



REPUBLIC OF THE PHILIPPINES
OFFICE OF THE CITY MAYOR
City of Naga



EXECUTIVE ORDER NO. 2013 - 021

RECONSTITUTING THE NAGA CITY URBAN DEVELOPMENT AND HOUSING BOARD (NCUDHB)

WHEREAS, Section 8, Article 6 of Ordinance no. 98-033 mandates for the creation of Naga City Urban Development and Housing Board (NCUDHB) which acts as the city's arm in the implementation and monitoring of pertinent provision of Republic Act No. 7279 and ordinance no 98-003; Whereas, the same section speaks of appointment by the City Mayor for members of the Board from the private sector;

WHEREAS, received by the office of the City Mayor on 30 July 2013 is a letter dated 22 July 2013 from the Naga City Urban Poor Federation, Inc. endorsing the individuals from urban poor organization as members of the Board;

WHEREAS, there is a need to reorganize the composition of the Naga City Urban Development and Housing Board due to the change in the leadership and in order to deliver its services and to carry out all its programs and projects for the good and welfare of the constituents of the City of Naga;

NOW THEREFORE, I, JOHN G. BONGAT, City Mayor of Naga, by the powers vested in me by law, do hereby order for the reconstitution of the Naga City Urban Development and Housing Board (NCUDHB) to be composed by the following:

Section 1. Composition. The Naga City Urban Development and Housing Board (NCUDHB) is hereby reorganized to be composed of the following:

From the government sector

- Hon. David Casper Nathan Sergio, Chairman, Committee on Land Use
- Hon. Mila S.D. Raquid Arroyo, Chairman, Committee on Urban Poor Affairs
- Hon. Ray-An Cydrick G. Rentoy, Chairman, Committee on Laws and Ordinances
- Hon. Jose "Toti" Importante, Liga ng mga Barangay President
- Engr. Rolando Campillos, Acting Head, Housing and Settlements Dev't Office
- Engr. Leon Palmiano IV, City Engineer
- Engr. Ramon R. Albeus, City Assessor
- Ms. Helen T. Rosales, City Treasurer
- Mr. Jaime Reblando, City Social Welfare and Development Officer
- Mr. Wilfredo B. Prilles, Jr., City Planning and Dev't Officer

From the private Sector

Five (5) representative of the largest accredited urban poor federation or organizations in Naga City; duly elected in accordance with their constitutions and/or by-laws;

- Mr. Danilo B. Ludovice

*nc. by: memo/nilf
 3:07 p.m. 8/20/13
 8/28/13
 8/27/13
 8/27/13*

*Barbie
 8/27/13*

- Mr. Laurencio A. Sabellena
- Mr. Antonio G. Dela Cruz
- Mr. Romulo B. Pagao
- Mr. Zosimo O. Requejo

ec. by principal

Five (5) representatives of non-government organizations and people's organizations engaged in community organizing and other activities for the development of urban poor communities in Naga City.

- Representative from the Community Organization of the Philippines Enterprise (COPE) Foundation Inc. — *8/21*
- Representative from Sentro ng Alternatibong Lingap Panlegal (SALIGAN) *8/26*
- Representative from Anduyog Metro Rescue Inc (AMRI) *8/26/13*
- Representative from Philippine Institute of Civil Engineers (PICE) *8-28-13*
- Representative from Associates in Research and Community Empowerment (ACRES) *8/24/13*

Section 2. Term of Office. The members of the Board shall serve for a term of not more than three (3) years, provided that only representatives from the urban poor organizations, nongovernment organizations and people's organizations with no previous conviction or pending cases of crimes involving moral turpitude, and recommended by the Naga City People's Council may be appointed.

Section 3. Rules of Procedure. The Board shall choose a chairperson from among themselves and promulgate its own internal rules or procedure. The members, except the representatives of the urban poor federation or organizations, shall not receive salaries or other forms of compensation.

Section 3. Termination. The City Mayor shall, upon recommendation of the urban poor federation or organization or non-government organization concerned, terminate the appointment of any member on any just or valid cause.

Section 4. This Executive Order shall be effective immediately.

Issued this 19TH day of August, 2013 in the City of Naga, Philippines.

JOHN G. BONGAT
City Mayor

Attested by:

FLORENCIO T. MONGOSO, JR., CSEE
Department Head II and City Administrator



REPUBLIC OF THE PHILIPPINES
CITY OF NAGA
"An Maogmang Naga"

Office of the City Mayor



Executive Order No. 2013-027

CREATING THE TECHNICAL WORKING GROUP FOR THE URBAN NEXUS PROJECT IN THE CITY OF NAGA AND DEFINING ITS FUNCTIONS AND RESPONSIBILITIES:

WHEREAS, the Regional GIZ Project "The Integrated Resource Management in Asian Cities: the urban Nexus", financed by the German Federal Ministry of Economic Cooperation & Development (BMZ), promotes the practical implementation of planning and management approaches for an integrated urban resource management for the sectors of energy, water and food security in selected Asian cities;

WHEREAS, Naga City in the Philippines is one of the ten selected cities, the other cities are Santa Rosa, Philippines; Yogyakarta, Indonesia; Danang, Vietnam; Weifang, Rizhao and Banan, China; Chiang Mai and Korat, Thailand and Ulaanbaatar, Mongolia;

WHEREAS, the project hopes to develop capacities (both institutional and personnel) for integrated urban resource management in the abovementioned selected Asian cities;

WHEREAS, Naga City will benefit from the innovative approaches which are fed into the regional learning network, since they contribute to optimizing urban resource management in the context of urban and/or development planning;

WHEREAS, there is a need to create a Technical Working Group that will ensure the effective and efficient implementation of this Urban Nexus project by ensuring proper coordination among stakeholders and the over-all success of its component activities.

NOW THEREFORE, I, John G. Bongat, Mayor of the City of Naga, by virtue of the powers vested in me by law, do hereby order the following:

Section 1. The Urban Nexus Project Technical Working Group (TWG) is hereby created with the following composition:

Team Leader: Mr. Wilfredo Prilles, Jr., City Planning and Development Coordinator

Members:

- o Mr. Oscar P. Orozco, City ENRO
- o Engr. Joel P. Martin, City Solid Waste Management Officer
- o Engr. Leon B. Palmiano IV, City Engineer

- Ms. Maria Edna B. Bongalonta, Acting City Agriculturist
- Engr. Rolando S.I. Campillos, HDSO Chief
- Mr. Roberto C. Acabado, Naga City Abattoir
- Mr. Ermani B. Suron, ESSO Chief
- Representative, Metro Naga Water District
- Representative, Bureau of Jail Management and Penology
- Representative from the Naga City People's Council

Secretariat: City Planning and Development Office

Section 2. The TWG shall assume responsibility over the attainment of the following targets under the Urban Nexus Project:

- a) To report regularly on development of jointly agreed upon nexus project to be implemented;
- b) To support GIZ's long and short term experts in logistical, technical and conceptual aspects; and
- c) To present the experience of the Naga City Government with other Nexus partner cities.

Toward this end, it will coordinate with all local and national government agencies, as well as other stakeholders in society, in mobilizing the support and resources required for the attainment of the abovementioned objectives.

Section 3. The TWG will report directly to the City Mayor, who will exercise control and supervision over its operations.

Section 4. This Executive Order shall be effective immediately.

Issued this 2nd day of October, 2013 at Naga City, Philippines.


JOHN G. BONGAT
 City Mayor

Attested by:


FLORENCIO T. MONGOSO, JR., CSEE
 Department Head II and Acting City Administrator



REPUBLIC OF THE PHILIPPINES
OFFICE OF THE CITY MAYOR
City of Naga



EXECUTIVE ORDER NO. 2014 - 035

CONSTITUTING AN APPRAISAL COMMITTEE PURSUANT TO SECTION 8-A OF CITY ORDINANCE NO. 2014-057, ALSO KNOWN AS "AN ORDINANCE PROVIDING FRANCHISE TO TEN (10) UNITS OF TAXICLES AND REGULATING THEIR OPERATION IN THE CITY OF NAGA":-

WHEREAS, City Ordinance No. 2014-057 also known as "AN ORDINANCE PROVIDING FRANCHISE TO TEN (10) UNITS OF TAXICLES AND REGULATING THEIR OPERATION IN THE CITY OF NAGA" was enacted on October 7, 2014;

WHEREAS, Section 8 of the Ordinance provides an "INCENTIVES SCHEME FOR TRIMOBILE FRANCHISEES/OPERATORS CONVERTING THEIR UNITS TO TAXICLES" and among the incentives is a Buy-Back Scheme where the City Government shall buy up to fifty four (54) trimobles from existing franchisees of units with four-stroke engines who would like to retire the same and replace them with taxicles, such to be distributed among the City's twenty seven (27) barangays;

WHEREAS, to operationalize the Buy-Back scheme, Section 8-a of the Ordinance mandates that the City Mayor constitute an Appraisal Committee that shall determine the road-worthiness, suitability and value of trimobles that will offered under the scheme;

NOW THEREFORE, I, JOHN G. BONGAT, Mayor of the City of Naga, by virtue of the powers vested in me by law, do hereby order the following:

Section 1. Creation. In order to address the aforementioned points and pursuant to Section 8-a of City Ordinance No. 2014-057, an Appraisal Committee is hereby created.

Section 2. Composition. The Appraisal Committee shall be composed of the following:

- Head of the Traffic Engineering Division of the Public Safety Office
- Head of the Naga City Motorpool



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- Representative from the City Treasurer's Office
- Representative from the City Budget Office
- Selling owner or his authorized representative.

Section 3. Condition. Any offer to sell shall be appraised within five (5) working days from receipt of the written offer.

Section 4. Effectivity. This Executive Order shall be effective immediately.

Issued this 3rd day of November, 2014 at Naga City, Philippines.


JOHN G. BONGAT
City Mayor

Attested by:


FLORENCIO T. MONGOSO, JR., CSEE
Department Head II and City Administrator



REPUBLIC OF THE PHILIPPINES
OFFICE OF THE CITY MAYOR
City of Naga



EXECUTIVE ORDER 2015-029

CREATING THE PANICUASON PROTECTED AREA MANAGEMENT BOARD (PPAMB), DEFINING ITS COMPOSITION, AND IDENTIFYING ITS PURPOSE, GOALS, OBJECTIVES, SCOPE AND RESPONSIBILITIES:

Whereas, Republic Act 7586 or the National Integrated Protected Areas System (NIPAS) Act recognize the impact of human development on the natural environment, as well as the importance of protecting and maintaining the natural biological and physical diversities of protected areas to sustain human life and development, as well as plant and animal life;

Whereas, the NIPAS Act also recognize that the effective administration of these areas is possible only through cooperation among national government, local government and concerned private organizations and that the use and enjoyment of these protected areas must be consistent with the principles of biological diversity and sustainable development;

Whereas, in 2011, the City Government of Naga and the Department of Environment and Natural Resources (DENR) entered into an agreement for the co-management of the 664 hectares portion of the Mt. Isarog Natural Park (MINP), specifically situated in the headwaters of the Naga River in Barangay Panicuason, Naga City;

Whereas, under the agreement, the City Government of Naga has the responsibility of taking charge of the repair/rehabilitation of existing facilities and trails inside the MINP, Brgy. Panicuason side, as well as the option to enter into agreements with the national government or the private sector for the development of facilities to cater to the needs of tourists, mountaineers, and visitors;

Whereas, the increasing number of visitors to MINP, particularly Malabsay Falls, requires the improvement of policies, effective implementation of rules and regulations, and increased focus and deployment of resources to ensure the safety and security of visitors, safeguard the natural environment, and assure visitors of a positive experience within the area of concern;

Whereas, the area of concern is located within the East Highland Tourism Zone of Naga, which covers the upper barangays of Carolina and Panicuason, with



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the said zone the focus of tourism development by the City Government because of its complementing natural attractions and ideal location for resorts;

Now therefore, I, **John G. Bongat, Mayor of the City Government of Naga**, by virtue of the powers vested in me by law, do hereby order the following:

Section 1. To effectively administer and manage the implementation of City Government's responsibilities under the co-management agreement with the DENR and to ensure the sustainable development of the area of concern in accordance with the NIPAS Act and Naga's tourism development program, the Panicuason Protected Area Management Board (PPAMB) is hereby established.

Section 2. The PPAMB shall have the following composition:

Chairman: Hon. John G. Bongat, City Mayor

Co-chairmen: Hon. Elmer Baldemoro, Chairman, SP Committee on Tourism

Mr. Oscar Orozco, ENRO

Executive officer: Mr. Alec Francis Santos, ACTO

Members: Hon. Domingo Ramos, Punong Barangay, Panicuason
Mr. Ernesto Elcamel, NCDDRMO
Rolando Cruzata, President, Mt. Isarog Guardians
Two (2) representatives from the academe (from institutions offering tourism courses, to be appointed by the chairman)

Honorary members: Mr. Jojo Villareal, tour operator
Dr. Elias Cam, President, Naga View Adventist College
Representative from Panicuason Hot Spring Resort
Representative from Stonehouse Garden Resort
Representative from Peñafrancia Resort
Representative from Haciendas de Naga Resort

Members of the board are hereby authorized to appoint representatives to attend meetings, gatherings and functions in their behalf.



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Section 3. The PPAMB shall have the following responsibilities, functions and powers:

1. Formulate strategies, local policies, rules and regulations, and protocols regarding administration and management concerns of the 664-hectare area of concern in coordination with and adherence to policies, rules and regulations of the Mt. Isarog Natural Park Protected Area Management Board (MINP-PAMB)
2. Enforce national laws, policies, and city ordinances with direct and indirect effects on the area of concern, in coordination with the MINP-PAMB
3. Review and recommend participation or involvement of other government agencies, the private sector, and the academe in the planning, development and implementation of tourism and conservation-related projects and activities within the area of concern
4. Review and recommend improvement of existing facilities as identified under the co-management agreement with DENR, and coordinate with city government departments, offices and units, national government agencies, as well as the private sector for the repair/rehabilitation and improvement of said facilities
5. Recommend the conduct of manpower training projects and activities for tourism and conservation workers of the city government, barangay governments and private establishments within the East Highland Tourism Zone
6. Review proposals for partnerships from government agencies, the private sector, and the academe and recommend actions to the city government
7. Consult regularly with stakeholders within the area of concern and the East Highland Tourism Zone such as, but not limited to: barangay government officials, community leaders, NGOs/POs, tourism-oriented establishments regarding the formulation, implementation and impact of policies, rules, regulations and local ordinances, as well as economic ventures (whether public or private) within the area of concern and the East Highland Tourism Zone

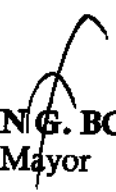


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8. Conduct regular monitoring, evaluation and assessment of the implementation, effectiveness and impact of strategies, policies, rules, regulations and local ordinances, as well as economic ventures (whether public or private) and park protocols within the area of concern and the East Highland Tourism Zone
9. Meet on a monthly basis to discuss matters concerning the area of concern and the East Highland Tourism Zone, within the PPAMB's scope and limitation
10. The executive officer shall be responsible for the coordination of policies, actions and efforts of the members of the board, coordination with government agencies, the private sector and the academe regarding the area of concern and the East Highland Zone, and the monitoring of the implementation and impact of policies, rules, regulations, local ordinances and economic ventures (whether public or private)

Issued this 7th day of September, 2015 in the City of Naga, Philippines.


JOHN G. BONGAT
City Mayor

Attested by:


MR. FLORENCIO T. MONGOSO, JR. CSEE
City Administrator



Republic of the Philippines
Tanggapan ng Sangguniang Panlungsod
City of Naga



ORDINANCE NO. 107

**AN ORDINANCE PROHIBITING THE HANGING OR SPREADING OF LAUNDRY OVER
SIDEWALKS, PUBLIC ALLEYS AND OTHER PUBLIC PLACES: -**

Be it ordained by the Municipal Board of the City of Naga, that:

SECTION 1. - It is hereby prohibited to place, hang, bleach or spread laundry, for purposes of drying, over sidewalks, public alleys, market premises, school grounds plazas, churchyards and other public places.

SECTION 2. - For purposes of this ordinance, the word "laundry" shall mean clothes; clothing materials and other articles intended to be washed.

SECTION 3. - Any violation of the provision of this ordinance shall subject the offender to a fine of not more than P20.00 or not less than P5.00, or an imprisonment of not more than 10 days but not less than 3 days or both such fine and imprisonment at the discretion of the court.

SECTION 4. - This ordinance shall take effect upon its approval.

UNANIMOUSLY APPROVED.

ENACTED: December 6, 1952

APPROVED: December 13, 1952.



Republic of the Philippines
Tanggapan ng Sangguniang Panlungsod
City of Naga



ORDINANCE NO. 401

REGULATING THE ESTABLISHMENT, MAINTENANCE AND OPERATION OF A PRIVATE MEMORIAL PARK-TYPE CEMETERY OR BURIAL GROUND WITHIN THE JURISDICTION OF NAGA CITY, AND PROVIDING PENALTIES FOR VIOLATION THEREOF: -

Be it ordained by the Municipal Board of the City of Naga, that:

SECTION 1. - A private cemetery in the nature of a memorial park-type may be established, maintained and operated within the jurisdiction of Naga City by any person or persons, natural or judicial, provided that an application thereof is filed with the Office of the Municipal Board for approval thru the Office of the city Mayor, upon the recommendation of the City Health Officer and the City Public Works Supervisor;

SECTION 2. - Upon the approval of the application by the Municipal Board it shall be forwarded to the Office of the city Mayor for the approval thereof;

SECTION 3. - The operation and maintenance of the private memorial park-type cemetery established pursuant to this Ordinance shall be subject to the provisions of the cemetery law and/or other pertinent laws as well as rules and regulations promulgated or as may be promulgated by the Municipal board, subject further to the following conditions;

- a. That an irrevocable trust fund equivalent to P20.00 per square meter of the cemetery lots sold shall be set aside to provide funds for the perpetual care and maintenance of the entire cemetery area. Such trust fund shall be deposited in a reputable bank;
- b. That the interest earned or accruing from the trust fund so deposited shall be used exclusively for the perpetual care and maintenance of the entire cemetery area;
- c. No application for the establishment of a private cemetery shall be considered;
 1. If the proposed site covers an area within fifty (50) meters from any existing potable body of water and within ten (10) meters from any existing subdivision and/or other adjoining property lines, which distances shall be so indicated in the location and development plans mentioned in Section 3, paragraph (a), hereunder, to be submitted together with the application;
 2. If the proposed private cemetery site is less than fifteen (15) hectares;
 3. Unless the area applied for is owned in fee simple by, and the title thereto, if it is a registered land, be in the same of the applicant.
- d. That the provisions of all existing ordinances on health, zoning and/or building construction shall be complied with.

- e. The applicant shall likewise submit a location plan, development plan, topographic map or survey, including contouring at one (1) meter interval and drainage plan showing gutters, cross-drainage, and sewer pipe connections and road lots. Roads and ridges which may be constructed inside the memorial park shall conform to the minimum requirements of the city subdivision ordinances.
- f. The applicant shall likewise state in his application the proposed capitalization of the project.

SECTION 4. - Subject to the approval of the City Public Works Supervisor and the City Health Officer as the case may require, monuments, sepulchers, mausoleums, vaults, niches, chapels and fences as may be necessary for the beautification of the private cemetery may be constructed on the premises by the duly licensed operator; PROVIDED, that as regards vaults and ground tombs the same should be concreted with temperature bars and sealed air-tight. The development plan as well as the specifications or the manner regulation promulgated by the Department of Health. PROVIDED, HOWEVER, that a building permit for any such structure containing interior rooms or compartment designed to temporarily house the dead human beings.

SECTION 5. - The operator of such private cemetery or burial ground shall pay an annual mayor's permit and license fees as follows:

MAYOR'S PERMIT	ANNUAL FEE
a. Cemetery site with an area of fifteen (15) to twenty five (25) hectares	P 100.00
b. Cemetery site with an area if fifteen (15) to twenty five (25) hectares	200.00
LICENSE	ANNUAL FEE
	(Payable quarterly)
a. Cemetery site with an area of fifteen (15) to twenty five (25) hectares	P 1,000.00
b. Cemetery site with an area of more than twenty five (25) hectares	1,500.00

“Operator” as used in this section is the person, natural or juridical, who establishes, operates or maintains said private burial ground or cemetery.

SECTION 6. - The applicant-operator who is granted a permit to operator under this ordinance shall put up a performance bond of P10,000.00 per hectare executed in favor of the City of Naga from any reputable surety company or a property bond to secure the completion of at least one-third (1/3) of the total area to be developed and the beautification of the total lawn area and other public improvements, including roads, bridges, drainage canals, gutters and lighting system to be accomplished within three (3) years from the date of approval of the application;

SECTION 7. - If any part or section of this ordinance shall be declared illegal or contrary to law, such declaration shall not invalidate to the other provisions thereof.

SECTION 8. - Any violation of the provisions of this ordinance shall be punished by a fine of not less than One Hundred (P100.00) Pesos but not more than Two Hundred (P200.00) Pesos or imprisonment of not less than six (6) months or such fine and imprisonment at the discretion of the court.

SECTION 9. - Consistent violation and/or conviction of this ordinance shall be sufficient ground for the revocation or cancellation of the permit to operate and maintain the private cemetery. If the violation is committed by a firm, corporation, partnership or association, the manger, managing partner, administrator or the person in charge of the management shall be held personally liable therefore.

SECTION 10. - All ordinances or parts thereof which hare inconsistent with the provisions of this ordinance are hereby repealed or modified to conform with the intent of this ordinance.

SECTION 11. - This ordinance shall take effect upon its approval.

ENACTED: September 11, 1972.

WE HEREBY CERTIFY to the correctness of the foregoing ordinance.

PORFIRIO B. BADIONG, JR.
Secretary to the Board

FELICISIMO G. DEASIS
Acting Vice Mayor & Presiding Officer

APPROVED:

VICENTE P. SIBULO
City Mayor

ATTESTED:

ALFREDO S. CALARA, JR.
Secretary to the Mayor



Status of Nexus projects in Naga City, Philippines

Integrated resource management
using Nexus approach

Regional Workshop on Resource Efficiency in Asian Cities
25-27 June 2014 | Da Nang, Viet Nam

Outline

- The setting
- Project status
 - CLUP updating
 - Biogas adjunct to MNWD septage facility
 - Decentralized WTE (low-cost housing)
- Challenges and opportunities

Context



- ❑ **Not centrally located**
 - ❑ 377 kms south of Manila (national capital), 380 kms north of Cebu (2nd biggest urban center)
- ❑ **The core of Metro Naga**
 - ❑ A fast-growing area comprised of 15 municipalities and Naga City belonging to Metro Naga Development Council (MNDC)
- ❑ **A small city**
 - ❑ 175,000 population (2010). Around 190,000 (2014 est.) 48.9% Male; 51.1% Female.
 - ❑ Daytime population of around 300-400,000

Identified Nexus projects

- Top priority
 - **Decentralized waste-to-energy project in Del Rosario, Naga City**
- Others
 - Peri-urban farming, energy production linked to MNWD septage plant
 - Applying integrated resource management (Nexus) principles in the 2016-30 Comprehensive Land Use Plan of Naga City

Project status:
Nexus-inspired CLUP

- Executive Order No. 2013-006 (issued Feb 20, 2013) initiated process of formulating successor land use plan for Naga
- Planning team already organized
- Visioning workshop conducted in May 24, 2013
- Sectoral studies being prepared as prelude to consultations
- Initial SWOT workshop with ICLEI to identify areas of Nexus application held on April 2, 2014
- Draft should be completed by end of 2014

Project status:

Peri-urban farming + biogas

- Peri-urban farming linked to sludge treatment plant
 - Being established by the Metro Naga Water District (Naga City + 4 other adjacent towns)
 - Capacity of 56 cum per day. Project cost: PhP149 million (USD3.4 million at P44:USD1)
 - Explore possibility of generating energy, fertilizer from sludge

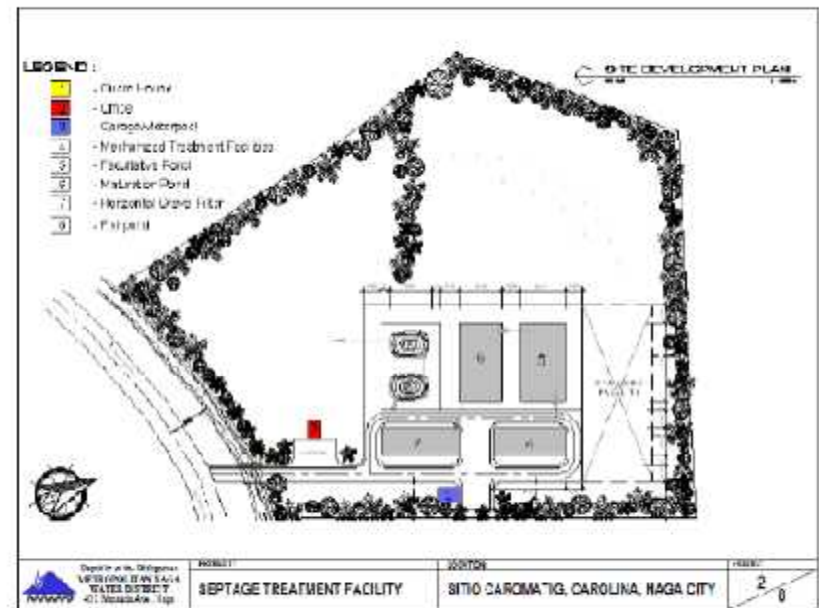
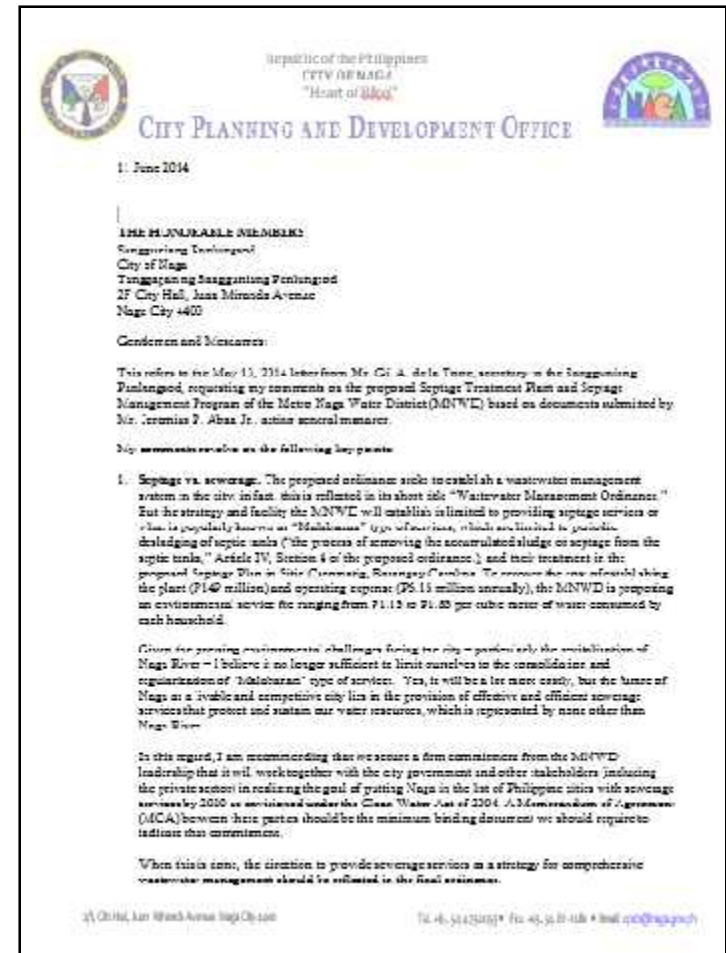


Figure 4.5: Layout of sludge treatment facility

Project status:

Peri-urban farming + biogas

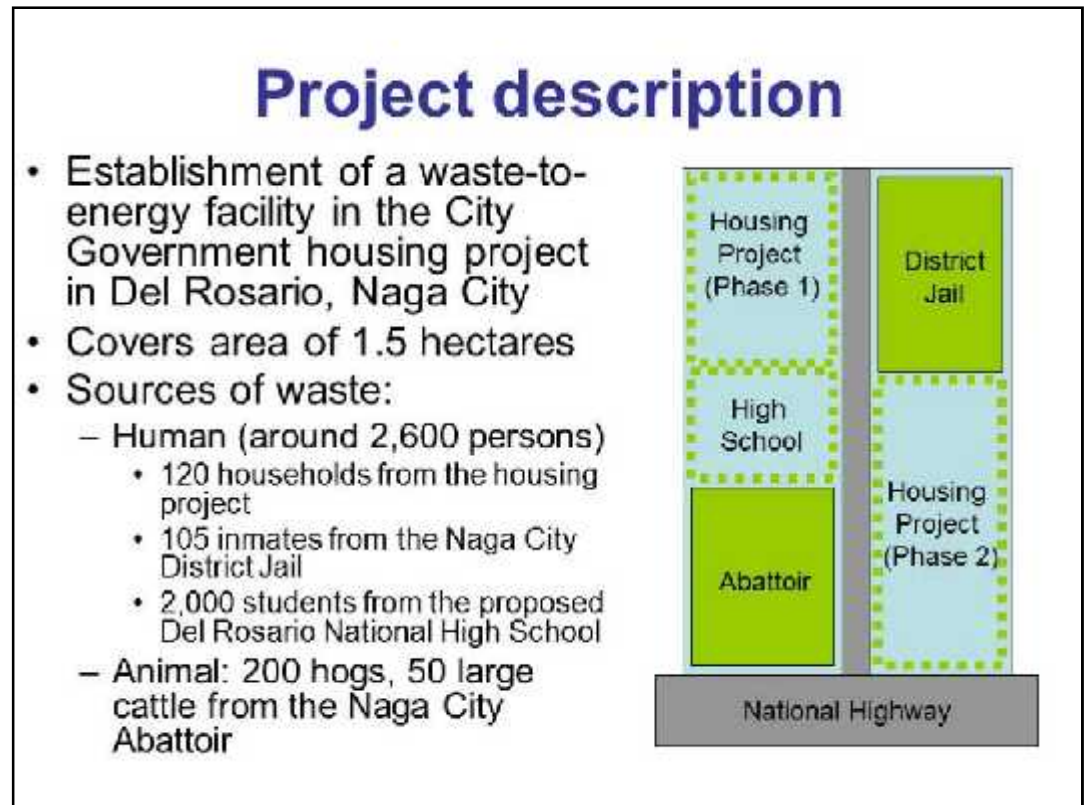
- Proposed ordinance authorizing MNWD to recover cost pending with the Sangguniang Panlungsod (city council)
- Issued raised by CPDO:
 - Septage vs. sewerage
 - Project cost
 - Weak alignment between city, MNWD (esp. lack of response to Nexus proposal on vacuum sewer system)



Project status:

Decentralized WTE project

- Waste-to-energy (WTE) scheme took a backseat in favor of low-cost housing technical assistance
- Impelled by reality: housing units needed to be built first



The original scheme during project planning in June 2013

Project status:

Low-cost housing phase

- From Jan 14-Apr 15, 2014, Nexus project sent two LCH experts to work with HSDO (city housing agency), Habitat for Humanity (local partner/ developer), other stakeholders (beneficiaries, HDMF)
- Also implemented capacity building with BISCAST (local state college)

Expert RFA Findings:
Del Rosario Housing

- Anaerobic treatment plant can be established beside district jail
 - Allows gravity-led transport of wastewater
 - Should expand coverage to include Camella Homes, other real estate
- **Improve housing design based on Nexus project recommendations**
- **Tighter project management, in partnership with local state college (BISCAST)**

Decentralized waste-to-energy project can produce biogas

- For cooking and warm water in the district jail
- Heating/cooling in the city slaughterhouse

Expert findings during the Rapid Field Appraisal, 2nd Semester 2013

Project profile

- Low-cost housing component (Phase I of Del Rosario Housing Project)
 - Project cost: P26.2 million. P12 million from HDMF. 4.5% interest rate per annum
 - No. of housing units: 48 (12 quadruplexes). ___ sqm per housing unit



Project status:

Low-cost housing phase

- Three quadruplexes (12 units) have been completed. Work on the rest are ongoing.
- Nexus experts helped in improving design that yielded more space and improved ventilation
- Centralized septic tank was introduced in preparation for decentralized WTE scheme
- Detailed drawings were prepared with the help of BISCASST students. Aids in project monitoring
- Detailed cost estimates were prepared – also a tool for project management



Challenges, Opportunities

- Poor workmanship, uncooperative staff, problematic practices by Habitat
 - Led to delays, substandard outputs
 - Existing partnership to be rescinded. Private developer will take over
- Variance between Nexus, city government estimates
 - Needs to be clarified, studied in great detail. Identify source of variance
- First learning opportunity for the city government in directly managing a housing project
 - HSDO better positioned to do future housing projects
- Partnership with BISCASST faculty and students a mutually beneficial arrangement
 - Technical inputs by students, esp. drawings
 - On-the-job training for students. Capacity building for faculty
- Engagement of private developer can fast track process: more familiar, has existing track record with HMDF

Exploring the Tourism Potential of Metro Naga

Leaders' Forum on Growing Local Economies

Marco Polo, Ortigas Center, May 27, 2014

Hon. John G. Bongat

Mayor, City of Naga

Chairman, Metro Naga Development Council

The Bicol Region

- One of the fastest developing regions in the country with a GRDP growth rate of 7.1% in 2012 (vs. Phils' 6.6%)
- Service industry as the largest contributor to the economy - 56.6%

Camarines Sur

- 2 cities & 35 municipalities with an estimated population of around 2M in 2012
- Top tourism destination in the Philippines in 2011 (DOT)





Naga City

- o Heart of Bicol
- o Center of trade, finance, culture, education, and religion
- o 9.6% and 20.8% of the population of the province and Metro Naga, respectively, as of 2012





New Branding for Naga

- Naga SMILES to the World
- Rebranding of the city website
- Creation of the following offices:
 - Arts, Culture & Tourism Office (ACTO)
 - City Events, Protocol and Public Information Office (CEPPIO)
 - City Marketing and Promotions Office (CMPO)



WWW.TOPPHILIPPINEWEBSITES.COM
TOP 10 PHILIPPINE GOVERNMENT WEBSITES



1. DOST WWW.DOST.GOV.PH
2. DEPT OF TOURISM WWW.WOWPHILIPPINES.COM.PH
3. BIR WWW.BIR.GOV.PH
4. OPS WWW.OPS.GOV.PH
5. MALACANAN WWW.GOV.PH
6. DTI WWW.DTI.GOV.PH
7. NAGA CITY WWW.NAGA.GOV.PH
8. NEDA WWW.NEDA.GOV.PH
9. OPEN ACADEMY WWW.OPENACADEMY.PH
10. KGMA WWW.KGMA.ORG/GMA

RANK **158**
PHILIPPINE WEBSITES
IN TERMS OF TRAFFIC



naga.gov.ph
Naga City

Local government, tourism, investment opportunities, news, and events

Statistics Summary for naga.gov.ph

Naga.gov.ph has a three-month global Alexa traffic rank of 4,540, and the site is relatively popular among users in the cities of Naga (where it is ranked #3) and Pagadian (K268). Almost all its visitors are in the Philippines, where it has obtained a traffic rank of 2,907, and about 2% of visits to Naga.gov.ph are referred by search engines. Visitors to the site spend approximately 68 seconds on each pageview and a total of nineteen minutes on the site during each visit. [Show Stats](#)

Alexa Traffic Rank	Reputation
434,540	245
Global Rank	Site Listing
2,907	(No reviews yet)
Rank in PH	

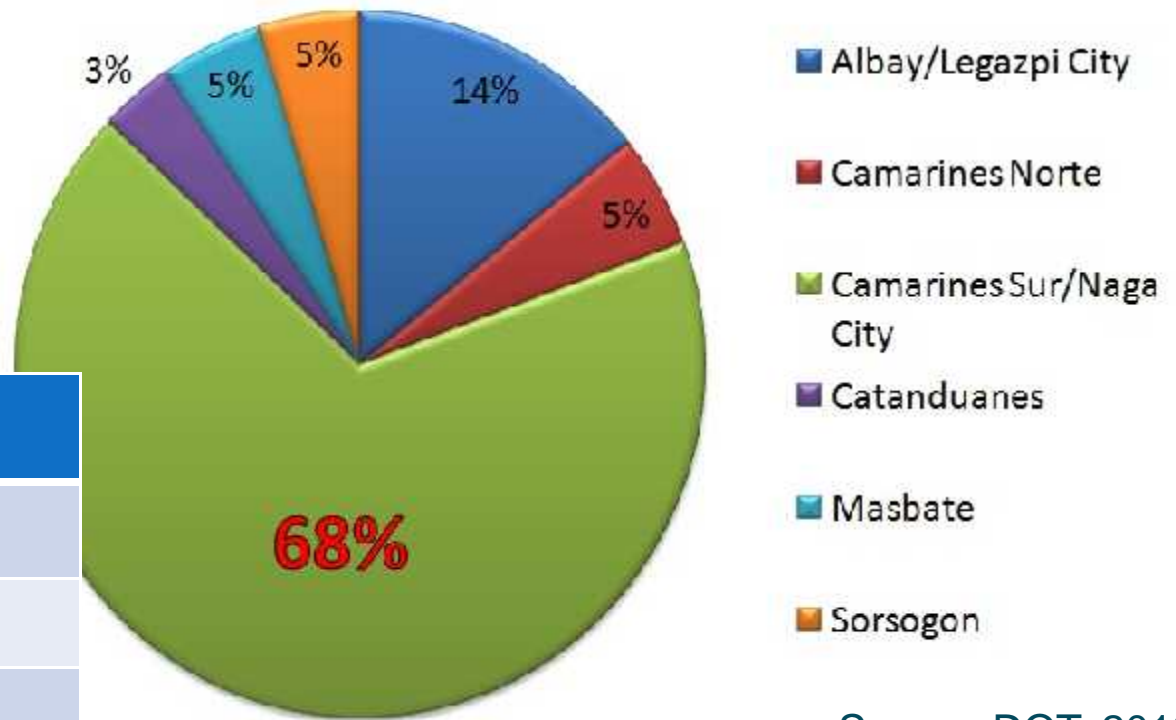
Did you know? You can enhance your Site Listing by displaying your Visitors and Pageviews. [Find out how!](#)

2011 STATISTICS NAGA.GOV.PH
TOTAL UNIQUE VISITORS : 176,069
TOTAL NO. OF VISITS : 371,613
TOTAL PAGEVIEWS : 1,801,055
TOTAL HITS : 15,814,050



Top Tourism Draws

- Penafrancia Fiesta – Naga as a Pilgrimage City
- Camarines Sur Watersports Complex (CWC)
- Caramoan Islands
- Historical Sites in Naga City



YEAR	ARRIVALS
2010	3,122,156
2011	3,413,610
2012	3,684,805

Source: DOT, 2012

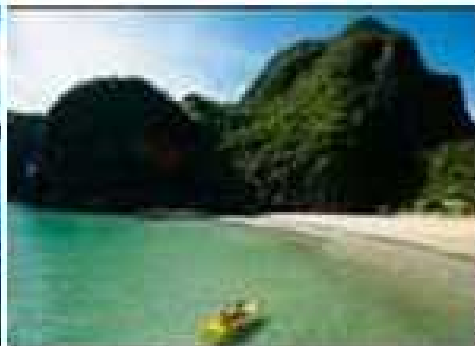
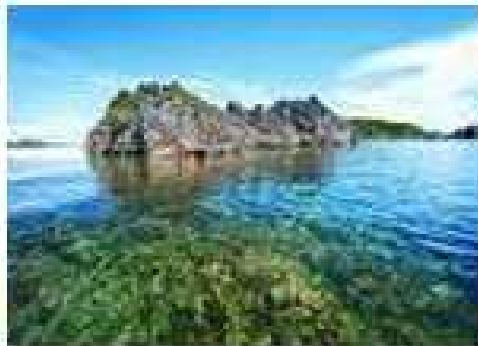
Peñafrancia Fiesta

- o At least 2M people come to Naga every September
- o Year-round pilgrims visit historical and religious sites, Naga being the 3rd oldest Spanish royal city established in 1575





Caramoan Islands



But there's more to
Naga and CamSur...

Beyond the Festival, the Watersports
and the Exotic Islands

As Chairman of Metro Naga
Development Council (MNDC),
we thought of

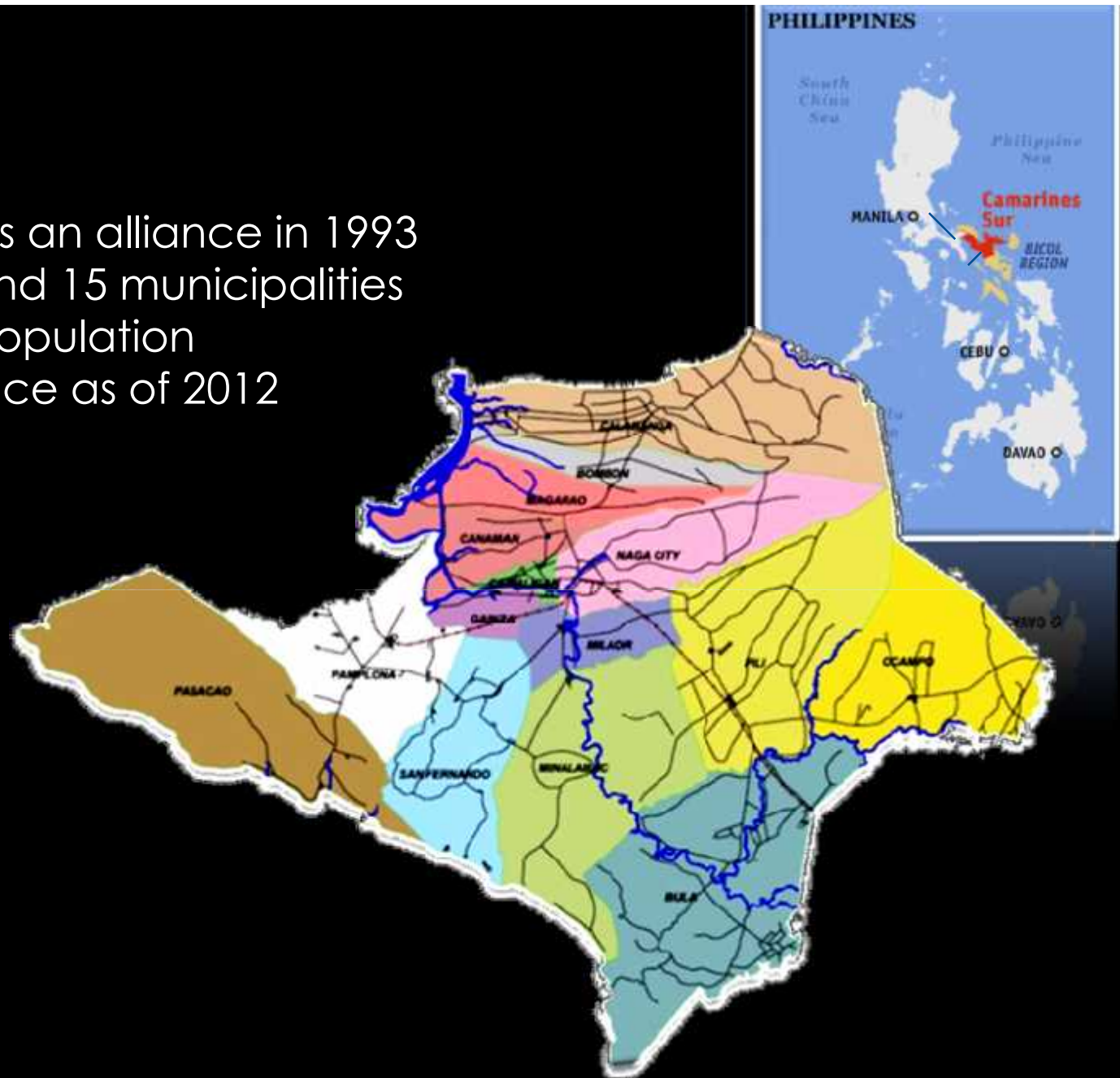
“Tooling Up for Tourism”

Metro Naga

- Organized as an alliance in 1993
- Naga City and 15 municipalities
- 46% of the population of the province as of 2012



Metro
Naga
Development
Council



**While before it was not,
today, tourism is everybody's
business in Metro Naga,
bringing life to sleepy towns,
mainstreaming cultural
mapping and discovering
hidden opportunities
and treasures.**

What did we do?

- Put tourism as **priority** of Metro Naga
- **Tied up** with LGSP-LED and CIDA for Tooling-Up for Tourism Project:
 - **Organization** of the Metro Naga Association of Travel and Tours Operators (**MENATTO**)
 - **Cultural-mapping**
 - Creation of **tourism consortium** with 60 members (tour operators, hotels, transport, allied services)
 - **DOT training** of tour guides
 - **Development of tour packages**

Then we thought about

BRANDING . . .

NAGA
EXCURSIONS



Colorful. Vibrant. Nurturing.

{ Where's your next
eXcursion? }

Naga X Tour Packages



3 DAYS 2 NIGHTS
{EXCURSION}

ISLAND
{EXCURSION}

SPIRITUAL
{EXCURSION}

CULTURAL
{EXCURSION}

Naga X Launching



March 22, 2013
Plaza Rizal
Naga City



May 31, 2013
Barbara's
Intramuros, Manila



Experience Naga X...

Sustaining the Brand

MOA SIGNING OF NAGA X TOURISM CONSORTIUM

March 8, 2013
La Piazza Hall,
Avenue Square



Sustaining the Brand

PROMOTIONS

- Print ads
- Media familiarization tours
- Digital marketing (website, social media)
- Sales calls & stronger linkages with travel agencies



Sustaining the Brand

PROMOTIONS



- Naga Airport Informational Booth



Sustaining the Brand

CIRCUIT DEVELOPMENT

- Eco-tourism Development
- Agri-tourism Development
- Bicol River Cruise



“Developing sites outside Naga City”

Dragon Boat Camp



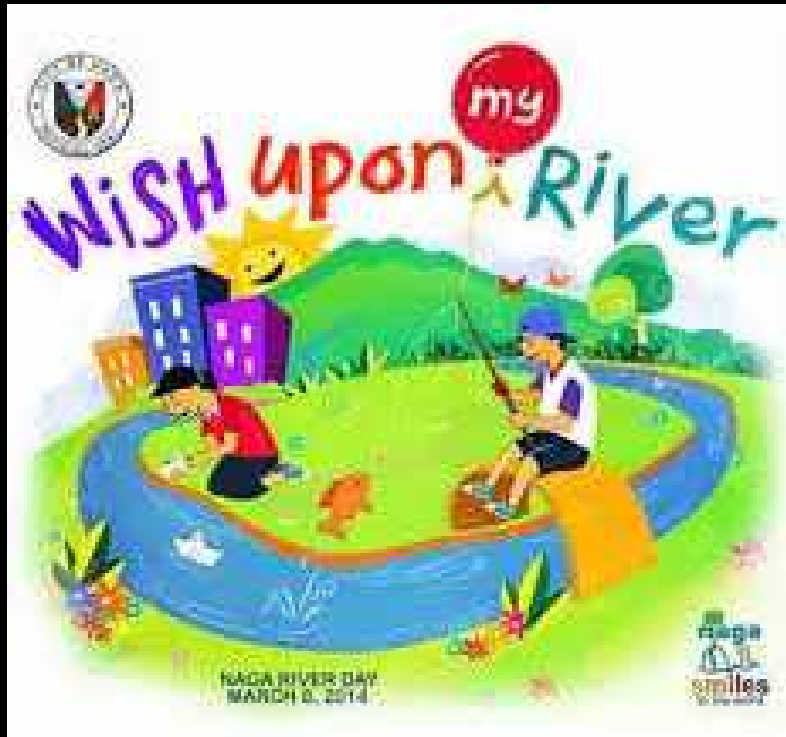
Libmanan Handiong River Cruise



Pasacao Daruanak Summer Festival



Naga City River Day



Investments Sourcing

INVESTMENT BUSINESS PLANS



- Naga Agri-Tourism Corridor
- Downstream Bicol River Cruise
- Canaman Dragon Boat Camp
- Curry Natural Reserve Tourism Circuit
- Libmanan Cultural Heritage Tourism Circuit
- MilaMina Colonial Cruise
- Pasacao Coast Tourism Circuit

Local LGU Tourism Teams

CAPACITY DEVELOPMENT



- Investment and Promotions

Local LGU Tourism Teams

CAPACITY DEVELOPMENT

- Bohol Tourism Benchmarking



Local LGU Tourism Teams

CAPACITY DEVELOPMENT



- Tourism Development Plans Preparation



Local LGU Tourism Teams

CAPACITY DEVELOPMENT

c/o Alec?

- Tourism Cops Training

Private Sector Partners

CAPACITY DEVELOPMENT



- Food Sanitation and Handling



- Tour Guiding

GREAT Women Products in Tour Itineraries



RECONVENIENCES:
 OFFICE: 422 N. Ave. 5th Floor
 Tag City, Philippines 1000
 02-808-4121/2/3
 02-808-2664-270
pinakamagayontravels@gmail.com

PINAKA MAGAYON
TOURS & TRAVELS

EAST HIGHLAND ADVENTURE
Price as low as \$ 1.00*

ITINERARY:
 Philippines East Magayon Area - Pinar Del Rio

- 8:00 AM Pick up 75 minutes (approx. time)
- 8:30 - 12:00 Trek to the very dense and beautiful Malubog Falls
- 1:00 - 1:00 Trek back to Pinar Del Rio (approx. 1:00)
- 1:00 - 2:00 Lunch
- 2:00 - 2:30 Trek back to City
- 2:30 - 3:00 Trek to City
- 4:00 - 5:00 Drop off at the airport (if applicable)

RECONVENIENCES:
 OFFICE: 422 N. Ave. 5th Floor
 Tag City, Philippines 1000
 02-808-4121/2/3
 02-808-2664-270
pinakamagayontravels@gmail.com

PINAKA MAGAYON
TOURS & TRAVELS

KINALESALINA
 (Half-day City Kalesa Tour with Exotic Kinolas for Snack)

INCLUDES:
 City Pilgrimage Tour
 (3 Historical Churches and Museums)
 Kalesa Ride
 Jesse M. Robredo Shrine
 Snack of Exotic Kinolas
 People's Mall
 Tour Guide
 Travel Insurance
 Refreshments

PRICE:
Packing starts at PHP 350

ITINERARY (DAILY 12:00 or 1:45 PM):

- Suburban City
- Pinar Del Rio (Historical Church and Museum)
- The Lady Of Fatima's Shrine and Museum
- People's Mall
- Jesse M. Robredo Shrine
- Holy Spirit Shrine (Historical Church)
- Exotic Kinolas at the People's Mall

*Tour is dependent on weather conditions. Packages and programs are subject to change.

Continuing Alliance Convergent Efforts on INFRASTRUCTURE DEVELOPMENT



- Naga Airport Runway Re-Orientation Project

Familiarization Tour along Bicol River



“If we mayors in Metro Naga are united,
we can do it!”

Bicol Tourism Champion Award

for “making tourism a flagship local development agenda”



Top Tourist Arrivals in 2013



NAGA CITY TOPS BICOL TOURIST ARRIVALS

OVERVIEW

ALBAY and Iloilo City combined may have registered the highest growth rate in tourist arrivals at an impressive 86.33 percent in 2013, but Naga City, Albay's provincial and regional capital, took the crown as the 3rd top performer in tourist arrivals during the same period, leading all the 6 provinces and 4 other cities in Bicol.

Naga City in 2013 registered a total of 289,165 tourists, and topped tourist arrivals, followed by Camarines Sur, which had 266,000 and Iloguigan City with 913,380, according to a summary report submitted by the Department of Tourism registered office in Iloguigan City.

Surging fourth in the province of Albay, which had 250,024, and on fifth spot is Camarines Norte with 236,157 tourist arrivals.

In terms of tourist arrivals that bring in more revenues, however, Iloguigan City, site of the iconic Mayon Volcano, posted in 2013 the highest revenue in the province at 27.127 billion, followed by Naga City at 104,000.

Camarines Sur, which is a top performer during the same period, recorded the highest number of tourists in the province with 266,000 arrivals, followed by Albay and Iloguigan City. In the same manner that Camarines Sur was compared with the cities of Iloguigan and Naga, Iloguigan is also the 3rd top performer in Bicoland, and Iloguigan is the 2nd top performer in the province of Albay.

Iloguigan City, by the way, recorded a total tourist arrival of 913,380 in 2013, which is an increase of 30 percent over the same period. This is also the first time that it has been leading in the province, separate from Camarines Sur, as far as the DOT report is concerned.

While Camarines Sur, Iloguigan and Albay combined registered a total of 1,592,877 tourist arrivals in 2013, Iloguigan Naga also recorded an almost 70 percent increase in tourist arrivals, this is more a certainly more



REGIONAL TOTAL DROPS

Because of Camarines Sur's regional contribution of water, electric, farmers market, acquisition of farming



MEITSO NAGA TOURISM CIRCUIT

Meanwhile, in a related development, the Metro Naga Development Council (MNDC), in cooperation with the Metro Naga Chamber of Commerce and Industry (MNCCI), has presented a number of projects that may soon get off the ground in the Metro Naga tourism circuit. These projects further broaden local's perspectives on sites and spots and on how to utilize the culture of Naga City but are still in the planning and implementation stages, deferring more strongly after Naga Tourism Board's approval.

Open river cruise services will soon operate along the downstream stretch of the historic Bicol River from the towns of Camarines Sur, Iloguigan, and Iloguigan, all in the province of Camarines Sur, after an inter-agency team of the MNDC.

The MNDC and MNCCI see the steps to develop a sustainable tourism circuit that may encompass a far more holistic approach. The projects also aim to promote local entrepreneurs to put in business showcasing native food, souvenir items, and other local products, and services to generate local employment.

Metro Naga Association of Travel
and Tour Operators, Inc. (MENATTO)
Telephone No.: (63) (54) 495 1139

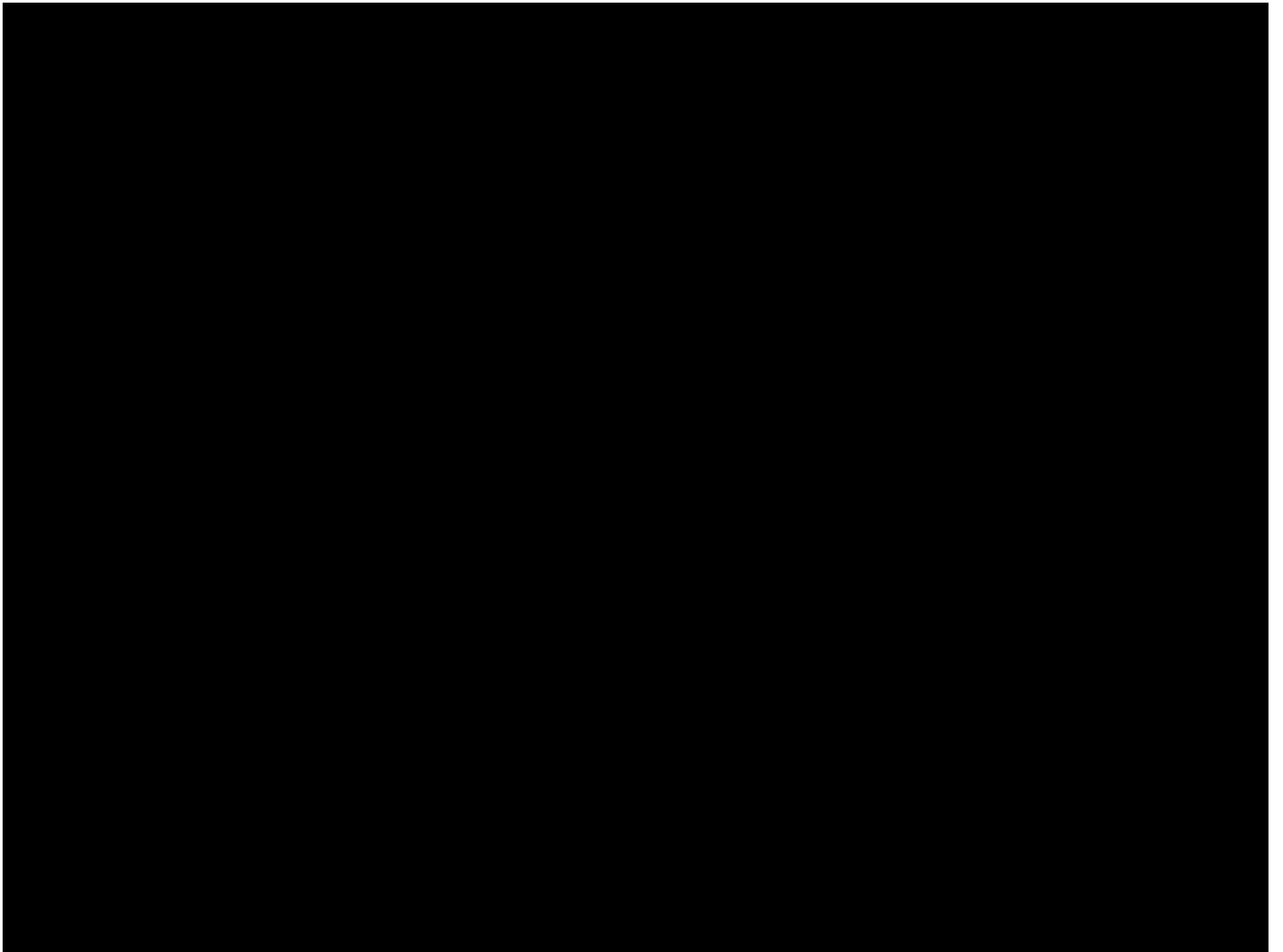
Naga City Arts, Culture, and Tourism Office
Telephone No.: (63) (54) 473 4432

HELPLINE 3000:
(63) (54) 472 3000 / 811 3000

(63) (54) 472 3000 \ 811 3000
HELPLINE 3000:

(63) (54) 473 4432

INVEST IN METRO NAGA!



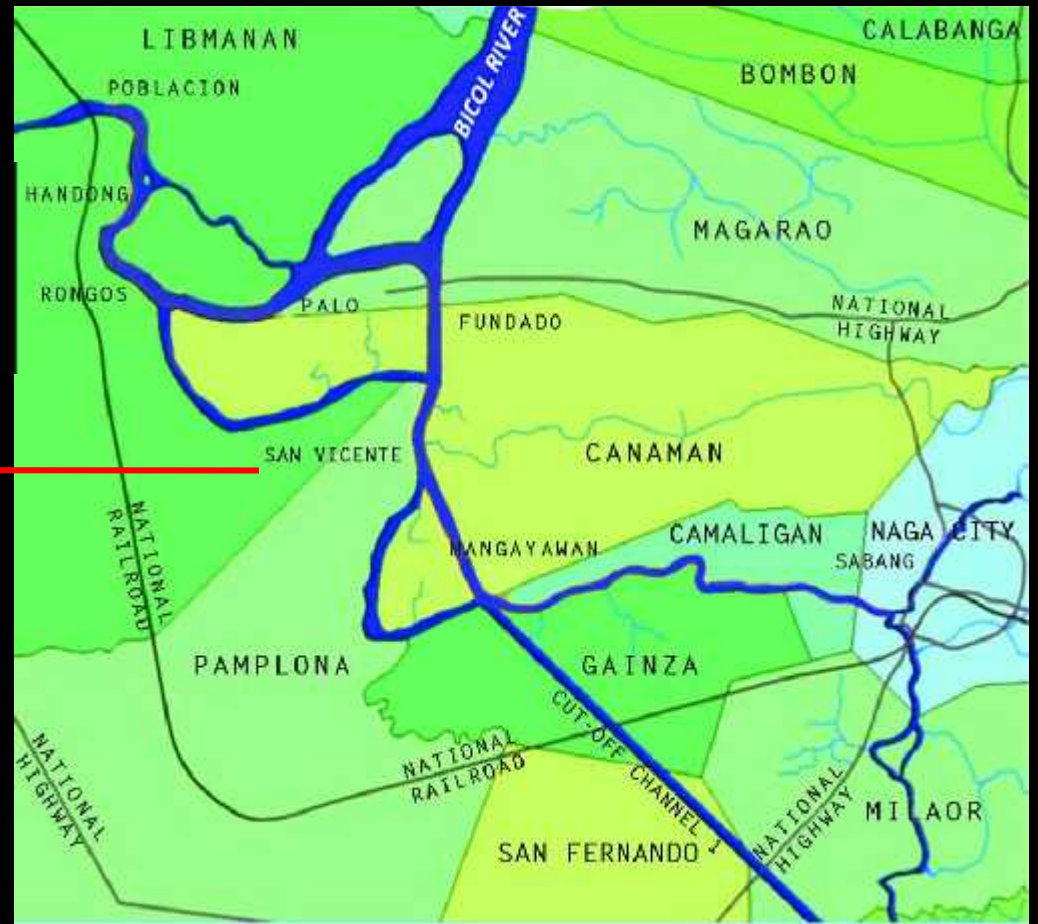
Bicol River Cruise

- **Cruise** ship tourism has experienced strong international growth in recent years
- Products are **diversifying** considerably
- New **market niches** are created and developed
- In 2011, some 20 million passengers cruised and indications are that the market remained **strong** in 2012
- All signs point to a **healthy forecast** in 2013 and beyond

Proposed Bicol River Cruise



Floating Restaurant



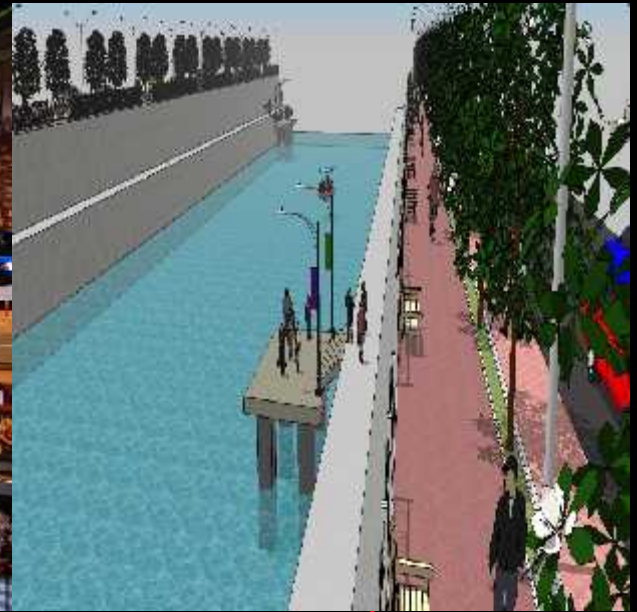
Souvenir Shops



Food Stalls



Port



“Tulong Hinulid”



Freshwater Fish at Floating Market

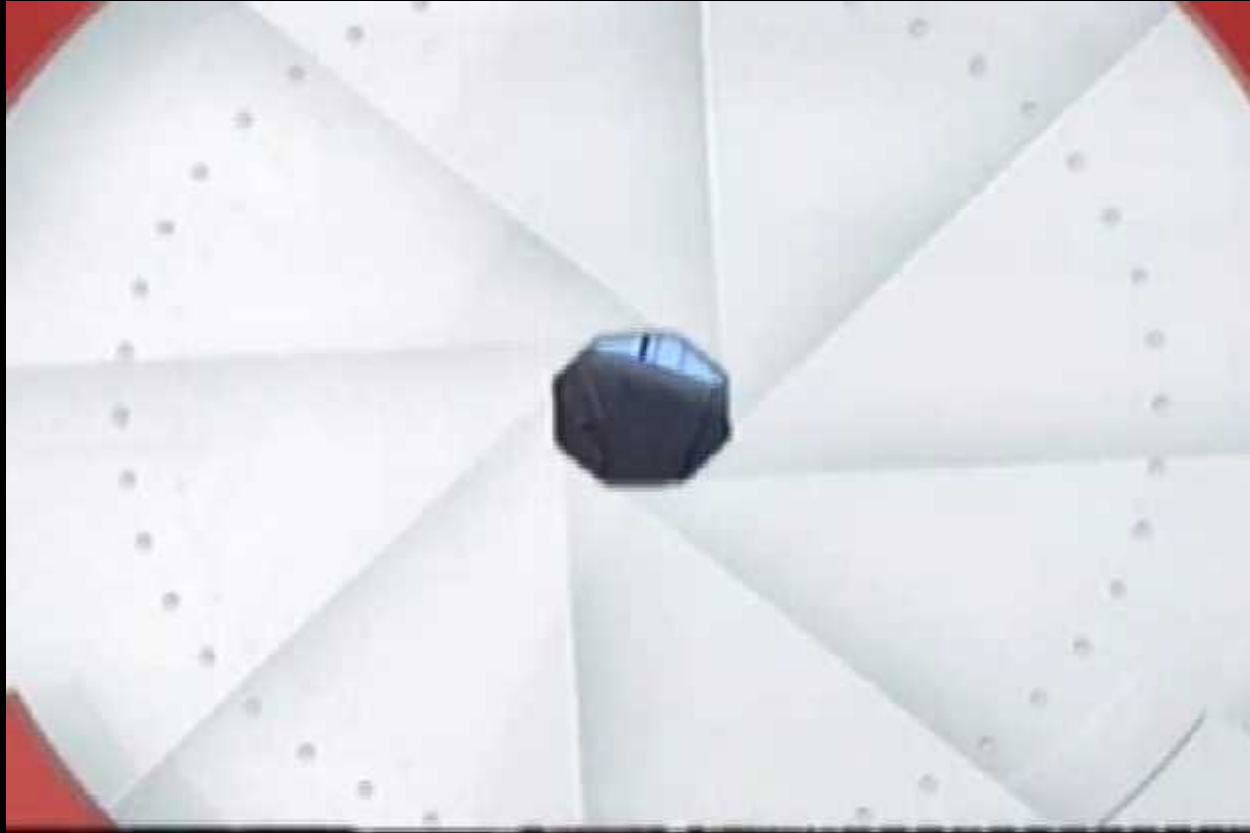


Migratory Birds at Doncilla Island



Vegetables at Riverside Market





Bicol River Tour