SMART CITY INITIATIVE

Asia-Pacific Regional Forum on e-Government, Smart Cities and Digital Societies for Sustainable Development
August 20, 2015 • Bangkok, Thailand
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

City Classification: Component City

Income Classification: Third Class

Income: $10,213,936.00

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

Courtesy of Google Maps
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

OVERVIEW OF SMARTER PHILIPPINES FRAMEWORK

Smarter Philippines framework is focused on developing 6 dimensions to enable inclusive growth and sustainable development.

ICT Development is seen to propel its realization.

OVERVIEW OF SMARTER PHILIPPINES FRAMEWORK
CITY OF SAN FERNANDO, LA UNION: Northern Luzon’s Center for Health and Wellness by 2020

OVERVIEW OF SMARTER PHILIPPINES FRAMEWORK

- Smarter Cities
  - iGovPhil
  - Smarter LGUs
  - iTalentDev.PH
  - Global Leadership in IT-BPO
  - iCreativePhil
  - e-Business
  - Filipinovation
  - Smarter SMEs
  - e-Business Permit Lic. System
  - Industry-driven curriculum
  - Transformative Learning Technologies
  - National Information Infrastructure
  - Smarter Traffic Management

- Smarter Government
  - DOST Scholarships
  - Smart Farming
  - MAKIBAYAN
  - High Value Electronics
  - UP Monorail
  - Electric Jeepney
  - Smart Grids
  - Renewable Energy
  - Project NOAH
  - EWS

- Smarter Living

- Smarter Environment

- Smarter Mobility

- Smarter Economy

- Smarter Countrywide
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

OVERVIEW OF SMARTER PHILIPPINES FRAMEWORK
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

- Smart Government
- Smart Economy
- Smart People
- Smart Mobility
- Smart Environment
- Smart Living
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

THE GLOBAL GOALS
For Sustainable Development

1. NO POVERTY
2. NO HUNGER
3. GOOD HEALTH
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. RENEWABLE ENERGY
8. GOOD JOBS AND ECONOMIC GROWTH
9. INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION
13. CLIMATE ACTION
14. LIFE BELOW WATERS
15. LIFE ON LAND
16. PEACE AND JUSTICE
17. PARTNERSHIPS FOR THE GOALS

OVERVIEW OF SMARTER PHILIPPINES FRAMEWORK
GOVERNANCE FRAMEWORK

INFORMATION SYSTEMS STRATEGIC PLAN

Citizens Charter → Integrated Management System → Vision 2020

Performance Governance System

PLANNING, PROGRAMMING, BUDGETING, MONITORING AND EVALUATION

Human Resource Development

Legislative Agenda

CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

Management Team
held together by a shared view of the strategy

Managing Strategy
Office for Strategy Management

Managing People
HRM

Managing Customers

Managing Quality

Competitiveness, Livability

Managing Money
Bankability

Managing Technology
IT

Governance

PERFORMANCE GOVERNANCE SYSTEM
Based on the framework of the Balanced Scorecard by Norton and Kaplan
Integrated Management System

ISO 9001:2008
Quality Management System
# 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

- Revitalize the CSF Central Business District
- Upgrade existing health facilities to Health & Wellness facilities

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

- 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

## Enabling Environment

<table>
<thead>
<tr>
<th>LEARNING AND GROWTH</th>
<th>DEVELOPMENT PROCESS</th>
</tr>
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<tbody>
<tr>
<td>Ensure all City Work Units complete Business Process Improvement</td>
<td>Guarantee E-HSAS Certification of Barangays</td>
</tr>
<tr>
<td>Upgrade skills of Barangay Health &amp; Wellness Volunteers</td>
<td>Ensure profitability of barangay Income Generating Projects</td>
</tr>
<tr>
<td>Expand personnel to provide Health &amp; Wellness standard of service</td>
<td>Intensify Investment Incentives Promotion for Health and Wellness MSMEs</td>
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</tbody>
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## 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

**SMARTER ECONOMY**
CITY OF SAN FERNANDO, LA UNION: Northern Luzon’s Center for Health and Wellness by 2020

Guarantee fast delivery of services and warrant customer satisfaction through the review of city’s business processes for effective and continual systems improvement and for the institutionalization of best practices.

BPI-ISSP Framework

Integrated Systems Strategic Plan

Information Systems for Timely and Improved Services

Business Process Improvement

Revised Manual and Procedures for System Development

Smarter Economy
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

CITY INFORMATION SYSTEMS
for investments and business permit processing

SMARTER ECONOMY
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

HEALTH CARE

City Health Information System

DO ST RxBox (Telehealth Services)
CITY OF SAN FERNANDO, LA UNION: Northern Luzon’s Center for Health and Wellness by 2020

WALKABLE CITY

Establishment of a Command Center
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

Integrated Management System

ISO 14001:2014
Environmental Management System

ISO 18001:12007
Occupational Health and Safety Management System

International Organization for Standardization

SMARTER ENVIRONMENT
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

Smarter Telecommunications and ICT Infrastructure

Partnership between the City Government and Philippine Long Distance Telephone Company for the deployment of iGate Fiber Optic Technology in the City
Revitalize the CSF Central Business District: Expansion of the Community Free Wireless Project
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

SMARTER MOBILITY

 provision of ICT equipment to the 59 villages

Deployment of Barangay Information System

eBarangay Program

Provision of ICT Equipment to the 59 Villages
Feasibility Study on Open Government Management System: WeServe
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

CITIES AND MUNICIPALITIES COMPETITIVENESS INDEX
National Competitiveness Council

OVER-ALL RANK NO. 9 OUT OF 108 COMPONENT CITIES IN THE PHILIPPINES

1. City of San Fernando: Rank No. 9
2. Dagupan City: Rank No. 19
3. Vigan City: Rank No. 20
4. Laoag City: Rank No. 23
5. Candon City: Rank No. 29
6. Urdaneta City: Rank No. 31
7. Batac City: Rank No. 39
8. San Carlos City: Rank No. 96

Online Services
Official Website: www.sanfernandocity.gov.ph
Official Email: csflu_98@yahoo.com.ph
Official Facebook Account: City Government of San Fernando, La Union

SMARTER PEOPLE
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

ICT CAPABILITY BUILDING PROGRAMS
ICT Trainings for City Government Employees

SMARTER PEOPLE
Computer Training for 180 Leaders from the 59 Villages

ICT CAPABILITY BUILDING PROGRAMS
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

On-the-Job Training ICT Program

Nine (9) City Integrated Information Systems Developed
CSF ICT Council

Vision:
City of San Fernando, La Union to be recognized as a Premier IT-BPO Center in Ilocandia

- Active member of the NICP Northern-Luzon Group
- Participation in Regional ICT Fora
- Investment Negotiations with the IT-BPO Companies like Genpact and Zug Software Engineering
- Redesigning of ICT programs and curriculum in the Academe based on the need of the ICT Industry
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

PERFORMANCE GOVERNANCE SYSTEM

2005
INITIATION

2006
COMPLIANCE

2013
PROFICIENCY

2015
INSTITUTIONALIZATION

Recipient of the SILVER TRAILBLAZER AWARD for 3 Performance Governance Forums (March, October 2014 and May 2015).

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

SMARTER COLLABORATION
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

PERFORMANCE GOVERNANCE SYSTEM

ISLANDS OF GOOD GOVERNANCE

The CSF commits to deliver 12 Health and Wellness Model Barangays by 2015

Asia Pacific Economic Council 2015

SMARTER COLLABORATION
MEMBERSHIP TO ICT ORGANIZATIONS

SMARTER COLLABORATION
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

smart and sustainable city
CITY OF SAN FERNANDO, LA UNION:
Northern Luzon’s Center for Health and Wellness by 2020

ICT AWARDS AND CITATIONS

2014 2\textsuperscript{nd} WeGO Awards
Most Promising Award for Efficiency Category
Awarded in Chengdu, China

2013 2\textsuperscript{nd} eGov Awards for Local Government Units in the Philippines
• Best in Government to Customer Category

2012 Most Business Friendly City in the Philippines
• Special Citation in instituting innovative and best practices in good governance particularly in the use of information technology to facilitate business transactions and attract investments and provision of human resource development services
Governance Systems

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 qualified with three certifications.
Thank you!