

# CITY OF SAN FERNANDO, LA UNION: CHAMPIONING GOVERNANCE FOR HEALTH AND WELLNESS

World e-Governments Organization of Cities and Local Governments  
International Conference for Sustainable Cities  
April 7-9, 2015



City Classification : Component City

Income Classification: Third Class

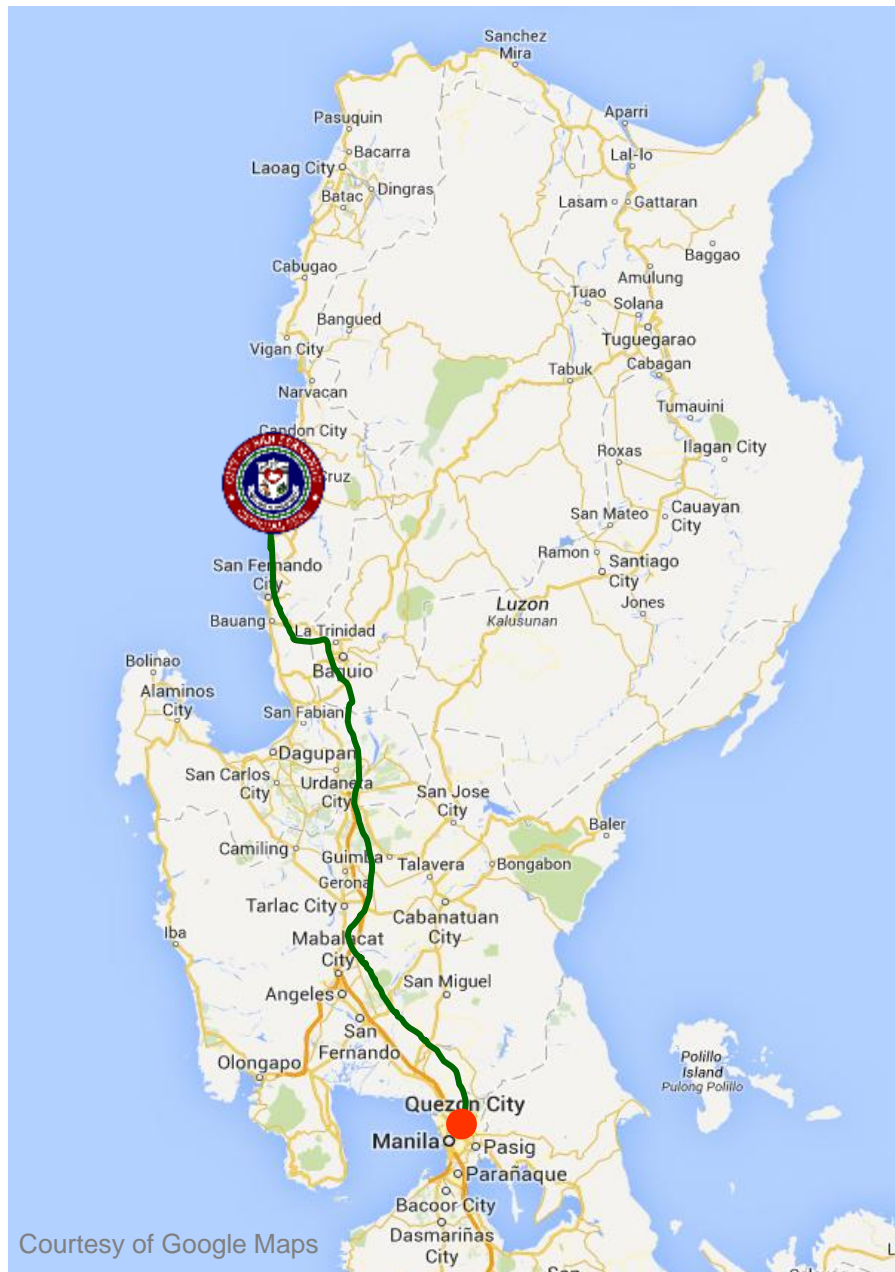
Land Area: 10,526 hectares

No. of Villages: 59 (24 Urban/35 Rural)

Population: 120,819 (2013 Projection)

## ACCESSIBILITY

- Located in the Northern Philippines
- 270 Kilometers North of Metro Manila
- Transit point as well as origin destination of buses plying the Manila-Laoag City Route





## ECONOMIC GROWTH

Income	2012 (Php)	2013 (Php)	2014 (Php)
<b>Local</b>	141,380,218.45 (\$6,316,868,160.34)	175,404,818.15 (\$7,837,087,274.94)	197,243,844.02 (\$8,812,854,950.81)
<b>IRA</b>	260,983,550.00 (\$11,660,745,014)	274,008,372.00 (\$12,242,694,060.9)	307,957,942.00 (\$13,759,560,848.50)



NATIONAL  
COMPETITIVENESS  
COUNCIL | PHILIPPINES

Rank #1 in Region 1



Rank	Name of City	Score
20	City of San Fernando	37.9913
27	Laoag City	37.0633
40	Vigan City	33.8709
44	Dagupan City	33.5443
45	Candon City	33.4511
50	Batac City	33.2327
76	Alaminos City	30.5486
84	Urdaneta City	29.3688

# PERFORMANCE GOVERNANCE SYSTEM

2005  
INITIATION

2006  
COMPLIANCE

2013  
PROFICIENCY

2015  
INSTITUTIONALIZATION

- Recipient of the **SILVER TRAILBLAZER AWARD** for 2 consecutive Performance Governance Forums (March & October).

CHOSEN AS ONE OF THE PILOT DREAM CITIES TO UNDERGO THE PERFORMANCE GOVERNANCE SYSTEM



**GOVERNANCE FRAMEWORK**

# ISO CERTIFICATION



ISO 9001:2008 Quality Management System

ISO 14001:2004 Environmental Management System

ISO 18001:2007 Occupational Health and Safety Management System

THE FIRST CITY AND FIRST LOCAL GOVERNMENT UNIT IN THE PHILIPPINES TO BE CERTIFIED WITH THREE CERTIFICATIONS



International Organization for Standardization



# INFORMATION SYSTEMS STRATEGIC PLAN



I  
S  
S  
P

I  
S  
S  
P

PLANNING, PROGRAMMING, BUDGETING, MONITORING AND EVALUATION

Human Resource Development

Legislative Agenda

# INFORMATION SYSTEMS STRATEGIC PLAN

# **The City of San Fernando is home to the most advanced educational and medical institutions in the region.**



Being the administrative capital of the region, the city is in a strategic position to pursue medical tourism and to become the education center in the North.





# 2020 DEVELOPMENT STRATEGY

City of San Fernando, La Union:  
Northern Luzon's Center for Health and Wellness by 2020

**Breakthrough 1: Institutionalize a culture of health and wellness among City of San Fernando, La Union Residents**

**Breakthrough 2: Position the City of San Fernando, La Union as the ideal business location for health and wellness enterprises**

## ENABLING ENVIRONMENT

Revitalize the CSF Central Business District

Upgrade existing health facilities to Health & Wellness facilities

## LEARNING AND GROWTH

Ensure all City Work Units complete Business Process Improvement

Upgrade skills of Barangay Health & Wellness Volunteers

Expand personnel to provide Health & Wellness standard of service

## DEVELOPMENT PROCESS

Guarantee E-HSAS Certification of Barangays

Ensure profitability of barangay Income Generating Projects

Intensify Investment Incentives Promotion for Health and Wellness MSMLEs

## FINANCE

Mobilize Resource for Health and Wellness Programs

**MISSION:** "We, the City of San Fernando, La Union, with our partners and linkages, deliver inclusive social, health and economic services with utmost professionalism and excellence that will spur the City as the Center of Health and Wellness in Northern Luzon."

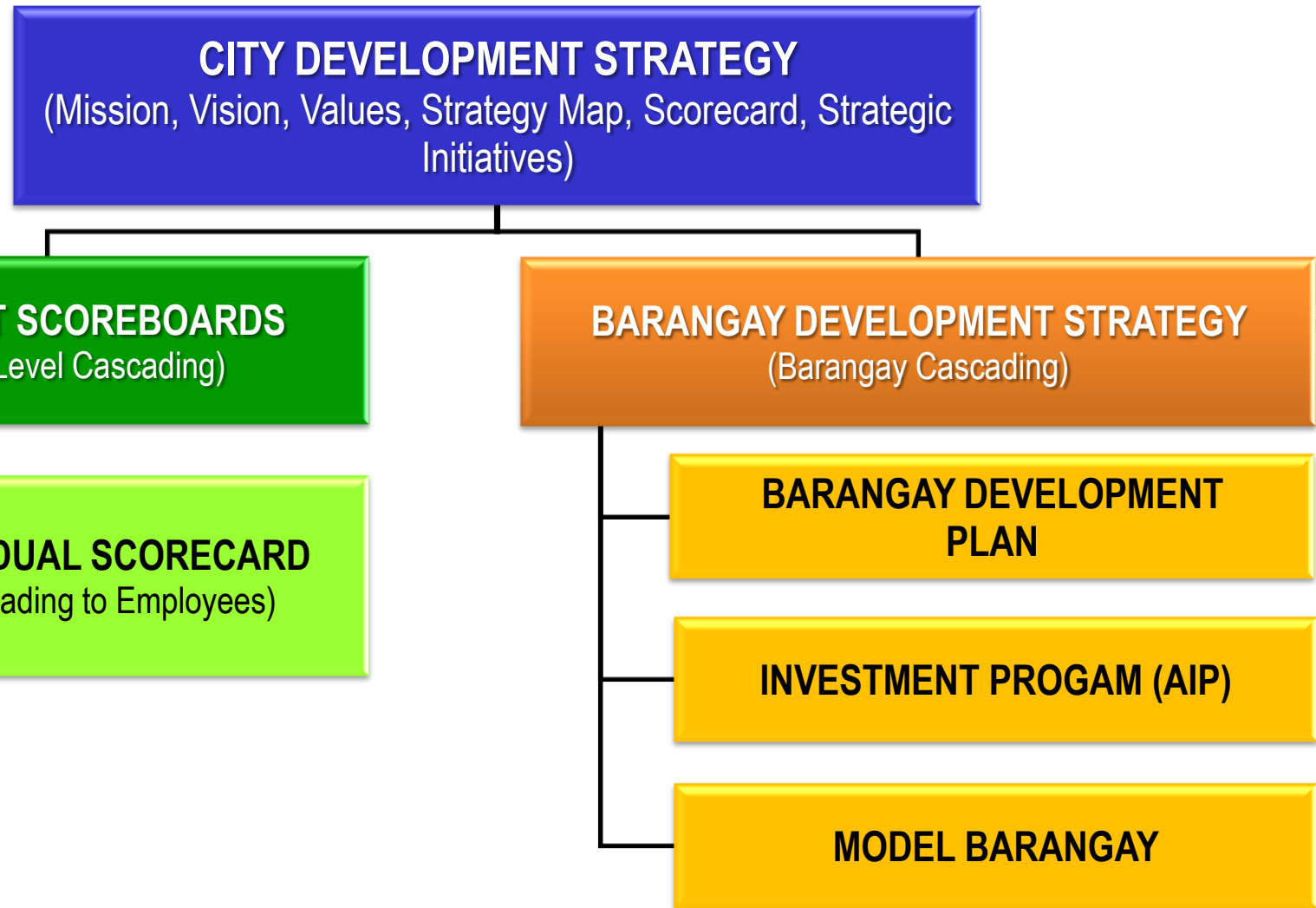
## VALUES

TRANSPARENCY

EXCELLENCE

ACCOUNTABILITY





## MODEL BARANGAY 3- POINT AGENDA

# E-HSAS CERTIFIED BARANGAY PROGRAM



*An initiative that will ensure the compliance and certification of the 59 barangays to the ISO-EMS (14001:2004) and OHSAS (18001:2007) and management of programs on environmental, health and safety.*

### STRATEGIC INITIATIVE TARGETS

**2015**

12 EHSAS Certified Barangays

**2014**

5 EHSAS Certified Barangays

# MODEL BARANGAY 3- POINT AGENDA

## IGP SA BARANGAY



*Development of services and products to be provided or produced and marketed by the barangay in order to generate additional revenues in partnership with private sector partner.*

### STRATEGIC INITIATIVE TARGETS

**2015**

12 Barangay IGPs posting positive net income

**2014**

Development of the 59 Barangay IGPs

# MODEL BARANGAY 3- POINT AGENDA

## HEALTH & WELLNESS FACILITIES UPGRADE



*Conversion of the existing health facilities comprised of the City Health Office, Lying-in Clinics and barangay health stations to a more equipped, efficient and operational Health and Wellness Center, Barangay Health and Wellness Clinics and Barangay Health and Wellness Stations thus guaranteeing the delivery of excellent and essential healthcare services within reach.*

### STRATEGIC INITIATIVE TARGETS

**2015**

- 12 Upgraded Barangay Health and Wellness Facilities
- 12 Barangays w/ BHWV Skills upgraded
- 12 Barangays meeting H & W Personnel standard

**2014**

- 5 Upgraded Barangay Health and Wellness Facilities
- 5 Barangays w/ BHWV Skills upgraded
- 5 Barangays meeting H & W Personnel standard

*Aimed at promoting walkability in the Central Business District, the urban master plan along with the drainage and walkable city master plan will be developed as a basis for the establishment of eco-friendly and pedestrian-friendly infrastructures within the CBD.*

## STRATEGIC INITIATIVE TARGETS

**2015**

50% area of the CBD meeting Walkable CBD Master Plan standards

**2014**

Walkable CBD Concept Paper/ Walkable CBD Code



**WALK GREEN,  
BREATHE CLEAN**



**DRIVERS FOR LOCAL ECONOMIC DEVELOPMENT**

*Development of investment policies, programs and incentives (fiscal/ non-fiscal) as well as investments promotion strategy that will encourage and entice Health and Wellness-related MSMEs to expand and locate in the City to support the local economy.*

## STRATEGIC INITIATIVE TARGETS

**2015**

1.7 M Capitalization of new H&W related enterprise  
7% increase in taxable gross sales of H&W Enterprise  
5 Enterprise availing investment incentives

**2014**

1.6 M Capitalization of New H&W related Enterprises  
6% Increase in the taxable gross sales of H&W related enterprise  
3 Enterprise availing Investment Incentives

**LET'S GO  
SAN FERNANDO!**



**DRIVERS FOR LOCAL ECONOMIC DEVELOPMENT**



*Guarantee Fast Deliver of Services and focus on customer satisfaction through the review of city business processes for effective and continual systems improvement and for the institutionalization of best practices.*

## STRATEGIC INITIATIVE TARGETS

**2015**

29 Procedures revised per BPI with final draft procedure

**2014**

23 Procedures revised per BPI with final draft procedure



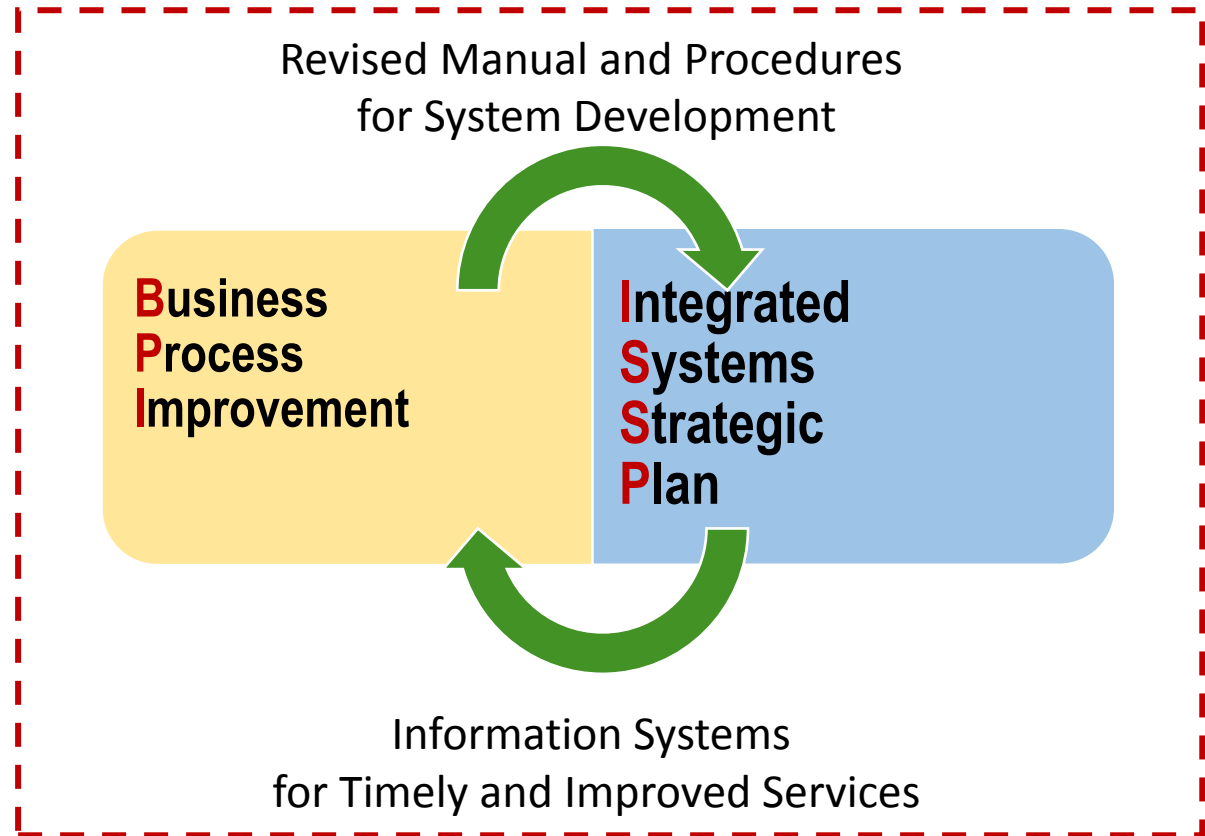
**BUSINESS  
PROCESS  
IMPROVEMENT**



**DRIVERS FOR LOCAL ECONOMIC DEVELOPMENT**



*The city ensures that each reviewed and revised process is translated into actual Information Systems as part of the **ISSP**.*





- 2013 Performance Governance System Compliance Seal
- March 2013 Performance Governance System Silver Trailblazer Award
- October 2013 Performance Governance System Silver Trailblazer Award
- ISO Certification on Integrated Management Systems (ISO 9001:2008)
- ISO Certification on Environmental Management System (ISO 14001:2004)
- ISO Certification on Occupational Health and Safety Management System
- 2013 2<sup>nd</sup> Runner Up for Cleanest and Safest LGU (City Category)
- 2013 Champion for Most Outstanding LGU CRM Implementer (City Category)



- 2012 Most Business-Friendly City in the Philippines
- 2013 1<sup>st</sup> Place for 2013 e-Gov Awards for LGUs in the Philippines
- 2014 Most Promising e-Government Prize

# Asia Pacific Economic Council Summit 2015:

## THE CSF COMMITS TO DELIVER 12 MODEL BARANGAYS BY JUNE 2015



**ISLANDS OF GOOD GOVERNANCE**

# CITY OF SAN FERNANDO, LA UNION:

Northern Luzon's Center for Health and Wellness by 2020

# THANK YOU!



• [www.sanfernandocity.gov.ph](http://www.sanfernandocity.gov.ph)