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Project 7 - Library

38th

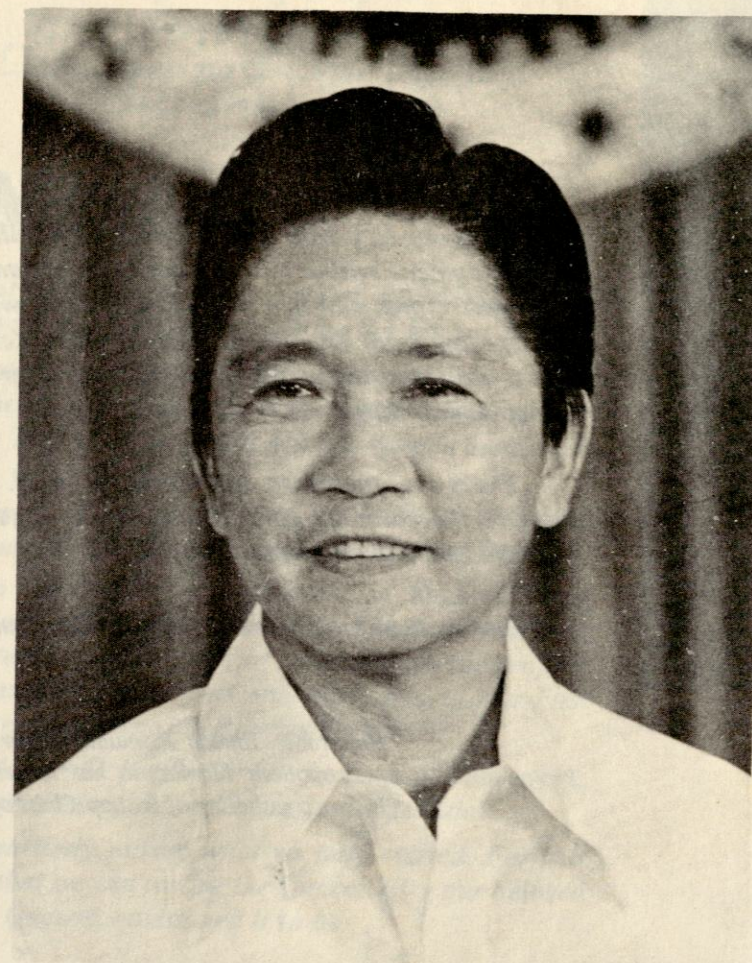
FOUNDATION DAY

SOUVENIR PROGRAM

OCTOBER 12, 1977



Copy 2



FERDINAND E. MARCOS
President of the Philippines

PROPERTY OF
QUEZON CITY PUBLIC LIBRARY

Q.C. PUBLIC LIBRARY
LOCAL HISTORY



We mean to create in Metropolitan Manila a habitat worthy of man — an environment within which a man can live and develop his full potential, a place where men can live fully, happily and with dignity. This is our vision that springs from an organic plan, a grand design dictated by the needs of man — not of individuals in isolation, but of creative, productive, interacting human community.

Everyone, therefore, has a role to fulfill. And everyone contributes his share to the common good — that which is good for everyone, not for just oneself. This is the community spirit. . .

Let us then proceed to make Metropolitan Manila a city of man.

Honorable Imelda Romualdez Marcos, First Lady and Governor of Metropolitan Manila, in her speech delivered on January 22, 1976 before a gathering of Rotary Clubs of Metropolitan Manila.



*Republika ng Pilipinas
Lungsod Quezon
Tanggapan ng Punong Lungsod
(OFFICE OF THE CITY MAYOR)*

Message

Foundation Day is not only a day of celebration but also a day of reminiscing, a day of assessment, and a day of visualizing the future.

On a vast expanse of cogon-land Quezon City was founded thirty-eight years ago and has, since then, burgeoned into a metropolis teeming with more than a million people. This transformation did not happen accidentally. It had been planned.

Building a city is not an easy task. It is a long and arduous endeavor. Our elders who laid the foundation of this city struggled and suffered.

We still have plans to be realized — upliftment of blighted areas; beautification; decongestion of traffic; improvement of educational facilities; sports and cultural development; and a myriad of other significant projects all of which are in consonance with the goals and objectives of our First Lady and Metro-Manila Governor Mrs. Imelda Romualdez Marcos.

Realization of these plans will require a lot from us — hard work, intelligence, strong determination, and, above all, unstinting devotion.

We must, therefore, relentlessly pursue what we have started. For it is only through love and labor that we can realize the Quezon City our beloved founder, President Manuel L. Quezon, envisioned it to be.

As Rodriguez
(Mrs.) ADELINA S. RODRIGUEZ
City Mayor



QUEZON CITY EXECUTIVE CLUB

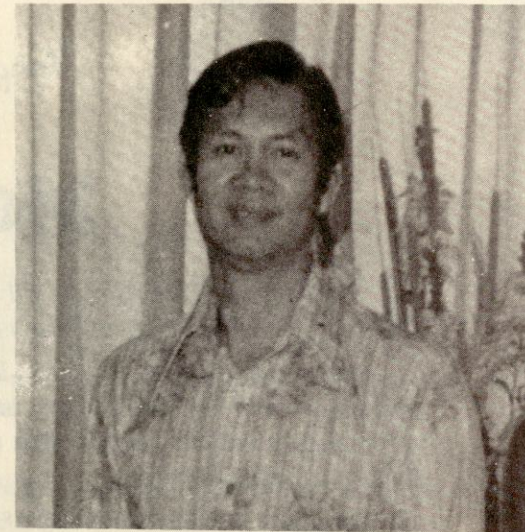
OFFICERS



Hon. Adelina S. Rodriguez
City Mayor
Honorary Chairman



Col. Tomas B. Karingal
Superintendent, MPF, North Sector
Chairman



Atty. Manuel T. Santos
Secretary to the Mayor
Vice-Chairman

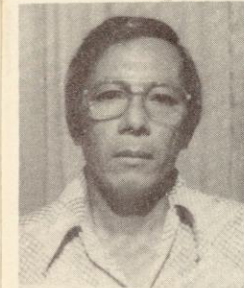


Atty. Anselmo O. Regis
City Treasurer
Treasurer



Mrs. Veronica A. Ramos
Assist. Secretary to the Mayor
Secretary

MEMBERS



Hon. Sergio AF Apostol
Executive Judge, CFI



Hon. Minerva C. Genova
Executive Judge, City Court



Hon. Leonor Ines Luciano
Presiding Judge, JDRC



Hon. Justiniano Cortez
City Fiscal



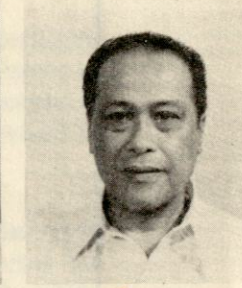
Engr. Pantaleon P. Tabora
City Engineer



Mrs. C.M. Concepcion
City Schools Superintendent



Dr. Homero H. Angelo
City Health Officer



Atty. Ramon R. Valencia
City Assessor



F/Col. Salvador Narcelles
Superintendent, Fire District II



Atty. Benigno C. Nagrampa
City Secretary



Mr. Celso A. Ferreras
City Auditor



Dr. Fe Villanueva-Fernandez
Director, QCGH



Atty. Jose T. Torcuator
City Attorney



Arch. Gerardo G. Magat
Executive Director, CPDLO



Atty. Felicidad A. Peralta
City Supt., Public Libraries



Mrs. Estrella Gerardo
Budget Analyst



Mr. Francisco B. Alvarez
Cultural Affairs Officer



Mrs. Lourdes Vergara
Chief, Social Services



Mr. Alberto Galarpe
Permits and Licensing Office



Eduardo T. Fiel
Executive Officer, QCBS



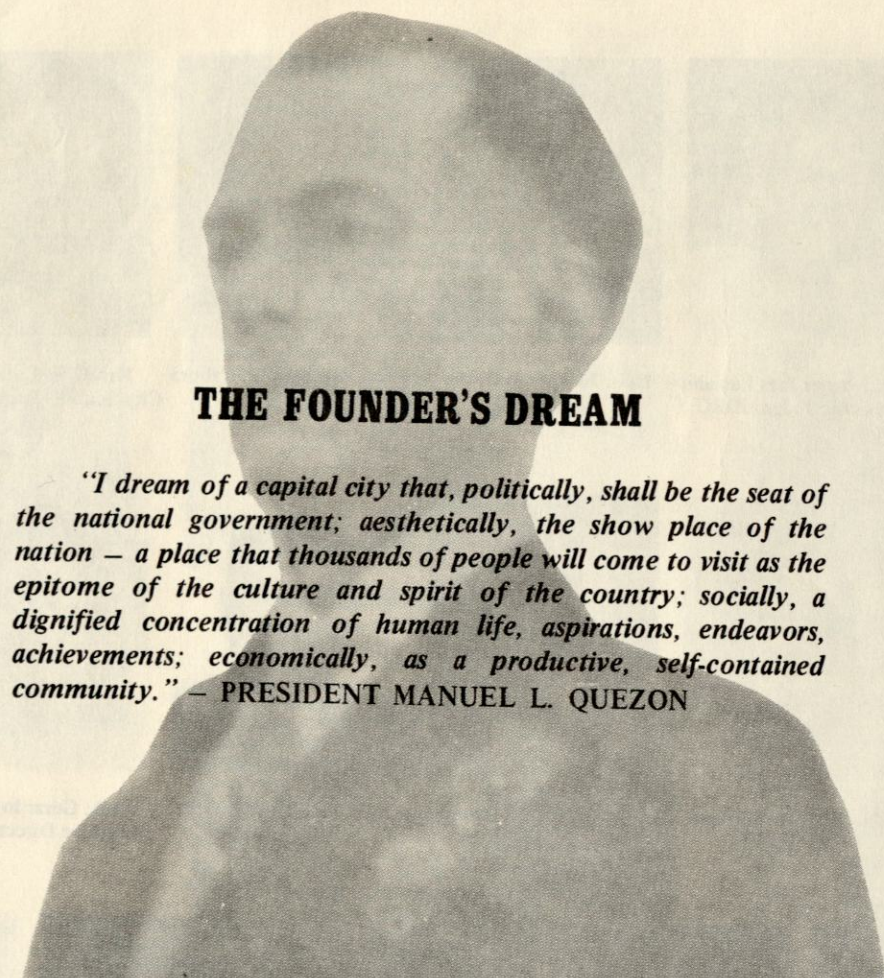
Arch. Luciano Aquino
City Arch. and concurrently
Area Manager, RESC, NS



Atty. Rogelio Quiambao
Pres. Katipunan ng mga
Barangay Quezon City



Mr. Dante Santos
Pres. Kabataang Barangay
Quezon City



THE FOUNDER'S DREAM

"I dream of a capital city that, politically, shall be the seat of the national government; aesthetically, the show place of the nation — a place that thousands of people will come to visit as the epitome of the culture and spirit of the country; socially, a dignified concentration of human life, aspirations, endeavors, achievements; economically, as a productive, self-contained community." — PRESIDENT MANUEL L. QUEZON

Quezon City is a city of contrasting images. Wide open spaces. Congested slum areas. Bustling commercial centers. Rustic suburbs.

It is a city that was conceived in a dream. By a man whose compassion for the common man was renowned.

Thirty-eight years ago, President Manuel L. Quezon dreamed of a city that "... politically shall be the seat of the national government; aesthetically the showplace of the nation — a place that thousands of people will come and visit as the epitome of culture and spirit of the country; socially, a dignified concentration of human life, aspirations and endeavors and achievements; and economically as a productive, self-contained community". Not very long before the articulation of that dream, he had initiated the establishment of a low-cost housing project in Barrio Obrero where 439 low-cost houses were built on 100-square meter lots and subsequently raffled to employees who then paid installments for as low as P8.00 a month.

In September 1939, the National Assembly enacted Commonwealth Act No. 502 otherwise known as the Charter of Quezon City. On October 12, 1939 President Quezon signed the bill into law. Thus, Quezon City was born.

The law defined 7,300 hectares for Quezon City carved out of the towns of Caloocan, San Juan, Pasig, Montalban and San Mateo. Harry T. Frost, architectural adviser of the Commonwealth, prepared a master physical plan for the city which was then a vast expanse of cogonland. In the span of thirty-eight years, Quezon City has flourished into a picture of guided growth and progress.

Population and Land Use

Quezon City today covers 15,359 hectares of hills and plains with a population of 1,450,115.

Migration to Quezon City reached its peak during the postwar years. Its population is still growing but at a much slower rate.

Quezon City should have no spatial problem. With an area of 15,359 hectares, there is enough living space for everybody if only population distribution is balanced. The trouble is, it's not. It is appalling to see heavily congested areas while acres of land remain idle.

To remedy the situation, the city government is undertaking a rezonification program which evaluates land use and directs all of the city's physical developments. The city has no pretensions to becoming a commercial-industrial center. As it was conceived to be residential-institutional, so it will be.

The proliferation of upper and middle class subdivisions in the once inaccessible areas has provided the business sector the much needed impetus. Supermarkets, moviehouses, shopping centers, restaurants, sports establishments and other forms of urban amenities have emerged in other areas distant from Cubao, the overcrowded center of today's commercial activities. Such moves are being discouraged. Cubao's progress in recent years has defied planning, it has become a traffic bottleneck.

Squatter Problem

Of the 1.4 million total population, 2.7% are squatters. Quezon City, with its wide open spaces and easy accessibility to Manila and the surrounding municipalities is like a magnet to these poor, homeless people. The city government is handling the squatter problem with prudence and compassion. Under the Zonal Improvement Program of the Metropolitan Manila Commission, four depressed areas are given top priority: Barrios Escopa, Krus-na-Ligas, Galas, and Libis. Studies are being conducted on the plight and potentials of the inhabitants of these areas and rehabilitation measures are underway.

Health, Education and Culture

Generally speaking, Quezon City is a clean community and its constituents, healthy. Although the city's public schools are saddled with lack of facilities, the population's literacy rate is high.

QUEZON CITY: AN OVERVIEW. . . (Cont. from page 9)

The city's tourism potentials have not been fully developed, as yet. It is, however, abundantly endowed with greenbelts, a fast vanishing urban feature in this age of steel and concrete.

Quezon City Under MMC

The Quezon City today is no longer the same organization that it was as prescribed under Commonwealth Act No. 502. It no longer enjoys the autonomy it used to have. It is now a unit of the Metro Manila Commission together with three other cities and 13 municipalities.

As a subsystem, it has to conform with the goals, objectives

and policies of a larger system, the MMC. The integration has, indeed, affected its organizational setup but the ultimate goal remained — to create a habitat worthy of man, where everybody regardless of his station in life can live fully, happily and with dignity.

Quezon City today is not yet the city President Quezon envisioned it to be. It was impossible to have achieved it today. The dream cannot be possibly transformed into a reality next year. Not even in the next two years. There is still a long way to go and the path is not easy. Perhaps in the year 2000.

QUEZON CITY BY YEAR 2000

(Excerpt from the PRELIMINARY PLANNING REPORT of the QUEZON CITY COMPREHENSIVE DEVELOPMENT PROGRAM)

As the ills of urbanization are being cured by adjacent cities, Quezon City will continuously nurture the inherent qualities it is endowed with. Its natural ecology shall be sanctified and afflictions purified. Natural and human resources shall predicate all developmental activities and efforts shall be geared towards the attainment of an appropriate setting for a modern urban life.

Sitting on a promontory, Quezon City will blend itself with the adjoining cities and municipalities. It shall be the embodiment of man's lofty ideals and the realization of the worthy endeavor to provide suitable setting for dignified human living.

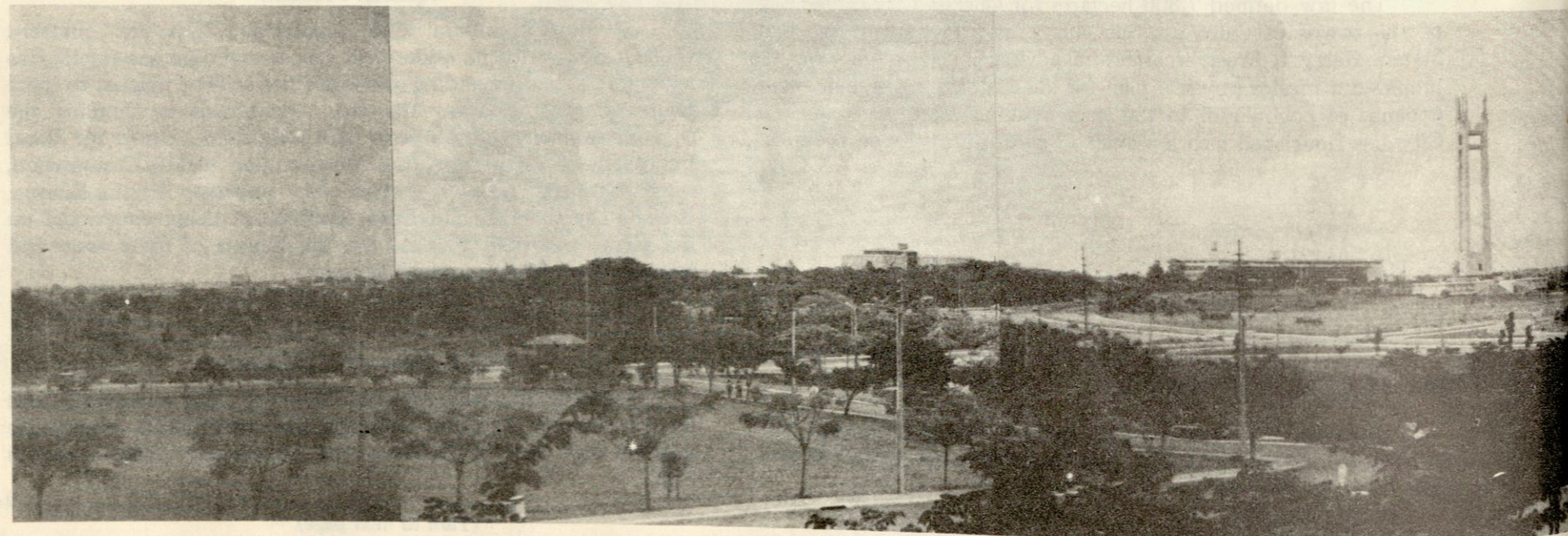
By year 2000, the nauseating congestions in the western and southern portions of Quezon City shall have been eliminated while the vast open and forested lands in the north and in the east shall have been variously developed to meet the needs of modern urban living. With natural formations respected and further enriched, Quezon City will be dotted with trees and carpeted with refreshing

green grass in many places. The murmuring of its creeks will harmonize with the chirping of birds, the gentle sighing of cool winds, and the rustling of the verdant leaves of trees.

Quezon City will be smog-free, even at the peak of vehicular traffic along its wide avenues and boulevards. People going to or coming from work stopping at a park to commune with Mother Nature, people strolling gayly along walks shaded by trees, and children romping and frolicking in wide green lawns — all these will be common sights. As aptly described in the vision of its founder, Quezon City will be "aesthetically, the show place of the nation. . ."

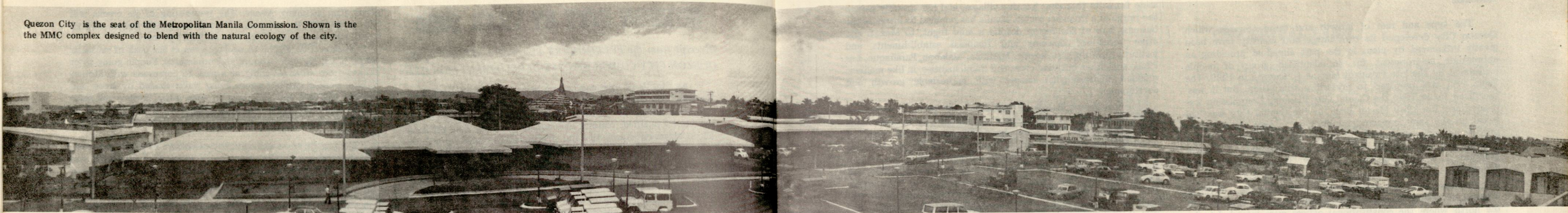
Quezon City, an environment of culture inspiring greatness, will continuously fortify freedom of spirit. The city plan was conceived to serve all the people. Communities will be encouraged to develop a self-reliant attitude but will be equitably supplied with basic human living spaces which shall provide ample opportunity for the social, cultural and recreative enrichment of the individual. The city will be a composition of stable communities with interacting activities creating a coherent society. The city will be socially, a dignified concentration of human life, aspirations and endeavor.

(Turn to next page)



Quezon City boasts of its unspoiled natural environment which provides a suitable setting for dignified human living.

Quezon City is the seat of the Metropolitan Manila Commission. Shown is the MMC complex designed to blend with the natural ecology of the city.



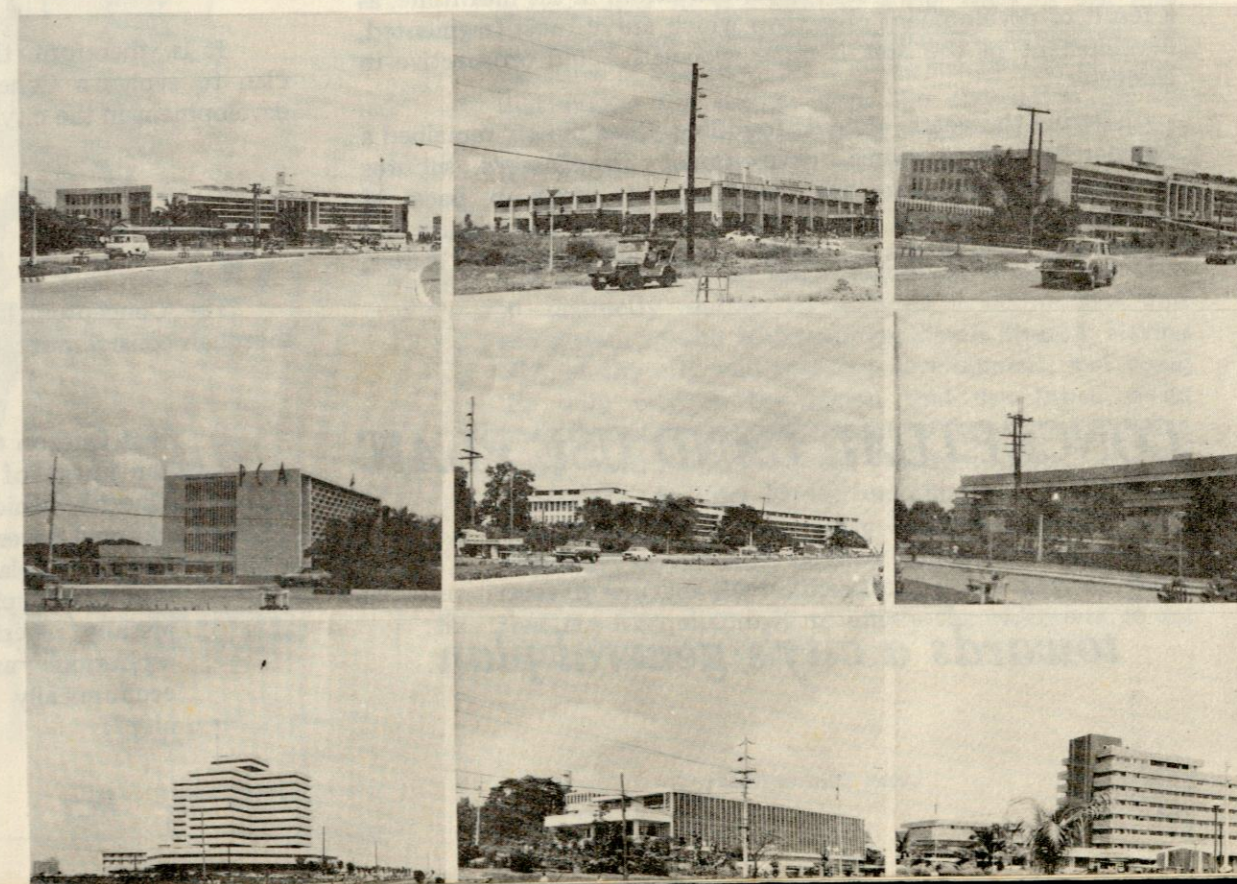
QUEZON CITY BY... (Cont. from page 11)

The city will strive to service the basic family needs. Economic opportunities will be enlarged and the city manpower resources will be utilized to the maximum. The city's existing business and commercial center (Cubao Area) will be expanded to meet the growing demand for a regional business center catering to suburban communities. New potential growth nodes will be tapped. The city will take advantage of the giant infrastructure program for the Metropolitan Manila Region. New horizons for economic improvement will be created in the northwest section of the city, thereby neutralizing the imbalance of spatial distribution of the city's economic growth. Improvement of existing and construction of new road networks, which will significantly catalyze this objective, will be continuously pursued. Communities at the same time will be provided with strategic neighborhood centers to service the daily basic needs of the families.

The city's geographic location in relation to the entire nation, not to mention its other amenities such as topography and climate makes Quezon City the most appropriate center of national government activities. The full realization of the original plan for the Constitution Hill as the seat of the National Government is vital to the entire plan. Undoubtedly, the site, if totally developed, will be looked up to with awe not only by the city's citizens, but by the entire Filipino people. It will serve not only as an expression of their aspirations and dedication but also a symbol of national unity.

By the year 2000, through the concerted efforts of all government agencies concerned and through the intensification of community-government partnership in development, Quezon City will be the fulfillment of a magnificent dream in which the noblest and most beautiful ideals are blended with the exigencies of present realities.

Government Buildings in Quezon City



Rationale

The type and rate of growth and trend towards which Quezon City developed its own image and identity have been greatly influenced by plans in the past aimed at providing an appropriate environment for an identified group of people envisioned by the late President Manuel L. Quezon in 1939. The Frost Plan was prepared to crystallize this vision. But it was shortlived for in 1948 the Capital City Planning Commission was created and the 1949 Master Plan for the Capital City was laid based on the same concept and direction — that which would provide not only residential lots for the small employee but also jobs for the unemployed and where constitutional offices will function in an atmosphere of dignity, freedom, and human happiness.

Partially, this plan was implemented. This partial, yet far in between, implementation prevented development of open land in the north where the constitutional offices were intended to be located. The major thoroughfares planned in that area remain to be plans with no certainty of implementation. In the meantime, as a result of development objectives which are at most fragmented, development in the area is more speculative and prospective in character.

During the years, after its founding, Quezon City remained a "Cinderella" city, while development in Manila's suburbs bloomed. Makati, for one, underwent a feverish pace of development, with the private sector setting the momentum and initiative. It now boasts of a highly developed commercial center,

CONCEPTUAL LAND USE PLAN:

towards a city's general plan

aside from its first class housing villages, and has speedily gained the image of a financial center. Manila has retained its image as the business hub of the region despite a mild flight, to Makati and other areas, of business and financial establishments and institutions in the last decade. Marikina, Malabon, Parañaque, Las Piñas, and other outlying cities and municipalities, in like manner, retained their original images with appreciable growth and development.

Ironically, inspite of the plans supported by statutory acts to direct efforts for the development of Quezon City in accordance with the vision, the city has remained a vast area of underdeveloped land. An overall framework for the development of the city has not been prepared and circularized, resulting in fragmentation. There has been no formal land use plan. Growth and development has been unguided, sporadic, and fragmented. The city administration has only the zoning ordinance to arm itself in directing, controlling and regulating development, and even this has been implemented ineffectively and indifferently. On the whole, the vision remains hazy — the goal, abstract.

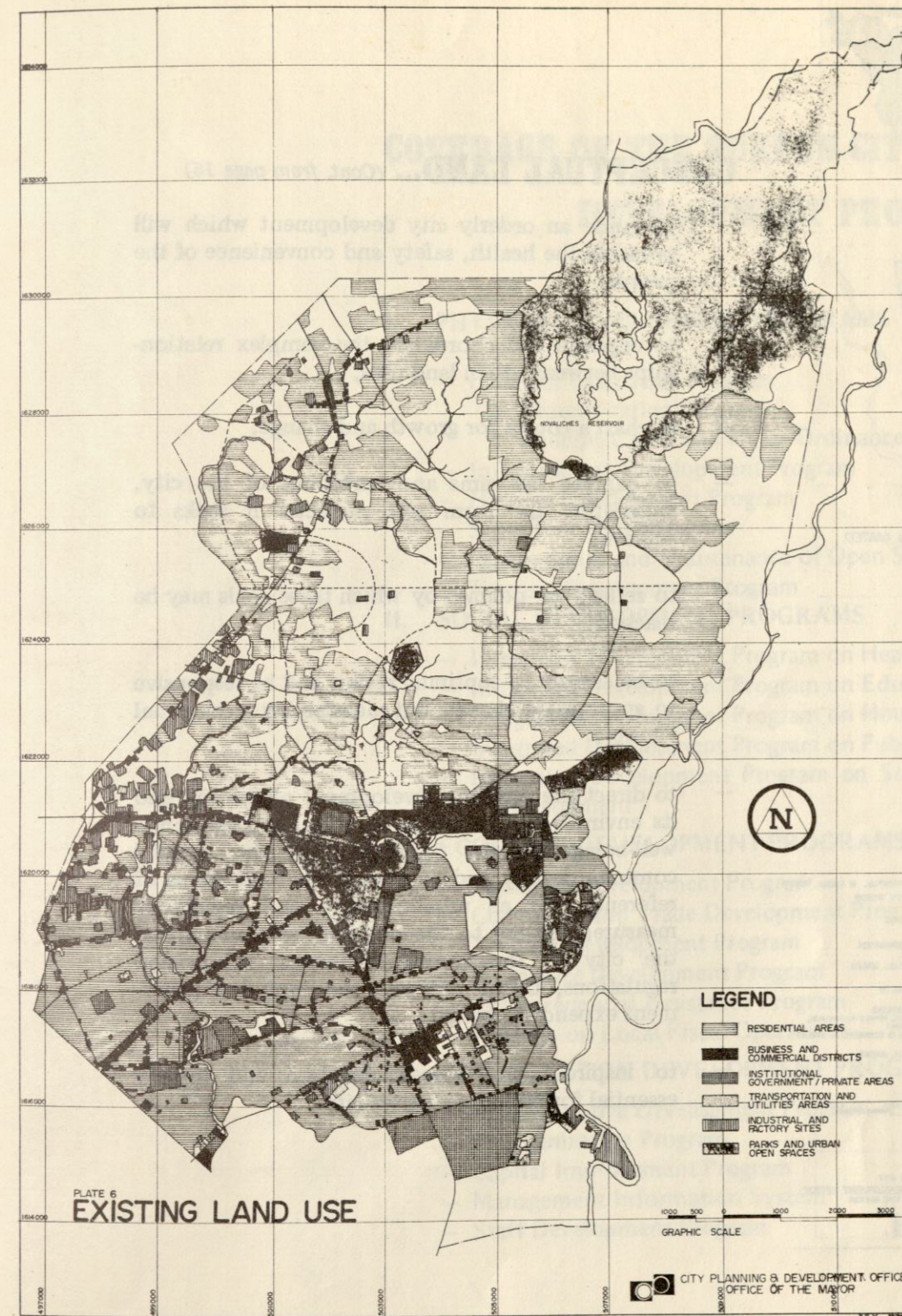
It is, therefore, the objective of the Conceptual Land Use Plan to evolve a General Plan which will rationalize all further development in the city.

The General Concept

The Conceptual Land Use Plan has been conceived after a thorough consideration of the following:

1. that Quezon City even up to the present time aptly fits the image of a city envisioned by the late President Quezon, which "politically shall be the seat of the national government; aesthetically the showplace of the nation — a place that thousands of people will come and visit as the epitome of culture and spirit of the country; socially, a dignified concentration of human life, aspirations and endeavors and achievements; and economically as a productive, self-contained community";

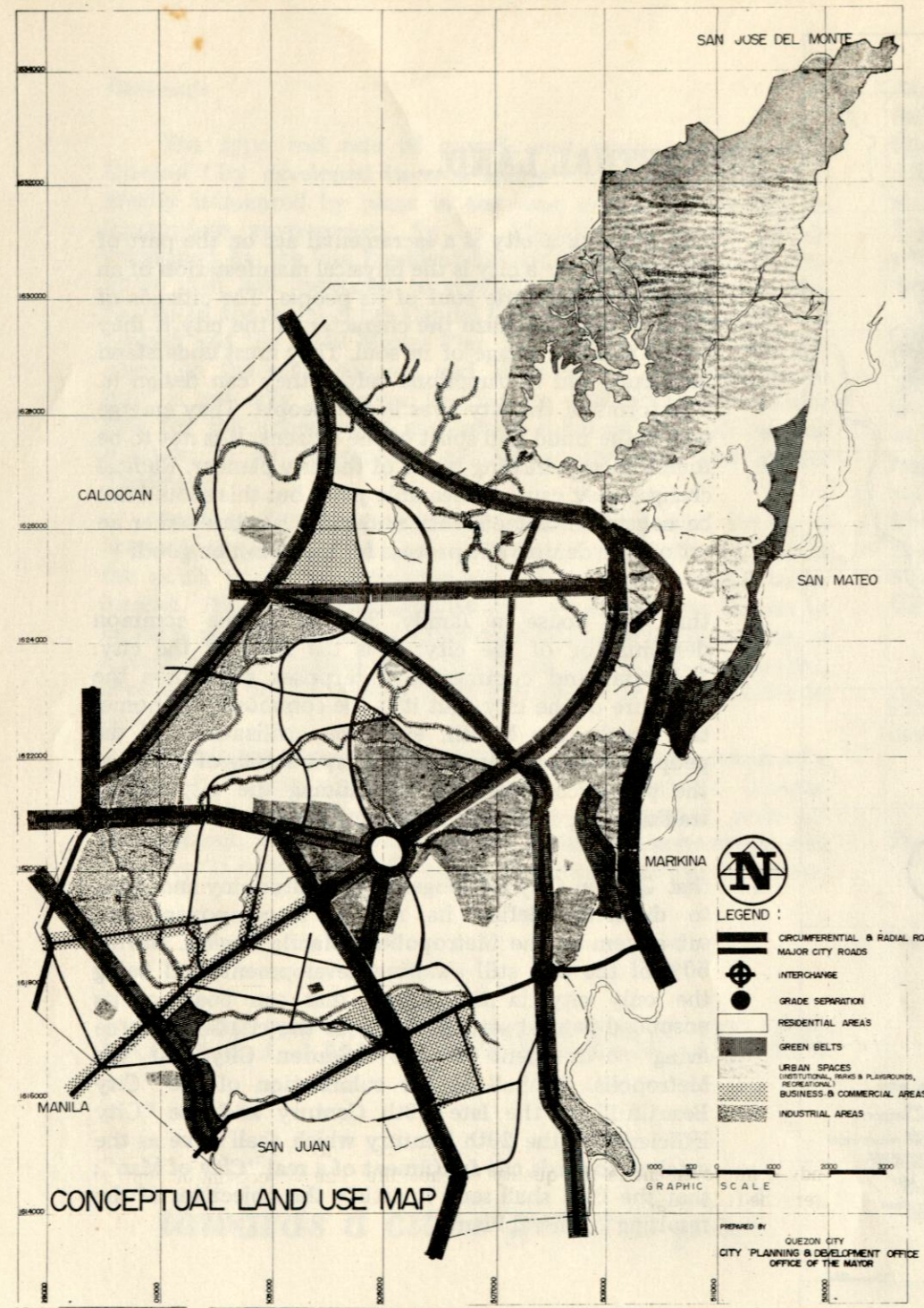
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CONCEPTUAL LAND...

2. that building a city is a sacramental act on the part of the people, for a city is the physical manifestation of an invisible reality: the soul of its people. The citizens of the city must visualize the character of the city if they are to build an image of its soul. They must understand its nature and its functions before they can design it. The forms of the city lives in the people. They emerge out of the mind and spirit of the citizens. It is not to be found on the drawing board of the city planner. Radical changes may cause unbearable pains but this should not be construed as inequality under the law but rather an act of true democratic process for the common good;
3. that the house a family lives in is the common denominator of the city; it is the fiber of the city. Industrial and commercial enterprises strengthen the structure of the city, but it is the community of homes that marks the health, even the civilization, of the people. The plan conceives this community of homes as the prime consideration in building the city which, traditionally, is merely an excrecence of urban land use;
4. that Quezon City no longer enjoys autonomy and it has to distinctly define its role as a component and sub-system of the Metropolitan Manila Region. Having 50% of the city still awaiting development, and being the only city in the region that can boast of its unspoiled natural setting, it can be the citadel of a true living environment — the "Garden City" of the Metropolis. It shall be the culmination of the "City Beautiful" of the late 19th Century and the "City Efficient" of the 20th Century which shall serve as the catalyst towards the fulfillment of a real "City of Man";
5. that the Plan shall seek to satisfy the objectives of the resulting "General Plan":

(Turn to next page)



CONCEPTUAL LAND... (Cont. from page 15)

- to guide an orderly city development which will promote the health, safety and convenience of the people;
- to organize and coordinate the complex relationships between urban land uses;
- to chart a course for growth and change;
- to express the aims and ambitions of the city, delineating the form and character it seeks to achieve;
- to reflect the policies by which these goals may be reached;
- to be subject to continual review and be responsive to appropriate change, but maintaining its essential vitality;
- to direct the physical development of the city and its environs in relation to its social and economic well-being for the fulfillment of the rightful common destiny and to serve as the basic frame of reference for all administrative and regulatory measures relating to the physical development of the city — the zoning ordinance, subdivision regulations, urban renewal, the capital improvement expenditures; and
- to inspire civic interest, devotion and loyalty essential for building a better city.

COVERAGE OF THE QUEZON CITY COMPREHENSIVE DEVELOPMENT PROGRAM

I. PHYSICAL DEVELOPMENT PROGRAMS

- Land Use Evaluation Program
 - Rezonification Program
 - Building Codes and Other Ordinances
- Infrastructure Development Program
- Housing Development Program
- School Building Program
- Conservation and Maintenance of Open Spaces
- Tourism Development Program

II. SOCIAL DEVELOPMENT PROGRAMS

- Integrated Development Program on Health
- Integrated Development Program on Education and Culture
- Integrated Development Program on Housing
- Integrated Development Program on Public Safety and Order
- Integrated Development Program on Social Welfare Services and Community Development

III. ECONOMIC DEVELOPMENT PROGRAMS

- Industrial Development Program
- Commerce and Trade Development Program
- Tourism Development Program
- Manpower Development Program
- Entrepreneurial Assistance Program
- Program on Local Fiscal Operations

IV. ORGANIZATION DEVELOPMENT PROGRAMS

- Administrative Development Program
- Reorganization Program
- Capital Improvement Program
- Management Information System
- Staff Development Program

ACTIVE CITIZEN PARTICIPATION...



Mayor Rodriguez delivering a speech

During election periods, the familiar tune of politicians mouthing their program of government is heard. The eradication of crime, the construction of infrastructure facilities and upgrading of sites and services are but some of the promises aired by optimistic candidates. It is through this process that the electorate come to know about the program of government of the future public officials.

In the absence of this process which should have preceded her assumption into office, how does one characterize the program of administration by Mayor Adelina S. Rodriguez? A close observation at how she conducts the affairs of the government would reveal her persistent desire for a consistent and deliberate approach to the solution of problems plaguing the city. She insists that the course of action to be adopted should be planned and not approached on a piecemeal basis; comprehensive and not fragmented; humane and not disregrading the felt needs of the people.

She articulated her philosophy of administering the services of local government in her address before the Rotary Club of Quezon City in June 1977 as follows:

"Society as a whole and the individual organization it supports — the local government — must adjust to the needs and values of its own times. Therefore, it must be capable not only of responding to change but of initiating it. It must be able to stop what is wasteful and replace it with what is fruitful. It must be capable of determining its course. It should have a vision. It must plan."

(Turn to next page)

She readily admits, though, that planning for a city is a herculean task, and that even with her battery of city planners, she will not be able to cope with the demands of influencing the city's growth toward the envisioned goal — the City of Man.

How then, does she carry out this task of building the city? In a speech she delivered before the Rotary Club of Apalit, Pampanga on July 30, 1977, she declared that:

"My administration has adopted the policy of encouraging popular participation in the conduct of government. It is anchored on the belief that citizens are most cooperative when they feel fully committed to the goal of the city. The degree of commitment to city development activities depends on how much they have shared in both setting the goals and defining methods of achieving them. Benefits to be derived from this participative system are increased interaction, openness and cooperation and the fostering of mutual trust between the government and the people."

True enough, her words of encouragement and invitation to the barangays, civic, professional, business and private sectors characterize her strategy of bringing about urban renewal and a cohesive, well-organized plan. The appointment of members from the private and professional sectors in the Reorganization Committee and in the various *ad hoc* committees conducting studies in improving the operation and delivery of public services attests to her confidence in the capacity of this group. In the implementation of her numerous programs and projects, the active cooperation, support and participation of civic and business

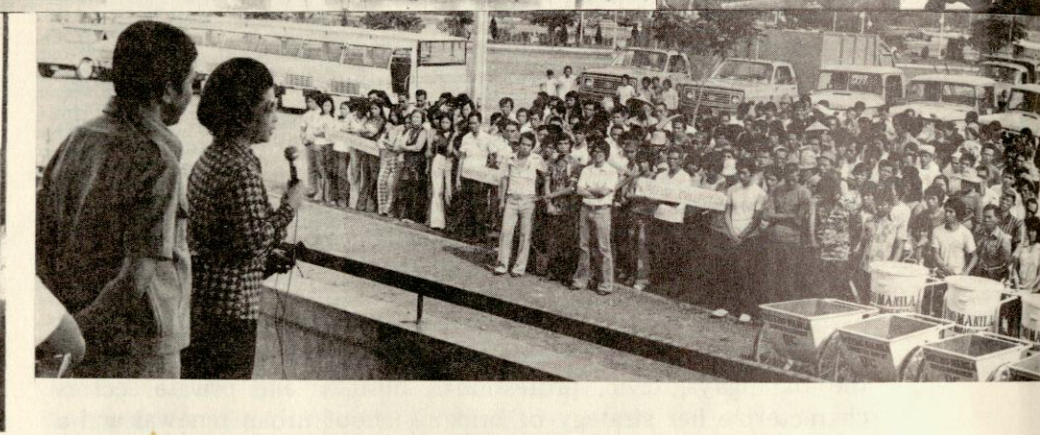
groups are manifested by the barangays, the Mabuhay ang Pilipino Movement, the Q.C. Youth Development Foundation, Inc., the Philippine National Red Cross, the Capitol JayCees, the Lions, to name a few.

She also takes time out to be with professional groups to solicit their support in influencing the city's growth. In a conference with the United Architects of the Philippines, she urged their group to provide environmental innovations in the city. She added that:

"The city administration is soliciting your group to provide leadership in the task of designing the framework for a wholesome urban environment. The envisioned future may still be hazy but the direction has been set. The city leadership will, under the guidance of the Metropolitan Manila Commission, pave the way and set the policies. But you, the architects, are the ones who will transform this into discernible forms and hasten the realization of the goals of the city. The responsibility, which the city administration is entrusted with, is the generation of plans, but with you, the architects as active partners, a big leap could be achieved and the future can be closer than what is conceived."

As a planner would assert, the true mark of a successful plan is not how well it is organized and presented, but how responsive it is to the needs of the people — its ultimate beneficiaries. What better way is there to test its responsiveness than directly involving the people in its generation, planning and implementation? On this score, Mayor Rodriguez as a public servant, a planner and a partner of her people in development, deserves praise and commendation.

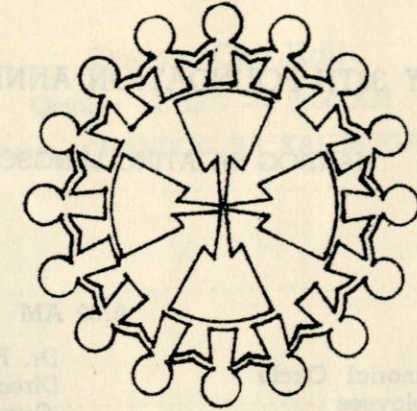
... a concept in city administration



MAYOR RODRIGUEZ IN ACTION

Photos on this page show the multifarious activities in which the Mayor has to involve herself making the job of chief executive of a city a very demanding one.

QUEZON CITY INFOCAR INFORMATION CARAVAN



To feel the pulse of the people. To know their problems and their sentiments. To share their hopes and help them realize their dreams. That is the essence of the government's commitment to the people.

Inspite, however, of the broad network of communication facilities the government employs to reach the masses, there are areas where the gap is so wide it requires a particular approach to the residents' psychological, social and cultural level.

A man, unemployed, saddled with the problems of how to support his family, what to do with his ailing child, where to go because his house located in the squatters area is scheduled for demolition, entertains all sorts of solutions. For a fleeting moment, the idea of seeking government agencies and his awesome impression of government offices would be enough to make him dismiss the idea as preposterous.

The government takes seriously the problem of communication barrier that prevents the people from getting in touch. The present information scheme being undertaken by various government and private agencies is such that their plans and programs are carried out either separately or sometimes, jointly. This often results in overlapping activities, missed targets, and mistaken impression about the present state of affairs in the country.

Considering the country's ever-increasing development activities, the Department of Public Information deemed it necessary that a more efficient and effective information system be devised to bring about speedily the needed reforms. Thus Information Caravan (INFOCAR) was born. Its purpose — to bring the government closer to the people.

A brainchild of Information Secretary Francisco Tatad, INFOCAR was first implemented in August 1973 in the provinces. Three years and 150,000 beneficiaries later, the program won the 1976 Anvil Award for Public Assistance.

Aware that around Metro Manila are several depressed areas that need to be reached, DPI sought the recommendation of the Quezon City government on the area most worthy to be the site of the first Metro Manila INFOCAR. Barrio Escopa in Project 4 was pinpointed. It coincided with the ongoing upliftment program being conducted by the Quezon City Planning and Development Office in the area.

Life in an urban's depressed section is beset with multifarious problems; no government agency can singly provide the solutions. Cooperation of various service-oriented government agencies was sought and the Council of Coordinating Agencies was formed.

On June 16-17, the first Metro Manila INFOCAR unfolded. Right in the middle of densely populated Barrio Escopa stood a circus-like tent divided into six booths manned by representatives of the participating agencies. The six booths were: information, research, planning and documentation; housing and general utilities; employment, placement and rehabilitation; peace and order and legal services; health services; and community development. Each booth performed the double duty of explaining the services they can offer to the people and listing down the people's problems and grievances and then taking action on them either by immediately administering to their needs or by referring them to the proper agency.

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QUEZON CITY 38TH FOUNDATION ANNIVERSARY

Theme: "HANDOG SA ATING LUNGSOD"

PART I SATURDAY, OCTOBER 8, 1977

6:30 AM Walkathon Contest around the Quezon Memorial Circle
Participants: QC Government Officials and Employees

9:00 AM PROGRAM

Dr. Fe del Mundo, M.D.
Director, Children's Medical Center Philippines, Inc.
Guest Speaker

PART II WEDNESDAY, OCTOBER 12, 1977

7:00 AM Arrival of Our Lady, Queen of the Most Holy
Rosary of La Naval, Official Patroness of Quezon City
(Motorized Procession from Sto. Domingo Church to Quezon City Hall)

10:00 AM Visit of Our Lady, Queen of the Most Holy
Rosary in Districts I, II, III, IV
Quezon City, Metro Manila

7:50 AM Flag Raising Ceremony
QC Hall Flagpole Area

8:00 A.M. —

8:00 AM Floral Offering at the President Manuel L. Quezon Monument by:

12:00 AM Extension Health Services in depressed areas in Quezon City, Metro Manila;

HON. ADELINA S. RODRIGUEZ
City Mayor, Quezon City

District I Matalahib

Assisted by:

DR. FE DEL MUNDO, M.D.
Director, Children's Medical Center
Guest Speaker

District II Sauyo

ATTY. MANUEL T. SANTOS
Secretary to the Mayor
Acting-Chairman, QC Executive Club
Quezon City Hall Quadrangle

District III Libis

District IV Tatalon

8:10 AM Mass to be Officiated by:

MOST REV. LEONARDO Z. LEGASPI, O.P., D.D.
Auxiliary Bishop of Manila
and Rector, University of Sto. Tomas
Quezon City Hall

Participating Agencies:

QC HEALTH DEPARTMENT
QC GENERAL HOSPITAL
QUIRINO MEMORIAL HOSPITAL
CIG SAGIP ILOG



Rev. Leonardo Z. Legaspi, O.P., D.D.

PROGRAM

Quezon City Hall

October 12, 1977 — 9:00 AM

Theme: "HANDOG SA KALUSUGAN"

- I. Opening Remarks Dr. HOMERO C. ANGELO
City Health Officer
Quezon City
- II. Presentation of Awards Hon. ADELINA S. RODRIGUEZ
City Mayor, Quezon City

AWARDEES:

- a. Service Award Atty. ARTURO V. UY
City Auditor
Manila

b. Walkathon Award

c. Inter-Department Bowling Tournament Awards

OVER ALL CHAMPION — TREASURER'S OFFICE
LADIES' DIVISION — TREASURER'S OFFICE
MEN'S DIVISION — QUEZON CITY SCHOOLS

d. 5th YOUTH FELLOWSHIP DAY AWARDS:

Philippine Science High School — Champion
Quezon City Science High School — 2nd Place
Saint Paul's College (Quezon City) — 3rd Place

(Co-Sponsored by the Quezon City government and the Knights of Columbus,
Quezon Council No. 3781)

- III. Musical Number Ms. MELIZA ISIDRO
- IV. Introduction of the Guest Speaker Hon. ADELINA S. RODRIGUEZ
City Mayor, Quezon City
- V. Speech Dr. FE DEL MUNDO, M.D.
Director, Children's
Medical Center Philippines, Inc.
Guest Speaker
- VI. Recessional QC Division School Teachers
"Quezon City Hymn"

MASTER OF CEREMONIES
FISCAL JUSTINIANO P. CORTEZ
City Fiscal

* The traditional yearly award of: Melchora Aquino Service Award of Merit; Manuel L. Quezon Freedom Star Award and Amang Rodriguez Distinguished Service Cross Award is being postponed for a later date to give a chance for the nominees to submit the required data.

Quezon City 38th Foundation Anniversary

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Atty. MANUEL T. SANTOS Co-Chairman

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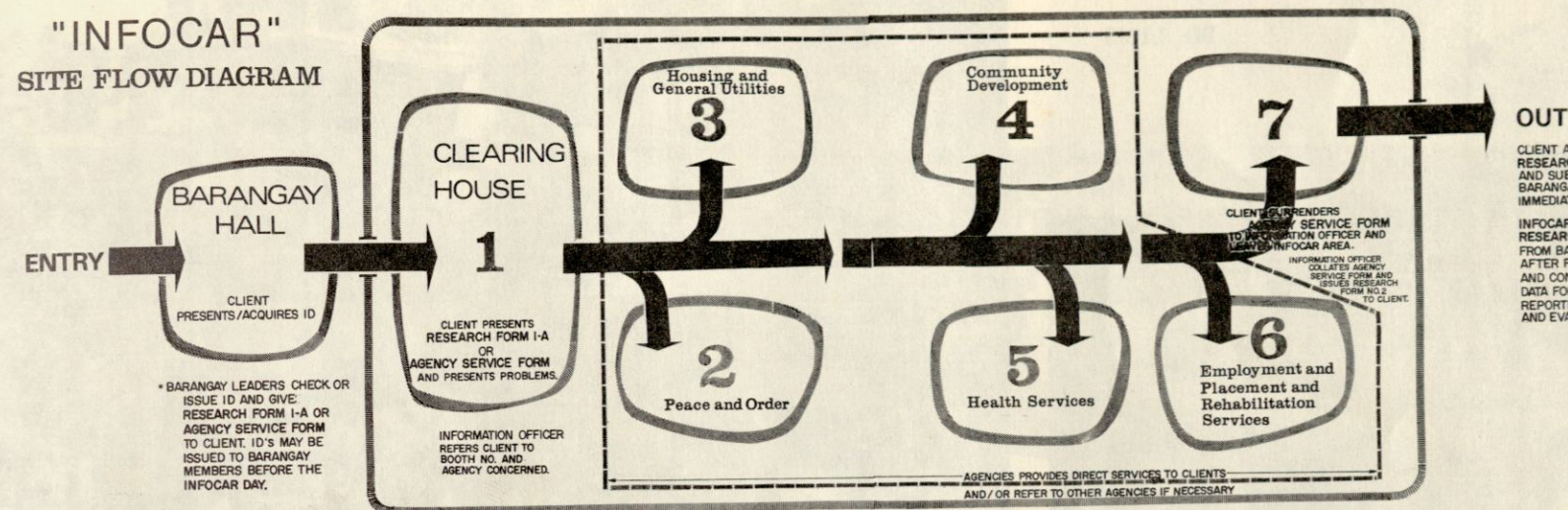
COMMITTEE ON WALKATHON

Dr. HOMERO C. ANGELO Chairman

Mr. SILVERIO SJ CRUZ Co-Chairman

Dr. FE VILLANUEVA FERNANDEZ Member

"INFOCAR" SITE FLOW DIAGRAM



QUEZON CITY INFOCAR... (Con't. from page 21)

Health services representatives rendered on-the-spot treatment. Some 250 job-seekers, mostly for blue-collar jobs, were interviewed and referred to various companies by the Bureau of Employment Services of the Department of Labor.

A consumers cooperative has been set up by the city development office of the Department of Local Government and Community Development of Quezon City. The National Greening Committee will soon put up nurseries for seedlings. Water mains and more electric posts will be installed by the Meralco and the Metropolitan Waterworks and Sewerage System in accordance with the overall development plan for the area. The details of the plan were explained by the representatives of QCPDO.

Through INFOCAR, the government was able to get close to the people. Heard their complaints. Tackled their needs. Bouyed up their hopes. The people responded. They, too, listened. They shed off the mantle of isolation they had long harbored. It was a heartening experience.

INFOCAR plans to reach other blighted areas in the near future. They have identified the areas of Libis, Galas, Bagong Silangan, Gana Compound, San Martin de Porres, Maligaya, Damayang Lagi and Bagong Barrio. They, too, will have their turn.

Someone once said, "If Mohammed can't come to the mountain, let the mountain come to Mohammed." INFOCAR is doing precisely just that — bringing the government closer to the people.

The Dawning of a New Partnership

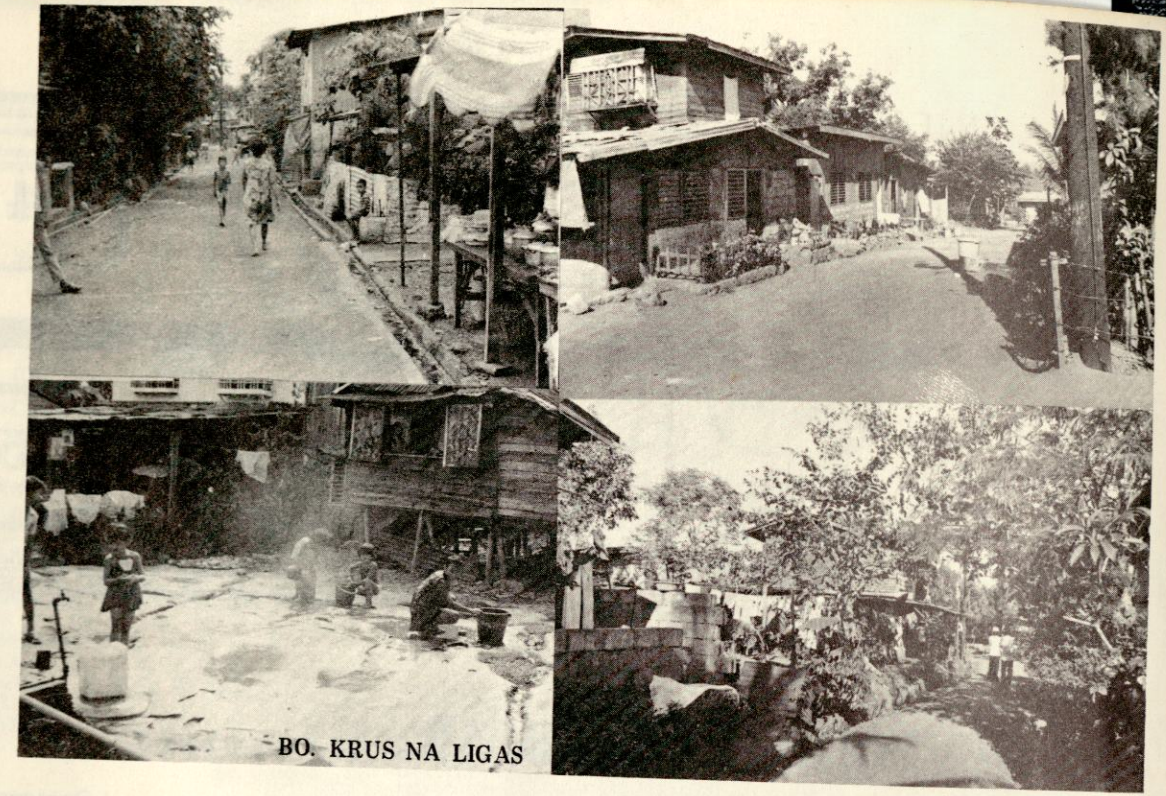
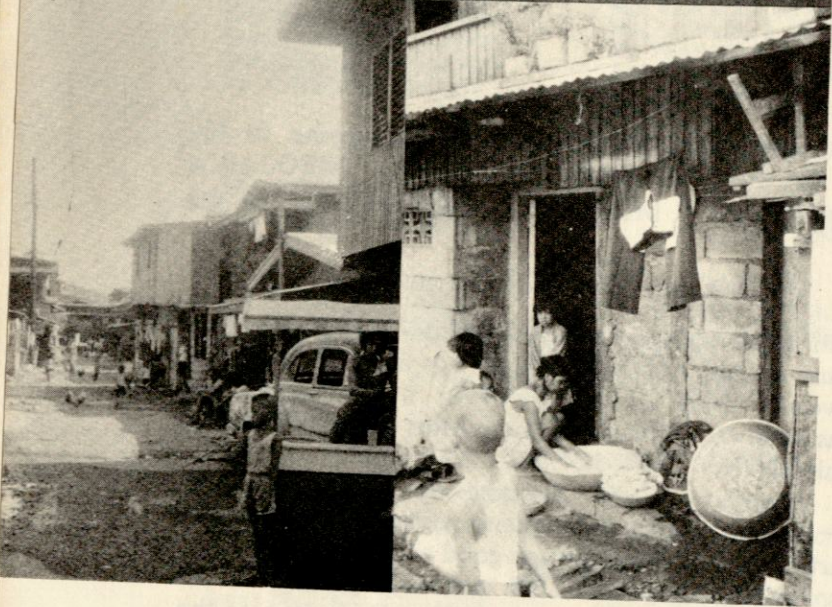
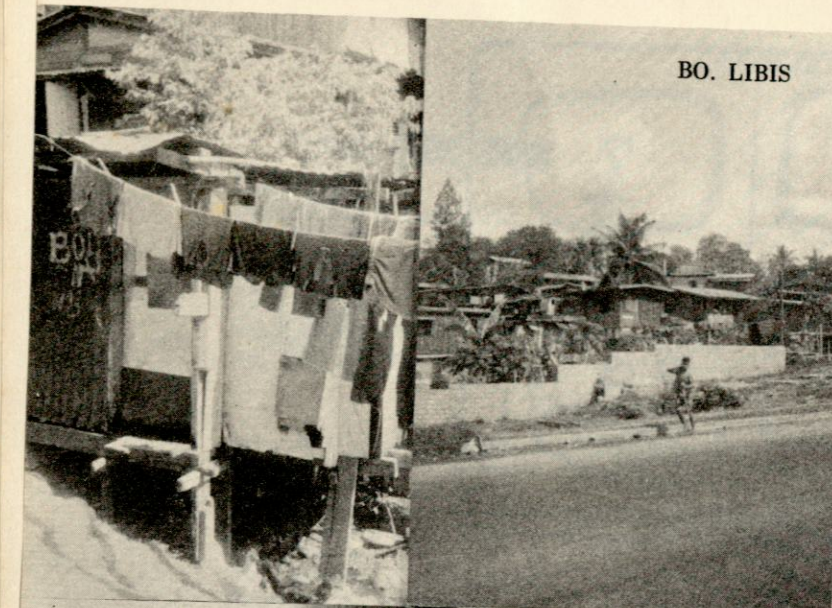
Amidst the euphoria over the success of the first Quezon City INFOCAR, one should not forget that it is far from over yet. During the two-day affair, a linkage between the government and the people has been established but the greater task of sustaining that link lies ahead.

We are experiencing the dawning of a new kind of relationship — a community-government partnership — wherein everybody participates for the common good of all.

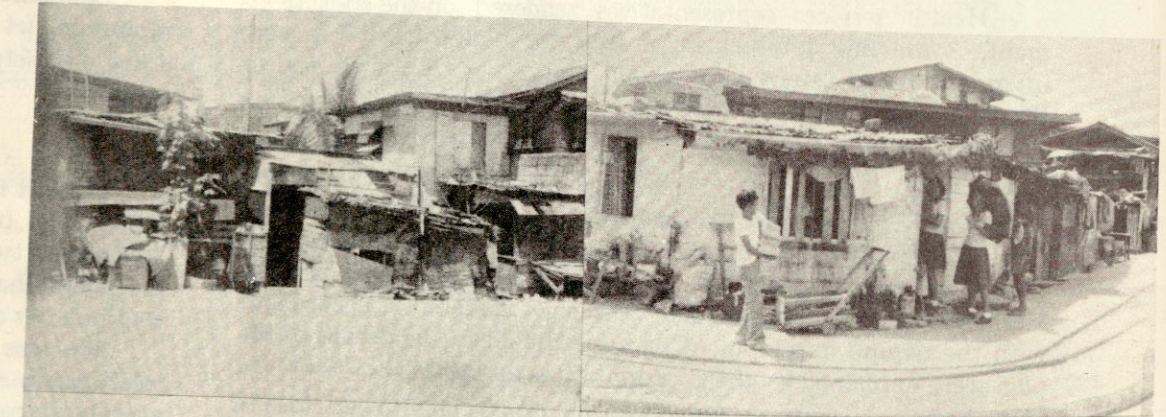
The dismantling of booths did not signify the end of INFOCAR services. Rather, it symbolized the elimination of the barrier that had long blocked government communication with the people.

INFOCAR has paved the way for a dialogue between the government and the community. It will continue doing so in order to achieve its ultimate goal of bringing the government closer to the people.

BO. LIBIS



BO. KRUS NA LIGAS



BO. GALAS

INFOCAR TARGET AREAS



Photographs of Quezon City Council of Coordinating Agencies rendering services to the Barrio Escopa residents

The 560 Days of Mayor Adelina S. Rodriguez

At high noon on March 31, 1976, Mrs. Adelina S. Rodriguez took her oath of office as mayor of Quezon City before President Marcos, following the resignation of Mayor Amoranto. Her term of office began the following day, April 1, so that as of today, October 12, 1977, the 38th Foundation Day of Quezon City, Her Honor has been at the helm of the city government for exactly 560 days.

"Galing sa Tadhana"

Mayor Rodriguez showed up at City Hall for the first time on April 2 for the turnover ceremony. She said that she considered her appointment as some sort of mandate from God — "Galing sa Tadhana" — and that she believed that she was being used by God as an instrument to serve Quezon City and its people. She was very candid, however, in admitting that she was a bit "frightened" by the enormity of the task before her and that all she knew about city administration was what she had learned from her husband, the Rizal Governor. An editorial of THE CAPITOL STANDARD commended Mayor Rodriguez's "disarming candor and humility," and stated:

"Though Mayor Rodriguez may not bring with her extensive executive experience and know-how, she comes with something better: faith, courage, vision, sincerity, and, above all, the capacity to lead and the will to serve."

Prediction

The editorial predicted that "Mayor Rodriguez will acquit herself with credit and honor as the capitol city's chief executive. She belongs to an elite clan of achievers — the Rodriguezes, senator, governor, congressman — who have maintained a tradition of dedicated public service for the last three decades."

The 560 days in office of Mayor Rodriguez have confirmed the prediction of THE CAPITOL STANDARD. In this brief period of only one and a half years, she has shown, beyond the shadow of a doubt, that she is equal to the difficult task of chief executive of a burgeoning metropolis like Quezon City with all its growing pains.

Needs and Problems

Mayor Rodriguez started her administration by learning the needs and problems of the city. She obtained this knowledge not only from the reports of her key officials — department heads and chiefs of offices — but by personally going around the city, to the barangays, to see with her own eyes the needs and problems of the people and to hear with her own ears their

plaints and pleas. She also held frequent dialogues with civic, religious, business, and professional organizations.

After getting a good grasp of the city's needs and problems, Mayor Rodriguez determined the priorities and embarked on projects designed to solve or meet these needs and problems. She was always careful, however, that all projects were in conformity with the overall program of the First Lady and Governor for Metro Manila.

Universal Public Support

As she hit her stride, Mayor Rodriguez appealed for public support and active citizen participation. It was short of marvelous the way the people of Quezon City responded as one in rallying around their new mayor. In a Fellowship Dinner and Program tendered by some 65 civic, business, and professional organizations of Quezon City in honor of outgoing Mayor Amoranto and incoming Mayor Rodriguez, these 65 organizations presented her with a scroll pledging their universal support. Aside from these organizations, offers of assistance and cooperation came from all other sectors of the community.

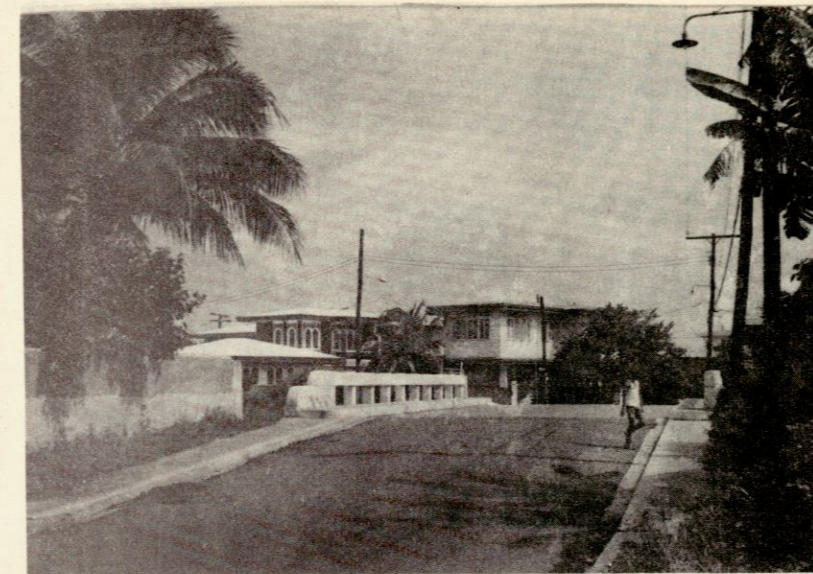
This phenomenon of instant city-wide support for the Mayor prompted the publisher-editor of a local paper to aver that "Mayor Rodriguez's greatest talent consists in her ability to inspire and elicit public support." In explaining the phenomenon, the publisher-editor wrote: "I think the principal reason (for the universal public support) lies in the sincerity, the dedication and the energy she has shown in tackling the difficult job of mayor."

Total Community Approach

The Mayor's talent for inspiring and eliciting public support is vividly illustrated in the Emergency Resettlement Site for creekside squatters at Capri, Novaliches. The Mayor has been able to implement the total community approach in meeting the task of restoration and rehabilitation because of the assistance and cooperation of so many persons and entities, including some three scores of civic organizations under the umbrella of the Mabuhay Ang Pilipino Movement.

Reorganization

Last April 1, 1977, on the occasion of the first anniversary of her assumption to office, Mayor Rodriguez reviewed the accomplishments of the city government for the year 1976 in a "State of the City Address." The



The New Carmel Bridge



The Newly Completed Victoria Bridge

THE 560 DAYS...

Mayor first cited her efforts to reorganize the structure of the city government to increase "its capability to respond to the present demands and future needs of the city and of the Metro Manila area." She created the Quezon City Reorganization Committee composed of representatives from the private sector, consultants from the Development Academy of the Philippines and the Philippine Center for Advanced Studies, and city government officials. In line with the findings and recommendations of this Committee, Mayor Rodriguez instituted the following measures:

- 1) Retrenchment in operating and administrative expenditures, without sacrificing efficiency;
- 2) Strengthening of the revenue collection arm of the City Treasurer in support of the program on revenue generation; and
- 3) Abolition of positions of confidential agents, special agents and technical assistants whose functions could be dispensed with.

Ad Hoc Committees

As there were other areas recommended for improvement by the Committee, Mayor Rodriguez created 12 ad hoc committees on the following:

- 1) Records to study the completion and updating of records and to establish a Management Information and Communication Monitoring System;
- 2) Survey of Expectations and Aspirations of the people of Quezon City;

- 3) Physical Inventory and Analysis of Physical Resources to find more ways of optimizing the use of physical resources including the allocation of office spaces;
- 4) Personnel Audit and Evaluation;
- 5) Management Audit to review and analyze the organizational functions of the city government and the managerial functions within each administrative unit;
- 6) Systems and Procedures to study present systems, procedures, and methods of the different administrative units;
- 7) Revenue Generation;
- 8) Infrastructure Development;
- 9) Human Settlements;
- 10) Land Use Planning;
- 11) Human Resources Development; and
- 12) Educational Development

1976 Projects

Infrastructure and socio-economic projects implemented in 1976 were determined by their immediate need to facilitate services to the people and to induce improvement in the quality of their life. The projects implemented were the following:

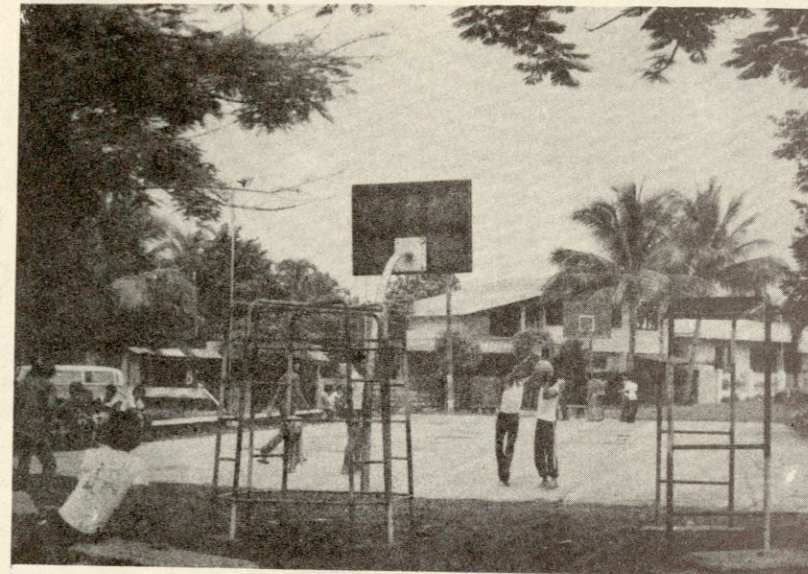
- a. Road Construction:
 - 1) Construction of Piko Box Culvert
- b. Road Improvement:
 1. Mindanao Avenue Extension

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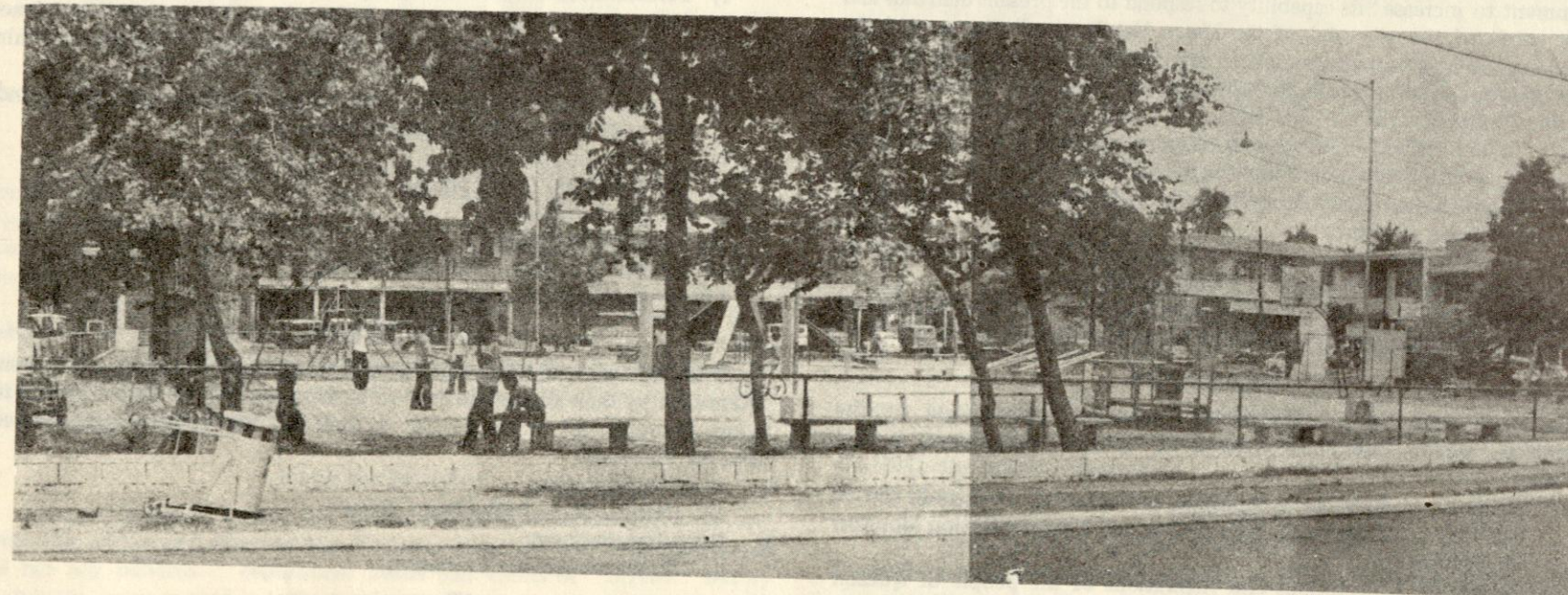
THE 560 DAYS . . .

2. Evaroni Street
3. Pugad Lawin Drive
- c. Building Construction:
 1. E. Rodriguez Health Center
 2. Fencing of J. Sumulong High School
 3. Kamuning Slaughterhouse
- d. Building Repair:
 1. Kamuning Health Center
 2. Electric Fixtures at Police Headquarters, Quezon City
 3. Repair of Plumbing at Judge Juan Luna High School
 4. Repair of Plumbing and construction of partitions in R. Magsaysay High School.
- e. Waterworks;
 1. Replacement and Repair of Plumbing Fixtures at QC General Hospital
 2. Prepare Placement 51 units of Fire Hydrants
- f. Bridge Construction
 1. Construction of Carmel Bridge
 2. Construction of Gener Footbridge

(Turn to next page)



Project 2 Playground



Dapitan Playground

THE 560 DAYS . . .

- g. Urban Renewal Programs:
1. City Comprehensive Development Program
 2. Bo. Escopa Redevelopment Program
 3. Rezonification Program

7-Point Management Program Projects

Under the 7-Point Management Program of the Metro Manila Commission, the following were accomplished by the different departments and offices of the city government in coordination with the barangays and other MMC offices concerned and under the overall direction of City Architect Luciano V. Aquino:

A. Health Centers

1. Facelifting of the 22 health centers through the cooperation of the barangays and the City Administration. This includes the minor repair of the external portion of buildings and repainting of all health centers, including the fences.
2. Construction and inauguration of E. Rodriguez Health Center, selected as the Sectoral Model Health Center for Zone III
3. Facelifting of inner and external portion of Kamuning Health Center.

B. Markets and Slaughterhouses

1. All slaughterhouses were closed except for the Kamuning slaughterhouse which is undergoing construction.
2. The Q. C. Health Department assisted in the general cleaning and sectioning of the different stalls in San Francisco, Dapitan and Murphy Markets, with Dapitan chosen as the model market.

C. Tree Planting

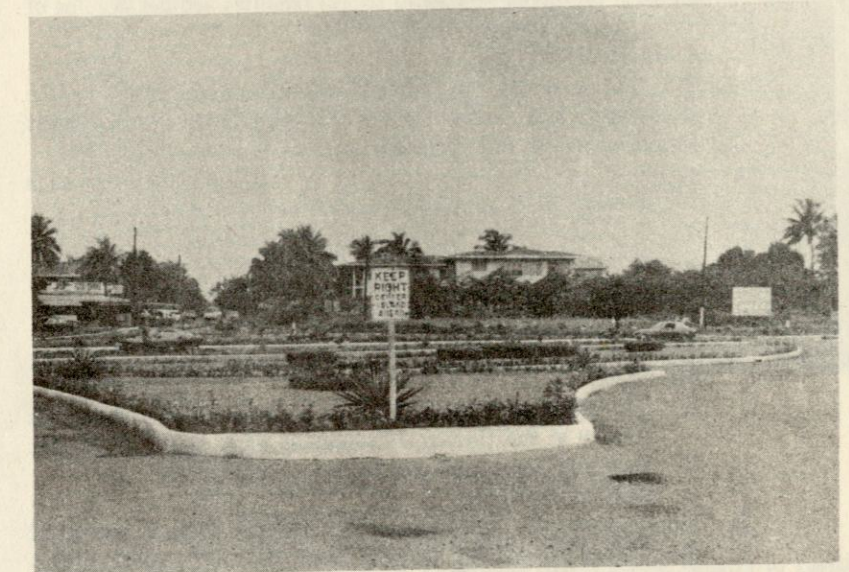
1. General cleaning, tree planting and implementation of the green revolution program in the barangays of Quezon City.

D. Beautification

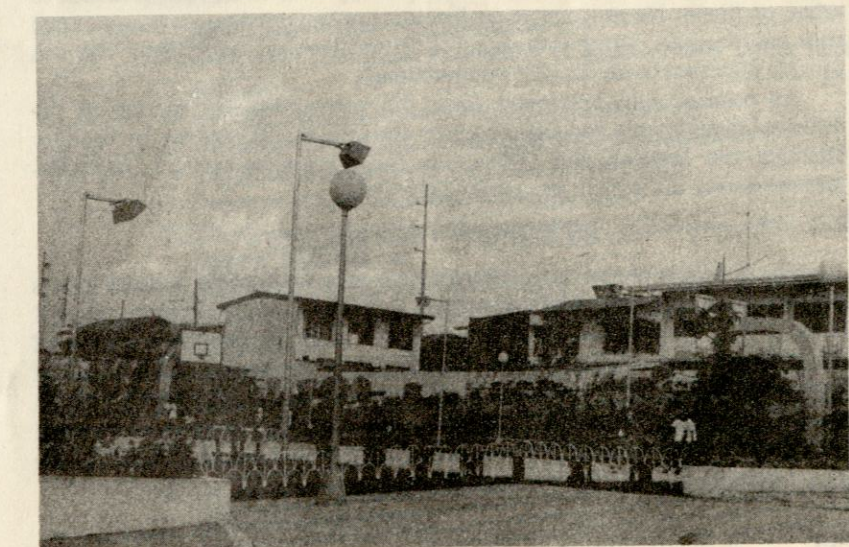
The Quezon City Health Department coordinated with the Northern Sector of the Refuse and Environmental Sanitation Center on the:

1. General operation of cleanliness in all moviehouses in Quezon City;
2. Sanitation Drive in Relocation Area at Bo. Capri, Novaliches.
3. Implementation of cleanliness in all eateries along Aurora Blvd. Extension and Araneta Complex; and
4. Implementation of general cleanliness in all markets and other establishments such as parks, playgrounds and swimming pools.

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Roces Rotonda



Galas Playground

E. Parks and Playground

General facelifting, repair of sports facilities and landscaping of the city's parks and playgrounds.

F. Sports Development Program

1. The following are the major activities undertaken by the Cultural Affairs Office, Office of the Mayor, through joint sponsorship with civic organizations:

- a. Bikefest '76, from June 17 to 20 with the Pampanga Mountaineers' Club as co-sponsor; and
- b. Q.C. Kabataang Barangay Summer Sportsfest '76.

2. Improvement of the Amoranto Sports Center.

G. Cultural Projects/Programs

Cultural Projects undertaken by the Q.C. Board of Tourism:

1. Tourism Week, December 5-11, 1976 with the following highlights:

- a. Launching and inauguration of the Q.C. Floral and Orchids Garden at the Universal Friendship Park, Q.C. Compound;
- b. Rondalla, Saranggola and Lantern Contest; and
- c. Student City Tour

2. Launching of the first Quezon City Museum at the basement of the Quezon Monument, Quezon Memorial Circle, jointly undertaken by the Quezon City government and the Capitol Jaycees.

In all the foregoing projects implemented during 1976, the Mayor made it a point to consult or involve the parties affected. After the City Planning and Development Office had completed in November 1976 a Preliminary Planning Report on the Quezon City Comprehensive Development Program, Mayor Rodriguez adopted a more technical approach in devising solutions to urban problems. No program or project was implemented unless it conformed with said Program, which is designed to rationalize the growth of the city and provide direction to all the city's undertakings.

As collated and integrated from the accomplishment reports of the different departments and offices under the Office of the Mayor, by the City Planning and Development Office, the following were the projects implemented during the period January to June 1977:

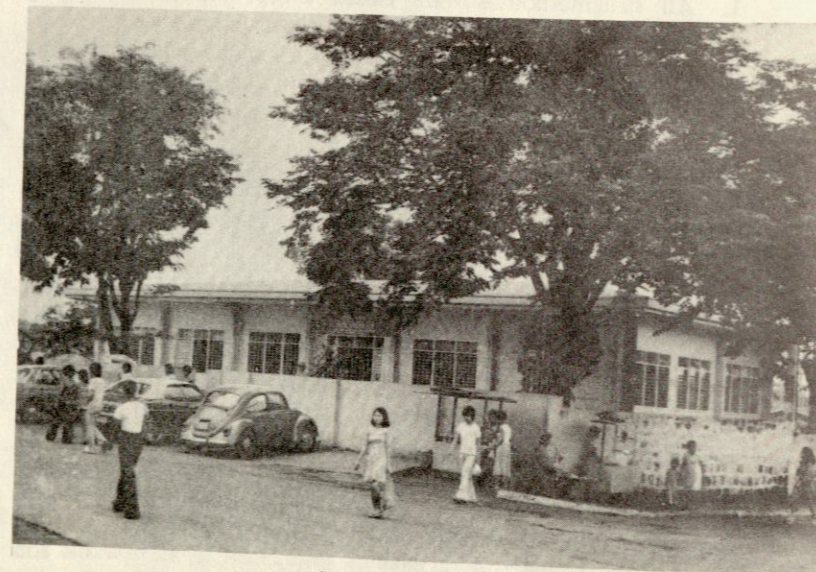
I. INFRASTRUCTURE PROJECTS

The direction of the city's infrastructure program for this calendar year is towards the improvement of underdeveloped streets and facilities to stave off decay and to further the development of the communities. The majority of the projects accomplished during the first semester by the Department of Engineering, therefore, consists in the improvement of underdeveloped streets, installation of public faucets and artesian wells at depressed areas and the repair of basic community facilities. Other projects accomplished for the

(Turn to next page)



E. Rodriguez Health Center



Kamuning Health Center

period are the improvement of the drainage system on five creeks and seven streets, construction and repair of buildings and waiting sheds, and architectural works.

A. PAVING OF STREETS

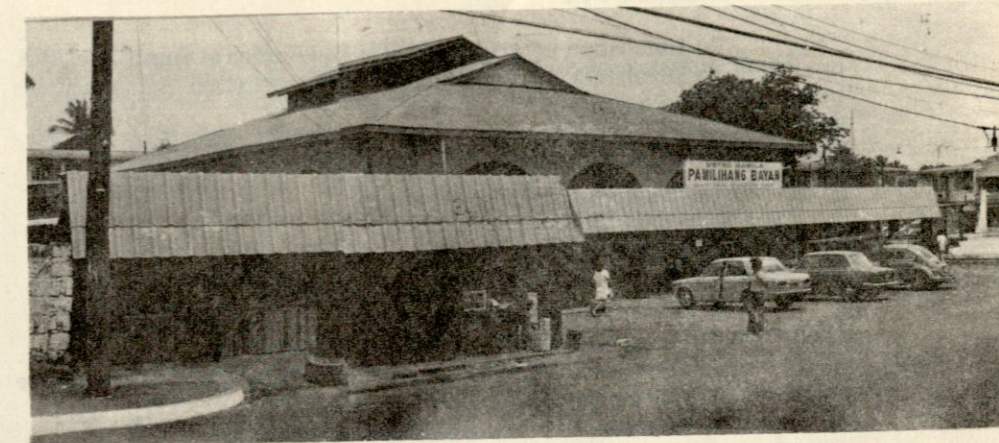
- 1) Nueva Viscaya
- 2) Road 5
- 3) Bukidnon
- 4) Masbate
- 5) Palawan
- 6) Maningning
- 7) Cabotaje
- 8) Umandal
- 9) Domingo
- 10) Road 13
- 11) Manila Gravel Pit Road (partially completed)

B. IMPROVEMENT OF DRAINAGE SYSTEM

- 1) Creeks
 - 1.a. Removal of encroachment of Halang Creek, SFDM
 - 1.b. Removal of encroachment at Estero de Valencia, Crame
 - 1.c. Widening of portion of Creek of Dario River
 - 1.d. Cleaning of open canal from Andres Malong to Aurora Boulevard
 - 1.e. Widening and Deepening of Creek west of Heart Center (East Avenue) (95% Complete)



QC Museum, a project of the Capitol Jaycees and the city government



Dapitan Market

2) Streets

- 2.a. Improvement of Drainage, Scout Castor
- 2.b. Improvement of Matimyas
- 2.c. Cleaning of Calamba Street, Open Canal
- 2.d. Improvement of Vancouver Street (from Boston to Lantana)
- 2.e. Mo. Ignacia Street
- 2.f. Apo Street
- 2.g. Speaker Perez Street

C. CONSTRUCTION AND/OR REPAIR OF BUILDINGS/WAITING SHEDS

- 1) Kamuning Market Slaughterhouse
- 2) Repair and electrical installation at Quezon City Police Headquarters
- 3) General repair of Ramon Magsaysay High School
- 4) Electrical Installation at Bo. Capri Relocation Center
- 5) Repair of Bodega at the City Treasurer's Office
- 6) Construction of the PNRC Assembly Hall
- 7) Repair and renovation of the guidance office and clinic of the Quirino High School
- 8) Renovation of Marcos-type building at UP Village Playground
- 9) Construction of 4 units waiting shed at Anonas Street

D. WATERWORKS

- 1) Installation of Maningning Public Faucet.
- 2) Installation of 11 artesian wells at Bo. Capri Relocation Area.
- 3) Installation of watercloset and plumbing fixture at Q.C. General Hospital.
- 4) Installation of waterline at the Q.C. Floral and Orchids Garden, Q.C. Hall Compound.

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- 5) Installation of Artesian Well at DPI Garden at Constitution Hill.
- 6) Installation of Artesian Well at Constitution Hill (Squatter's Area).
- E. REPAIR AND/OR CONSTRUCTION OF FOOTBRIDGES
 - 1) Construction of Planas Footbridge
 - 2) Repair of Gumamela Footbridge
- F. ARCHITECTURAL WORKS
 - 1) Bulwagan ng mga Barangay
 - 2) Camp E. Aguinaldo High School Canteen
 - 3) Scale model of 42-hectare park
 - 4) Metro Manila Fruit Production Project
 - 5) Scale model of sidewalks and plant boxes along Quezon Avenue
 - 6) Eulogio Rodriguez, Jr. High School
 - 7) Inventory of Public Buildings in Quezon City
 - 8) Project 2 Market
 - 9) Quezon City Science High School
 - 10) Centralized Bodega
 - 11) Drawing on illustration boards of each activity connected with the operation Puspung Kalinisan Phase II
 - 12) Gathering of maps of Open Spaces

II. BARANGAY DEVELOPMENT PROJECTS

In the spirit of the national government's policy to encourage popular participation in the development of communities, and in pursuance of the provisions of the Memorandum Circular No. 74-56 of the Secretary of the Department of Local Government and Community Development, the Quezon City government monitored the generation and implementation of 17 barangay development projects during the first semester of this year, through the Office of the City Development Officer, funding of the projects is charged against the 10% share of the barangay in the Real Property Tax Collection. The nature of the projects implemented ranges from the construction or installation of community facilities and markets to the beautification of environment.

BARANGAY/DISTRICT	PROJECTS
DISTRICT I	
1. Barangay Damayan Frisco	NP Hall
2. Barangay Paraiso SFDM	Outpost and Markers

(Turn to next page)



QUEZON MONUMENT at the Quezon City Hall Quadrangle, a project of the Quezon City Executive Club. The monument was unveiled on August 19, 1977.

DISTRICT II

- | | |
|---------------------------------------|---|
| 1. Barangay Botocan Diliman | Drainage
Pump Well
Pathways
Bgy. Brigade Headquarters
Fencing
Pathways |
| 2. Barangay Central Central | |
| 3. Barangay Krus na Ligas Diliman | Barangay Hall |
| 4. Barangay Duyan-Duyan Novaliches | Stage Improvement |
| 5. Barangay Balara Diliman | Fencing
Creek Improvement
Road Repair |
| 6. Barangay San Vicente Diliman | |
| 7. Barangay Tandang Sora Tandang Sora | Fencing |

DISTRICT III

- | | |
|-----------------------------------|---|
| 1. Barangay Quirino 3-A Project 3 | Pathways |
| 2. Barangay Dioquino Zobel Murphy | Barangay Hall |
| 3. Barangay Socorro Cubao | Electrical Installation
Mini Park Repainting
Multi-purpose Center |
| 4. Barangay Marilag Quirino | |
| 5. Blue Ridge-B | Park Improvement |

DISTRICT IV

- | | |
|---|-----------------|
| 1. Barangay Aurora Galas | Incinerator |
| 2. Barangay Bagong Lipunan ng Crame Crame | Boundary Marker |
| 3. Barangay Nayong Kaunlaran Cubao | Mini Park |

III. CITY DEVELOPMENT PROJECTS

In contrast to the barangay development projects, the benefits to be derived from city development programs and projects are city wide in scope.

They are intended to catalyze physical and socio-economic growth of communities and identified localities and to rationalize the development of the city. The major source of funds for this type of activity is the 20% Internal Revenue Allocation to local governments for community development programs/projects. It was programmed by the City Planning and Development Office and has been duly approved by the Secretary of the Department of Local Government and the Executive Secretary of the Metropolitan Manila Commission monitored by the City Planning and Development Staff.

- A. City Comprehensive Development Program — submission of a Preliminary Planning Report on February 28, '77 with a Conceptual Land Use Plan to the Metropolitan Manila Commission and the Human Settlements Commission.
- B. Continuing analysis of City Development Programs on the Preliminary Planning Report on the Comprehensive City Development Program covering the following:
 - 1) Short range and long range Infrastructure Projects (Road Network, Water-Sewerage and Drainage)
 - 2) Parks and Playgrounds Development in coordination with the Parks and Playgrounds Office.
 - 3) Identification of open public lands along creeks for probable developmental projects.
 - 4) Assessment of urban blight situation for preparation of a 5-Year Urban Development Program in compliance with LOI 555 and 557 of the Office of the President.
- C. Continuing assessment and prioritizing of City development projects requested by Barangay leaders, private individuals and community civic leaders.
- D. Zonal Improvement Projects
 - 1) Bo. Escopa Urban Redevelopment Project
Presentation of Bo. Escopa Redevelopment plan to the National Housing Authority and the Metropolitan Manila Commission through the Human Settlements Commission. Holding of Infocar '77 on July 16-17, 1977 preparatory to the execution of approved projects and programs for Bo. Escopa.
 - 2) Bo. Krus-na-Ligas Urban Redevelopment Project.
Socio-economic and physical survey of Bo. Krus-na-Ligas, Diliman, Quezon City.
 - 3) Libis and Galas Urban Redevelopment Project
Signing of Memo of Agreement with National Housing Authority on July 6, 1977 and start of socio-economic and physical survey phase of the study.

(Turn to next page)

THE 560 DAYS . . .

- E. Participating and extension of technical assistance in the Zoning and Land Used Survey of the Municipalities of Pasig, Marikina and Pateros.
- F. Mobilization of Barangay leaders in the preparation of the City's Zoning and Land Used Survey.
- G. Feasibility Study for an "Agora" in Novaliches and Dapitan.

IV. PROJECTS IMPLEMENTING THE SEVEN-POINT MANAGEMENT PROGRAM.

The Seven-Point Management Program prepared by the Metropolitan Manila Commission pinpoints the priority areas for development to be undertaken by the 4 cities and 13 municipalities comprising the Metropolitan Manila Area. The seven priority areas are: Health Care, Market Improvement, Cultural Development, Sports Development, Improvement of Parks and Playgrounds, Cleanliness and Beautification and Tree Planting.

These projects are intended to meet the immediate social needs of the residents of Metropolitan Manila for health care, recreation and leisure activities, cultural advancement, and ecological balance. For its share, the city government, through the Department of Health; Markets Division of the Office of the City Treasurer; Parks, Plazas and Playgrounds of the Engineering Department; and the Q.C. Barangay Secretariat and Action Center implemented and/or monitored the following activities:

A. HEALTH CARE PROJECTS

- 1) Phase II of the Expanded Immunization Program of the Department of Health
 - 3,298 infants in Novaliches, Bago Bantay and San Francisco del Monte were given DTP injections.
 - 1,302 older children were given injections of diphtheria toxoid
 - 1,804 patients were given BCG (anti-TB)
 - 304 patients were given polio immunization
 - 2,163 patients were given cholera-typhoid immunization
- 2) Maternal and Child Health Care
 - Consultations, treatments, home visits, deliveries and advises were rendered to patients of the Department of Health
- 3) Inspection of restaurants and other food establishments was regularly conducted by the Department of Health.
- 4) Spraying of flies and mosquitoes was done in ten depressed areas of the city.
- 5) Operation Timbang and deworming of the children in eight depressed areas in the city was conducted by the Department of Health in coordination with drug companies and civic and religious groups.
- 6) Operation Medical and Dental Consultations were conducted in 12 depressed areas.

- 7) Organization of Trisectoral Inter-referral Committee pertinent to the MMC three-layered system of delivery of health services.
- 8) Training of Barangay Health Workers at Capri and Tatalon as Nutrition Aides.

B. MARKET IMPROVEMENT

- 1) Intensification of Operation Tamang Timbang
- 2) Campaign of water and energy conservation
- 3) Intensification of tax information drive
- 4) Close coordination between the Markets Administrations, Office of the City Treasurer, and the Market Vendors Association on the maintenance of sanitary conditions in markets.
- 5) Regular spraying of flies in 11 public markets

C. CULTURAL DEVELOPMENT

- 1) Photo Tourism Contest
 - Launched by the QC Jaycees and the Q.C. Board of Tourism on January 21 as culmination of the QC Tourism Week.
- 2) Guided tour of the city for the delegates of the American Society of Travel Agents (ASTA).
- 3) Staging of the "Way of the Cross" and the Cenaculo during lenten season.
- 5) Staging the Santacruzán on May 28, 1977
- 6) Launching the preparation of Quezon City History Book and brochures
- 7) Fund-raising campaign for the relocated families at Bo. Capri through the joint sponsorship of the movie premiere "Max" by the Quezon City government and the Mabuhay Ang Pilipino Movement.

D. SPORTS DEVELOPMENT

- 1) Inter-department Basketball Tournament sponsored by the Q.C. Employees Association
- 2) Ladies Inter-department Volleyball Tournament sponsored by the Q.C. Employees Association
- 3) "Alay Lakad Project" - a seven-kilometer fund raising by Q.C. Hall employees and other government, civic, and private organizations - on June 19, 1977 for the benefit of the out-of-school youth.
- 4) Basketball Tournament of Sitio Capri, sponsored by the Q.C. government and the Mabuhay Ang Pilipino Movement.
- 5) Cycling Tour sponsored by the Katipunan ng mga Barangay and the QC Barangay Secretariat and Action Center.
- 6) First Quezon City Inter-barangay Bowling Tournament
- 7) Kabataang Barangay Activities:
 - Junior Marathon
 - Mini-Olympic
 - Ugnayan Bikaton

THE 560 DAYS . . .

E. IMPROVEMENT OF PARKS AND PLAYGROUNDS

- 1) Maintenance of the Memorial Circle
- 2) Piñahan Playground (basketball court, electrical facilities, retaining wall, concrete benches, ornamental plants)
- 3) Maintenance of Q.C. Hall grounds
- 4) Beautification of Roces Avenue
- 5) Maintenance of Orchids Garden
- 6) Maintenance of Dapitan Park
- 7) Imee Mini Park, Project 4 (Installation of lights)
- 8) Project 6 Playground (construction of tennis court)
- 9) Maintenance of Bernardo Park
- 10) Maintenance of Project 4 Playground
- 11) Doña Faustina Playground (concreting of flooring of pelota court)
- 12) Clearing of grounds at the Girls Scouts of the Philippines Campsite at Novaliches
- 13) Maintenance of Project 8-B Playground
- 14) Maintenance of Pleasantville Playground
- 15) Tandang Sora Monument (repainting of monument and fences and repair of electrical installation)
- 16) Imelda Park (Bago Bantay) (installation of mercury bulbs)
- 17) Maintenance of San Agustin Playground
- 18) Maintenance of Villila Playground
- 19) Maintenance of Carreon Subd. Playground

F. CLEANLINESS AND BEAUTIFICATION

- 1) Puspasang Kalinisan '77
 - a massive cleanliness campaign on the barangay level being coordinated by the Refuse and Environmental Sanitation Center and the Quezon City Barangay Secretariat and Action Center.
- 2) Oplan C-C
 - a monitoring operation by the Q.C. Barangay Secretariat and Action Center on the clearing and cleaning of esteros, canals, creeks, rivers and sidewalks.
- 3) Cleanliness Drive
 - a civic action project initiated by the AFP Ladies Circle in coordination with the Q.C. Barangay Secretariat and Action Center.

G. TREE PLANTING

- 1) Simultaneous tree planting activities supervised by the Mayor on June 12, 1977 at the following places: Quezon Memorial Circle, Project 4 Playground, Roxas Market, Dapitan Park and San Jose Park.
- 2) Sustained tree planting activity on the barangay level being coordinated by the Q.C. Barangay Secretariat and Action Center.

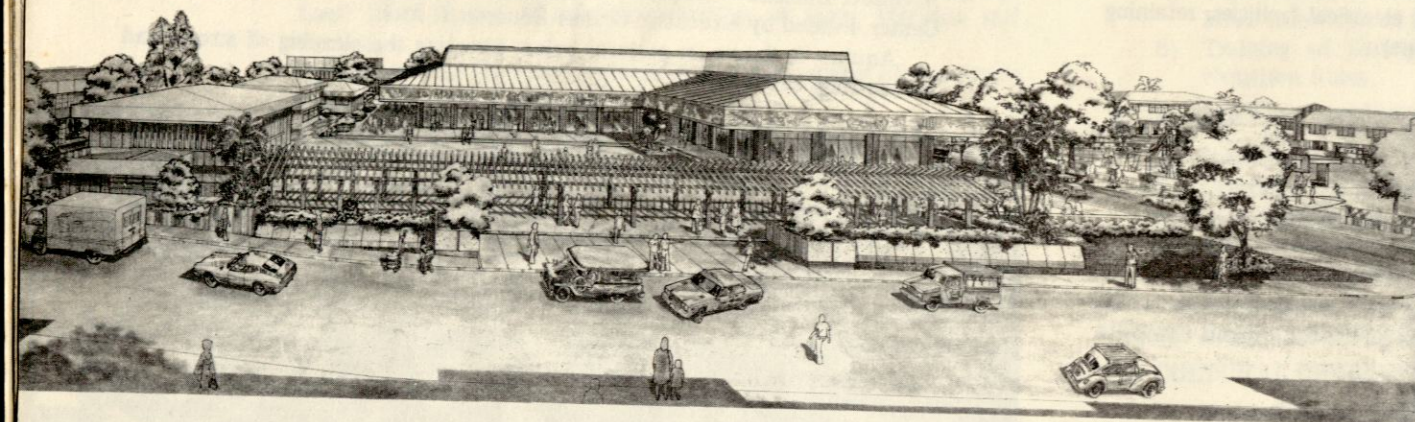
PUSPUSANG KALINISAN '77

A massive cleanliness campaign on the barangay level coordinated by the Refuse and Environmental Sanitation Center, North Sector, headed by City Architect Luciano V. Aquino, and the Q.C. Barangay Secretariat and Action Center, headed by Executive Officer Eduardo T. Fiel.

Aquino is shown in pictures below directing the cleaning of streets and the clearing of esteros.



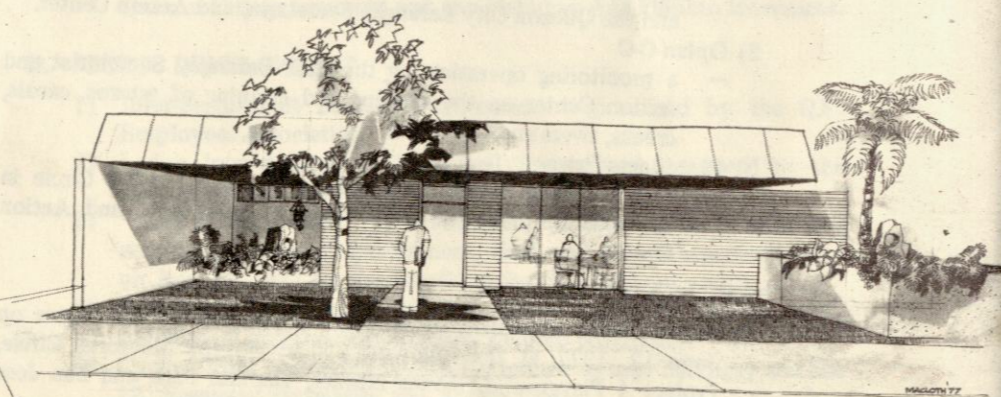
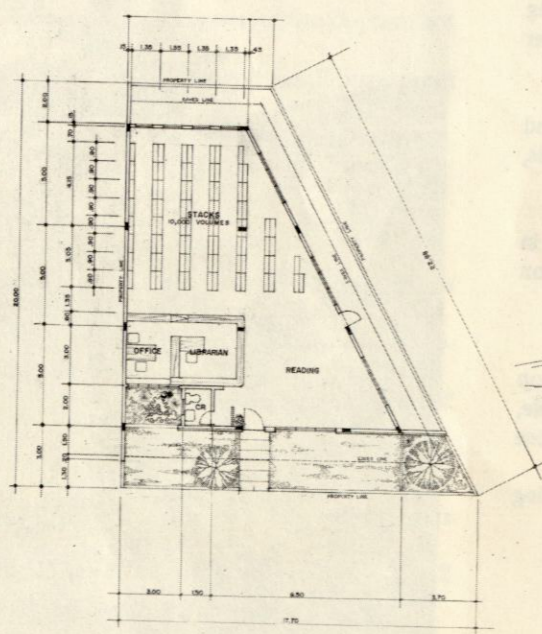
THE CITY'S PROPOSED DEVELOPMENTAL PROJECTS



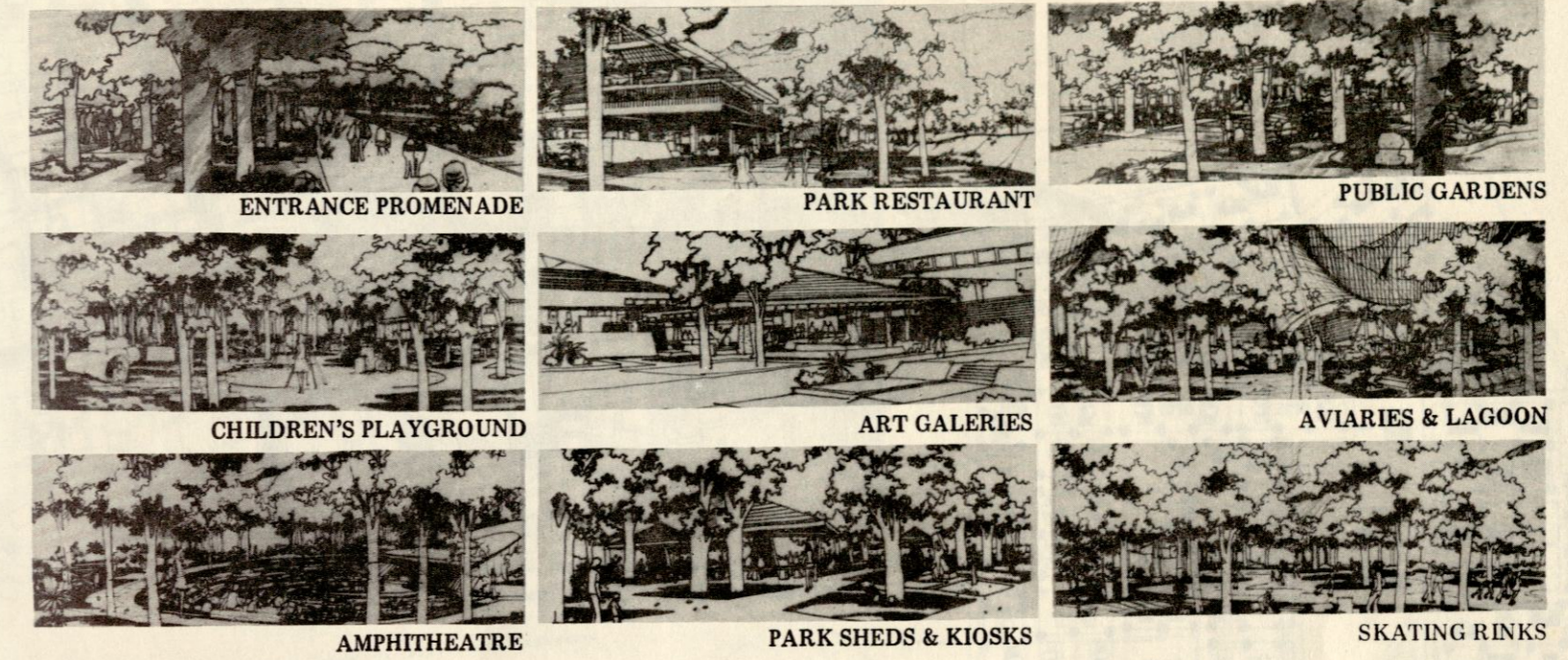
DAPITAN "AGORA."
A project which is part of the city's continuing Market Improvement Program. Dapitan "Agora" in the future shall be the community's socio-economic, cultural, religious and political center.

AKLATAN KABATAANG BAYAN

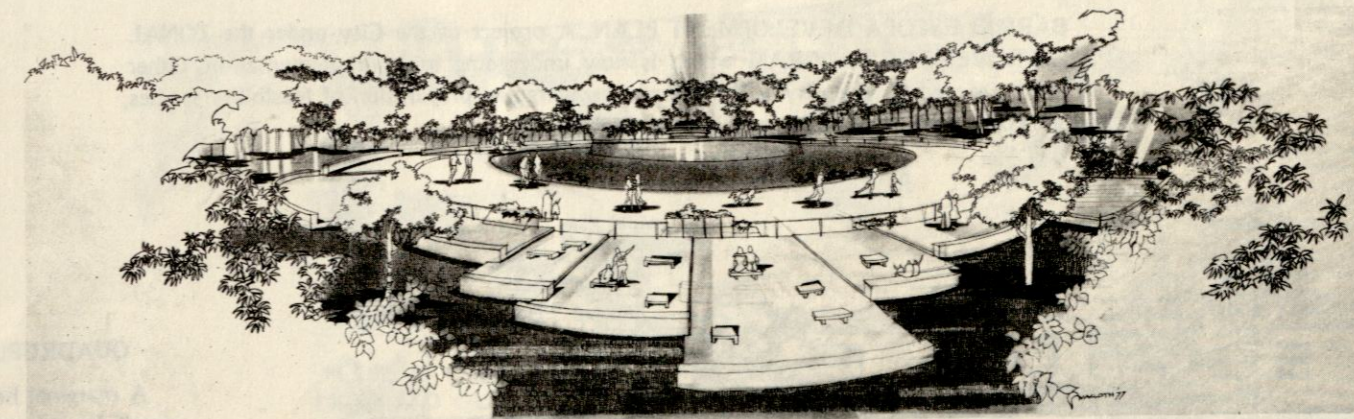
A project initiated by the Mayor in response to the desire of the President to give more facilities for the youth. It will be located at Roxas District.



QUEZON MEMORIAL CIRCLE

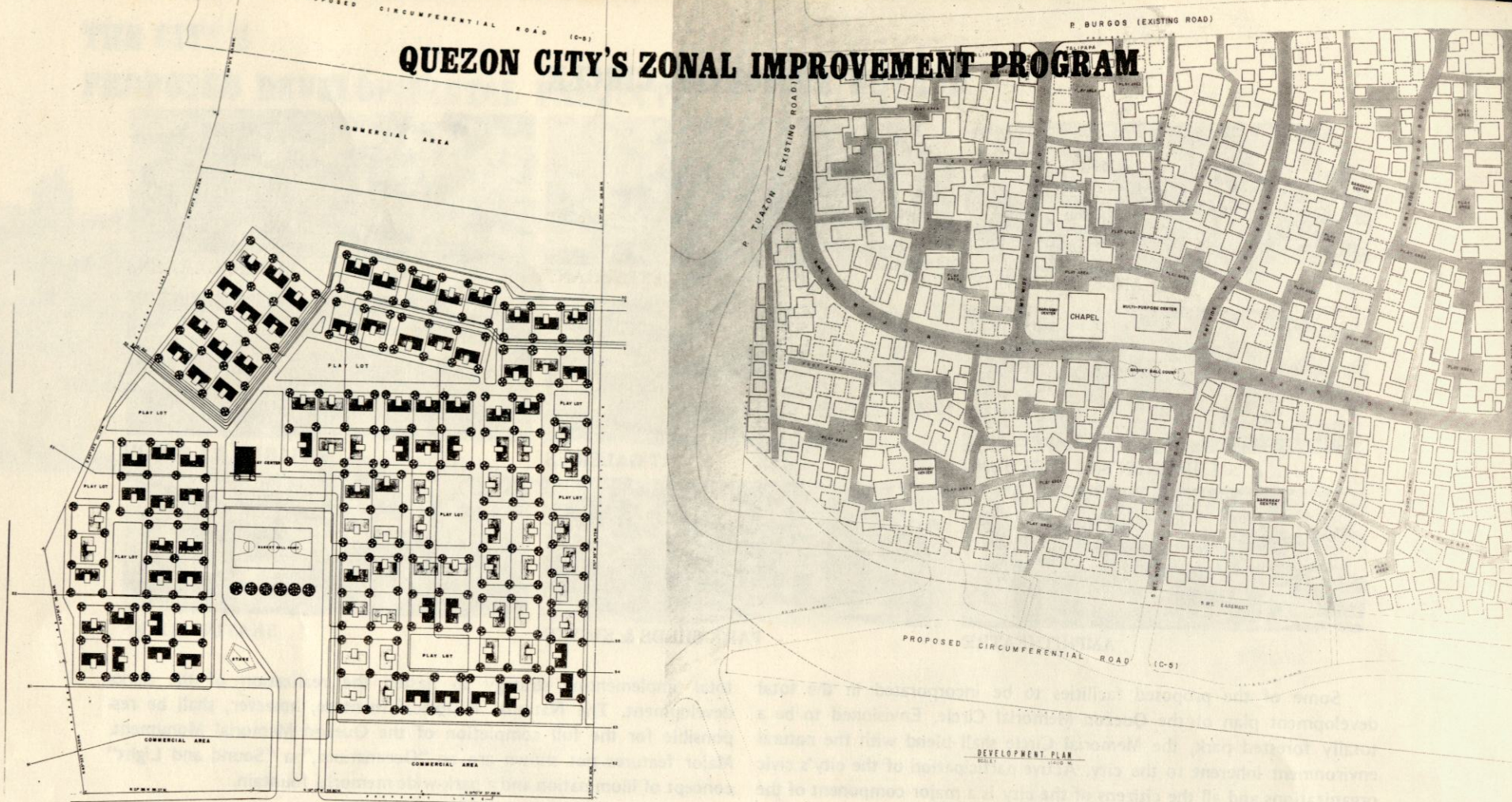


Some of the proposed facilities to be incorporated in the total development plan of the Quezon Memorial Circle. Envisioned to be a totally forested park, the Memorial Circle shall blend with the natural environment inherent to the city. Active participation of the city's civic organizations and all the citizens of the city is a major component of the total implementing strategy to hasten the realization of the parks development. The National Historical Institute, however, shall be responsible for the full completion of the Quezon Memorial Monument. Major features not shown are an "Oceanarium," a "Sound and Light" concept of illumination and a park-wide memorial fountain.

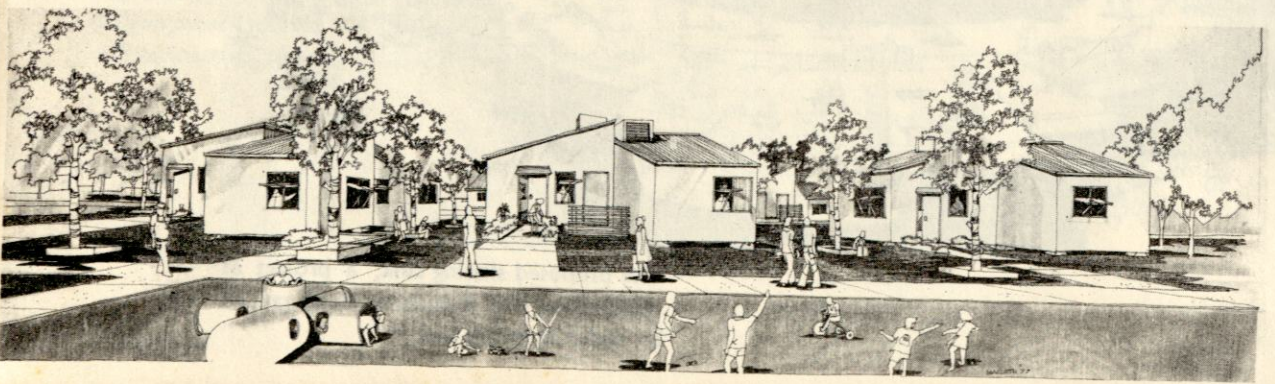


The proposed skating rink, a project of the Quezon City Kabataang Barangay, to be undertaken this year.

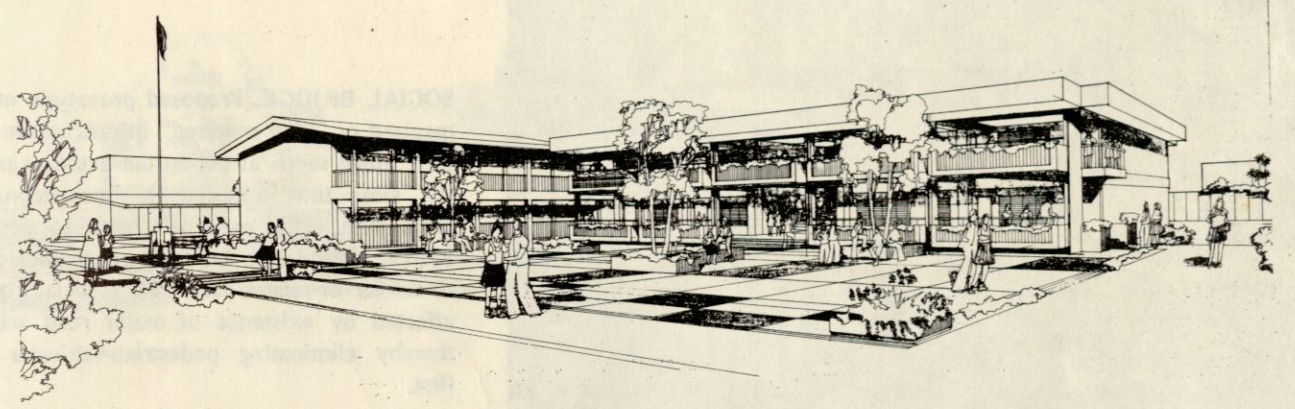
QUEZON CITY'S ZONAL IMPROVEMENT PROGRAM



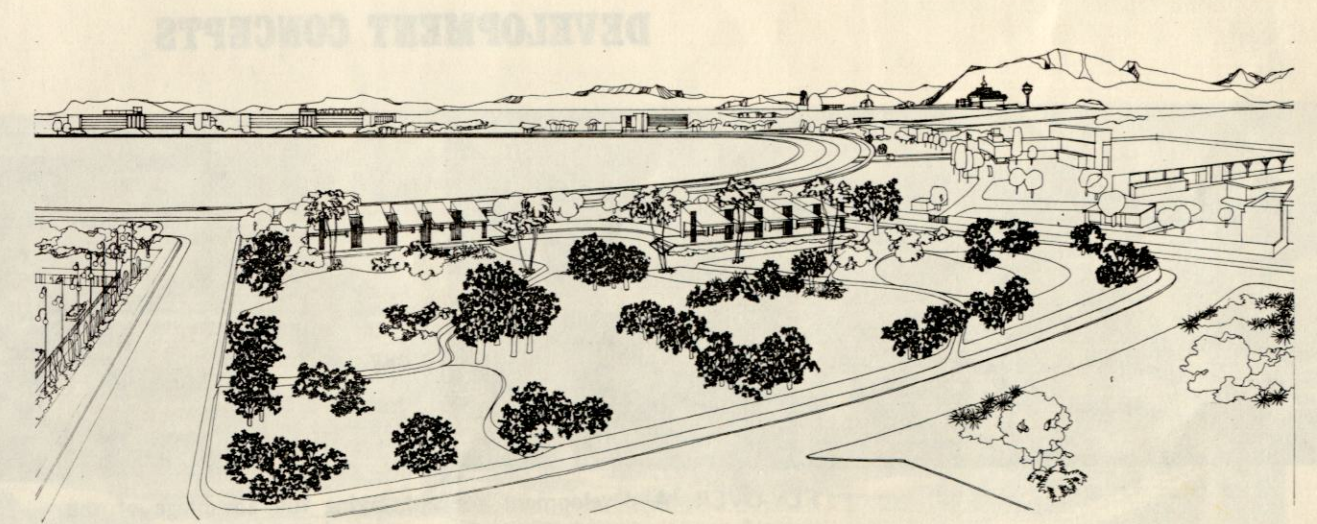
BARRIO ESCOPA DEVELOPMENT PLAN. A project of the City under the ZONAL IMPROVEMENT PROGRAM which is now undergoing initial implementation. Other areas covered by the city's ZIP, presently undergoing preparation of feasibility studies, are Galas Area, Barrio Krus-na-Ligas and Barrio Libis.



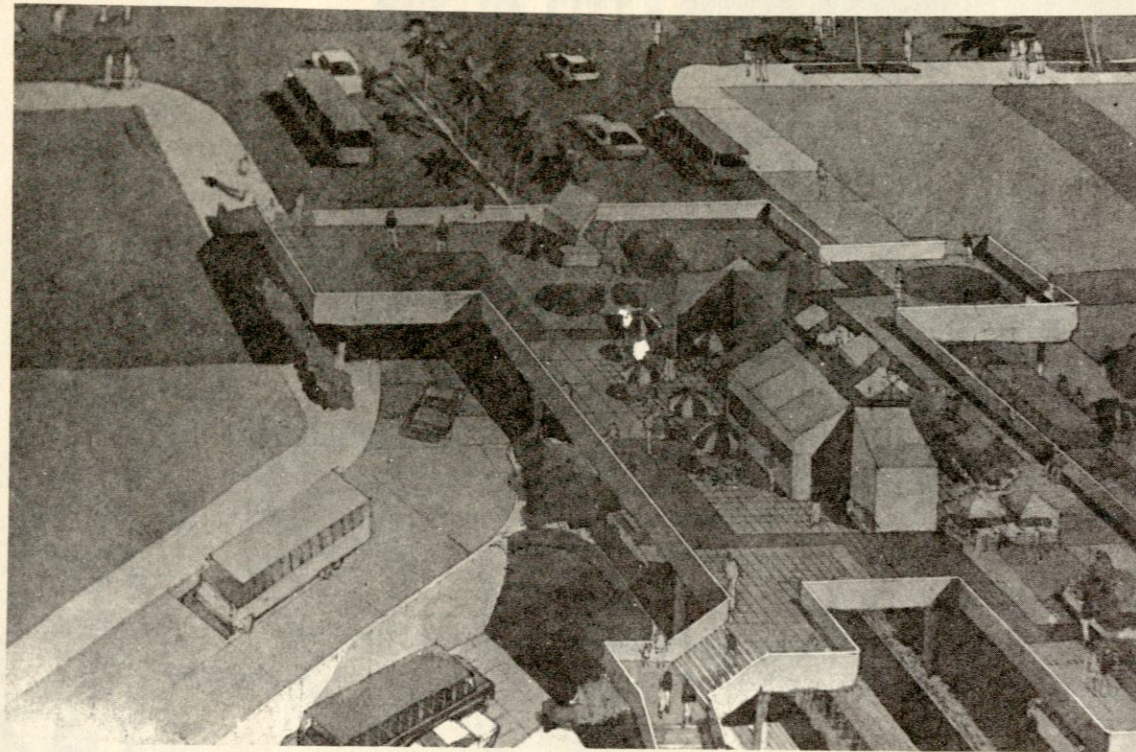
QUADRUPLEX HOUSE
A marginal housing scheme proposed for the depressed families of Barrio Escopa.



QUEZON CITY SCIENCE HIGH SCHOOL
An additional 10-classroom building to augment existing facilities and to initially undertake the development of a fully equipped Science High School.

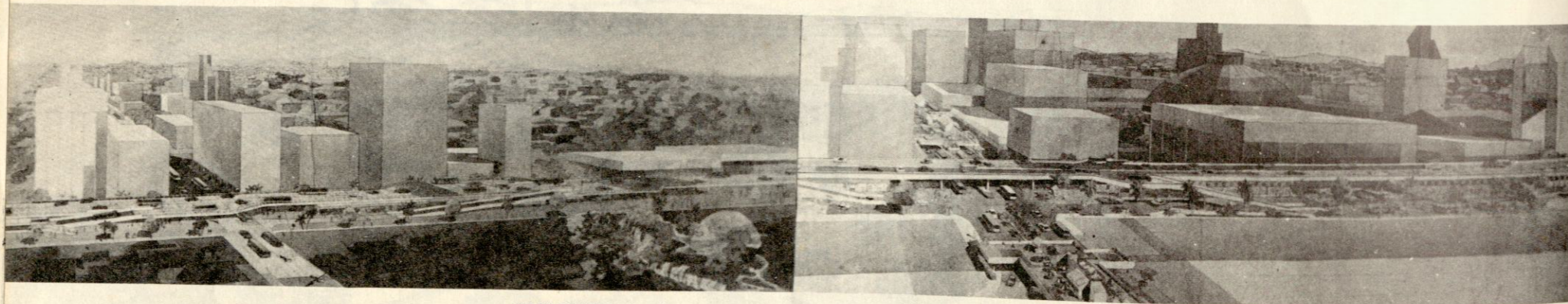


PROPOSED QUEZON CITY'S GARDEN OF PHILIPPINE PLANTS in front of the Quezon City Hall Building envisioned to be an area for a permanent exhibition of rare Philippine plant species. Initial development shall be undertaken by the Quezon City's Garden Club.

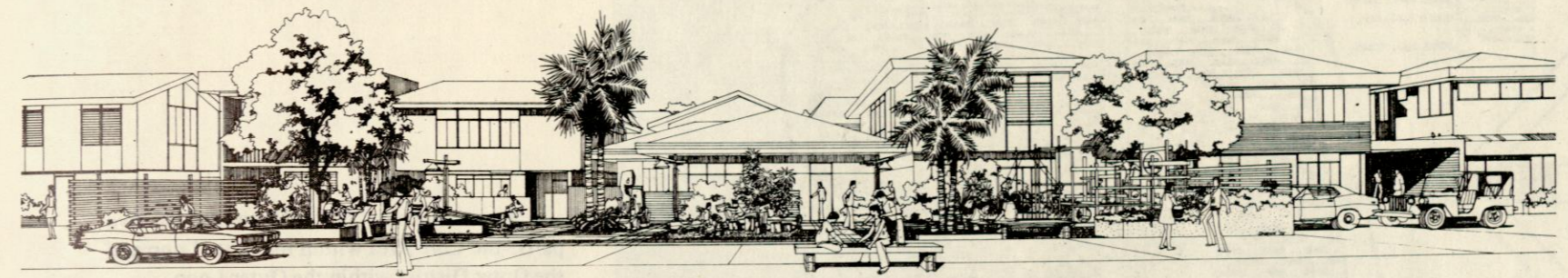


SOCIAL BRIDGE. Proposed prototype of humanized or "man centered" infrastructure projects which serve as pedestrian overpass and at the same time a space for socio-economic interaction. The concept serves to provide proper interrelation between contiguous areas of similar or related land-uses, especially those affected by existence of major road arteries thereby eliminating pedestrian-vehicular conflict.

DEVELOPMENT CONCEPTS

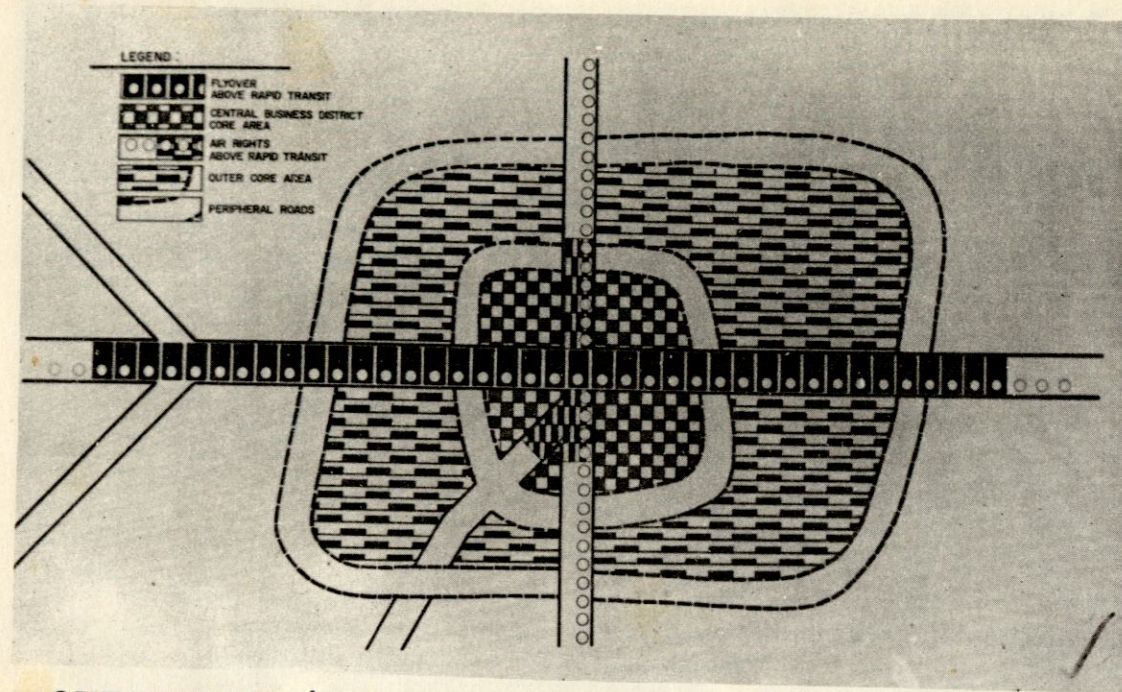


FLY-OVER. A development concept taking full advantage of the natural topography of EDSA. Its main feature is its self-liquidating aspect and, maximum use of cohesive integration of prime urban land area aside from minimizing traffic conflicts.



STREET PARKS. Unique development concept to provide ample recreative spaces for urban families through the conversion of less traffic generating local streets into community parks. It aims to catalyze social transformation through physical development. Community participation is of paramount importance in the successful realization of the project.

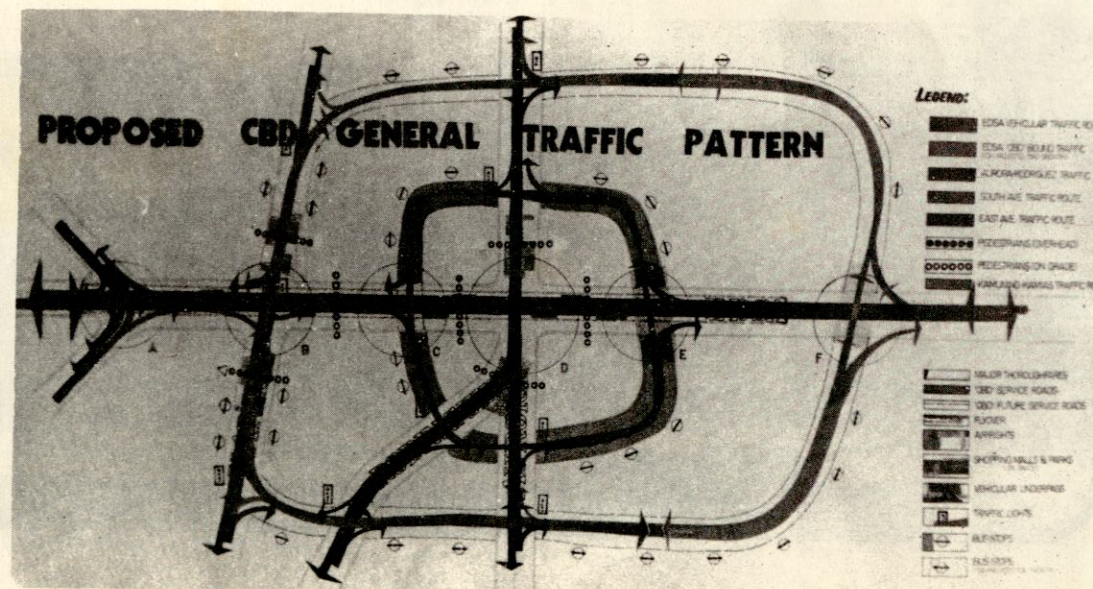




As envisioned, CBD will consist of two parts: the Core Area within the Inner Loop and the Outer District within the Outer Loop.

QUEZON CITY'S CENTRAL BUSINESS DISTRICT (CBD) CONCEPTUAL PLAN

The city's Control Business District (CBD) Development program aims at enhancing the vitality of Cubao as the city's Central Business District. The inner cove will be pedestrian-dominated area and will consist of commercial establishments, high intensive business and recreational uses while the outer cove will be composed of high density housing, small business and service industry units and other buildings.



*Excerpt from the Preliminary Planning Report of the QUEZON CITY COMPREHENSIVE DEVELOPMENT PROGRAM Quezon City, Metropolitan Manila

*POSTSCRIPT:

"Building a city is a sacramental act on the part of its people, for a city is the physical manifestation of an indivisible reality: the soul of its people. The citizens of a city must discover the character of the city if they are to build the image of its soul. They must understand its nature and its functions before they can design it. The forms of the city live in the people. They emerge out of the mind and spirit of the citizens. It is not to be found on the drawing board of the city planner. Radical changes may cause unbearable pains but this should not be construed as inequality under the law but rather an act of true democratic process for the common good."

QUEZON CITY'S NEW COAT-OF-ARMS

By Atty. Felicidad A. Peralta
City Superintendent of Public Libraries

Quezon City was founded on October 12, 1939, 38 years ago today, under Commonwealth Act No. 502. On July 17, 1948, then President Elpidio Quirino signed into law R. A. Act No. 333 making Quezon City the capital of the Republic of the Philippines. That same year, an official seal for Quezon City was prepared and approved by the Philippine Heraldry Commission and attested by then Executive Secretary Emilio Abello.

The seal was very simple in design: a shield or escutcheon divided diagonally into two parts, one colored red, the other blue, and in the center is superimposed a profile of the city's founder, President Manuel L. Quezon, in an oval frame. The shield or escutcheon is enclosed by a circular border in which are inscribed the texts LUNSOD QUEZON above and SAGISAG NA OPISYAL below.

On August 1, 1974, then Acting Cultural Officer Francisco B. Alvarez wrote then Mayor Norberto S. Amoranto pointing out that the Quezon City seal had "become outmoded and obsolete in design and symbolism." He suggested that it be re-designed so that it would be "truly symbolic of the metropolis as the capital city of the Republic of the Philippines." In his letter, Alvarez described the main features of the design he had conceived.

Mayor Amoranto endorsed the proposed design to City Architect Luciano V. Aquino for his comment and recommendation. Aquino approved in essence the design proposed by Alvarez with some modifications he himself had conceived. He executed a colored drawing of the proposed design.

On September 11, 1974, Mayor Amoranto forwarded this proposed design of a new coat-of-arms for Quezon City to the Philippine Heraldry Commission, Office of the President, for approval. Upon the recommendation of Dr. Gaio B. Ocampo, Technical Adviser on Heraldry, the new coat-of-arms was approved by the Office of the President. The approval was signed by then Assistant Executive Secretary Roberto V. Reyes.

On February 3, 1975, the City Council passed Resolution No. 10320, S-75 adopting the new coat-of-arms for Quezon City as approved by the Office of the President.

When President Marcos issued Presidential Decree No. 940 on May 7, 1976 depriving Quezon city of its distinction as the capital of the country and restoring the title to Manila, the text PUNONG BAYAN NG PILIPINAS on the Quezon City coat-of-arms was changed to REPUBLIKA NG PILIPINAS.

And now for the meaning of the various features in the design of the Quezon City coat-of-arms:

The three pylons of the silhouette of the Quezon Memorial Monument represent Luzon, Visayas, and Mindanao. The stars



HERALDRY DESCRIPTION OF THE SEAL OF QUEZON CITY

"An equilateral triangle divided azure and gules superimpose the silhouette of the Quezon Memorial Monument argent with the lamp of Knowledge argent over the azure field dexter and the gavel argent over the field of gules sinister. On the apex of the triangle are three mullets or over a border argent."

"The text LUNGSOD QUEZON and REPUBLIKA NG PILIPINAS complete the border arms."

To help the layman understand the above heraldic description of the Quezon City coat-of-arms, the dictionary meaning of the technical terms used are given below:

azure — of the heraldic color blue

gules — the heraldic color red

argent — n, the silver of a coat-of-arms represented in a drawing or engraving by a plain white surface, symbolical of purity, beauty, etc. adj. silvery white; resembling silver; bright silver

dexter — appearing or facing toward the right and considered a good omen.

sinister — to or toward the left.

mullet — in heraldry, a star of five points or more.

suggest the greatness of the late President Quezon while the gavel represents his incomparable leadership. The lamp of knowledge symbolizes the educational progress of the city as the seat of higher learning, exemplified by the state university, the University of the Philippines System. The color scheme of the seal is patterned after that of the Filipino Flag, our national emblem.