

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
- Adaption of green technology
- IT equipment and free trainings 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 res. extracted from silted river
- Full potential utilization of financial & human resources
- Go global on financial transactions
- PRIME HRM level 2

Negative impacts / Threats

- Competition from neighbouring 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 criminality
- Waste management problems
- Proliferation of business establishment along rivers upstream outside the LGU
- External political interference
- Partisan politics
- Rising national standards for PRIME HRM and other necessary accreditation and certifications

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 Zone;
- (5) Development of culture and tourism complex;
- (6) Greenbelt areas within town center and major thoroughfares;
- (7) Workforce Development;
- (8) Establishment of Environmental Quality Standard System;
- (9) Integrated traffic and disasters management system with communication and wifi capabilities;
- (10) Health in every home (Healthlink).

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

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 strategiv 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

