitchen and Meals on Wheels
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

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
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

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
**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

**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!