MUNICIPALITY OF BAUANG

The Challenge
- Become investment and commercial destination in the province of La Union
- Establishment of Bauang eco-tourism & economic zone
- Attract investors and help taxpayers
- Adoption of green technology
- IT equipment and free training for schools
- Municipal wide computer literacy program
- Employment opportunities
- IT-based/web-based Moral recovery programs
- Passage of ordinances for the promotion of moral recovery and literacy programs
- Electronic payment of taxes and fees
- Utilization of mineral resources extracted from mining
- Full potential utilization of financial & human resources
- Go global on financial transactions
- PRIME HRM level 2

Negative impacts / Threats
- Competition from neighboring LGUs
- Passive attitude / indifference / poor support of the family and community for literacy programs
- Resistance to computer literacy program due to lack of interest
- Student’s IT gadget addiction contributory to declining moral values
- Social non-acceptability of E-payment
- Continuous influx of people in migration
- Rise in criminology
- Waste and management problems
- Pollution of business establishment along rivers upstream outside the LGU
- External political interference
- Partition politics
- Rising national standards for PRIME HRM and other necessary accreditation and certifications

The Evidence
The following data are available:
- Strong linkages
- PRIME HRM, Level-1 Accreditation
- Participatory planning/Co-ownership
- Sufficient financial and human resources
- Sufficient ICT equipment and facilities
- Multi-awarded local government

The following data are needed:
- Deviation from established systems and procedures
- Incomplete socio-economic database
- Weak political will in implementing regulatory policies
- Practice of political accommodations
- Imbalanced staffing among offices
- Lack of technical staff
- Job mismatch
- Mediocrity
- Poor net access/services

The Solution/Initiative
1. Master Planning for Bauang City by 2030;
2. Green Technology on building designs/infra-structure materials/ renewable energy sources;
3. Unified Information Technology System for governance;
4. Development of Bauang Economic Zones;
5. Development of tourism and culture complex;
6. Greenbelt areas in town center and major thoroughfares;
7. Workforce Development;
8. Establishment of Environmental Quality Standard System;
9. Integrated traffic and disaster management system with communication and
    safety capabilities;
10. Health in every home (Healthlink).

Policies, Plans & Regulation
Reorganizing the work force of the municipality, and empowering managers so that
services will be able to reach the grassroots level. We just finished our 12-year strategy
plan called “SULONG BAUANG 2030” (“MOVE FORWARD BAUANG 2030”) anchored
on the sustainable development goals and indicators. An integrated planning and
performance management system was established to monitor progress through a
quarterly strategy review. Various strategic initiatives were adopted to move the plan
into action.

Governance
- Improve service turn around rate
- Increase customer satisfaction
- Improve community trust rating
- Improve social determinants of health
- Vineyard & agriculture competitiveness/development
- Enhance policy development rate/ community policy awareness rate

Financing
- Local revenues
- IRA
- Partnerships

Technical support
- IT Connectivity in public institutions and areas
- Increase use of renewable materials & energy
- Train all employees in all levels & aspects

Timeline for Implementation of Proposed Activities
3 months
6 months
12 months
>12 months