ISSN NO. 0116-6727

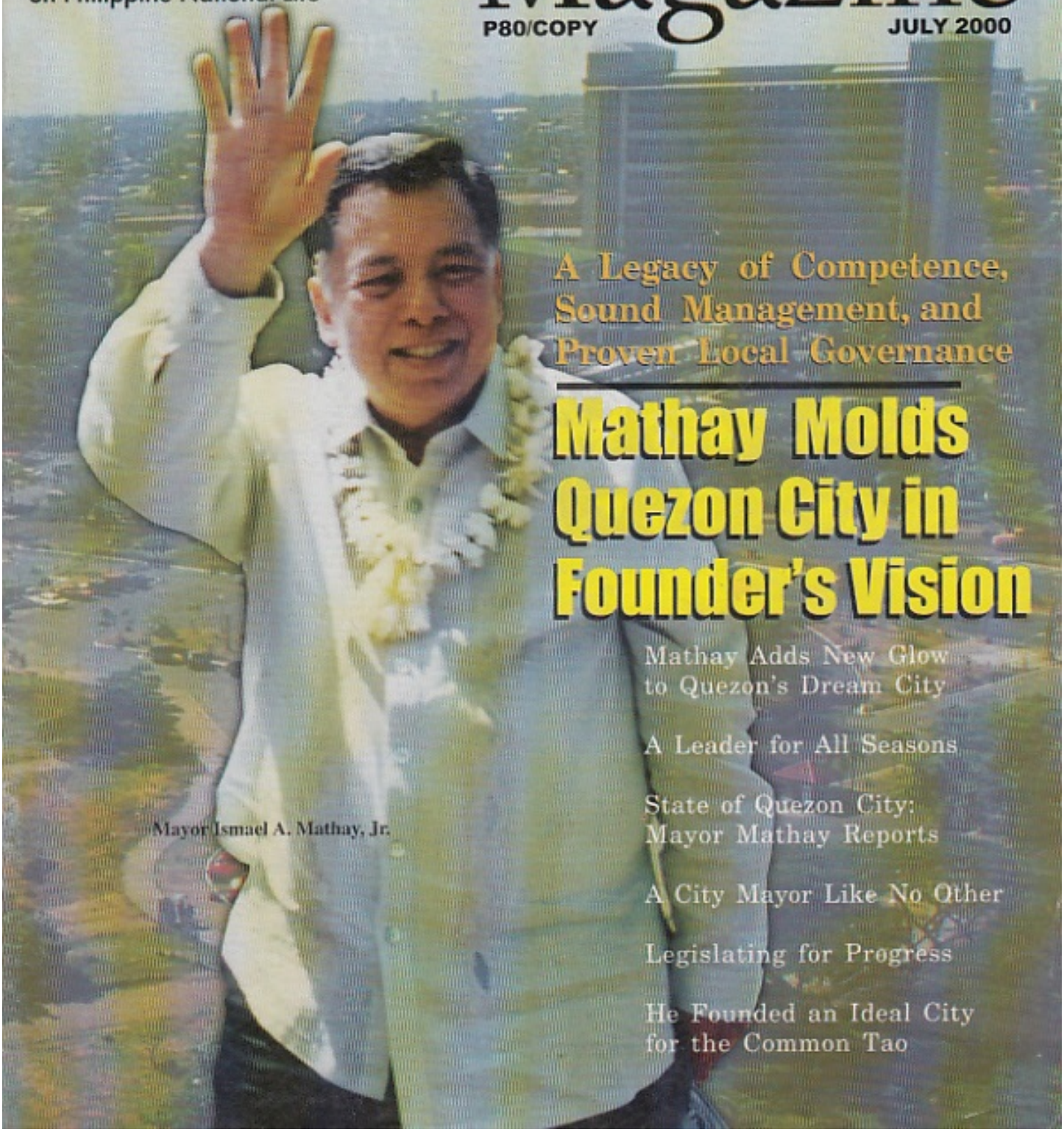
VOLUME IX NUMBER 7

PHILIPPINE Magazine

The News Magazine on Philippine National Life

P80/COPY

JULY 2000



Mayor Ismael A. Mathay, Jr.

A Legacy of Competence, Sound Management, and Proven Local Governance

Mathay Molds Quezon City in Founder's Vision

Mathay Adds New Glow to Quezon's Dream City

A Leader for All Seasons

State of Quezon City: Mayor Mathay Reports

A City Mayor Like No Other

Legislating for Progress

He Founded an Ideal City for the Common Tao



Sa bawat laro, kakampi mo ang McDo.



Manager, coach, fan o cheerer.
Alam ng McDo ang halaga ng may
sumusuporta sa bawat laban mo.
Sayang naman ang ipinapakita mong
galing, kung walang aalalay sa iyo.
Manalo man o matalo,
malakihan o maliit mang labanan,
ang mahalaga, mabigyan ng
pagkakataong maipakita ang husay mo.



Kakampi ng Kabataan sa Palakasan.

The difference between ordinary

&

Service

Service

extraordinaire

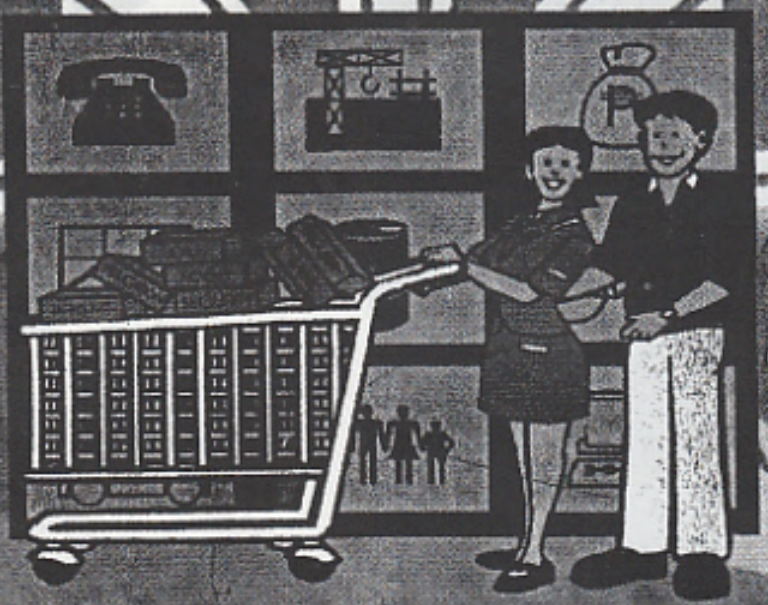
Rustan's is more than a class in itself; it's world-class. Only at Rustan's can you find exquisite services, namely: Purchase Assembly, Personal Shopper, Concierge, Bridal Registry, Engraving, Embroidery & Giftwrapping.

Rustan's

ENJOY THE DIFFERENCE

MAKATI • SHANGRI-LA • CUBAO • HARRISON PLAZA • CEBU

Share in Something Big!



Preferential entry amount of GSIS members

Invest ₱1,000

Make your money work for you!

GSIS

KINABUKASAN

MUTUAL FUND

Tulong Pilipino, Sulong Pilipinas

Tels: 515-0615 • 551-5519 • 891-6161 - loc. 4937

Phone/Fax: 551-1881

Founded 1983
PHILIPPINE Magazine

REYNALDO D. JALECO, SR.
Publisher

NELSON R. AYALA
Chairman for International Operations

REYNALDO J. JALECO, JR.
Editor-in-Chief

EUFEMIO PATANNE
ANDRES B. SARACHO
ERLITA P. MENDOZA
Contributing Editors

MA. ELENA G. LUNA
JEROME JEOFFREY A. ANING
MAY P. AGARAN
Staff Writers

CECILE JAVIER-HONTIVEROS
RODELLO A. BORILLO
Overseas Correspondents

GEORGE TAN
Artist

JOHNNY VILLENA
JOE COBILLA
MAO PARUNGAO
Photography

RODNEY J. JALECO
Consultant

OFELIA J. JALECO
Comptroller

PHILIPPINE MAGAZINE is published monthly by Dynamedia Philippines and is circulated in the Philippines and overseas. Editorial and marketing office is at 18-G Avelino Street, North Xavierville, Loyola Heights, Quezon City, Philippines. Telephones 912-2145 or 426-0486, and fax (632) 911-0513. **PHILIPPINE MAGAZINE** is devoted to news and information on Philippine national life. Contributions are welcome but we are not responsible for damage or loss of unsolicited material. All rights reserved. Advertising and subscription rates supplied upon request.

Table of Contents

ISSN NO 0116-6727 June 2000
Volume XI Number 6 P80 per copy



COVER STORY
6 • Molding QC in Quezon's Vision
10 • A Leader for All Seasons
18 • State of the City Address
26 • Accomplishments of City Agencies

30 • Pictorial Highlights of Mathay Birthday
36 • Barangay: The Grassroots Connection
38 • A Mayor Like No Other
40 • The Compleat City Administrator
42 • Key Officials of the City Government
46 • Legislating for Progress
47 • Vice Mayor's Projects
48 • The City Council



50 • He Founded an Ideal City for the Common Tao
52 • MLQ Scion Fights Quezon City Dismemberment
53 • Patroness' Annual Visits to City Hall
54 • Sister-City Program Grows

Molding QC in

For devoting nearly all his public life serving his beloved City,



Mayor Ismael A. Mathay Jr. reviews parade of City employes honoring him on his 68th birthday at City Hall grounds.

By RODNEY J. JALECO
Editorial Consultant

There's no substitute to performance when you're running a sprawling melting pot like Quezon City. It's a place where rich and poor live literally next to each other, but where the real influence falls on the middle class; a beacon for people from the provinces dreaming of greener pastures; a study of contradictions — where industrial, commercial, and residential districts weave an intricate design of progress but at the same time, also fuels the evils of urban blight. Quezon City may be an excellent model of modern governance, thanks in large part to an enlightened and dedicated leadership, but it's also a microcosm of the Philippines today.

What used to be a vast cogon field is now a rapidly growing metropolis. Quezon City prospered during a "golden era" when planning and growth were dictated by a vision, guided in large part by the convictions of the man to whom it was named. For a time, it was the country's capital, literally the seat of government with its spacious and modern structures that housed key agencies, including the Batasan Pambansa complex, the Philippine Heart Center, most of the major line Departments and bureaus, and the cream of the country's finest educational institutions including the University of the Philippines and Ateneo de Manila University, and Quezon Circle, among others.

But the showcase projects showed only one facet of the city. The large, open expanse seemed to lure migrants from all over the country, rapidly expanding population and severely straining the city's limited resources. Squatter colonies mushroomed and with it, the problems of congestion, peace and order, livelihood and the delivery of basic services.

Quezon's Vision

e name Ismael A. Mathay, Jr. has become linked to Quezon City

"Before 1986, the city was well-planned. We were overrun by numbers and we became saddled with problems," Mayor Ismael A. Mathay, Jr. said.

The city built on the foundations of President Manuel L. Quezon's rich legacy found itself faced with myriad challenges. But these problems were not unique to Quezon City; indeed, they merely echoed the larger issues bedeviling the nation. Life in the city suddenly became highly competitive, aggressive, hectic. High-profile projects had to give way to high-impact programs that addressed the most pressing needs of as many city residents as possible.



The day starts with Mayor Mathay discussing the day's agenda with his staff.

"Respect and credibility are won through performance," Mayor Mathay stressed. Realizing that government can't be everywhere at once, Mayor Mathay has crafted a strategy of choosing the battles he can win. That strategy is based in large part on the so-called Quezonian ethics that emphasizes social justice, citizenship and self-discipline.

If the name Ismael Mathay seems inextricably linked with Quezon City, it's because in many respects, the two are intertwined. From his student days at the University of the Philippines to his stint as Vice Governor of the Metro Manila Commission to his present job as Mayor, the names Mathay and Quezon City just can't seem to shake either one off. Even when talking about national issues, Mayor Mathay can't help shifting the conversation to Quezon City; and for the city he's devoted nearly all his public life to, much of the "good things" that've happened to it can be traced back to the work of "Mel" Mathay.

Thus, not surprisingly, Mayor Mathay anchored his administration's performance on housing and education, two key concerns that can have both immediate impact and long-term benefits.

"We have the biggest elementary and high school student population," he disclosed. There are almost 340,000 of them in Quezon City alone; the Quezon City High School is reputedly one of the biggest in the country in terms of student population. Education is a thrust of the city government that finds many supporters within Mayor Mathay's management team. He's won the support of former Budget Secretary and lawmaker Dr. Manuel Alba, who now works as his City Administrator, but says his real passion is in the academe (*please see related story on Dr. Manuel Alba within this issue*). Together, they champion the strategy of education as tool to fight poverty.

More next page

Molding QC...

No wonder Quezon City has evolved into a center of learning. It already hosts the main campus of the University of the Philippines. Mayor Mathay was instrumental in establishing the National Science High School when he won seats, first at the Batasan Pambansa in 1984 and later as an independent congressman in 1989. The NSHS remains to be a center of excellence for science-oriented youths.

When he was elected mayor in 1992, he ordered the establishment of the Quezon City Polytechnic and embarked on an aggressive school-building program that eventually wiped off a 270,000-student backlog in public elementary and high schools. "We do not only aim to ensure access to education, but more importantly, access to quality education," Mayor Mathay explained.

Mayor Mathay also launched a campaign to solve the city's squatter and homeless problems. Among his first acts as city mayor was to dialogue with squatters at Sitio Mendez, then one of the city's troublesome squatter colonies. In the wake of the 1986 People Power revolt, a veritable army of squatters took over the idle parcel of land, then refused to budge. He still recalls that episode with a gleam of pride and a bit of surprise. Perhaps an affirmation of his uncanny convincing powers, he marched the squatters back to their original settlement, thus averting a potentially violent eviction.

Under his stewardship, the City has developed mixed and socialized approaches to the housing problem, particularly during the last seven years of his administration. Among these is the SMILE CITIHOMES project at Zabarte, Novaliches. With 1,666 units, it is available to City employees.

Another is the 1,700-unit Pugad Lawin Project in Bahay Toro. Still another is the construction of 460 units of housing, in a joint undertaking between the City Government —which provided the 4.6-hectare land for the project site— and the Habitant International Foundation.

Mayor Mathay said similar housing projects will rise in the future as soon as land for them could be acquired.

Corollary to addressing the squatter problem, Mayor Mathay initiated a number of innovative housing projects aimed at heightening citizen participation and multi-sector cooperation in housing development. The "workers paradise" in Barangay Obrero in the Kamuning District allowed poor families to amortize land at minimal cost, but bars them from selling their land for the next three generations. Mayor Mathay has also put in place a system for the eventual distribution of titles to part of 184 hectares of government land situated in Quezon City.

In another significant development, the city government has transformed the Fairview District into a special development zone, paving the way for rapid growth and lately earning itself the reputation as Quezon City's "boom town". The rise of large shopping malls and centers all over the city has provided an added catalyst for the commercialization of the area, increasing the value of property in Quezon City's erstwhile "backwater".

In his State of the City Address last October, Mayor Mathay cited the need for a sustained strategic economic development of Quezon City through the promotion of investments in the City – as a means of expansion of its revenue base.

"The key vehicle for this purpose," Mayor Mathay pointed out, "is the development of various Business Center Developments (BCDs)." He dscribed the BCDs as "large mixed commercial, service, institutional, and even light industrial developments which have large employment generation, revenue, and economic impact on the City."

Among these BCDs, the Mayor said, are the North Triangle Development where the huge Metro Rail Transit station is contructed, and the remaining 38-hectare area being leased to Robinson Land and San Jose Buildings. There is also, he added, the 101-hectare UP Campus Commonwealth Property Development. The Megaworld Property Development, on the other hand, is now home to IBM and Citibank Regional Headquarters, in Libis.

Mayor Mathay attributes this apparent investment attraction to what he describes as the "leverage of the premier city character of Quezon City," as well as other benefits and readily-available services provided by a big city.

"I find it difficult to imagine Shoemart being drawn to locate in Fairview without the assurance of the sustaining support of the big city, our City," he said.



All in the day's work: A bird's-eye view of the Mayor's typical hectic daily routine (left to right): feeling the public pulse; discussing UNICEF-assisted health assistance project for children and young women; getting to know what's happening around straight from the people; street-lighting project; citizenship training for the youth; price watch for consumer protection; launching mass transport system with Metro Rail Transit; keeping tab of City's peace and order; maintaining rapport with the national leadership; and explaining the Administration's Pambata Health services program to the First Lady, Dr. Loi Ejercito.

The Quezon City head echoed this exuberant optimism when he talked early this month to a forum of American businessman and Filipino expatriates during a business promotion tour of the United States. He told his listeners about his City's desire to transform Quezon City into a haven for new technology venterus.

He invited US businessmen to establish their regional headquarters in Quezon City, following the example of IBM and Citibank, which he said is part of his program after Quezon City was chosen an International Cyber City.

"I envision Quezon City as a center of new technologies, where business and university scientist and technocrats could conduct joint researches," Mayor Mathay said.

"We are transforming City policies to provide even more economic support, reward innovation, attract the most promosing companies, and create conditions for lasting growth," he added. Mathay said he wants to accomplish al these before his last term expires in 2001.

Mayor Mathay has anchored his housing program on improving already existing but marginalized communities. The Social Mobilization for the Improvement of Life and Environment or SMILE provides the mechanism for uplifting the quality of life within the city's depressed areas. Through the program, basic services such as the sale of basic commodities, medical and dental services, and education are brought to the communities themselves.

After the success of the initial program, Mayor Mathay said a SMILE-2 initiative is underway in the depressed communities along Commonwealth Avenue and Quirino Highway. "We expect to complete a comprehensive land use program by next month," Mayor Mathay disclosed. It will open the way for a more balanced development of the area, opening new income opportunities and improving the quality of life of residents.

If Mayor Mathay has his way, Quezon City would be the center of life in the whole of Metro Manila. In some respects, it already is. A large number of the people manning offices in Manila or Makati live in the city. Quezon City has become a vital junction for Metro Manila. The C-5 Highway has opened new growth corridors, such as the Citibank Square, in the Libis District. The Metro Rail Transit (MRT) now offers safe, fast and reliable commuter service between Quezon City and the southern cities of Makati and Pasay. Two other metro rail projects will also crisscross Quezon City – the first from Aurora Boulevard to Divisoria in Manila, and the other, still in the blueprint stage, will connect Quezon City and Montalban in Rizal Province. It's as if all roads, Mayor Mathay proudly notes, lead to Quezon City.

Now that Mayor Mathay is ending his term (under the Constitution, he can no longer run again for mayor), he worries that all these gains might be squandered away. He stressed that the Quezonian vision of social justice must continue to be the guiding principle for all future leaders of Quezon City. He leaves a truly big shoe for the next man at City Hall.







Overseeing the cleaning of water waste (left photo). At right, leading Council members and city officials welcome Our Lady of La Naval at City Hall.







A Leader for

SPECIAL REPORT

Legacy

By REYNALDO J. JALECO, JR.
EDITOR





As the bustling, dynamic, and forward-looking administration of Mayor Ismael A. MathayJr. slowly draws to a close, the 2.2 million inhabitants of Quezon City are finding themselves at the crossroads, wondering what fate and fortune await them once a new leadership takes over the City Government next year.

Over nine frenetic, intensely aggressive, and productive years the Mathay Administration succeeded in transforming Quezon City into a premier center of development, growth, and progress. The goal of all these bustling undertakings was to attain more sustained progress and improvement in the quality of life of its people.

The dream of Mayor Mathay for a truly great metropolis of Quezon City is significant, especially for him. He's "graduating" from a distinctively illustrious and distinguished career as the last Mayor (of Quezon City) of this century and of this millennium, as well as the first Mayor of the new century and millennium.

Relatedly, as the inheritor of the great legagcy of the City's founding fathers which include great Presidents – Manuel L. Quezon, Manuel A. Roxas, Elpidio Quirino, and Ramon F. Magsaysay – Mayor Mathay believes he has a mandate to preserve and protect the vision of these founding fathers.

In connection with this vision, he sees the need to deliver the greatest good to the greatest number – because, he said, this is the Quezonian sense of social justice.

More next page

All Seasons

Legacy...

Over the last two terms and a half of his incumbency, Mayor Mathay has tried to keep faith with the visions, dreams, and missions of the City's Founding Fathers.

"We tried to do best by our people – with achievements we can be proud of and which we can build on as one move in the new millennium," he said.

The guideline provided by the ideals of the Founding Fathers has served to inspire Mayor Mathay in his dedication to transform Quezon City not only into a modern, shining metropolis but more into the premier city envisioned by its founder.

He recalled the stirring declaration of President Quezon when he addressed the National Assembly on the eve of the founding of our city in 1939:

"I dream of a capital city that, politically shall be the seat of the national government, aesthetically the showcase 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.

As the Mathay Administration strives to create the City that hews closest to the mold of the showcase envisioned by its founder, it must always be reminded of the underlying spirit and essence of his declaration about the kind of city that he dreamed of.

"The great leaders of the country after President Quezon honored and gave reality to this declaration, which has since guided the formulation of the plans for the City, and inspired its governance by succeeding great mayors of the City since it was first founded — the likes of Mayors Morato, Bernardo, Amoranto, and Rodriguez," Mayor Mathay averred.

"This is the only planned city in the country, and fittingly so, as it was declared to be the capital city, and still remaining the premier city of the country — inspired by the marvelous quintessential capital cities of the world, particularly the g reat cities of Paris and Washington, after which the physical plan of the City was patterned." he said.

The Education Mayor

Education has always been the centerpiece of the administration of Mayor Ismael A. Mathay, Jr. Every year he renews his personal and official commitment to insure delivery of quality educational services to the citizenry of Quezon City.

"Education is where we will make an enduring legacy," he declared upon assuming the helm of the City's administration in 1992. He firmly believes that educating the citizenry is the first step for the City to attain progress. Since then, education has enjoyed top priority in Mayor Mathay's program of government.

Education is where the Mathay Administration has chalked up its most impressive and beneficial accomplishments. In fact, education has become one of the strategic pillars of his government.

The initiatives of the City Government in this area have resulted not only in enhancing educational development in the City, but most importantly, it has achieved a much-improved standard of quality education for the citizenry.

Mayor Mathay believes that education is a self-serving proposition. It can enhance, he said, not only the lives of those who partake of its essence but also the stature of the City.

This is actually the ultimate goal of Mayor Mathay – to bring back Quezon City to its erstwhile primacy as the Philippines' premier metropolis.

Considering that Quezon City has a population of 2.2 million, half of which belong to the urban poor, Mayor Mathay has continued to give top priority to education because he sees in it a major opening for children from poor and underprivileged families to enjoy equal opportunities with those coming from well-to-do families in terms of job placement.

The City Government has embarked on a massive school building construction program to accommodate the ever-growing student population. He also serves to complement the effort to provide quality public education to the City's schoolchildren.

Over the years, imposing three-to-four-storey Mathay Halls have been constructed for the City's public elementary and high schools to address the perennial shortage of classrooms. Receiving priority attention were key schools needing additional academic buildings due to large increases in their enrollments.



Mayor Mathay congratulates new graduates (above), and SYDP top scholar Emy Barcelon, magna cum laude Chemical Engineering grad from UP (below left).



Quezon City presently has 37 elementary schools and 29 high schools. Some 40% of its elementary schools are in the top 250 elementary schools in the National Capital Region. Corollarily, 70% of its high schools are among the top-performers in the NCR, according to data from NEAT and NSAT.

On the other hand, Quezon City Science High School ranks fourth in the whole country, and has been designated a regional Science high school.

Moreover, for two years in a row, a Quezon City public school teacher has been conferred the "Most Outstanding Teacher Award." All these academic honors and distinctions have done Quezon City proud – indeed, a feather in the cap of Mayor Mathay.

Meanwhile, Mayor Mathay continues to pursue its program of educational improvement and modernization.



Mayor Mathay inaugurates additional 3-storey schoolbuilding for the Doña Aurora Quezon Elementary School in the Cubao area (above).

DECS-Quezon City:

Excellence & Equity in Educational Services

By REY F. SAN DIEGO
Contributor

Quezon City is the largest schools division in the entire country. Its 95 public elementary schools accommodate 226,181 pupils, while its 42 public secondary schools have 109,313 students, for a total of 335,494 students. These students are served by 8,554 teachers with plantilla item, plus 400 contractual teachers paid out of local funds.

In addition there are 156 private schools offering the first two levels of educational services, with a total enrolment of 54,029 elementary pupils and 32,434 high school students.

These students and teachers are the target recipients of programs and projects geared toward the realization of the Division's vision of transforming Quezon City into a metropolis where the people are peaceful, progressive, globally competitive, responsive to the demands of a technologically advancing society, and united in a common aspiration to achieve a richer and fuller life in the service of God and the country.

It is the desire of the Division of City Schools to equip the learners with knowledge, habits, skills and values necessary for active and successful participation in a modernized, humane and technologically advancing society. Parallel to this, the Division also strives to develop a team of empowered and world-class school managers and enlightened teachers with integrity, dedication, and commitment to the pursuit of the total development of the Filipino Child and in the attainment of quality life.

Given the fundamental and urgent problems of education in Quezon City, this calls for providing access to educational services to the city's diverse population, particularly the urban poor, which constitutes 52% of the city's population, by building more schools, raising the academic standard of instruction through improved in-service teacher training, improving learning conditions in school, with improved instructional facilities and improved school administration.

In close coordination with, and with full support of Mayor Ismael A. Mathay, Jr., these needs are being adequately addressed in the different public schools of Quezon City.

The City, over the last five years, has built a total of 64 school buildings with 801 classrooms, effectively reducing class size in the public schools from the critical 70-80 students to the more manageable 55-60. These buildings, now known as Mathay Halls, cost the city government a total of P943,903,583.71. With this boom in building construction, the ideal class-classroom ratio of 2:1 has been attained in most schools, with a few isolated cases of 3:1 in depressed areas. Some 250 more classrooms are needed to reduce the class size to the standard 40-45.

The partnership of Mayor Mathay and Division Superintendent Aquilina S. Rivas has also pushed for the implementation of in-service training programs for teachers, particularly in science, mathematics, and language (both English and Filipino). This program which is continuing, is undertaken with the memorandums of agreement between the city government and DECS-QC, and the University of the Philippines and Ateneo University, and is funded through the Special Education Fund.



DECS Sec. Andrew Gonzales visits QC Schools, is shown around by Mayor Mathay.

The school administrators have their own training program in the Administrative and Leadership Development Program for Elementary and Secondary Schools Administrators (ALDPESSA), which is also covered by a memorandum of agreement between the city government and the University of the Philippines College of Education. With these efforts at achieving quality education in the schools, the Division of the City Schools has maintained satisfactory performance in achievement tests.

The results of the National Elementary Achievement Test (NEAT) and the National Secondary Achievement Test (NSAT) show that the percentage passing is more than satisfactory. About 40% of the Division's public elementary schools, or 37 schools, were in the top 250 performing schools of the National Capital Region. Among the secondary schools, 29 schools, or 70% of their total, were among the top NCR performer schools.

The Division's schools were also consistent performers in the different academic and skills competitions. This is topped by the competitions in campus journalism through the National Schools Press Conference, where Quezon City schools always reap prestigious awards in both school paper and individual writing contests. Quezon City has maintained the championship of the NCR Secondary Schools Press Conference since 1993, while its elementary schools have already jumped to 2nd place overall behind perennial champion Manila in the elementary Metro Manila Young Writers Conference as of SY 1998-1999.

The last National Schools Press Conference held at Ilagan, Isabela on February 8-12, 1999 witnessed a harvest of 43 awards for the Quezon City contestants.

More next page

DECS QC...

The awards consisted of 31 school paper awards for the high school publications, ten individual writing awards (seven in high school and three in the elementary), the Quiz Bee championship, and the most outstanding school paper adviser.

Quezon City is also a regular top performer in the regional Mathematics competitions, as well as in the performing arts.

Children with various disabilities are taken care of through the Division's vigorous special education program. Ten elementary schools are serving blind, deaf, mentally challenged/autistic and behavioral problem children. In addition, two secondary schools are catering to high school students who are low vision/ blind, deaf, and slow learners.

Special activities enriched their experiences in school. On November 9,1999, the Division held its first academic contest for special children. In the same year, the Division also conducted its special games for the 8th consecutive year. Quezon City is also the regular host of the annual Camp Pag-Ibig, a day camp for special children, at the Balara Filters.

For parents, the Division has a value formation program. The widely acclaimed Parent Value Formation Program is a collaborative effort of the city government and the Charitable Two Hearts Foundation Inc., a non-government organization headed by Ms. Vilma Valera. The PVFP, a brainchild of Mayor Mathay, which started in 1995, has graduated more than 20,000 parent-participants in 26 batches in all public schools of the city.

The program had its 2nd Grand Kamustahan (reunion) on March 7, 1999 with the attendance of 20,000 parents, teachers, and school and city officials packed at the Araneta Coliseum.

Beginning October 1999, the PVFP is expanding its livelihood component named Project SIKAP (Sinisikap langat ang Kabuhayan at Pamumuhay).

Much still needs to be done to improve further the delivery of educational services in Quezon City. But the aforecited programs and projects of the Division of City Schools, as well as others, are great leaps forward in advancing the educational welfare of our constituents in the different communities served by the schools.

More strides are expected with the continuous collaborative efforts of the City Government, led by Mayor Ismael A. Mathay, Jr., and the DECS Division of City Schools headed by Superintendent Aquilina S. Rivas.

Statesmanship

Holding Together the City

Quezon City faced the most serious threat to its geographical and political integrity last year after a bill was filed in Congress seeking to establish Novaliches, the industrial district of Quezon City as a separate political entity to be known as, Novaliches City. It shall be composed of 15 barangays that will be carved out from the mother city.

After the bill was approved into law, a referendum was scheduled on October 23, 1999 for the City residents to decide the fate of the Novaliches Citihood proposal.

Mayor Mathay found himself boxed in a quandary – a sort of a loss-loss situation. If he campaigns openly against the Novaliches Citihood proposal, he can be accused of selfish partisanship, a perception of an unfair, biased, partisan leader.

But if he doesn't lift a finger to thwart the motives of the proposal's proponents, it might be too late to save Quezon City from being dismembered – a condition that will forever brand and blame him for presiding at the diminution and desecration of the ideals and vision of The City's Founding Fathers.

To avoid being accused of taking sides on the issue, Mayor Mathay tried to refrain from commenting openly on the proposed Novaliches Citihood – even if he personally was, strongly against the proposal. He did not want to be misconstrued as using government funds and facilities for partisan purposes.

But he decried the apparently dangerous assault on the City's geographic and political integrity. He reminded the people of Quezon City about the declared vision and dreams of the Founding Fathers for the "only planned city in the country". He exhorted them to decide on the basis of what is good for them and their City.

In his State of the City address to the City Council, he pointed out some glaring nuances in the proponent's stance. For one, he said, the proposed cityhood for Novaliches is not a conversion of an existing municipality (as Marikina, Makati, etc.) with an already established local governance, administrative infrastructure, government center, basic services, land use and zoning regulations.

The proponents have mistaken history for maturity, like those of established cities in Metro Manila which face the serious challenge and burden of being an integral part of a Metropolitan urban community. Which, Mayor Mathay believes, Novaliches unfortunately is most unprepared and inadequately equipped to meet.



Inauguration of the new Novaliches District Center with Mayor Ismael A. Mathay Jr. as guest of honor.

By displaying a mature, evenhanded, non-hysterical outlook towards the referendum, Mayor Mathay taught his constituents how to honor, preserve, and protect the vision and ideals of the City Founding Fathers through their responsible, intelligent, well-studied vote.

As expected, the political exercise fell flat on its face – not for any other reason but the utter lack of understanding and appreciation of the proponents' real objective and usefulness by the people of Quezon City. But truth to tell, it was Mayor Mathay's statesmanship and enlightened leadership that held together Quezon City that fateful day of October 23, 1999.



Competence & Integrity In Local Governance

Through a deliberate, well-studied and planned administration, Quezon City has metamorphosed into a pulsating, sparkling, progressive metropolis.

One of the most exciting, vibrant, progressive growth centers in Metro Manila – and the entire country for that matter – today is bustling Quezon City. Under the energetic, visionary, forthright, innovative, progress-oriented leadership of Mayor Ismael A. Mathay Jr., the country's premier city has metamorphosed into a pulsating, lively, sparkling metropolis that presently ranks as one of the nation's key nerve centers.

Through Mayor Mathay's deliberate, well-studied and carefully planned administration,

Quezon City has shown the way as a model for competence, sound management, and integrity in local governance that other local government units throughout the country could emulate and learn from.

Drawing from his long and vast experience as planner, manager, administrator, and public servant, Mayor Mathay has adroitly harnessed these skills and expertise to fashion out and prepare his City for the new millennium.

By its proficiency, efficiency, and competence, the Mathay Administration has clearly shown how effective plans and programs, coupled with sincere and responsive public service, could improve the socio-economic condition of the community, which in turn redounds to a better and prosperous life for its people.

Mayor Mathay may not be saying it openly, but he has convincingly shown that combining sound governance and sincere public service is an unbeatable formula for political success. The eminently successful Mayor of Quezon City is a living truth of that sage adage.

But management is only one side of Quezon City's success story. The other side is a combination of sound planning and programming, synergetic executive-legislative balance, honest and competent leadership, and effective administrative support. Together, these factors make up the essence behind the triumph of this nation's premier city.

Mayor Mathay's energetic, activist, responsive leadership has helped achieve progress and prosperity for the people of Quezon City; it is that exemplary brand of leadership that raised Quezon City to loftier heights of economic growth and development.

His achievements reflect his priorities – the poor, youth, housewives, the environment, and the plight of public servants, like himself. Perhaps a barometer of the public's esteem is a citation from the highly critical ABS-CBN Channel 2's "Hoy! Gising!" program in its "Hall of Fame" awards in 1993 and again in 1994.

Mayor Mathay loves to quote to friends admiring him for his immense services to his City and the nation this oft-repeated advice to those who would serve the people: "The highest reward for one's toil is not what he gets for it, but what he becomes by it."

A wise counsel indeed for present and would-be leaders of their people. Alas, how many can take Mayor Mathay's advice to heart?

Youth and A Strong Citizenry

Our national hero, Dr. Jose Rizal had described the youth as the hope of the Fatherland. That was a declaration of faith in the destined role of our young people. It is a very important role; it is a sacred role.

Mayor Ismael A. Mathay Jr. mirrors this faith in the sense of responsibility, dedication, and idealism of the youth. "Our abiding commitment is that the youth shall have a special place in the City," he declared. Even if many of today's youth seem to have lost sight of their mandate and their destiny.

A program for the upliftment of the welfare and protection of the young forms part of the Mathay Administration. The high priority accorded by Mayor Mathay to youth affairs is clearly manifested in the essence of his Education Program, Sports Development Program, as well as the Anti-Drug Abuse Council.

The City implements a massive Barangay-based youth sports development program under the Quezon City Sports Development Program, which yearly holds a barangay palaro participated in by no less that 5,000 youth at the newly-renovated Amoranto Sports Complex.

The anti-drug abuse program has focused on the youth with programs like drug-free school, drug-free barangay, and drug-free family.

On the other hand, the UNICEF's Country Program for Children (CPC) has chosen Quezon City among five cities in the country for implementation of the CPC which focuses on the promotion of the welfare and rights of children up to 18 years old.

For its part, the City's Industrial Relations Office, in coordination with DOLE, assists 1,500 young people (mostly high school and pre-college students) participate in a summer job program. Quezon City is among the most active Local Government Unit in this program.

Legacy...

Towards a Culture of Caring

The City is continually bolstering its capability and facilities in order to allow it to address adequately the requirements for caring its people, always in the awareness that more than half of them belong to the urban poor.

The modernization of the Quezon City General Hospital is proceeding with its two branch hospitals in Novaliches just awaiting the equipment and required personnel to start their operations. Once functioning, City residents can expect a much enhanced and adequate services.

Supporting this are 58 barangay health centers, which coordinate with the national government in immunization programs and control of diarrheal, upper respiratory diseases, and dengue incidence.





Pambata Health Services program gets boost with Mayor Mathay personally leading its immunization drive's launching (above), and hosting UNICEF's Country for Children and Women now on its fifth year (below).

In addition, the City has opened a 200-bed drug rehabilitation center in Payatas to make it drug-free, even as it expanded its MEDICAP program which has already benefitted more than 1,000 beneficiaries, mostly indigents of the city.

Quezon City has been chosen pilot area for the Street Children program of the Department of Social Welfare and Development in recognition of the City's initiatives in this area. Complementing it, the City has a program for handicapped and special children in collaboration with DECS.

Highlighting the special children program is the holding of a day camp for 2,500 participants yearly, the Camp Pagibig. The City also maintains 190 day care centers, a MOLAVE Center for juvenile delinquents (one of its kind in the country), and Arugaan for nursing mothers (only one in Metro Manila), and benefits for 6,000 senior citizens.

There is also a program for skills and livelihood training benefiting urban poor housewives, while the NEGO-Filipino Foundation provides livelihood training for family members.

In recognition of the City's initiative in the field of health services, the World Health Organization with the Department of Health chose Quezon City as a pilot city for the Healthy Cities Project. It was likewise chosen as a baby-friendly city by the World Alliance of Breastfeeding Association (WADA), which also selected it the launching venue for the Quezon City Declaration, an international declaration with convention, for the promotion of breastfeeding and protection and improvement of the welfare of nursing mothers.

Moreover, the UNICEF, in implementing its Country Program for Children for the fifth year (CPC-V) has also chosen Quezon City for the implementation of CPC which promotes the welfare and rights of children.

Relatedly, Quezon City is fortunate to play host to a large number of excellent private hospitals. Instead of building more major general hospitals sin the city, it can work out with existing private hospitals a program of medical assistance for indigent families.

To address the implications of its rapidly-rising population – with its concommittant need for livelihood and employment, and sustained strategic economic development, the City Government continues to promote investments in the City, through the development of Business Center Developments (BCDs).

These are large mixed commercial, service, institutional, and even light industrial developments which have large employment generation potential and revenue and economic impact on the City.

Among these BCDs are the North Triangle Development where the huge MRT station is being constructed, Robinson Lands, and San Jose Building. Then there is the 101-hectare UP Campus Commonwealth Property Development, and the Megaworld Property Development where the new IBM and Citibank regional headquarters have risen, in Libis.



The investors have been encouraged by the leverage of the premier city character of Quezon City plus other benefits and assistance services provided by the big City.

These development projects have plus factors that are advantageous to investors. For one, they will benefit tremendously from the three lightrail transport systems that will traverse key parts of the City. LRT III will benefit some 700,000 commuters; LRT II, traversing Aurora Boulevard, will be completed next year and benefit about 650,000 riders. The LRT IV, to traverse Quezon Avenue on to

Business Center Developments
Exponent of Growth & Progress

Commonwealth Avenue, will soon be started.

These developments are expected to enlarge the City's revenue base, increase the values of properties, and bring in more business and entrepreneurial developments, further raising income of the City.

It will also enhance the cultural, educational, and historical attributes of the City in conjunction with business development and continue to make our City a tourist destination.



The business development goal will find support in the City's infrastructure development program. Among the various projects under the infra program are the following:

1. Construction, rehabilitation, and repairs of more than 180 kilometers of inter-neighborhood roads.
2. Construction of more classrooms, through 80 new school buildings to meet increasing enrollments
3. Construction of more branch hospitals of the Quezon City General Hospital in various parts of the City.
4. Renovation of 9 public markets, led by the privatization of the Dapitan Market under BOT arrangement – now the most modern public market in the country.

The success of the City's business development initiatives is dependent on the efficacy of its infrastructure program in support of the requirements of this development. To complement it, the Mathay Administration is pursuing with determination an adequate, correlative infrastructure plan anticipated to address the needs of its Business Center Development (BCD) program.



Growth areas include (clockwise, from left) the North Triangle, Cubao, Megaworld Property (Libis), and Commonwealth Property Development.

Vital to the success of its ambitious business development goals is the condition and adequacy of its roads system, particularly its inter-neighborhood roads, local roads that link far-flung areas of Quezon City not serviced by national roads. This requisite is crucial to success of the City's bid to draw investments to Quezon City.

Needless to say, mobility and easy accessibility to the public is imperative for the BCDs goals' realization. At the heart of its infrastructure program is a continuing efforts for the construction, rehabilitation and repair of 180 kilometers of inter-neighborhood roads that serve to complement the extensive arteries of national roads traversing the whole Quezon City.

Providentially, the City's business development and investments promotion thrust can be expected to benefit tremendously from the impending completion of three lightrail transport systems which are presently in various stages of development and construction.

These three modern, convenient, fast transport systems that will traverse through key parts of the City – including the sites of its major growth areas where the BCDs are located – will prove to be a boon to the City's business development objectives.

Another major component of the infrastructure program is the renovation of the City's nine public markets which will be started soon. Highlighting this upgrading and improvement effort was the privatization of the Dapitan market under a BOT arrangement.

As a result, the Dapitan market is presently considered the most modern public market in the country today. It now serves as a model for other local government units.

Mayor Mathay is planning the construction and/or renovation of more public markets in the future as the need arises.

Meantime, the City Government, in coordination with the national government through the Housing and Urban Development Coordination Council (HUDCC) is completing shortly a massive public market equipped with storage facilities that can accommodate at least 1,500 stall holders. The market can serve the entire District II including Novaliches.

In addition to its schoolbuilding construction program, the City is also planning to put up more branch hospitals for the Quezon City General Hospital, instead of major general hospitals, in the city. These branch hospitals will provide a program of medical assistance for indigent families, in cooperation with private hospitals.

Mayor Ismael A. Mathay Jr. Re

The State of

STATE OF THE CITY ADDRESS

ISULONG ANG KABUUAN, KATATAGAN AT KAUNLARAN NG LUNGSOD QUEZON TUNGO SA BAGONG MILENYO

ISMAEL A. MATHAY, JR.
City Mayor

The Presiding Officer, Hon. Vice-Mayor Connie S. Angeles, Honorable Congressmen, Honorable Members of the Council, Distinguished Guests, Barangay Officials, City Officials, Mga Kababayan

The Challenge to the Geographic and Political Integrity of Quezon City

The year 1999 is a most crucial period in the history of our country and of our be loved city. As we survive the regional economic and financial crisis and the damage and disruption of natural calamities, our City on her geographic and political integrity. This as we move to the next millennium with the expectation that not only will we survive all these, but even more continue to move on with the overriding goal of attaining more sustained progress and improvement in the quality of life for our 2.2 million constituents. We have something to build on, our achievements over the last seven-and-half years of our administration, inspired by a dream of a Founding Father, and challenged by the great prospects and opportunities of the future for our people and city. We could not and should not go wrong.

As we celebrate our 60th Foundation Day, we should recall once more the ringing declaration of our Founding Father, President Manuel Luis Quezon, when he addressed the National Assembly on the eve of the founding of our city in 1939:

"I dream of a capital 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,

ports

Quezon City

self-contained community."

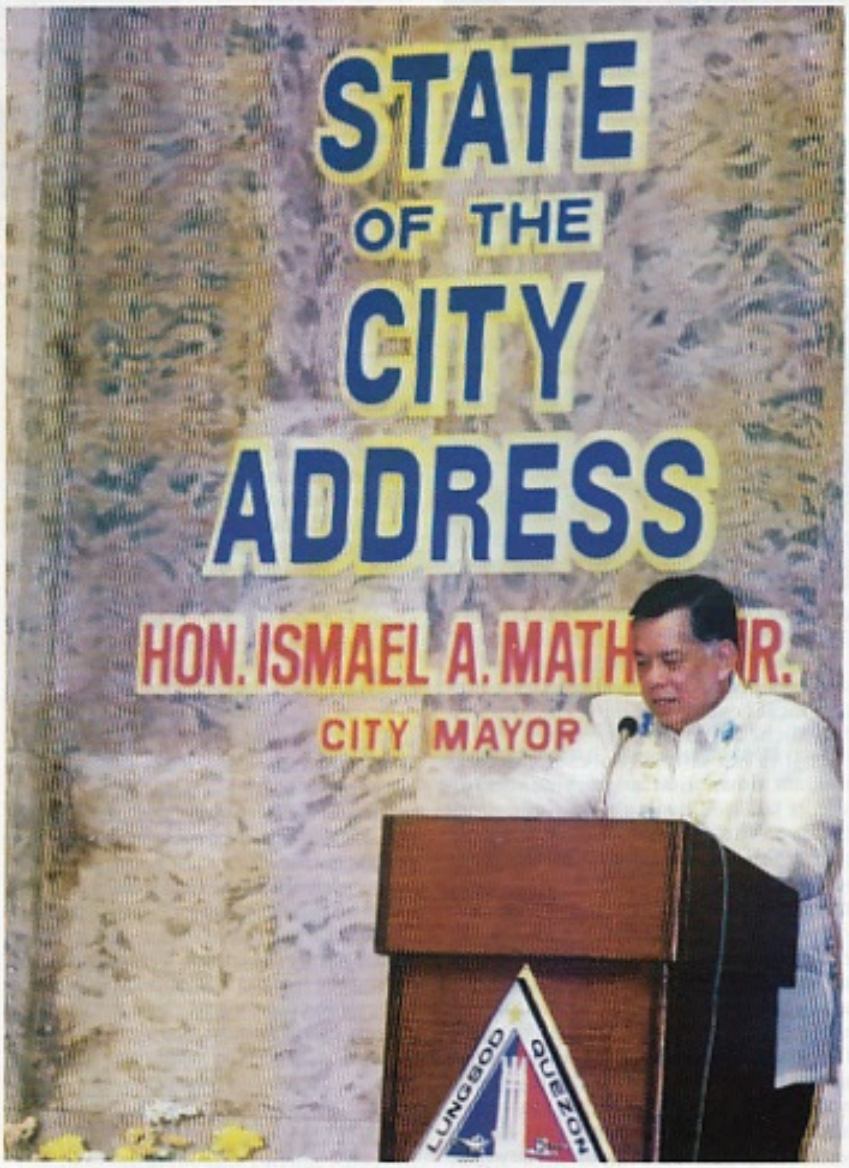
Appropriately, for this Foundation celebration we adopt the theme: **Isulong ang Kabuuan, Katatagan at Kaunlaran ng Lungsod Quezon tungo sa Bagong Milenyo.**

The great leaders of the country after President Quezon honored and gave reality to this declaration, that has since guided the formulation of the plans for the City, and inspired the governance by succeeding great Mayors of the City since first it as founded — the likes of Mayors Morato, Bernardo, Amoranto, and Rodriguez.

This is the only planned city in the country, and fittingly so, as it was declared to be the capital city, and still remaining the premier city of the country — inspired by the marvelous quintessential capital cities of the world, particularly the great cities of Paris and Washington, after which the physical plan of the City was patterned.

The sustained progress of our City, in spite of major violations of the departures from the basic plans, is primarily motivated by the vision and mission for a great urban community as dreamed of by our Founding Father.

More next page



Mayor Ismael A. Mathay Jr. reports on the programs and accomplishments of the City Government under his administration to the people of Quezon City.

State of the City...

Now a greater assault is being mounted against the integrity of this vision and plan, motivated more by nostalgia and a mistaken notion of history and by political considerations, and not by honest considerations of the future of the community and the welfare of its citizens.

The proposed separation of Novaliches with the declared fifteen component barangays is up for the judgment of more than one million people on October 23, 1999 who must decide on the basis of what is good for them and what is good for the City.

We must remember that the proposed cityhood for Novaliches is not a conversion of an existing municipality like those of Marikina, Makati, and several others, with already a viable local governance, efficient administrative infrastructures, planned and developed government center, sustained basic services, rational comprehensive land use and zoning regulations.

The proponents of the cityhood are mistaking history for maturity like those of established cities which in Metro Manila, must face the serious challenge and burden of being an integral part of a Metropolitan urban community. Thus, contrary to being ready and prepared to sustain itself, Novaliches would in fact be the most unprepared and grossly inadequately equipped to meet the demands of a modern urban community. Already, proponents of the cityhood movement are declaring that, of course, Quezon City will continue to nurture Novaliches, because as one proponent declared, it is a "city within a city."

Truly a ridiculous notion after strongly declaring Novaliches as a mature local government unit. The idea that Novaliches should remain a part of District II is not only unworkable, deceiving, an downright a gerrymandering sheme but would simply be giving false hopes to the people of Novaliches and giving false hopes for the people of District II who would be short-changed by this arrangement.

The preferred mode would have been for Novaliches to be declared a separate Congressional district and not as a separate city, which would then be more advantageous as it would be cared for dedicatedly by its own Congressional representative whose attention would not be divided with the rest of District II, and still benefit from being part of a leverage large urban metropolitan city from the standpoint of total development and delivery of basic services.

It would take Novaliches double if not triple the levels of incomes that it now generates being part of Quezon City to sustain and make itself viable as an independent City. It would not be able to generate that income since there would be a tax increase moratorium as provided in the plebiscite law, and Novaliches itself will not have any more room for physical and economic development towards Quezon City. It's elbow room for future development would have been the larger part of Novaliches, historically, that is in Caloocan, a relatively underdeveloped area. It would not attract more investments being a small city with inadequate support services and incentives. It would not generate large business incomes therefore, and its property taxes will not increase, if property values will not be increased. It would be too dependent on internal revenue allotment.



The newly renovated Novaliches District Center. Below, Mayor Mathay visits an elementary school.

The fact that Novaliches is progressive and ready as claimed by the proponents, is because it developed that way being a part of Quezon City. Wala ng sasandalan ang Novaliches if it becomes separate from Quezon City.

Novaliches development over the last decades is not because it self-developed itself autonomously, but because it is part of and planned for development as the industrial zone of Quezon City. Investments were attracted to Novaliches because of this geographic integrity with Quezon City.

The separation of Novaliches will result in Novaliches and its people being at a disadvantage deprived of the present advantages it enjoys, and the prospects of greater development and progress as part of Quezon City. Together, Novaliches could continue to develop and progress synergestically, with Quezon City.

The people of Quezon City were not consulted in the enactment of Cityhood as no public hearings were conducted during the legislative deliberations. This honorable council was not consulted on what is essentially an assault to dismember our beloved City whom we vowed to protect, honor, and preserve. The legislative sponsor likewise took this oath.

I am confident, that come October 23rd, my dear friends and people of Quezon City, that you will reject this Novaliches Cityhood since it will be a disadvantageous diversion from your future and from the dream of our Founding Fathers — whose mission and ours is for the welfare and improvement of the quality of life of all of us.

A Legacy of Accomplishments

As we preside over our beloved City, being the last Mayor of this century and of this millenium, and as well the first Mayor of the next century and millenium, and as the inheritor of the great legacy of our City founding fathers which include the great presidents – Manuel L. Quezon, Manuel A. Roxas, Elpidio Quirino and Ramon Magsaysay – we have a vision to preserve and protect, and mission to do: to deliver the greatest good to the greatest number—this is the Quezonian pronouncement of social justice.

Over the last two terms and a half of our governance of our great City, we tried to keep faith with our Founding Fathers and their dreams and missions. We tried to do best by our people — with achievements we can be proud of and which we can build on as we move to the next millennium. Recognizably, there are still daunting problems which will continue to challenge us.



On Educational Accomplishments

Our greatest legacy of accomplishments is in education which has become one of the strategic pillars of our administration. Our initiatives in this area have certainly resulted in palpable accomplish-

ments, with respect to the true measure of educational development, namely theachievement of much improved standard of quality education. Quezon City now has 37 elementary schools (40 % of the total) are in the top 250 elementary schools in the national capital region. There are 29 high schools of the City (70 % of the total), were among the top NCR performing high schools. All these were based on indicators resulting from ratings in the NEAT and NSAT.

Quezon City Science High School ranks fourth in the entire country, and at the same time has been designated as a regional science high school – a distinct honor. Furthermore, for two years in a row, the most outstanding teacher award has been given to a Quezon City public school teacher.

These are the results of the program of improvement and modernization that our administration has been implementing, which includes among others:

- Construction of more than 70 school buildings, with some 860 classrooms, the biggest school building program next to the national government;
- Improvement of teaching in language, science, and mathematics for more than 4,000 teachers;
- Scholarship programs benifitting more than 3,000 scholars, particularly those from poor families;
- Quezon City Polytechnic, soon to be Quezon City Polytechnic University, which has already graduated some 2,500 students with technician education, essentially for the industries. Included is continuing short-term livelihood and employment oriented skills training.



- A values formation program for some 15,000 parents that has contributed to improved scholastic achievement of the children.
- A performing arts program for indigent, including the majority being street children (about 600 beneficiaries to date), which combines training in dancing and performing arts and schooling. The children have performed for not only here in the country but also abroad.

Fifteen (15) school buildings were built in Novaliches with the equivalent classroom number of about 240.

On Health Services

The modernization of the Quezon City General Hospital is proceeding with two branch hospitals both in Novaliches just awaiting the equipment and qualified personnel for the start of their operations, with the basic infrastructures already completed. There are 58 barangay health centers which will have expanded services, and additional centers will be put up soon.

Sustained initiatives will continue, in coordination with the national government in immunization programs, and in the control of diarrhea and upper respiratory diseases. The incidence of which has been reduced, while dengue incidence, hopefully, will be controlled.

The City has just opened a 200-bed drug rehabilitation center, among the biggest in the country, in Payatas, as part of our total campaign to make the city a drug free city.

In recognition of our initiative in the field of health services, the World Health Organization in coordination with the Department of Health, has chosen Quezon City, together with two other cities of Metro Manila, a pilot city for the Healthy Cities Project.

Quezon City has further received distinction from the World Alliance of Breast-feeding Associations (WABA) as a baby-friendly City. WABA had chosen Quezon City as the launching venue for the Quezon City Declaration, an international declaration with convention, for the promotion of breast-feeding and protection and improvement of welfare of nursing mothers.

The MEDICAP program of the City will be expanded and has benefited already more than 1,000 beneficiaries who are mostly indigents of the city.

On Social Services and Development

Quezon City has been chosen by Vice-President Gloria Macapagal, concurrent Secretary of DSWD, as the pilot area for the Street Children program launched by the Department, recognizing the initiatives of Quezon City in this area. In addition to street children, the City has a strong program for the handicapped and special children in collaboration with the Special Education Development program of the Department of Education. The program for special children includes a day-camp for 2,500 special children yearly, the Camp Pag-ibig. The employment of handicapped adults also forms part of the program.

The City maintains 190 day care centers, a MOLAVE Center for juvenile criminals (a facility which is one of its kind in the country), an Arugaan for nursing mothers (the only such facility in Metro Manila); and benefits to more than 6,000 senior citizens. There is also a program



Blessing and inauguration of new Tahanan Drug Rehabilitation Center in Payatas.

for skills training and livelihood benefiting urban poor housewives, while the NEGO-Filipino Foundation, being assisted by the Technology Resource and Livelihood Center provides livelihood training for family members in the City.



Quezon City General Hospital, a modern medical institution of the City Government, to provide health care to its residents.

On Programs for Youth Welfare and Development

Our abiding commitment is that the youth shall have a special place in the city. The City implements a massive barangay-based youth sports development program under the City's Sports Development Program, which yearly holds a barangay palaro participated in by no less than 5,000 youth. In addition, the Amoranto Sports Complex continues to provide sports, athletic and physical fitness facilities and continuing improvement of the same.

The anti-drug abuse program of the city, through its most active Anti-Drug Abuse Council, has focussed on the youth with programs like drug-free school, drug-free berangay, and drug-free family.

More next page

State of the City...

The UNICEF, in the implementation of its Country Program for Children for the fifth year (CPC-V) has chosen Quezon City among only five cities in the country for the implementation of the CPC which focuses on the promotion of the welfare and rights of children (up to 18 years old).

Through our Industrial Relations Office, and in coordination with the Department of Labor and Employment, some 1,500 young people (mostly high school and pre-college students) participate in a summer job program. Quezon City is among the most active LGU in this program.

On Infrastructure Development

The City pursues the continuing program in the construction, rehabilitation and repairs of more than 180 kilometers of inter-neighborhood roads, which are local city roads linking the far-flung areas of Quezon City not serviced by national roads. As mentioned, some 80 school buildings have been constructed, but with enrolment increasing at the rate of 4.5 per cent every year, about 250 classrooms need to be constructed every year until the classroom size of 45 is achieved.

More classrooms are planned to be constructed, including some requisite classroom, shop and laboratory facilities, and administration building for the Quezon City Polytechnic.

In consideration are more branch hospitals. It is not wise to have many major general hospitals in the city, since we already have a good one that only needs modernization and expansion. Quezon City has the largest number of excellent private hospitals. What is needed are branch hospitals of the QCGH, and a program of medical assistance for indigent families implemented in cooperation with private hospitals.

The renovation of our nine (9) public markets also deserves priority and will in fact be started soon. The privatization of the Dapitan market under a BOT arrangement has resulted in the establishment of the most modern public market in the country, which now serves as model for their local government units.

More public markets in the future may be considered as needs arise for the same and as essential finances are generated for the purpose. Meantime, the national government through the Housing and Urban Development Coordination Council (or HUDCC), with the assistance of the City Government will be completing shortly a massive public market cum storage facilities to accommodate no less than 1,500 stall holders that should serve the entire District II including Novaliches.

On Program of The Urban Poor

The concern of the Estrada administration with respect to welfare and benefits for the poor finds sustained support from the various programs of Quezon City in this respect. The priority in this regard is imperative as close to 51 percent of the city population are urban poor, majority of whom are squatters. The initiatives in this regard include:

Housing and Resettlement

Housing and resettlement remains a major concern in this regard. The City implements a number of mixed economic, and socialized housing projects, particularly undertaken during the last seven years. Among these are the SMILE CITIHOMES project at Zabarte, Novaliches with 1,600 units accessible to government employees, such as teachers and policemen as well as city government employees. About 1,700 units are planned to be completed at the Pugad Lawin Housing Project in Bahay Toro. The City Government also provided 4.6 hectares of lot space for the construction of 460 units of housing to be assisted by the Habitat International Foundation. As land could be acquired similar housing projects are planned for the near future.





Basic Utilities Services

Water and electricity are two essential services for the urban poor. In coordination with MERALCO, and through the City's SMILE (Social Mobilization for the Improvement of Life and the Environment) program, under the DAEP Program (Depressed Area Electrification Program), electricity has been provided to some 35 depressed communities. Under the Water Improvement Service with MWSS, and under its own Community Water Systems programs, the City has installed community deepwell systems, each generating some 5,000 gallons benefitting some 5,000 families. Eight (8) such systems, under BOT arrangement, have been installed, three of which are in Novaliches. The City, of course, continues its programs for installing and repairing some 600 artesian wells.

Low-Cost Commodities

Through SMILE and the City's public markets, low-cost commodities are provided the general public with the urban poor being the primary beneficiaries. In collaboration with the Department of Trade and Industry, the City through the Market Administration Unit and the Community Relations Office, keep watch on the prices of basic commodities assuring protection for consumers.

Livelihood and Employment Services

At least three offices of the City provide assistance in livelihood generation and employment training. These are the Quezon City Polytechnic providing skills training particularly for industrial establishments employment; the Social Services and Development Department assisting in skills training particularly for industrial establishments employment;

Social Services and Development Department assisting in skills and training and entrepreneurial development; the Community Relations office, also in partnership with NEGO-Filipino Foundation, undertakes livelihood and entrepreneurial training for housewives and urban poor families; and the Industrial Relations Office, which undertakes quarterly JOB Fairs which have benefitted and given employment to more than 6,000 beneficiaries.

In addition, medical assistance, burial and mortuary services are provided

indigents. The City through its Disaster Coordination Council has provided the quick and relief assistance and services particularly during the last typhoon and flood calamities brought by La Nina during the months of August and September.

On Environment Enhancement, Physical Development and Beautification Programs.

As a well-planned City, the City maintains a large number of parks and open spaces, all together providing the City with the only large proportion of land area devoted to open and green space, including the La Mesa Watershed which the City guards with the strictest of vigilance as a sustaining green lung at the same time that this protects the water basins that provide water for the Metro Manila residents.







Among the high points of Mayor Mathay's report to the City, left to right: Program for street children; Camp Pag-ibig activities for special children; crusade against drug abuse; consumer protection; sports development; and improvement of public assistance and administrative services.

The City Parks Administration now maintains 268 developed open spaces and 90 parks. The greening program continues with the contribution of Task Force and Green, the implementor of President Joseph Estrada's Linis Bayan Program.

Maintained as well is the streetlighting program of the City which had received such popular acceptance from the public. Not only does it provide enhancement to city parks and streets, streetlighting has provided added security particularly to late night shift workers. Presently, 60 main streetlighting facilities are maintained in cooperation with MERALCO.

The green and spacious ambience of the City adds to the quality of life of city residents as they enjoy the parks and open spaces – including the City's two main parks – the Quezon Memorial Circle and the Children Wildlife Park maintained by the National Government. The University of the Philippines 500-hectare campus add this ambience to the capital city atmosphere and milieu of our City. We work with these national agencies and institutions in making sure such ambience is maintained.

Solid Waste collection and disposal continues to be the major environmental concerns of the City. The President has directed the closure of Payatas Dumpsite through an administrative order issued last July 1999. Depending on the status of the San Mateo Landfill and other landfills operated by the Metropolitan Manila Development Authority, Payatas could be closed by December 31, 1999. Quezon City will thus have to dispose its garbage in San Mateo / or Carmona land fills. Or else, the City will have to install an appropriately scaled waste disposal facilities in Payatas or elsewhere.

On Development of Business Centers and Promotions of Investment in the City.

Given the increasing population, the need for livelihood and employment, and for sustained strategic economic development of the City and therefore the expansion of the revenue base, the City government continues to promote investments in the City. The key vehicle for this purpose is the development of various Business Center Developments (or BCDs). These are large mixed commercial, service, institutional and even light industrial developments which have large employment generation, revenue and economic impact on the city. Among these are the North Triangle Development where the huge LRT station is being constructed and the remaining 38-hectares being leased for development to Robinson Lands and San Jose Buildings. This is the 101-hectare UP Campus Commonwealth Property Development. The Megaworld Property Development will become home to IBM and Citibank regional headquarters. Other BCD developments are planned, including the North Fairview development around Shoemart North Fairview.

The investors are induced by the leverage of the premier city character of Quezon City plus the other benefits and assistance services provided by a big city. It would have been difficult to encourage Shoemart to locate in Fairview without being assured about the sustaining support of the big city, our City. Now Robinson Lands will have to wait for investments.

Major Mass Transit and Transport Infrastructures

The City will tremendously benefit from the three lightrail transport systems in various stages of development and construction traversing through key parts of the city. The LRT III will start operating in December 1999 benefitting some 700,000 commuters. LRT II, traversing through Aurora Boulevard, will be completed a year later benefitting also about 650,000 riders. Then LRT IV traversing through Quezon Avenue on to Commonwealth Avenue, will soon be started. We have helped fight for these infrastructural development projects during our time knowing it is our people in Quezon City that will benefit. Their business and economic impact on the City will be tremendous, benefitting all the barangays of the City.

More next page

State of the City...

Obviously, Novaliches would sorely miss out on these benefits and advantages, if it is not part of Quezon City anymore. For instance, the extension of the LRT IV line from Commonwealth to Quirino Ave. would be difficult to push under a separate Novaliches City.

The lack of connections of these mass transit lines to Novaliches will isolate Novaliches once it stopped being integrally part of Quezon City, since the City's expansion plans will fall short of extending over to Novaliches. The people of Novaliches will not benefit in the future development of Quezon City.

All these developments will mean enlargement of the revenue base of Quezon City, increase in the values of properties and more business and entrepreneurial developments, further raising incomes of the City to finance its development, growth and expansion and enhancement of services.

The enhancement of cultural, educational and historical attributes of the City in conjunction with business development and in collaboration with the educational institutions has continued to make our City a tourist destination and more so in the future. We have sustained our active Sister-City relationships with no less than nine (9) Sister cities worldwide and some twelve (12) local sister cities.

The exchanges between our City and the sister cities have enriched our cultural milieu.

Planned for the near future will be the establishment of a symphony orchestra and of the Art Gallery and the Museum of Natural History in collaboration with the University of the Philippines. This will, of course, be in consonance with our vision for a capital city status, that we hope to reclaim. After all, we are the only truly planned capital City.



The City provides parks and playgrounds for the peoples' leisure and recreation requirements.



The Mathay Administration continues to promote investments in the City through its Business Center Development (BCD) program.

On Improvement of Public Assistance and Administrative Services.

This is a priority of the City Government knowing that it must continue to depend on the support of the people and their taxes. The overriding concern therefore is to provide the convenience of assistance and service to the public.

Along this line, the City Government has computerized its real property tax assessments and payments and its business permits and licensing operations. Soon, to be implemented will be advance assessment and computerized issuance of assessment notices, and permits and licenses as well as accelerated payments for these.

The issuance of birth certificates and other civil registry documents will be in matter of minutes as the processing of these are already computerized.

Quick response and relief and assistance during calamities and disasters is now in effect under an enhanced and improved disaster coordination scheme, which to a good extent, has reduced damage and injuries and deaths over the last disasters and calamities of the recent months.

On Public Order, Peace and Safety

In spite of being grossly undermanned, the Central Police District Command has made do with its current personnel complement of 2,000. The City needs 3,000, given its wide geographic expanse and big population. The City government provides the logistical support which includes some 60 vehicles and equipment. In addition, supplemental incentives are provided the uniformed personnel. On the overall, there has been a reduction in the rates of both indexed and non-indexed crimes. The big campaign is against drug abuse and drug pushing, with the entire barangay contingents helping out in joint efforts with the police.

Traffic will continue to be an obstruction in the smooth goings-on of the harassed population, but with the completion of three light rail mass transit systems, a relief is forthcoming. Sustained traffic management initiatives, both at the local government level and at the metropolitan administration level will continue to be pursued. A crucial ingredient, of course, is the cooperation and discipline of the commuting and pedestrian publics.

All these, the achievements of ournear past and with the confluence of major developments under the program of the national government – for instance, the major infrastructure projects and the mass transit systems – will sustain our City's continued development and progress that augurs well for our future, as we move to the next millennium.



Mayor Mathay surveys Smile Citihomes in Zabarte, Novaliches—one of his key commitments to Quezon City's residents.

On to the Next Millennium; The Continuing Vision and Mission for the Future for our Premier City

We will remain the premier city of this country. More so if our territorial and political integrity remains intact and it will be. And so we will proceed with our plans for the strategic future of our beloved City – *buo, matatag at maunlad.*

We will continue to sustain our educational initiatives since education will remain the avenue of hope for the poor of our city – assuring that everyone will have basic education up to second year high school and the skills to find employment and continue on to higher education. Already Quezon City has attained almost 100% literacy rate. But on top of this, will be the achievement of functional basic education of the quality that will enhance productive employment and develop high quality manpower for a competitive Philippines and for a productive Quezon City.

Our requisite objective in this regard is to make Quezon City the Number One division superintendency in the entire country. With our abiding commitment to education and high quality educational administration under the present division Superintendent, Dr. Aquilina S. Rivas, the goal will naturally be achieved.

Given the large population and the significant proportion of urban poor in our City, it is imperative that we *continue to pursue our aggressive health services program* to improve the quality of our human resource. In line with the national government, we will work to eradicate the communicable diseases and reduce morbidity and incidence of ailments brought about by environmental degradation and pollution. Indeed, we will be A HEALTHY CITY, aimed for under the recently launched Healthy Cities Project.

Likewise, *the quality of life of our special populations and sectors who need more in assistance and social services,* such as the elderly, the handicapped, the unemployed, the underprivileged youth, the victims of violence and addiction – will be enhanced as we pursue and expand our current efforts with new vigor and commitment. Already, our initiatives in many fronts are being recognized nationally, even internationally. Close collaboration with national governments and non-government organizations is the hallmark of our efforts.

Environmental promotion and enhancement must continue to be a priority of the city as this constitutes an integral dimension of the quality of life of the population: efficient waste disposal, control of air and water quality, and beautification and greening of a metropolis that is after all planned to have these features attendant to that of a capital or premier city. We will enhance our status as a city of parks and greenery, of wide open spaces that add to the quality of our City. Streetlighting will get into the other unlighted parts of the City.

Economic and business development for a large city forms an integral component of its strategic plan – to generate employment and livelihood, to enlarge the revenue base of the city, and improve the economic life of the population. In addition to the business center programs of the city, major development programs are planned for implementation. President Joseph Estrada has already approved the Payatas Development Plan and Program that will transform Payatas Estate in general and the dumpsite community in particular after the closure of the dumpsite. Alternative employments will be developed for the scavenger populations in the area and the dumpsite to be recovered and transformed into a socio-economic enclave benefitting the residents thereof.

A primary concern, of course, is the improvement in the administrative services of the city government and therefore improvement of public assistance and benefits to the transacting public. Thus, expansion of computerization services to other aspects of city operations and systems and procedures will be put in place. Decentralization to the district level needs to be considered as this would possibly bring services closer to the people.Continuing dialogues and consultation with the people will be pursued and more so as communication lines will be more opened and accessible.

Of course, in the final analysis, plans and programs will remain so unless an *effective governance and leadership* remains in place exercising wisdom and political will. Likewise, coordinated and cooperative efforts at all levels of the local government hierarchy is an imperative. We need to review the operations of the barangay governments to make them more effective and efficient.

Cross-purposes and conflicting agenda biased by personal political motives among the city, district, and barangay leadership are anathema to our mission of achieving the best for our city and people. We have afterall a common mission – that is, the greatest good to the greatest number of our people, the maintenance of the leverage stature of our city and the assurance of congenial, progressive and peaceful city for the future.

Nothing can be more imperative than this hope and expectation as we prepare our city for the next millennium, for the next century – a city that is whole, solid and secure, and progressive, truly in consonance with our Founding Father's dream.

Thus, as we celebrate our 60th founding anniversary, the beginning of diamond jubilee for our young city, isulong ang kabuuan, katatagan at kaunlaran ng ating lungsod tungo sa bagong milenyo.

Accomplishm

Scholarship and Youth Development Program

The Scholarship and Youth Development Program Office (SYDP), a special project under the Office of the Mayor continues to expand its program as it accepted 724 new scholars for SY 1999-2000. The program's main objective is to provide opportunities to public high school graduates of Quezon City who wish to pursue college education. Academic excellence and economic status are primary factors that determine their scholarship.

Aside from providing college scholarship, the program also provides scholarship to the Quezon City Polytechnic, a technical-vocational institute operated by the City Government. A new feature of this program is the provision of scholarship to Quezon City-based scholars of the Meralco Foundation, Inc.

Recipients of the scholarship are trained on values education program; exposure to community projects such as tree-planting activity; field trips for preschool children from the depressed areas; monitoring garbage and drug-addiction problems in the community.

More importantly, 83 SYDP scholars were trained in the Youth Outreach Program Against Drug Abuse (YOPADA) Seminar held last April 22-24, 1999 and May 2-4, 1999 in Imus, Cavite. Certificates of Attendance were issued to the scholars upon completion of the training program.

As in previous years, SYDP long-term objectives are:

1. To enhance the educational opportunities of the City's poor but talented high school graduates who cannot pursue college education;

2. To develop a pool of competent and skilled manpower required for the City's development program;

3. To establish and maintain funds that will provide scholarship for a greater number of students;

4. To include among its benefits not only the intellectual gifted students but also the talented children, out-of-school youth, and dependents of Quezon City Government personnel;

5. To vigorously involve the scholars in community-related projects like the YOPADA, Tree-Planting Activity, Clean and Green Program.

SYDP Accomplishments in 1999

1. In May 1999, SYDP gave recognition to its almost 223 graduates. Among these graduates were: Magna Cum Laude – 2 scholars; Cum Laude – 7 scholars; Honorable Mention/Special Awards – 4 scholars; Board Passers in the field of Nursing – 1 scholar; Education – 2 scholars:

2. Reviewed and revised the existing scholarship forms, such as : Application Form, Checklist of Requirements, Scholarship Guidelines, Letter of Recommendation for the Mayor, and Scholarship Certificates.

3. Prepared new MOA's for signing with following schools:

Asia School of Arts and Sciences, Global School of Technology, Rizal Estate College-Binangonan, Caloocan City Polytechnic College, and Meralco Foundation, Inc.

4. Accepted and reviewed 975 applicants for SY 1999-2000.

5. Awarded scholarship to 724 applicants for SY 1999-2000, bringing the number of scholars to 1751.

Number of scholars of the Quezon City Government for the First Semester of School Year 1999-2000

Batch	No. of Scholars
V (5 years course)	48
VI	225
VII	294
VIII	460
IX	724
Total —	1,751

6. Conducted the following activities:

General Assembly, Recognition for 1998-1999 Graduates, and Series of Orientation Meetings for Batch IX.



As a new policy, Mayor Mathay has opened the doors for possible recruitment of SYDP scholars who excelled in fields where they are needed.

Task Force Operation Clean and Green

Seven years after its establishment in July 16, 1992, the Task Force Clean and Green remains strong as reflected by the stellar performance of its nine divisions.

Acting Executive Director Frederika C. Rentoy reported that an overall 2.677 million cubic meters or 535.463 tons of solid waste was moved out from Quezon City. Accumulated earth mounds and construction debris/garbage, "eyesores" in 57 areas, were removed.

Stationary cells were installed in public markets, hospitals, schools, business

ents

City Departments, Task Forces, and Special Projects



establishments, and other institutions to collect waste in locations that could not be penetrated by dump trucks, she said.

With regard to the task force's Environment Enforcement and Inspection Division (EIID), Rentoy said the unit was able to apprehend 1,763 violators of Regulation No. 96-009 (as amended) of the Metropolitan Manila Development Authority, which aims to promote cleanliness in Quezon City. Of the figure, only 300 paid penalties amounting to P186, 000 while 230 opted to render community service but only 145 actually reported.

EIID undertook 28 special operations and 27 inspection based on complaints against anti-cleanliness regulations.

Rentoy said the Pollution Control Division (PCD) of the task force apprehended 14,008 smoke-belching vehicles in 1999, (that already covers previous apprehensions) of which 18,804 were tested, including voluntary testing.

The city government earned P3.474 million, "a significant amount" and "an added bonus" from this anti-smoke belching campaign.

According to Rentoy, the PCD likewise lodged cases against 104 establishments suspected of industrial pollution last year. Of this number, 32 have already met the standards and committed to "correct their deficiencies" and 72 were for "conference and or resolution." Ninety-nine establishments were granted clearance pollution clearance.

Rentoy said a hefty 2.737 million cubic meters or 547, 500 tons of garbage have been dumped at the Payatas Dumpsite last year. This corresponds to about 1,500 tons daily excluding construction debris and filling materials collected by the Payatas Dumpsite Operations Division (PDOD) in its special operations.

The Plans and Programs Division (PPD) last year concentrated on the education program on proper waste management. It conducted 10 seminar-workshops from February to May 1999 for the deputation of environmental enforcers from the 142 barangays besides from those other city government offices.

In April, Rentoy said, PPD launched the "Waste Segregation Scheme." It was a joint undertaking of PPD and the Barangay Operations Center and the Community Relations Office.

Two seminar-workshops were also conducted by the MMDA through the Health Operations Center, participated in by two representatives each from all barangays and the Bureau of Customs, among others.

Rentoy said the unit was tapped by the Pusong Makabayan Foundation to help in systemizing garbage collection in Filinvest I, Filinvest II, and Capitol Districts.

For the period January to August last year, the PPD held 71 seminars on the "Five S Principle of Waste Management," for different offices of the Quezon City government. PPD has a personnel complement of 10.

The Greening Division, said Rentoy, centered its last year's activities on the "Luntiang Lungsod Program," which Mayor Ismael Mathay established in late 1994. The project aims to disseminate the importance of trees, shrubs, and ground cover in maintaining ecological balance, hence a healthier environment.

Apart from the education drive, tree plantings were implemented during the rainy season, in the city's open spaces including thoroughfares, parks and playgrounds.

Rentoy said the Greening Division was the main implementor of the greening of the first three stretches of center islands along Kalayaan Avenue from the QC Memorial Circle going to Kamias Road. At present, the division is maintaining a mini-nursery beside the office of the Task Force Clean and Green.

The Water Distribution Unit (WDS), on the other hand, supplied the needed potable water in depressed areas and in those where hydrant pressure was low or where water services were non-existent, said Rentoy.

WDS maintains personnel fleets of water tankers capable of acquiring and loading 14, 000 liters of potable water from the MWSS water pump station on the serviced areas corresponding to more than 125 written requests from the residents, verbal request through telephones from local barangays, public schools, and non-government organizations.

It dispatched 5,839 trips throughout the year in 150 barangays—corresponding to a total volume of 69,466 cubic liters of potable water and assisted the Fire Department in cases of fire and provides water during market cleaning and flushing and special streets cleaning.

Accomplishments...

Anti-Drug Abuse Council

The strong and aggressive advocacy by the Quezon City Anti-Drug Abuse Council -- through its massive information dissemination program — has increased the awareness level on drug abuse prevention among the barangays and other members of the community.

The new awakening to the deadly perils of drug addiction has aroused growing community participation in the effort to stamp out the scourge of drug abuse. As a result, increasing numbers of non-governmental organizations, socio-civic associations, businesses and corporations, private educational institutions, and churches and religious groups, have started their own anti-drug abuse campaigns.

Happily, the information campaign has filtered even to the most depressed areas, especially as far as treatment and rehabilitation are concerned. Many are inquiring about rehabilitation, and more and more families are voluntarily submitting their drug-dependent members for rehabilitation or early intervention/ counselling.

Law enforcement has likewise reported positive results. In its efforts to curb the supply of illegal drugs, the police reported that of the 142 barangays in Quezon City, six are now drug-free, 102 are cleared, and four are partially cleared.

The Quezon City Anti-Drug Abuse Council was created by virtue of Executive Order No. 10 Series of 1981 amending Executive Order No. 17 S-80 creating the Quezon City Task Force on Anti-Drug Abuse, with the City Mayor as Chairman and the Vice Mayor as Action Officer.

The law creating the QC-ADAC was amended twice—first in 1995, with Executive Order No. 7 designating the Vice Mayor as Vice Chairman, and again in 1996 with Executive Order No. 7A that designates the City Mayor both as Chairman and Action Officer, and creating the Anti-Drug Abuse Secretariat.

Accomplishments

1. **Awareness Campaign and Information Dissemination**

The Council was able to reach 13,481 individuals through its for a and dialogues, talakayan, group encounters, training, radio interviews, press conferences, video tape presentations, as well as the dissemination of over 50,000 anti-drug abuse brochures, flyers, pamphlets, and papers.

2. **Preventive Education**

A total of 247 seminars, training, workshops, conferences, lectures, and art and literary competitions were conducted for youths, parents, teachers, community groups, and barangay personnel, and police officers.

3. **Intake and Referrals, Aftercare and Follow-up**

A total of 990 drug dependents/clients were processed (4.85% higher than last year); 507 (51.25% of total) were referred to various rehabilitation facilities and treatment clinics. Of this figure, 353 (69.63%) were for rehabilitation and 154 30.37%) were for psychiatric management.

4. **Community Outreach and Networking**

The QC-ADAC staff attended inter-agency meetings, drug summits, PNP command conferences, national seminars, and workshops. It also share the Council's experiences and programs as resource speeches in various fora and conferences, aside from networking with national and international NGOs, socio-civic organizations, workshops, and conferences.

In addition, it organized 34 Drug-Free Youth Organizations (DYFOs), a school-based youth organization, and helped strengthen the community-based Youth Outreach Program Against Drug Abuse (YOPADA).

5. **Monitoring Cases in Courts**

A total of 714 cases were filed in the Regional Trial Courts involving violations of RA 6423 from August to December 1999 (no monitoring was done from January to July that year).

6. **PNP-CPD Report**

The Central Police District activities in the barangays accomplished the following results:

Drug-Free — 6 (in District 3); Cleared — 102 (24 District I, 27 in District 2, 28 in District 3, and 23 in District 4); Partially Cleared — 4 (1 in District 3, 3 in District 4).

7. **Award / Recognition Received**

The YOPADA won as one of the Ten Outstanding Youth Organizations of Metro Manila, and eventually went on to win the TOYOMM (Three Outstanding Youth Organizations of Metro Manila) during the 1999 DAPC Recognition Rites — for which they received two trophies and a cash award of P20,000.

Social Services Development Dep't

The Social Services Development Department (SSDD), reported City Government Dept. Head III Teresa M. Mariano, focused on capability building, value inculcation to children, groups, and family last year. Parent Effectiveness Sessions to parents of street children of the city's districts III and IV.

A hundred street families at the QC Memorial Circle attended a get-together party and a drawing contest for students from 200 day care centers was held that focused on the theme, "Vision of Day Care Children About Their Family."

Mariano said SSDD gave a value seminar to 183 street parents of the city's districts I and IV, attendance to foster care forum and foster care training.

"We had a mega launching on Ahon Gabay for the street families, and the Akbay Bata of the KAME Foundation of Ms. Jackie Ejercito Lopez featuring the adoption of 10 day care centers.

In line with the government's drive against drug abuse, 338 street children were rescued by SSDD and referred subsequently to Narcom Bicutan Rehabilitation Center, the Ahon Center of the Department of Social Welfare and Development, and other rehabilitation facilities, she said.

The human individual was considered as a whole by the SSDD last year as it also rescued and provided protective custody to 245 cases of physically, sexually, and emotionally abused children. Marriage counseling was given to 2,625 would-be couples in 199, stressed Mariano.

"We extended 3,745 women welfare programs that concern, among others, productivity skills training, maternal and child care, and referrals. Assistance to 748 disabled clients were extended, for physical restoration, skills training, and after carcounseling. Also, 3,860 elders were extended self and social enhance-

ment training provided by day care centers for the old people. Mendicants, about 159 of them were referred for temporary shelter, food assistance, and transportation assistance.

"Youthful offenders, about 210, were given custodial care, residential, social services, and special education services," said Mariano.

For last year, the Reception and Action Center received and gave aid to 627 cases, in the form of food assistance and related services and 93 benefited from the government's "Mura at Libreng Palibing" program.

"We conducted 30 seminars on Values Education together with the other members of the QCDCC to 142 barangays last year, in coordination with the Department of Health's Stop Death team of all the city's retained hospitals," Mariano said, noting the SSDD's concern of the physical well-being of man. "Certificates of 1,5000 were distributed."

Mass feeding and material assistance to promote nutrition, was held for 864 families affected by fire at Barangays Bahay Toro, Holy Spirit, Tandang Sora, Sta. Teresita, Commonwealth, Batasan Hills. Payatas, Socorro, Dioquino Zobel, Gulod, and Pinyahan, said Mariano.

Other relevant activities the SSDD made last year, are as follows: extension of services to eight families victimized by demolition; 2,179 were given medical assistance, identified by social case studies; 98 walk-patients had availed of free medicines; free transport fare for 32 clients or families under the "Balik Probinsiya" program; 93-walk in clients availed of hot meals; 809 beneficiaries under the Manpower Skills Training program; 150 beneficiaries under the "Isang Suklay-Isang Gunting Project in collaboration with Ricky Reyes, president of the Filipino Hairdressers Cooperative, Inc; 640 beneficiaries of the 240 soft trade trainings; 10,830 applicants referred or placed in different industries and factories; and 517 clients that availed capital assistance amounting P430, 765 in coordination with the DSWD.

Sports Development

The Quezon City Sports Development Office (QCSDO), the City Government's sole implementing body for its Comprehensive Sports Development Program, has revitalized the implementation of sports development policies for the enhancement of the physical and moral well-being of the youth.

The Office has been conducting periodic grassroots competitions at the different barangay sports centers to encourage maximum participation of the youth.

The goal of these competitions is to promote intrinsic values inherent in the practice of sports and physical fitness. In this connection, sports clinics, training sessions, and developmental seminars have been conducted in coordination with Barangays and City Schools.

Headed by Director Simplicio A. Mathay, the sports office is under the Office of the Mayor. It conducts annually a summer olympics dubbed the Quezon City Palarong Panlungsod sa Kabataan, the local version of the Palarong Pambansa.

The summer olympics is touted to be the City's centerpiece sports project, in line with the provision of the Local Government Code. So far, six Palarong Panlungsod sa Kabataan have been held with 6,000-8,000 participants from the City's 140 barangays and public schools.

Camp Pag-ibig 2000

Once more this year, Mayor Ismael A. Mathay Jr. served as gracious host to 2,500 special children from Metro Manila and neighboring provinces during the yearly observance of Camp Pag-Ibig at the Balara Filters Plant in Quezon City on February 14-20, 2000.

The Camp which highlights the celebration of the National Retarded Children's Week is jointly sponsored by the Quezon City Government, Capitol Jaycees, Philippine Association for the Retarded, Metropolitan Water and Sewerage System, QC Division of Schools, Manila Water Company, Inc., Philippine Charity Sweepstakes Office, and Philippine Amusement and Gaming Corporation.

Mayor Mathay is Honorary Chairman of Camp Pag-Ibig 2000, with Dr. Manuel S. Alba, City Administrator, as Camp Director.

This year's celebration focused on enhancing opportunities for equalization and full participation of disabled children in society in consonance with the vision of the Asia Pacific Decade for Disabled Persons (1993-2000) commemoration.

The week-long celebration included an Open House of public and private schools, with a special education program to allow the community to interact and observe children in school. Parents will also have the opportunity to interact with other parents during the Parents Symposium. And for the campers, there were activities like swimming, nature study, out-door games, cook out, trail signs, arts and crafts, and tree-planting.

Camp Pag-Ibig is an annual day camp for children with disabilities. Initiated by the Philippine Association for the Retarded, Inc. in 1976 to highlight the celebration of National Retarded Children's Week per Presidential Proclamation No. 1385, the Day Camp was originally intended to serve children and youth with mental retardation, but other students enrolled in the special education program were later also included in the observance on representation of parent groups.

Now on its 24th year, Camp Pag-Ibig is designed to provide children with disabilities opportunities to enhance their socialization skills, to pave the way for their full integration and participation in the community eventually.

Camp Pag-Ibig essentially is a training in social skills and independent living, with the activities carefully selected to be meaningful and interesting. Serving as Camp counselors, volunteers, and specialists are parents, special education teachers, Boy Scouts and Girl Scouts, and socio-civic groups.

The project was originally conceived in 1976 as Camp Hope by its creators spearheaded by Atty. Leopoldo Repotente, president of the Philippine Association for the Retarded (PAR) Inc., Dr. Erlinda Lolarga and Dr. Teresita G. Inciong, with the YMCA Manila as their first camp site.

In 1978 a contest was held to find a fitting name for the annual day camp. The organizers chose Camp Pag-Ibig—signifying love and concern for the special children, in consonance with the policy that "Love Can Do Wonders" espoused by the Asian Federation for the Mentally Retarded.

That same year, Mayor Mathay wholeheartedly accepted the chairmanship of the year's Camp Pag-Ibig. City

More on Page 32

City Employees Put Up Gala Tribute to







To Mayor with Love. *Inspirational talk gains a buzz from senior citizen (above). Then the colorful program starts with honors, blood donation supervised by Mayor Mathay and PNRC Director Rosa Rosal, and donation of mobile police car.*







Mayor Mel Mathay on His 68th Birthday





Gracious Host. *Mayor Mel Mathay reflects a gratified, pleased honoree, with special guest Ms. Vilma Valera, Chairman of Two-Hearts Foundation, as they enjoy the musical presentations.*





Happy Birthday *Honoring the "Big Boss" with a day of thanksgiving, fun, musical entertainment, well-wishes from friends, and recommitment to public service.*









VIP Guests. *From left: Finance Sec. Jose Pardo, talking to Mayor Mathay and Dr. Alba; Senate President Franklin Drilon, and Speaker Manuel Villar.*



Administrator Dr. Manuel S. Alba served as Camp Director, with Dr. Lolarga as Co-Camp Director for Agency Participation and Dr. Arnon Rivera, Capitol Jaycees president, as Co-Camp Director for Operations.

Significantly, this was the first time in 24 years of Camp Pag-Ibig's history that a local government unit has extended the project tremendous support, with all its departments and officers providing assistance.

Community Relations Office

The first three quarters of 1999 for the Community Relations Office can be best described as a work-laden period considering that it was operating on a streamlined workforce tasked with facilitating and accelerating the delivery of basic and community services to help individual and sectoral groups develop their respective communities.

Problems relating to street lighting, road development, and water problems were addressed accordingly through the 187 referrals forwarded to the concerned offices or agencies.

The sectoral groups, being the major beneficiaries in the Community Relations Office projects, attended carious seminars as part of the information and education drive whose purpose was to help them learn diversified ways to care for and develop their own communities.

In fact, 116 Livelihood seminars were conducted to benefit some 3,233 persons; together with 20 seminars on Fire Prevention and Fire Fighting, and 64 Waste Management seminars which benefited 2,112 and 4,034 participants, respectively.

Furthermore, 11 dialogues/Para-Legal seminars were also held to enlighten associations and organizations about land-related issues and impart legal advices that may help in the settlement of these issues.

To top all these, the Community Relations Office, in anticipation of future problems arising from unreasonable prices of commodities in the market, conducted 15 Consumer Education Seminars covering 24 areas of the city and organized the Quezon City Federation of Consumer Watch Volunteers, with the assistance of the Department of Trade and Industry.

The Community Relations Office, in the fulfillment of its mandated functions, has likewise installed deepwells, street lights and constructed multi-purpose halls in urban poor areas. Moreover, the Office also provided assistance to other government offices in the implementation of their programs.

All these services combined were directed towards the achievement of the Community Relations Office's objectives: service to the people through community empowerment, towards community development.

Cultural and Tourism Affairs Office

The achievements of the Cultural and Tourism Affairs Office (CTAO) for January to September 1999 are categorized in six major brackets. These, in general, involved upliftment of the Filipino culture and heritage, promotion of nationalism, educational-literary issues, social development, and the like.

These are the 187th anniversary of Melchora "Tandang Sora" Aquino at the Tandang Sora Shrine on Banlat, Himlayang Pilipino last January 6, 1999; the centennial celebration of the Malolos Congress and establishment of the First Philippine Republic, in January 25; 100th death anniversary of General Emilio Jacinto in April 15 at the Himlayang Pilipino; 101st anniversary of Philippine independence in June 12; the Andres Bonifacio death anniversary in May 10; 138th death birth anniversary of National Hero Jose P. Rizal last June 19; 55th anniversary of President Manuel L. Quezon in August 19; and 103rd Cry of Pugad Lawing anniversary.

Five batches of visiting foreign and local students were accommodated last year—the exchange students from the Tohoku University in Japan (February 22); Business Administration students from Bohol (April 13); senior students from the Miriam College, International Studies (September 27); "Lakbay-aral" from Tigbauan, Iloilo (April 13); and St. John Kiddie Center pupils (Sept. 30).

Other projects or activities done in coordination with the CTAO were: a Post-Valentine's Day Ballroom Dancing in Feb. 15; National Retarded Week celebration the same day; launching of the "Malikhaing Kamay '99 and a simultaneous cross-stitch competition last March 29; Earth Day Run last April 22; AIDS Candlelight Ceremony in May 16; a trubute to Mayor Ismael Mathay in June 25; a kundiman festival in August 29; and Women in Travel General Membership Meeting with a mini- fashion show in Sept. 30.

The CTAO supervised and served as a coordinator of a mall tour concert and a campus tour concert and demonstration that showcased the Quezon City Concert Band. The "Food Trip Kyusi" and the 5th National Capital Region Tourism Councils Assembly were also held, with the supervision of the Quezon City Tourism Council.

And finally, CTAO was able to maintain the Quezon City Museum and implemented the Quezon City Tourism Ordinance SP189, S-94, that raised revenues of close to P3 million, as of end-August 1999.

Office of the Civil Registry

The Office of the Civil Registry (OCG) has been an area of the so-called bureaucracy wherein paper works and manual procedures in the implementation of its services are the main, unpalatable elements. This, because people usually see this as a delaying factor in the delivery of services.

Fortunately, the city government embarked on an ongoing computerization project that was able to scan a hefty 1.084 million of birth certificate documents in 1999, covering a period of about 17 years or from January to August 1982 to 1998.

Kodak Philippines, however, stopped the scanning the remaining certificates for the remaining years. This, admittedly, "will surely be our burden for year 2000; we will continue the scanning from September 1982 down to the year 1945 with the type of the flatbed scanner that will convert these documents into image file, which will surely take some time."

Kodak, added the OCG, has given them only 51 compact discs where the scanned image file were stored, from 1990 to 1993 inclusive.

"Due to financial constraint, the city

government could only afford to pay the mentioned years above. We are testing the Document Imaging System (DIS) in retrieving requested birth certificates of clients. The system is used primarily to retrieve hard copies of birth certificates through the scanned image file. The searching of birth certificates for 1990 to 1993, will be done only in a fully automated way," OCG explained.

Nonetheless, encoding of the Civil Registry Information System or CRIS, will go on since this will yield statistical report while the DIS is only used for easy access of getting a hard copy of birth certificates in a fully automated way.

"So far, our database for this system is 1990, 1991, 1992, 1996, and 1997. Even though undermanned we will still manage to finish the consecutive years as mentioned above," assured OCG.

"Since we have encoded the aforementioned database file, we will still have a lot of things to do such as proof-reading of the birth certificate files against the encoded database file, for the correction of the errors done during the encoding period," it added.

Last year, OCG collected P10.397 million in revenues from fees.

Quezon City General Hospital

To meet the challenges of the new millennium, the Quezon City General Hospital (QCGH) has come up with a Quality Assurance Program to enable it to keep up with the rapid changes in medical technology and competition.

For the success of the program "Work Improvement Teams" (WITs) were organized to help QCGH remain competitive in today's knowledge-based economy, not only by helping lower costs, but also helping increase revenue, as well as changing the strategy in skills development of personnel.

The QCGH also believes in building up its strengths and combining them in networking with its partners like the City Council, PCSO, Department of Health, Philippine Council for Accreditation for Healthcare organizations, and other tertiary hospitals with their facilities like the Philippine Heart Center, Philippine Children's Medical Center, Capitol Medical Center, St. Luke's Medical Center, United Doctors Hospital, etc.

Teamwork is an important prerequisite of the hospital and will continue to be a means for employes in achieving productivity and quality in service. The formation of WITS is an effective tool in the development of a thinking and creative workforce.

Another significant achievement of the hospital is serving as Quezon City's Postgraduate Training Center for doctors who desire to specialize in various subspecialties in medicine. These graduates eventually become leaders of the medical community in different QC districts.

Moreover, QCGH doctors also have opportunities for further foreign training to boost their skills upgrading requirement. The Quezon City General Hospital has access to scholarship grants from NEDA's Special Committee on Scholarships. Hospital records show that a total of 24 have received such grants in 1998-1999. Of this number, 21 were physicians and 3 were nurses.

Another major thrust of QCGH is excellence in research. The hospital has garnered major awards in research in various fields of medicine through different fora and competitions. During the period in review, the hospital's various clinical departments received 48 research papers and 16 other quality assurance research papers.

Hospital Services

Hospital records show the following comparative indices on hospital services:

1. Total OPD consultations increased 6.9% – from 70,923 to 75,837.
2. Total ER Consultations increased 3.9% – from 47,720 to 49,564
3. Total OPD-ER Consultations rose 5.7% – from 118,643 to 125,401
4. Total Admissions dropped 17.5% – from 22,197 to 18,500
5. Total Discharges dropped 21.8% – from 22,173 to 17,523
6. Total Patients Recovered/Improved increased 35.6% – from 11,405 to 15,465
7. Total No. of Deaths increased 19.8% – from 716 to 858
8. Total MSS Referrals rose 26.9% – from 31,956 to 40,561
9. Total Lab Exams dropped 1.79% – from 279,937 to 277,729
10. Total X-Ray Exams rose 134.8% – from 10,762 to 25,274
11. Total ECG Exams Done increased 12.8% – from 7,636 to 8,620
12. Total Prescriptions Filled rose 60.2% – from 22,225 to 35,604
13. Total Surgery Done decreased 53.6% – 4,324 to 2,024
14. Total Meals Served increased 17% – from 101,406 to 118,685

Business Statistics

The population of Quezon City was estimated to have grown by 2.8% - from 2,177,731 in 1998 to 2,238,706 in 1999. It is projected to reach 2,301,389 in year 2000. Most of the indigents in the urban area are residing in Districts I and II.

The City Government approved a budget of P116,420,037 for QCGH in 1999 — which is P200,000 more than the previous year's budget P116,217,750.

DBL Petroleum Enterprise

13 East Lawin St., Philam Homes
Quezon City

Tel. Nos. 927-2732; 928-7482
Fax No. 927-0676

AUDIOTORIUM

#23 WEST AVENUE,
QUEZON CITY
TEL. NO.: 374-2330

Refinette Cosmetic Industry

Committed to quality *Committed to success*



Specialized in custom- made compounding with the available high quality active ingredients specifically formulated to suit your requirements.

Marian Compound Sauyo, Novaliches, Quezon City
Tel. No. 453-75-27 / 453-74-39 / 453-75-23
Fax No.: 453-75-23

Manufacturer of Cosmetic Products, Opaque & Transparent Soaps

Geran Builders & Development Corp.

Rm. 414 Aguirre Building
Quezon City

CONCEPTS AND PRODUCTIONS

Aroll D. Castillo
Managing Director

AUDIO VISUAL PRESENTATIONS • PLUGS • CREATIVE CONCEPT AND DESIGN ON VIDEO & PRINT • OFFSET PRINTING • PUBLICATIONS • MARKETING & ADVERTISING CONSULTANCY

UNIT C#18 MATINO COR. MALIBANAY STS., SIKATUNA VILL., DILIMAN, QUEZON CITY
TELEPHONE: 921-1318 • 436-7764 • TELEFAX: 436-7764 • PAGER: 141-939410

BARANGAYS

The Grassroots Connection

They serve as agents to reach communities and the citizenry

The Quezon City Barangay Operations Center (BOC) is distinct from other departments and/or offices in the Quezon City Government in the sense that it primarily deals with another "government" – the Barangay Government.

The BOC serves as the action arm of the City Government to attain the goals and achieve the mission, vision, and thrusts of the Administration led by Mayor Ismael A. Mathay Jr., in the development of his priority programs and projects for the barangays and to deliver the necessary services to the constituents of Quezon City in pursuit of city and national goals.

The Barangay Operation Center has assisted, coordinated, and monitored the implementation of the following programs and activities of the City Government for the interest and welfare of the Barangay organization:

Administrative Program. This program is designed to effectively maintain the office data of all Barangay officials and leaders of the City to promote and enhance effective barangay government administration. The Center attended to all requests/representations from the public for various administrative requirements they needed in transacting business with the City Government.

Benefits and Assistance Programs. Benefits assistance were extended to 190 Barangay officials and BSDOs for Civil Service Eligibility, hospitalization, death claims, and exemption from payment of tuition fees.

Barangay Services Assistance Program. This program aims to promote effective Barangay Government administration by enhancing the administrative capabilities of Barangay officials, BSDOs, and Lupon members in the performance of their duties and responsibilities through technical and legal services and special project unit assistance. Some 207 Barangay leaders benefited from this program.

Monitoring and Coordination Program. To assure that Barangay officials perform their functions and duties responsibly, the Center monitored 127 barangay meetings, assemblies, and 714 activities such as Clean and Green, tax campaign, anti-drug abuse, and peace and order.

Project Implementation Assistance Program. The BOC is in the forefront of the implementation of policies and thrusts embodied in the 74 programs, projects, and activities sponsored by the City and other government and private agencies in 1999 – such as the 60th Quezon City Foundation Day celebration, Parade of Stars, and Task Force Sagip Kalinga/Oplan Balik Nayon project.

Other projects include the Civil Registry information drive, "Save Estero" project, Quezon City Food Festival, Disaster Preparedness Program, and fire drill.

The Office also conducted Pulong-pulong in the barangays to monitor the conduct of the Novaliches Cityhood plebiscite on October 23. Additionally its field co-ordinators also conducted orientation briefing regarding the Waste Segregation Scheme and the Ahon sa Bata Lansangan Program.

Barangay Information / Education Program. In this connection, the Center disseminated about 72 memoranda, executive orders, and other information materials for Operation Delinquency and Tax Campaign, withholding tax, and monitoring of Barangay actions to prevent squatting, creation of a Youth Environmental Corps in all Katipunan ng Kabataan to be called Green Brigade, and "Tapat Ko, Linis Ko" program.

Personnel Development / Improvement Program. Some 70 personnel of the Center attended 16 seminars to widen their knowledge and transfer what they have learned to their fellow employes. In addition, it also assisted 767 personnel in processing their terminal/vacation / sick leave, Pag-ibig/GSIS loan, promotion, documentation, etc.

Planning and Research Program. The Office has continuously formulated and recommended plans, programs, and projects affecting Barangays, as well as undertook surveys, studies, and researches related to the aforecited undertakings. The Office formulated 15 plans and programs for the welfare of 142 Barangays.

Special Project Task Program. Included under this Program are the following projects and undertakings.





Among vital Barangay activities: From left, pulong-pulong on essential community tasks, such as tax i environmental protection as in proper disposition of garbage and water waste.



Mayor Mathay proudly holds high Plaque of Appreciation awarded him by the Liga ng mga Barangay Kagawad ng Lungsod Quezon, as Barangay Day highlight last June 25 (left photo); he later inducted into office the association's newly-elected officers (above, right).

1. Mobilization of Barangays. Activities that were undertaken and assisted by the BOC are the Centennial Celebration of Malolos Congress and establishment of the First Philippine Republic; Flag-Raising in commemoration of the 13th EDSA Anniversay Celebration; Earth Day celebration; 16th International Aids Candlelight Memorial Mobilization; celebration of the 101st Anniverary of the Proclamation of Philippine Independence; Birth Anniversary of Dr. Jose Rizal; 5th Celebration of Barangay Day at QC Hall Main Lobby, and Annual Mass Blood Donation.

2. Peace and Order. The Office supported the Peace and Order program of the City by disseminating information regarding the monitoring of submission of quarterly/monthly reports on the prevention/control of the proliferation of squatters in barangays; creation of the Barangay Peace and Order Council (BPOC) and Barangay Crime Prevention Committee.

3. Save the Pasig River. The Office gathered data on the number of households/families along San Juan River and its tributaries and coordinated with 27 Barangay officials involved with the program. In addition, it prepared an action plan and conducted an on-site inspection and documentations which were submitted to Task Force San Juan River.

4. Disaster Coordination Program. In support of the City's disaster coordination program, BOC organized Barangay Disaster Coordinating Councils (BDCC) in 142 barabgays, of which 136 barangays formulated their Barangay Disaster Preparedness Plan (BDPP) that were forwarded to the Office of the Mayor and the Department of Public Order and Safety for study and decision.

Moreover, it also extended assistance and coordinated with SSDD and other offices concerned for about 1,341 families in 29 barangays who lost their homes in fires.

5. Cleanliness and Beautification. The Barangay coordinators attended the Trainor's Training on Waste Segregation Scheme (color coding) at Camp Crame in coordination with Task Force Clean and Green, and later conducted echo-seminars in pilot barangays. Task Force Clean and Green, through the Office, then conducted orientation/information dissemination about the project among barangay leaders and representatives.



ation campaign, cleanliness and beautification drives, and

6. Tax Information Campaign. The BOC assisted the City Treasurer's Office with its "Operation Delinquency" and Tax Campaign in the barangay level to increase taxpayer's awareness of their obligation to pay taxes, and the consequences of non-payment – as well as the contribution of taxes to the City's development. A total of 105 barangays conducted an information drive.

7. Quezon City Community Emergency Preparation Disaster Awareness Campaign. To continuously address the preparedness needs as well as to develop a systematic medical response to emergencies and disasters at the barangay level, the Center together with representatives of various government agencies and hospitals in Quezon City attended meetings on the QCCEPDACC.

8. Anti-Squatting Programs. The Center monitored and requested the barangays to submit reports on control/prevention of proliferation of squatters in their respective barangays on quarterly basis, as well as their plan of action to prevent the same. The Office also monitored the demolition of squatters' shanties in Bgys. Sta. Teresita and Bagong Pag-asa.

9. Novaliches Cityhood Plebiscite. Per request of the Quezon City Comelec, Boc scheduled the Barangay Pulong-pulong in 142 barangays in connection with the Novaliches Cityhood Plebiscite on October 23, 1999. Our Barangay coordinators conducted a "Go Out and Vote" information campaign to help insure the peaceful implementation of the political exercise.

10. 5th Countrywide Programme for Children. The Fifth Country Programme for Children was sponsored by the United Nations for Children Fund (UNICEF) in coordination with the Quezon City Government. The program aims to strengthen the national local government's capability to implement the Convention of the Rights of Children (CRC) and contribute to massive mobilization and support of a Child-Friendly Movement at all administrative levels, local communities, and within the families.

The City Government, in coordination with the UNICEF and the QCBOC, also conducted an orientation briefing on UNICEF's 5-Year Planning Operations for QC and its officials of pilot barangays.

HON. ISMAEL A. MATHAY, JR.

A City Mayor Like No Other

Administrator, planner, technocrat, and public servant

By RODNEY J. JALECO
Editorial Consultant

Quezon City seems to grow best in a patriarchal setting. The teeming, dynamic city has demonstrated that she flourishes under an inspired, principled leadership, and guided by the vision of a hero to whose name she is consecrated. With her sprawling mass, complex demographics, and unique development opportunities and risks, Quezon City is a truly formidable challenge. She can either be oasis or quagmire – it all depends on who's running the show.

Ismael A. Mathay, Jr. fits the mold of a Quezon City mayor. Some say he was born for the job. But this doesn't do justice to the years of preparation, the trials, and sometimes painful lessons learned in a journey that took him inextricably to the doorsteps of Quezon City Hall. Dozens of successful, innovative, people-centered projects are testaments to his exceptional leadership skills and earned him the right to be called a building father of Quezon City.

Mayor Mathay is as much a visionary as he is a technocrat and dedicated public servant. Born in Manila on June 26, 1932, he is a product of both public and private schools. He graduated with an Economics major degree from the University of the Philippines in 1953, and later pursued a second degree in law at the San Beda Law School, where he graduated and passed the Bar examinations in 1957.

He found jobs in the private sector, as director of the Philippine Automotive Association and later president of the Association of Filipino Grocers, Purefoods Corporation, and Capitol Motors Corporation.

But a career in government beckoned to the young and idealistic Mathay. He was elected vice mayor of Quezon City in 1967 – garnering a roomful of awards and citations from a host of community and civic organizations. Shortly after Martial Law was declared in the country, he was appointed secretary to the commissioner of the watchdog General Accounting Office (GAO).

But he continued to immerse himself in the growing science of urban planning and development. It was as if he was fascinated by life in the metropolis, especially the people who waged a daily struggle to overcome the demons spawned by rapid growth, deterioration of the environment, and the ensuing strain on limited resources.

Mayor Mathay's work in this field drew the attention of First Lady Imelda R. Marcos who spearheaded the establishment of the Metro Manila Commission (MMC). But although Mr. Mathay was appointed Vice Governor of MMC, the burden of running the super-body fell on his shoulder.

He placed a premium on urban planning as a tool for countering decades of rudderless, haphazard management that spawned much of today's problems, from overcrowding to traffic congestion to a breakdown in peace and order. He pushed vigorously for zoning Metro Manila and an integrated, holistic approach to solving its myriad problems. He was instrumental in the development of 29 zoning improvement programs is Tondo (Manila), Tatalon (Quezon City), Bagong Barrio and Bagong Silang (Caloocan), San Martin de Porres (Manila), Hulo (Mandaluyong), Barrio Capri (Quezon City) and Maricaban (Pasay City), among others.

But one of his chief accomplishments during that period was helping to unite the mayors of Metro Manila's 17 cities and municipalities — with their different and often clashing needs and interests — towards a common goal.

It helped that the MMC's biggest benefactor was Mrs. Marcos, who at the time, was considered the second most powerful person in the country. But it didn't mean Vice Governor Mathay got his projects delivered on the proverbial silver platter. For many of his pet projects, it was an uphill battle. The first Light Rail Transit (LRT) that runs from Baclaran across Manila to Caloocan City drew much opposition, specially from powerful transport lobbies; it almost didn't push through. But the millions of commuters today attest to the advantages and popularity of this cheap, clean and safe mode of transportation. Today, nearly everyone is convinced mass rail transit is the way to go.

Large parts of the country's rice granaries were flooded in the 70s, destroying crops and raising the ugly specter of food shortages. Vice Governor Mathay unveiled the Barangay Lako and Kadiwa rolling stores that assured residents supply of basic commodities at affordable prices. It is perhaps to his credit that variations of this same concept — taking low-cost goods directly to consumers — is still part of the array of government services in Metro Manila today.

This earned him a reputation as a troubleshooter, the man who get things done or stop an imminent catastrophe. He worked to improve the salaries of public school teachers, championed the cause of free high school education in Metro Manila. He worked closely with the now-defunct Integrated National Police (INP) for the acquisition of modern fire-fighting equipment. He helped avert one strike after another by disgruntled mentors and jeepney drivers. At the MMC, he also headed the committee on justice, which worked actively to decongest Metro Manila's jails by speeding up the judicial process.

Barely a year after Sen. Benigno "Ninoy" Aquino was assassinated on the tarmac of the airport that now bears his

name, Mayor Mathay was one of the few administration-backed candidates who survived an opposition landslide in Quezon City. He won a seat at the Batasan Pambansa in 1984. Bucking the trend on party politics, he ran and won a seat at the House of Representatives as an independent candidate in 1989. As lawmaker, he co-sponsored the comprehensive salary standardization law for government employees, worked for the release of funds for infrastructure projects and health centers, and helped block a proposed bill that would have increased real estate taxes in Quezon City by a whopping 300 percent.

Fresh from his victories at Congress, he campaigned and won the mayoralty race in Quezon City in the 1992 synchronized elections. With about a year left before the next local polls, Mayor Mathay can proudly show the achievements that make him one of the most prodigious and influential mayors of Quezon City.

He established the Quezon City Polytechnic; built 41 school buildings (equivalent to 440 classrooms) to overcome the 270,000-student backlog in public elementary and high schools; expanded the city's scholarships program to poor but deserving students; established a barangay-based sports program; pioneered Quezon City Hall "Yakap" Day Care Centers for pre-school children of city hall employees; launched summer job fairs that opened employment opportunities for students during the summer vacation; and championed the cooperative movement in Quezon City.

In addition, he built 445 deep wells in the city's depressed communities not yet serviced by the MWSS; increased allowances of Quezon City public school teachers from P600 to P1,000 and granted a P1,000 monthly allowance to the city policemen and firemen; organized "Smile Food Caravans" which like the Kadiwa he helped established years earlier, sell low-priced basic commodities directly in so-called SMILE (for Social Mobilization for the Improvement of Life and Environment) communities.

Mayor Mathay launched "Kabuhayan 2000" which aims to generate jobs for city residents; he promoted the cause of garbage recycling; actively supported the "Piso para sa Pasig" campaign of then First Lady Amelita Ramos; spearheaded the anti-smoke belching campaign in Quezon City; and provided housing for the landless and needy of the city through the Community Mortgage Program; and bridged the gap between city officials and residents through the "Ugnayan" and "People's Hour" programs.

He was the first mayor in the country to declare Quezon City as "mother and baby friendly" by promoting breast-feeding.

In 1994, he was named Most Outstanding Member of the Pan Xenia, an international professional foreign trade

More on Page 56



Enjoying the tributes presented by admirers during a birthday party celebration in his honor.

He shares with the Mayor a passion for good government, a resolute spirit, and extensive experiences both in the private and public service.



Pres. Joseph Estrada gets a warm welcome from City Administrator Dr. Manuel S. Alba during a recent visit to Quezon City Hall, as Mayor Ismael A. Mathay Jr. and other city officials approvingly look on.

DR. MANUEL S. ALBA

The Compleat City Administrator

He works with quiet grace, his presence felt more strongly in the results of his tireless efforts to improve the life of the people of Quezon City. As City Administrator, Dr. Manuel S. Alba is an ideal alter ego to Mayor Ismael A. Mathay, Jr. They share a passion for good government, have extensive experience in both the private and public sectors, and are no strangers to impossible tasks. Together they form a truly formidable team.

Dr. Alba has a distinguished record in government as a onetime Cabinet official and lawmaker. But he is perhaps better recognized for his work in the academe.

The Local Government Code strengthened the role of the City Administrator, aside from his traditional role of attending to the tedious details of administering a town or city, and often acting as "the little mayor", specially in handling difficult situations that the mayor himself can not or will not attend to.

Under the new Code, he is also tasked with developing plans and strategies for projects that can respond to the needs of the people of Quezon City. That may entail mobilizing the other branches and offices of the city government. He sometimes has to convene the chiefs of these divisions and help direct their coordinated action on some of the most urgent concerns of the city.

Part of his functions is developing the human resources of the city government and uphold the standards of civil service. To achieve the city's goals, the City Administrator is mandated to conduct a continuing organizational development of the city government for the purpose of introducing viable administrative reforms.

In addition, Dr. Alba is in the frontline of administrative support services. He is often expected to do the spadework in responding to emergencies, such as mobilizing and deploying logistics in the aftermath of man-made or natural disasters.

He is also an emissary and adviser of the mayor and the City Council on all matters related to city management and administration.

Dr. Alba joined the city government through a most common avenue. Like many other citizens, he complained so much about the problems of Quezon City, it finally convinced him that the only way to get action is if he joined the city government. "It was my chance to help, to do some serious community service," he explained.

It was only after a while that he began to see the opportunities for testing the theories that he's mastered through the years. "There was a chance to test cherished theories," he said, explaining that unlike the macro-level management he was used to, there were rewards at studying how programs and services trickled down to the grassroots. Dr. Alba was instrumental in the approval of the Ten-Year Development Plan, when he was still Budget Secretary.

Dr. Alba's involvement in Quezon City also allowed him to promote policies that's nearest to his heart, specifically the emphasis on quality education. The city government constructed over 1,000 classrooms since 1994 – the most aggressive school building program next only to the national government. The aim was simple, to erase a 270,000-student backlog at the start of the Mathay administration.

He's accomplished many of the things he's set out to do, but there's still more to be done. But he said that he is co-terminus with Mayor Mathay. In what some may see as an unconventional career path in government service, Dr. Alba will probably be ending his stint with civil service as administrator of Quezon City.

So is he really retiring? Dr. Alba said he plans to write a book about his "unique experience of seeing things at the national level then at the local level". Retiring seems a distant word for a man like Dr. Alba. For an academician trained to question and challenge the world around him, there's just too many things to do.

In cognizance of his special role, the Quezon City Council voted an ordinance defining the duties and responsibilities

of the City Administrator. Thus, aside from his job defined in the Local Government Code, Dr. Alba is also empowered to help Mayor Mathay in policies, systems, and procedures for the delivery of public services, including public welfare and safety, environment, parks development, and the "upliftment of the common good, well-being, prosperity, and quality of life" of Quezon City residents

He has also been designated as liaison between the city and national government agencies and other local government units in Metro Manila.

Under Dr. Alba's helm, the Office of the City Administrator is credited with acting as a technical staff for the Board of Appeals, Task Force on Treasury Operations and Oversight Committee; serving as Secretariat during Executive Staff meetings presided by Mayor Mathay as well as the meetings of the City Finance Committee, Oversight Committee on the implementation of the 1993 Revenue Code, Task Force on Treasury Operations, Peace and Order Council, Computerization Committee and Revenue Generating Offices;

Acting as Coordinating Staff in various cultural activities such as the Pugad Lawin Centennial celebration, City Foundation Day and the State of the City Address; serving as support staff on meetings with HASIK Group led by Professor Carina David, the Vietnamese delegation, the delegation from Metropolitan Pretoria of South Africa, QC Science and Technology Week, Camp Pag-Ibig and Youth celebration; consolidating the accomplishment reports of various offices in accordance with the "10 Pillars of the Mathay Administrations;" monitoring and evaluating plans, programs and estimates of various infrastructure projects before these are referred to the City Planning and Development Office and the Finance Committee/Budget Office:

Processing, evaluating and collating communication requests to Mayor Mathay; evaluating and processing various financial documents for proper action by concerned offices and agencies of the City Government; coordinating with the offices of the City Treasurer and the City Accountant in preparing consolidated reports on the city's financial/fiscal program, condition, and requirements;

Preparing and consolidating the proposed budget of the City Administrator and its agencies and committees for 1998; coordinating with MWSS and the offices of the City Assessor and the City Treasurer regarding the offsetting of accounts between the City government and the water agency; studying and preparing recommendations for the amendment of the QC Revenue Code; and preparing draft ordinances on certain subjects such as the authority of the Mayor to augment any item from the same expense class for approval of the City Council, and justification of relaxing COA requirements for members of the City Finance Committee, among others.

Despite the demands of helping run a complex and burgeoning City, Dr. Alba still finds time to teach at the College of Business Administration of the University of the Philippines in Diliman. He is also chairman of the panel of consultants of the Congressional Commission on Education and the Congressional Oversight Committee on Education. He is likewise Vice Chairman of the Board at the Philippine Women's University and Board Member of St. Paul's College. Additionally he is chairman of the Quezon City Polytechnic College and Vice Chairman and Treasurer of Development Options Philippines, Inc.



What started as a challenge turned into a uniquely formidable management team at Quezon City Hall, of Mayor Ismael A. Mathay Jr. and technocrat Dr. Manuel S. Alba as City Administrator.

If his name strikes a familiar bell among many Filipinos, it is because he was Budget and Management Minister until 1986. He was a member of the Batasang Pambansa where he once served as chairman of the powerful Committee on Appropriations and Reorganization. He was also deputy Director-General of the National Economic and Development Authority (NEDA) and chairman of the Social Development Cabinet Committee and the Tariff Commission.

He was executive director of the EDITAF and the Philippine Commission to Survey Philippine Education from 1970-72.

Dr. Alba serves as member of the board of directors of various corporations where government has a stake in, among them Philippine Airlines, National Development Company and the Pag-IBIG Fund.

With such heavy responsibilities, it'd be easy to imagine the kind of scholastic preparation he went through. He graduated cum laude with a BS degree on Business Administration from UP in 1957. He earned his doctorate in Management in Science, Economics and Business Administration at the Northwestern University in Illinois (where he won the Doctoral Dissertation Competition Award).

Dr. Alba was conferred a Doctorate Honoris Causa by the De La Salle University, Mindanao State University, Technological University of the Philippines, Visayas State College, and the Philippine School of Business Administration. He was acting dean and director of graduate studies at the UP College of Business Administration from 1967-72. He was also director of the Technology and Development Institute at the East-West Center in Honolulu, Hawaii from 1973-75.

He has been named Most Outstanding CPA in Government and in Professional Service in 1978-80 by the Philippine Institute of Certified Public Accountants. In 1983, the Professional Regulatory Commission also honored Dr. Alba as Most Outstanding Accountant in Government.

He is a member of the honor society Pi Gamma Mu and Phi Kappa Phi. He was president of the Rotary Club of New Manila East (1990-91) and the Philippine Economic Society (1981). Dr. Alba is chairman of the Pan Xenia Fraternity, board member of the Philippine National Red Cross, and member of both the Philippine Institute of Certified Public Accountants and the Government Association of Certified Public Accountants.

Dr. Alba is obviously a vital and prized pillar of Mayor Mathay's vaunted management team. While many of his counterparts have been mired in accusations of political partisanship or financial wrongdoing, he has done his work with honest efficiency, devoting himself to the larger interests of the people of Quezon City. He has declared that he is coterminous with Mayor Mathay. That will be a big loss for the city. But Dr. Alba is leaving a legacy that now serves as a higher standard of service for all who would follow his formidable footsteps.

Key Officials of the Qu



Hon. Ismael A. Mathay, Jr.
City Mayor



Hon. Fe Consuelo S. Angeles
Vice Mayor

City Administrator's Office



Dr. Manuel S. Alba
City Administrator



Mrs. Melissa V. Macapanpan
Assistant City Administrator



Mr. Teodoro C. Rey
Assistant City Administrator

Secretary to the Mayor



Atty. Lourdes P. Santos
Secretary to the Mayor



Ms. Adoracion Y. Alzona
Assistant Secretary to the Mayor



Mr. Antonio S. Laudico
Assistant Secretary to the Mayor

ezon City Government



Mrs. Edita V. Alzona
City Accountant's Office



Atty. Emmanuel Carbonnel
City Assessor's Office



Ms. Bella L. Fernandez
City Budget Office



Mr. Ramon M. Matabang
Civil Registry Office



Engr. Alfredo N. Macapugay
Department of Engineering



Dr. Paz D. Ugalde
Quezon City Health Department



Atty. Jose M. Puhawan
City Legal Office



Mr. Cesar L. Sianghio
Parks Development and Administration Department



Mrs. Marlene S. Aguilar
City Personnel Office



Arch. Gerardo G. Magat
City Planning and Development Office



Gen. Arnulfo D. Banez
Department of Public Order and Safety



Atty. Eugenio V. Jurilla
City Secretary's Office



Mrs. Ma. Theresa M. Mariano
Social Services Development Office



Mr. Alfredo M. Cortez
City Treasurer's Office



Mr. Albert A. Seno
Barangay Operations Center



Col. Rafael I. Galvez
Business Permits and Licensing Office



Ms. Ermelinda Ramirez-Sumiran
Community Relations Office



Mrs. Eden R. Villanueva
Cultural and Tourism Affairs Office



Mr. Edwin T. Tating
Industrial Relations Office



Mr. Gregorio T. Banacia
Public Affairs and Information Services Office



Mrs. May C. Dumlao
Quezon City Anti-Drug Abuse Council



Ms. Frederika C. Rentoy
Task Force Clean and Green



Mr. Teodoro C. Rey, Jr.
Task Force Market and Slaughterhouse
Task Force SMILE



Mrs. Melissa V. Macapanpan
Scholarship and Youth Development Program
QC Performing Arts



Dr. Jose R. Vergara
Quezon City Polytechnic



Atty. Juanito B. Marzan
Office for Senior Citizens Affairs



Mr. Simplicio A. Mathay
Sports Development Office



Mrs. Lourdes S. Rances
Task Force Treasury Operations



Dr. Marina Yulo-Bringas
QC General Hospital



Mrs. Rosario R. Vicente
QC Public Library and Information Center



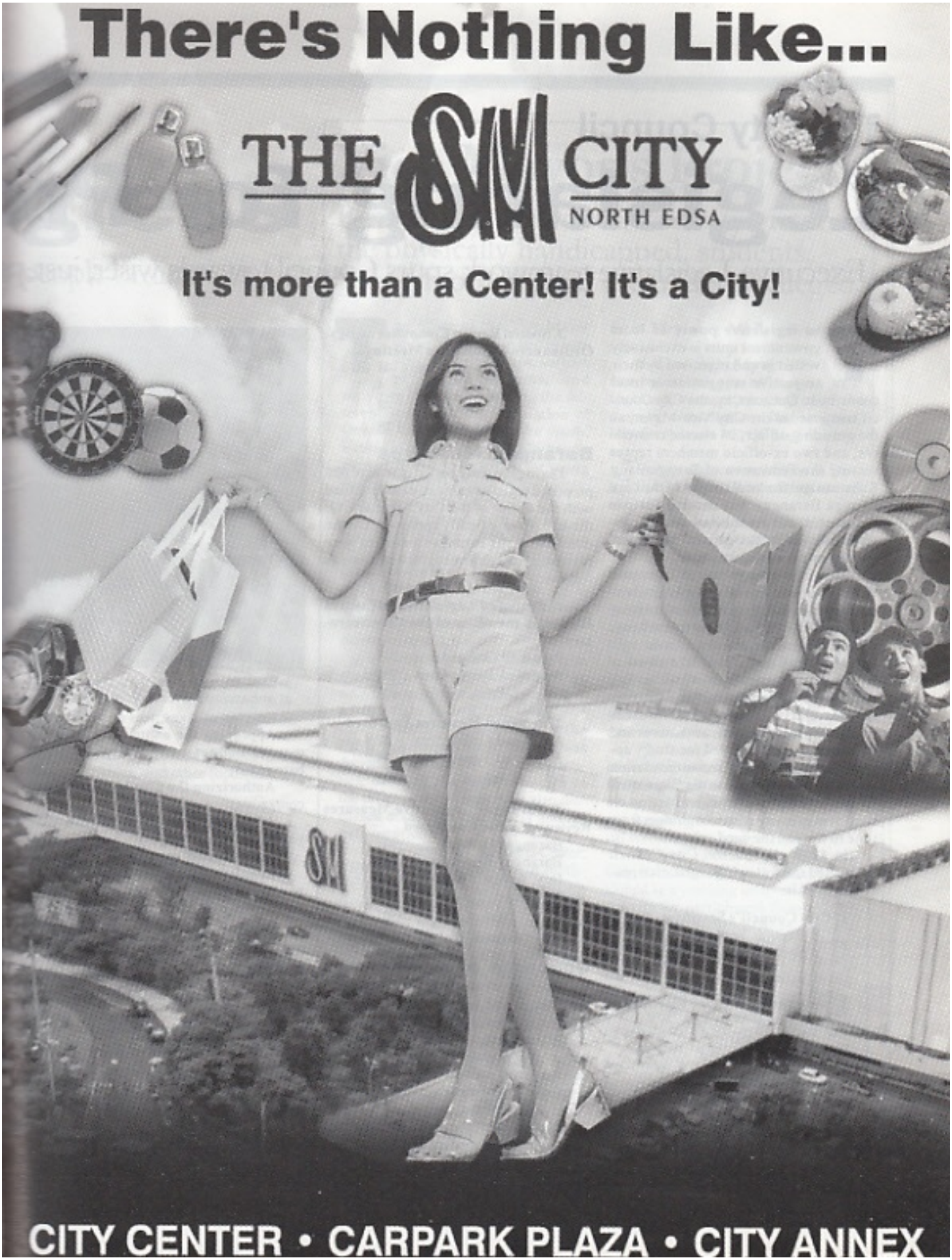
Mr. Calixto D. Bruselas
Novaliches District Center



Mr. Urbano B. Valera
QC Public Assistance Center



Mr. Claro A. Arellano
Office of the City Prosecutor


There's Nothing Like...
THE SM CITY
NORTH EDSA
It's more than a Center! It's a City!
CITY CENTER • CARPARK PLAZA • CITY ANNEX

The City Council

Legislating for Pro

Executive-Legislative teamwork spurs Council towards wiser, just, p

The legislative power of local government units is exclusively vested in and exercised by their respective sanggunian or local councils. In Quezon City, the City Council composed of the City Vice-Mayor, as the presiding officer, 24 elected councilors, and two ex-officio members representing the Federation of Sangguniang Kabataan and the local chapter of the Liga ng mga Barangay, has enacted various ordinances and resolutions and appropriated funds for the general welfare of the city and its inhabitants.

This is to ensure the efficient and effective operations of the city government pursuant to the Local Government Code of 1991 and other pertinent laws, rules and regulations.

The City Council, just like all other legislatures, basically works through committees. It has created 26 regular committees and two special committees where proposed legislative measures and other matters are referred for study, appropriate actions and recommendation before they are brought to the City Council for final consideration and action en banc. It may create other committees from time to time as the need arises

In 1999, the Quezon City Council conducted the following legislative processes, to wit:

1. City Council's Sessions:

Regular Sessions	31
Special Sessions	6
Total	37

2. Standing Committee Meetings:

Regular Meetings	76
Public Hearing	5
Budget Hearing	7
Special Meetings	3
Total	92

3. Special Review Committee on Bgy. Ordinances/Resolutions Meetings

Regular Meetings	44
Special Meetings	4
Total	48
Total Activities	**178**

Barangay Measures

During the same period, a total of 605 proposed legislative measures were filed with the Office of the City Secretary. Of these, 326 were finally approved. On the other hand, 501 barangay measures were reviewed and confirmed, broken down as follows:

1. Proposed Legislative Measures filed with the office of the City Secretary

Proposed Ordinances	215
Proposed Resolutions	390
Total	605

2. Proposed Measures Approved

Approved Ordinances	82
Approved Resolutions	244
Total	326

3. Barangay Legislative Measures Reviewed and/or Confirmed

Barangay Ordinances	103
Barangay Resolutions	114
Bgy. Annual Budget	142
Bgy. Suppt'l Budget	142
Total	501
Grand Total	**1,428**

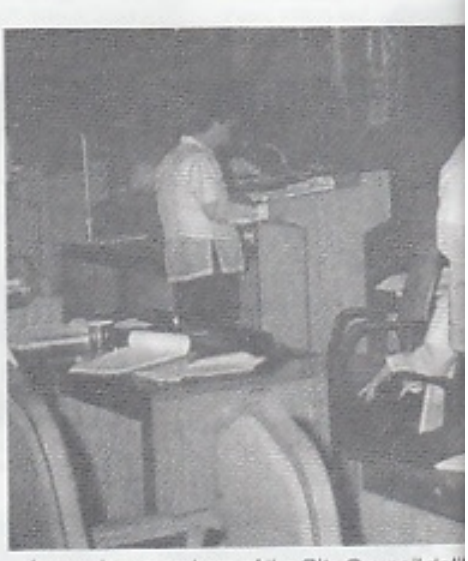
Concerns of Ordinances

The concerns of the approved city ordinances and resolutions are categorized as follows:

Maintenance of peace and order: Prevention/suppression of vagrancy, prostitution, drug addiction, drrug pushing, distribution of obscene materials, and habitual drunkenness.

Protection of the environment;

Generation of revenues;



In session, members of the City Council delib at enhancing life for their respective constit

Levying of taxes, fees and charges;

Approving the annual and supplemental budget of the city and the barangays;

Authorizing the City Mayor to sign contracts;

Adopting comprehensive land use plan

Reclassifying/rezoning of land.

Regulating the construction and repair of buildings

Processing and approval of subdivision plans;

Granting franchises and authorizing issuance of permits and licenses;

Authorizing the establishment and operation of cockpits and regulating cockfighting

Regulating the operation of tricycle and granting franchises for the operation thereof;

Regulating the establishment and operating of restaurants, beerhouses, hotels, and similar establishments;

Regulating the sale of intoxicating drink at any retail outlet.

ogress

o-people ordinances



...e on pet measures aimed ...es.

Providing for the impounding of stray animals and regulating the keeping of animals;

Regulating the establishment, operation, and maintenance of funeral parlors and the burying of the dead;

Regulating the construction and operation of private markets and similar buildings;

Regulating the preparation of meat, fish, vegetables, and other foodstuffs for public consumption;

Regulating the digging and excavation of the ground for the laying of pipes for water and electrical lines;

Establishment for the operation of vocational and technical schools;

Establishment of scholarship fund for poor but deserving students;

Establishment for the operation of vocational and technical schools;

Establishment of scholarship fund for poor but deserving students;

Preventing the introduction and spread of diseases;

Providing for an effective garbage collection and disposal;

Providing the naming and renaming of streets and other public places;

Providing for the care of the disabled, aged, and the sick

Establishment and maintenance of jails and detention centers.

Vice Mayor's Projects

Benefits for the youth, calamity victims, the physically handicapped, students, young mothers, and the underprivileged

The office of the Vice Mayor under Connie S. Angeles success fully undertook various programs, projects, and activities aimed at benefiting the different sectors of the population of Quezon City, particularly the youth, victims of calamities, physically handicapped, livelihood training for young mothers, poor but deserving students, and the underprivileged.

For the period from January to November last year, the Vice-Mayor's Office conducted the following programs and projects:

1. Sponsored Preso Meeting at the Quezon City Jail. The affair was featured by indoor sports activities among prison detainees.

2. Kabataan Kontra sa Adiksyon organization. The purpose behind the activity was to organize the youth sector in a fight against drug abuse.

3. Meeting to reconstitute the Public Assistance Group (PAG). It was decided to activate PAG during calamities, defining the responsibilities of the officers and members. It also discussed disaster preparedness and relief operations.

4. Creation of a Care Skills Center, a livelihood project to benefit mothers. The plan was to convert existing facilities and equipment at Bernardo Park into a high-speed sewing training center, as Pilot Area for District 4.

5. Scholarship to Punlaan School for a two-year course in Food and Beverage Services.

6. Organizing Green Guards and Waste Watchers Clubs, as part of the CARE program, who will be in charge of guarding and watching the environment, specifically the cleaning and greening projects of the Vice Mayor's Office.

7. Trainer's Training for Barangay Coordinators on Solid Waste Manage ment. Training Module being designed

8. Clear Sight Always '99 – a free computerized eye refraction and check-up, minor repairs, and ophthalmologic consultation. The program benefited almost 700 QC Hall employees.

9. Anti-Rabies vaccination in District I, II-A, II-B, IV benefiting a total of 6,407 dogs.

10. A month-long medical/dental mission at District II-B, consisting of medical consultations, tooth extractions, and other dental treatment. A total of 600 patients benefited.

11. Concrete networking and linkages for the advancement of knowledge about cancer and fund-raising to support PCSI mission. For the QC Hall employees, there was a free clinic, offering pap smear test, rectal and prostate examination, and diagnostic examination for early cancer detection.

12. Care Mobile – a roving team of doctors, nurses, and nutrition aides to deliver regular check-up for senior citizens, nutrition training for mothers, weighing of daycare pupils, medical consultations and referrals.

13. 1st Vice-Mayor's Invitational City Hall Staff Athletics Meet. Envisioned as a yearlong inter-color sports activity for participants from all QC Hall departments/offices. Sports events included basketball for men, volleyball for women, duckpin bowling team, chess tournament, Libreng Langoy (featuring free swimming lessons), invitational golf tournament, and inter-barangay chess tournament.

14. HCI/Healthy Cities Initiatives Technical Workshop, featuring linkages with the World Health Organization, Department of Health, HSS Day Care Centers, HCI Task Force, Social Services Department, and the Vice-Mayors Office.

The Members of the

First District



Hon. Rommel R. Abesamis
Chairman, Committee on Games and Amusements



Hon. George M. Canseco
Chairman, Committee on Ways and Means



Hon. Vincent P. Crisologo
Chairman, Committee on Justice and Human Rights



Hon. Elizabeth A. Delarmente
Chairman, Committee on Parks and Ecology



Hon. Wilma Amoranto-Sarino
Chairman, Committee on Education, Science and Technology



Hon. Antonio L. Sioson
Chairman, Committee on Public Information and People's Participation

Second District



Hon. Ma. Fresca M. Biglang-Awa
Chairman, Committee on Appropriations



Hon. Winston T. Castelo
Chairman, Committee on Cooperatives



Hon. Godofredo T. Liban II
Chairman, Committee on Laws, Rules and Internal Government



Hon. Marciano P. Medalla
Chairman, Committee on Labor and Employment



Hon. Eric Z. Medina
Chairman, Committee on Public Order and Security



Hon. Enrico S. Serrano
Chairman, Committee on Energy and Water Resources

Third District



Hon. Fernando V. Avanzado
Chairman, Committee on Cultural Affairs and Tourism



Hon. Jorge L. Banal
Chairman, Blue Ribbon Committee



Hon. Anthony C. Castelo
Chairman, Committee on Trade, Commerce, Industry and Consumer Protection



Hon. Eufemio C. Lagumbay
Chairman, Committee on Women and Family Relations



Hon. Michael F. Planas
Chairman, Committee on Planning, Building and Zoning



Hon. Julian M. L. Coseteng
Chairman, Committee on Market and Slaughter Houses

Quezon City Council

Fourth District



Hon. Nanette C. Daza
Chairman, Committee on Urban Poor



Hon. Bayani V. Hipol
Chairman, Committee on Transportation and Communication



Hon. Ramon G. Mathay
Chairman, Committee on Health and Social Services



Hon. Alma F. Montilla
Chairman, Committee for the Handicapped People (Special People)



Hon. Marcel C. Rillo
Chairman, Committee on Subdivision, Housing and Real Estate
Committee on Youth and Sports



Hon. Jesus C. Suntay
Chairman, Committee on Public Works and Infrastructure

Ex-Officio Members



Hon. Almario E. Francisco



Hon Marvin C. Rillo



CYNTHIA ALDA R. CRUZ
PROPRIETOR

CARC ENTERPRISES
TRUCKING AND HAULING SERVICES

STALL 8 PROJ. 6 COOPERATIVE MARKET
PROJECT 6, QUEZON CITY, PHILIPPINES
TEL.# (632) 4556893/ 9262320 (Off.)/ (632) 9323657 (Res.)
09123856399/ Pager# 1277 90390

JEZZ TRANSPORT SERVICES

JANS REALTY CORPORATION

Dr. Jesusa C. Ello

RESIDENCE:
10 Apollo Street Congressional Subd. II
Project 6, Quezon City
☎926-4041 • Fax: 920-9584

OFFICE:
Tel. No.: 920-2801
Cell No.: (0912) 305-9089

Quezon's Extraordinary Vision

He Founded an Ideal City fo

By JAIME VERA PASCUAL
Staff Writer

The dream of a new capital city that shall become the seat of the future Philippine Government began as a vision in the mind of President Manuel Luis Quezon while he was visiting Mexico in 1938. One of the sights that deeply impressed him was the sweeping and radical changes taking place in the social and economic life of the Mexican people as a result of the spectacular reform program initiated by Mexican President Lazaro Cardenas.

The reforms were essentially agrarian-based. President Cardenas had expropriated 40 million acres of land owned by the rich and the privileged and distributed these among the tenants and the landless. Quezon believed that this is an idea whose time had come. He dreamed of replicating the Mexican experience in the Philippines.

After returning from his trip to Mexico, he immediately put his plan into action. He started mobilizing the various sectors needed to translate into reality his dream to provide the poor families with land and houses. This is going to be a covenant with them. He felt that he knew each one of them, what they were, and the one dream they all shared – to give their families two lasting gifts: roots and wings. To be able to do that, they had to own a place where they could put down their roots and where their lives could take wings.

A visit to Mindanao where he had opened up enormous tracts of lands for homestead in Koronadal Valley hastened the implementation of his dream. As part of his inspection trip he visited the Davao Penal Colony and saw its layout. He liked what he saw and decided to adopt the penal colony's structure as model for the construction of his dream city that was going to be carved out from the wilderness of Rizal.

Of his vision, Pres. Quezon said: I dreamed of a capital city that, politically shall be the seat of 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."

Once, during breakfast with his close friend Don Alejandro Roces, the publisher of the powerful T-V-T chain of publications, and his son Ramon, Pres. Quezon intimated to them his vision in the course of their conversation. Don Alejandro suggested the government buy a large tract of land as cheaply as it can not far from Manila and subdivide it into small lots to sell to the poor people at low price.

The president was pleased with Don Alejandro's suggestion, and instructed Ramon to look for an estate of about 1,000 hectares that the government can acquire to build his dream project. Ramon lost no time, and went to see his friend Bobby Tuazon, a classmate at the Northwestern Military and Naval Academy in Wisconsin, whose family owned vast landholdings.

Ramon told his friend about Pres. Quezon's extraordianry vision to build an ideal city for the plain Juan dela Cruzes of the country. He requested Bobby to convince his aunt, Dona Teresa Tuazon, who owns last landholdings that at one time included areas in what are now Caloocan, Quezon City, Mandaluyong, Pasig, San Juan, Manila, and Marikina, to sell the Diliman Estate, one of the properties she owned, to the government.

Considering the awesome landholding the Tuazon family owned, Ramon's request would not have been a problem. But Dona Teresa refused here nephew's request because she was angry at the government which still owed her several hundred thousand pesos for expropriated lands that were used for roads within the city. But Ramon persisted, and with Bobby's help, got through to Dona Teresa who agreed to sell a portion of her Diliman Estate provided the old debt was settled first.



President Quezon in his best-known stance as strong-willed fighter for Philippine Independence.

the Common *Tao*

Don Alejandro told Pres. Quezon about Dona Teresa's condition. The latter immediately called a meeting in Malacanang with Secretary of Finance Manuel Roxas, Secretary of Justice Jose Abad Santos, Philippine National Bank president Vicente Carmona, and Don Alejandro. Secretaries Roxas and Abad Santos confirmed the outstanding debt to the Tuazon estate, but admitted they did not know where to get the money to pay it.

But Pres. Quezon refused to accept "No" for an answer. The money must be found. And so it was: from the National Development Corporation (NDC), one of the richest and most stable government corporations, with stocks in cement, coal, sugar, fish and fruit canning, coconut oil, and textile manufacturing. Secretary Roxas found an unused P3,000,000 in the kitty and informed the President about it.

President Quezon lit up, and called up Gregorio Anonas, the NDC manager, in his residence to tell him about his plan to have the NDC finance the Poeple's Homesite Corporation that he had just created. Don Alejandro Roces was appointed chairman of the new NDC subsidiary, with his son Ramon as manager.

With the NDC funding, the government on October 20, 1938 was able not only to pay its old indebtedness to Dona Teresa Tuazon but also to pay as well the purchase price of the Diliman Estate which was set at five centavos per square meter. On that day, Ramon Roces went to see his friend Bobby who lived just across the street from Malacanang, with two checks in his hand. One check was payment for the old debt, the other in the amount of 786,000 for the full payment for 1,572 hectares.

Two days later, TCT No. 35979, Rizal (now TCT No. 1356, Quezon City) was issued to the People's Homesite Corporation. News of the purchase of the Tuazon estate was met with savage tirades from the opposition who called the purchase "a waste of government money"

But Quezon cannot be stopped – especially when he is caught up in a challengeful idea. The days that followed were hectic as he intensely drove himself into putting into final form the plan for the future Quezon City he had envisioned. There is this interesting off-repeated tale about how Quezon City began.

Early one bright day in July 1939 after a long spell of dark clouds and whipping rain, Pres. Quezon took a stroll around the Diliman area with a handful of friends, among them Secretary of Agriculture and Commerce Eulogio Rodriguez, Alejandro Roces, Jose Paez, and Dr. Antonio G. Sison, dean of the U.P. College of Medicine.

Standing on a high hill, not far from where Sampaloc Avenue is now, Quezon was struck speechless by the awesome color and beauty of the views that enwrapped him in the morning light. All around him, he saw a lushness such as he had never seen before. And when after the spell-like stance he found his voice again, he exclaimed: "This is where I would like to build a real Filipino metropolis!"

Quezon City began talking shape in 1939 after Pres. Quezon endorsed it as one of the major projects of his administration. On October 12, 1939, the National Assembly enacted a law which created Quezon City and defined its territorial boundaries. The territory included a land area of 7,349 hectares, one third of which belonged to the government. The law incorporated into the new city Cubao, San Francisco del Monte, Diliman, and the vast University of the Philippine campus.

After the city boundaries were finally determined, Pres. Quezon instructed Harry T. Frost, architectural adviser to the Commonwealth Government and secretary of public works, to prepare the physical plan of the city. Frost drafted a zoning ordinance to guide the city's proper development.

The future Quezon City was well into the groundbreaking and preparatory phase when World War II reached Philippine shores on December 8, 1941, with the treacherous Japanese attack on Pearl Harbor and the Philippines, igniting the Pacific War in this part of the world. Because of this conflict, the Quezon City plan was temporarily put on hold. On January 1, 1942, as Japanese Imperial forces invaded the Philippines, Pres. Quezon issued Executive Order No. 400 incorporating Quezon City with Greater Manila, a synchronized and coordinated activity aimed at meeting contingencies under emergency condition.



Dona [illegible] blows candles on her birthday cake while President Quezon [illegible] watches.

Under this decree, the mayors of Quezon City, San Juan, Caloocan, Mandaluyong, Paranaque, and Makati were directed to extend assistance to the mayor of Greater Manila, who at that time was Leon Guinto.

At the same time, Quezon City was divided into two districts: Diliman and San Francisco del Monte. Diliman was composed of the barrios of Cubao, Galas, Murphy, New Manila, Sta. Mesa Heights, University of the Philippines site, and Kamuning. On the other hand, Balintawak and the adjacent smaller barrios comprised the district of San Francisco del Monte.

More on Page 57

Fast-Rising Political Star

MLQ Scion Fights QC Dismemberment



Ricky Quezon Avancena (extreme left) at the death anniversary rites for his grandfather, Pres. Manuel L. Quezon.

Some may see him as an upstart, a relative unknown who's come out in a big way to fight in some very controversial battles. That's not surprising for an activist and book author, especially when you trace his genealogy to one of the greatest Philippine presidents.

Ricky Quezon Avancena admits he's a newcomer to Quezon City politics. A direct descendant of President Manuel L. Quezon, Avancena was thrust into the limelight when he became a vocal advocate of the retention of Novaliches in Quezon City. It was a fight he couldn't resist.

After finishing his second year of high school at the Ateneo de Manila, Ricky enrolled at the King's College in Madrid, Spain where he graduated from high school. He returned to the country in 1980 and took a political science major at the University of Santo Tomas. But after two years, he decided to finish his studies at the University of Portland in Oregon, USA where he graduated with a political science degree in 1985.

He went home during one of the most exciting periods of Philippine history. It's been two years since Senator Benigno "Ninoy" Aquino was assassinated during his own homecoming, and there was a tide of popular unrest sweeping the nation. Ricky, fresh from the US, jumped into the fray by volunteering in the opposition movement.

After the People Power revolt, he landed a job as press officer for Labor Minister Augusto Sanchez and later served as press officer of the Commission of Human Rights and the Presidential Committee on Human Rights. He also did press work for Senators Wigberto Tanada and Raul Roco.

He wrote a book about his revolutionary grandfather, Chief Justice Ramon Avancena, in time for the Centennial celebrations in 1998.

Some people say he has the features of his illustrious grandfather, President Quezon. He has a sharp mind, and equally razor-like speech and the fiery convictions of Quezon. When no one stood up to resist the dismemberment of Quezon City, Ricky emerged as an effective spokesman and in the process became one of the rising stars in Quezon City politics.

But why the Novaliches cityhood referendum? "I've devoted much of my time and energy to our ancestral town, Tayabas (in Quezon Province) but I realized that I couldn't turn a blind eye to what's happening here," he explained. As he is wont to do, Ricky jumped into the fray – spearheading a tri-media campaign, speaking out at Comelec-sponsored pulong-pulongs, and just talking about retention to anyone who'd care to listen.

He intimated how some of his most passionate selling pitches were directed at Mayor Ismael Mathay, Jr. himself who tried to stay neutral during the campaign. But eventually, he realized that dismemberment would harm the city and leave an ugly legacy to those who would inherit the city's administration, Ricky averred. The Novaliches cityhood proposal was soundly beaten in Quezon City.

And now Ricky has found another cause to champion, this time nearer to home. The Quezon Memorial Circle is operated by a specially created Parks & Development Foundation that is empowered to collect fees and rental, and spend money as it pleases. He claims this is irregular and is mounting a lobby with the City Council to have the ordinance revoked.

The city ordinance was enacted during the term of Vice Mayor Charito Planas, who happens to head the foundation. Ricky explained that the money for the park should go to city coffers, should be properly audited, and the City Council has the sole responsibility of allocating funds generated from a public park like the Quezon Memorial Circle.

But he has more personal motives to wage this battle. The remains of his grandfather, President Quezon lies beneath the imposing monument that serves as the veritable center of Quezon City. He assails what he calls the desecration of his grandfather's grave, with nightly disco and the stream of lovers who take advantage of its dimly-lit gardens and paths.

Despite his frequent protests, park managers have done nothing. "I told them, why don't we just change places? What if I hold nightly disco and allow lovers to do their thing on the grave of their parents, grandparents or relatives? Maybe they will realize why we're angry," Ricky explained.

He said their family is exploring the possibility of moving President Quezon's remains back to the family plot at the North Cemetery. The late president was first buried at the Arlington Cemetery – an honor rarely bestowed on non-Americans – but was brought home in 1945 and interred at the North Cemetery. He laments that very few Filipinos even know that the remains of President Quezon are actually buried at the Quezon Monument.

Ricky admits this was one of the reasons why he decided to enter Quezon City politics. He is convinced that the city can only survive and prosper if it remains true to the tenets of the "Quezonian ethics". He has obviously taken on the job of being the custodian and main proponent of President Quezon's patrimony.

It will be difficult to put down a young man like Ricky Quezon Avancena. His work for the Novaliches retention movement has already raised quite a number of eyebrows in Quezon City, even among veteran politicians who realize he will be someone to reckon within the days ahead.



Our Lady of La Naval, the patroness of Quezon City, at the Quezon City Hall. Mayor Mathay leads council members and city officials in welcoming a replica of Our Lady.

Virgin of the Beads

Patroness' Annual Visits to City Hall

The Blessed Virgin Mary has become a strong and steady source of faith, hope, inspiration, assurance for all Catholic Filipinos. Thus, the Marian image has always held a special place and meaning among our people. As a result of the Filipino's deep devotion to her, she has been given the qualities of a true mother, intercessor for the blessings and grace of God, and refuge for those in distress, trouble, or pain.

Miracles have been attributed to Our Lady of Manaoag in Pangasinan; prayers to here were believed to have stopped the tanks at EDSA during the 1986 People Power revolt that eventually toppled the dictatorial Marcos regime from Malacanang; and innumerable petitions and supplications from those in dire need were said to have saved many lives from trouble, ruin, and perdition.

For Quezon City, the Marian image is the fountain of inspiration and guidance for its residents. The reason for this is that during her feast in 1973, she was declared the patroness of the Premier City. Since then, and particularly during the administration of Mayor Ismael A. Mathay Jr. – the management of the City's affairs has always taken heart from the inspiration and lead of Mother Mary.

The Marian devotion has always been associated with water and the Rosary. Water was always a medium for miracles traced to her intercession. As proof, the fluvial festival for our Lady of Penafrancia has never failed to continuously draw thousands of devotees from all over the country to Naga City every year. Another popular devotion to Virgin Mary under similar circumstances is the La Naval de Manila, to which many miracles have been attributed. She is the patroness of Quezon City.

A bit of La Naval's historical background: During World War II, the Virgin's shrine at the old Sto. Domingo church in Intramuros was razed to the ground from severe bombings. Devotees had to move her to the University of Sto. Tomas Chapel in Espana Street. In October 1952, the cornerstone of her new temple was blessed and laid at the new Sto.Domingo Church along Quezon Avenue in Quezon City.

Two years later, a large procession brought the image from her wartime sanctuary at the UST Chapel to her permanent home in Sto. Domingo Church in Quezon City. Since the, the miraculous image of Our Lady of La Naval has visited many places and institutions for adoration by millions of her devotees – one of the significant visits being that at the Quezon City Hall.

The journey of the Marian image in the Philippines started in 1593 when she was given by Governor General Luis Perez to the Dominicans for their church in Pasig. The image is four feet eight inches high including the Child Jesus. Made of hardwood and ivory, the Virgin carried an image of the Child Jesus on her left arm, held a scepter and staff, and has a Rosary. Her regal garb was actually taken from a design in the court of King Philip of Spain.

The image got her name from the patroness of the Christian Armada led by John of Austria which defeated the Moorish fleet at the battle of the Gulf of Lepanto. The Christian naval victory saved Spain from becoming Muslim. The victory was attributed to Our Lady of the Holy Rosary whose feast day is October 7.

On the day of battle, Pope Pius V ordered the public praying of the Rosary. The Virgin of the Beads became popularly known as the Virgin of Naval Victory or the "La Naval de Lepanto."

In another indication of the miraculous powers of the La Naval image, in 1646 Spanish and Filipino forces repulsed English invaders from the sea. This was attributed to Our Lady of the Holy Rosary. In 1906 the image was canonically crowned by Rome's Special Apostolic League.



The religious fervor of Quezon City Hall employes was demonstrated once again when the relic of St. Therese of the Child Jesus, shown here being venerated by devotees, was brought recently to City Hall for adoration.

Sister City Program Grows

Quezon City reaching out to expand relations

The Quezon City Government has signed Sister-City affiliating agreements with several cities in countries of the world, as well as a number of local government units in various parts of the country to foster closer international relations and friendship.

These sisterhood agreements strengthen international ties, foster goodwill, and provide Quezon City and its sister cities opportunities to better understand and appreciate each other's culture, traditions, and mores.

Quezon City's sister-cities include Chiba City in Japan, Salt Lake City (Utah), Daly City (California), and Fort Walton Beach (Florida), all in the United States. Other sister-cities are Taipeh in Taiwan, Maui County in Hawaii, and New Westminister in Canada.

But no all of Quezon City's Sister-Cities are foreign; it also has local sister-cities. Like its international tie-ups, the objectives of the domestic sisterhood programs are to strengthen friendly ties and cooperation, join efforts for common humanitarian projects, and promote trade and business.

Chiba City

The sisterhood ties between Quezon City and Chiba City were forged during the time of Mayor Norberto Amoranto for QC and Mayor Kazushigue Araki of Chiba City. The two cities signed a Memorandum of Agreement on November 9, 1972 formalizing their relationship.

Since then, they have embarked on various successful projects, including sister-city affiliations of "Sister-Councils" and "sister-Jaycees" between the Boy Scouts Council and Jaycees of Quezon City and Chiba City. To signify their harmonious relationship, the two sister-organizations exchange visits among their members.

Both cities also actively promoted goodwill and friendship by means of donations and gifts. On March 8, 1976, Chiba City donated medical supplies and on December, 1995, an ambulance to the Quezon City General Hospital. On November 9, 1981 it donated a fire truck, and on January 8, 1993 a Seiko-Solar powered clock to the QC government

In return, Quezon City donated a pair of mouse deer to the Chiba City Park Zoo on September 13, 1985.



President Chen Shui-Bian of Taiwan with Mayor Ismael A. Mathay Jr. during the Taiwanese leader's visit to Quezon City in 1998.

Salt Lake City

When the George Washington University Alumni Association of the Philippines met in January 28, 1966, it sounded out the respective officials of Salt Lake City and Quezon City regarding a Sister-City arrangement between the two cities. The result was that on May 29, 1967 Quezon City adopted Salt Lake City as Sister-City.

Through the years, the two cities promoted exchange tours for their citizens. Quezon City sent a delegation to the Salt Lake City Pioneer's Day celebration on July 14, 1982. Five years later it was Quezon City's turn to play host to the Salt Lake City Orient Tour Group from Utah on November 12-14, 1987 headed by the Salt Lake City Sister-City Chairperson, Ms. Barbara Levy.

It was indeed a heartwarming experience for the two sister-cities in rediscoverning their cultural similarities and differences through their interactions.

Daly City

The Daly City-Quezon City Sister-City Committee was established on August 8, 1994. On October 12 that same year, QC's 55th anniversary Mayor Ismael Mathay Jr. formally signed a Memorandum of Agreement firming up the two cities' Sisterhood affiliation. Mr. Tom Calma, Vice President of the Daly City-Quezon City Committee signed for Daly City.

Mayor Mathay and Daly City Mayor Madelyn Agrimento exchanged greetings via overseas telephone.

One worthwhile project that the Sister City Committee initiated was the gathering of books in Computer Science, Health, and other reference materials for the Quezon City libraries. In March 1998, the Committee shipped nine balikbayan boxes of books to Ms. Blanquita del Barrio, chief of the Quezon City Public Library.

The books were formally turned over by Committee President Andre Belarmino to the City Administrator, Dr. Manuel S. Alba.

Before this, Daly City in November 27, 1995 played host to the delegation from Quezon City headed by Vice Mayor Herbert Bautista. On hand to extend a warm welcome to the visitors was then Daly City Mayor Michael Guingona on behalf of the Daly City Council.

Taipei

On February 6, 1990, Quezon City Mayor Brigido Simon Jr. and Taipei City Mayor Wo Po Hsiung signed the Memorandum of Agreement on Sister-City relationship between Quezon City and

Taipei City.

The Sister-City relationship resulted in immense benefits to the two partners through friendly exchanges in different governmental, cultural, scientific, civil, as well as business undertakings. In a benevolent gesture Taipei donated 48 buses in 1991 which greatly helped to alleviate the shortage of transportation facilities in Quezon City.

Adding meaning to the Sister-City relationship, a delegation of Taipei City residents visited the Philippines in July 25, 1990 and again in July 30, 1993, which Quezon City graciously welcomed as host.

Fort Walton Beach

Another Sister-City agreement that Quezon City forged in 1977 is that with the City of Fort Walton Beach in Florida. Mayor Gene H. Smith issued a Proclamation dated August 3, 1977 inviting the participation of Quezon City as a Sister-City. In accepting such gesture of goodwill, the Sister Cities Commission of Quezon City issued a resolution on October 5, 1977.

As Sister-Cities, both cities worked hard to promote international relations, goodwill, and understanding in the field of culture, arts and sciences, education, commercial, industrial and community development.

Maui County

The Sister-City relationship between Quezon City and Maui County (Hawaii) began in February 20, 1970. The relationship has resulted in stronger ties between the two cities.

In 1991, Maui Mayor Linda Crodeett Lingle sent an invitation to the Quezon City Government to visit the County of Maui as a gesture of goodwill and further renew their friendly relations. The invitation jibed with the QC Government's program to promote Quezon City as a premier city as part of the government's tourism thrust.

New Westminster

At the session hall of the City Council of New Westminster, Canada Mayor Toporowoski affixed on June 1991, his signature to the agreement affiliating New Westminster and Quezon City, Philippines as Sister-Cities.

With the full support of the two City Councils backed by the pledges of professional groups and associations, both cities are confident that their Sister-City Relations will result in a more vibrant participation by the Filipino community in New Westminster projects and festivities in that Royal City.

Local Sister Cities

But not all sister-cities of Quezon City are international; it also has local sister-cities. Quezon City's first domestic sister-city is the City of Cotabato whose relationship was formalized on June 16, 1987 between Quezon City Mayor Brigido Simon Jr.and Cotabato City Mayor Ludivico Badoy. This was followed by the signing of another Memorandum of Agreement on April 3, 1990 between Mayor Simon and Mayor Remedios Guiab of the City of Wao in Lanao del Sur.

On October 11, 1994, General

More on Page 56

Red Ribbon
BakeShop

Cubao
Tels. 911-2932

Hemady
Tels. 414-8875

Timog
Tels. 373-1812

Commonwealth
Tels. 931-4716

Katipunan
Tels. 434-8520 / 434-8521

SM North Edsa
Tels. 929-3411

Libis
436-5765 / 636-1101

DELIVERY SERVICE
689-11-11
747-77-77

NS OCANA COPY SYSTEMS

Wide-Format Copying • Photocopying • Digital Full-color Copying • Blueprinting • Risograph • Binding • Lamination • Instant Offset Printing • Computer-Cut Graphics • Desktop Publishing • Office Supplies

Copier Sales • Rentals • Parts & Service

Exclusive Distributor
LANIER
COPIERS • FACSIMILE

NS Ocana, Inc.
Ramona Building, 144 Timog Ave., cor. EDSA
Quezon City 1103, Philippines
Phone: 632.925-1802 to 07 • Fax: 632.925-1808 / 928-5742

A City Mayor...

fraternity (he has been a member since his UP years). He was also cited as the Most Outstanding Metro Manila Chairman and City Mayor by the Consumers Union of the Philippines. Not surprisingly, he was the first city mayor to be elected chairman of the Metropolitan Manila Development Authority (MMDA) and served three terms. Another proof of his effectiveness as a city executive is the "Hall of Fame" awards bestowed by ABS-CBN Channel 2's highly critical public affairs program "Hoy! Gising!" in 1993 and 1994.

Mayor Mathay has performed his job as leader, technocrat, and devoted public servant of Quezon City in the spirit of an oft-given advice to those who join government— "the highest reward for one's toil is not what he gets for it, but what he becomes by it." He has demonstrated that it doesn't really matter what post you keep or office you run; it's the sincerity and dedication you invest in the service of the people and community that spell the difference.

This is especially true for Quezon City, for all its size and complexity. If there is a legacy that Mayor Mathay will leave to Quezon City – aside from the long list of his accomplishments – it is that he is one of the building fathers of this bustling, dynamic city. With his stars continuing to shine and whatever he may decide to do after next year, the people of Quezon City can rest assured they will still have a "Mel" Mathay they can count on.

Sister City Program...

Santos City became the third local sister-city for Quezon City. Shortly after that, Mayor Ismael Mathay Jr. signed a Memorandum of Agreement with Mayor Rodrigo Duterte establishing the Quezon City-Davao City Sister-City tie-up.

Later, Quezon City joined the City of Pura in Tarlac in signing another Sister-City agreement to foster closer relationship and share their culture and traditions with each other.

This Sister-City relationship will further cement friendly exchanges in arts and sciences, encourage community development, and other nation-building endeavors.

The objectives of Quezon City's Sister-City program are expected to lead to the advancement of the cause of stronger friendship and understanding between local government units (LGUs) and their people.

He founded an...

It is lamentable that Pres. Quezon did not live long enough to see the fruition of his obsession to create an ideal city for the common *tao*. Losing out to a long-time enemy, he passed away in Saranac Lake, New York on August 1, 1944 – two years and three months before the United States granted independence to his beloved Philippines on July 4, 1946.

Quezon's vision did not die with him; it lived on. After he was elected President, Manuel A. Roxas, Pres. Quezon's secretary of finance, created a Capitol Site Committee to pursue the implementation of the Quezon City plan. He would later send a select group of architects and engineers to the United States to take up advanced studies and observe modern architectural and building trends and designs to prepare them for the task of developing Quezon City.

Significantly, the Capital Site Committee on July 23 chose Quezon City as the site of the country's capital.

Unhappily, Pres. Roxas too did not live long enough to see Quezon City metamorphose into the country's premier metropolis. He succumbed to heart attack while delivering a major policy speech at Clark Airbase, home of the U.S. 13th Air Force, in Pampanga. He was succeeded by his Vice President, Elpidio Quirino.

Pres. Quirino reorganized the Capital Site Committee into the Capital City Planning Commission, which drew up a blueprint for the new city. He approved the blueprint on April 4, 1946

On July 17 that same year, Pres. Quirino signed Republic Act No. 333 making Quezon City the capital of the Philippines. At the same time, it also regained its political separation from Greater Manila on Jan. 2 1947 by virtue of Republic Act No. 45.

Quezon City was formally inaugurated as the national capital of the Philippines. The celebration was highlighted by the laying of the cornerstone of the proposed Capitol Building at Constitution Hill by Pres. Quirino. That was also the time the Welcome Arch was erected at the boundary of Quezon City and Manila.

Together with this was the construction of the Roxas Homesite consisting of 1,104 housing units. This was to be followed by the construction of several more housing projects in different parts of Quezon City for ordinary, low-income government and private employees and professionals.

The Quezon City Charter was revised on June 15, 1950 to address the growing needs and requirements of the rapidly growing metropolis. Its boundaries were expanded, alloting 62 percent for residential and commerical purposes, 14 percent for city government needs, 7 percent for public parks and playgrounds, and 3 percent for agricultural purposes.

On June 24, 1975, Quezon City ceased to be the national capital of the country by virtue of Presidential Decree 940. The law also reestablished Manila as the capital of the Philippines and as the permanent seat of the national government.

On the forthcoming 60th founding anniversary of the City, it welcomes with confidence, courage, determination, and high hopes the challenges of the new millennium – even as it pursues the aspirations, values, and visions which had inspired and driven its beloved founder, Manuel Luis Quezon, to create out of a consuming, overpowering love for those who have less in life, the great City of Quezon.

Variety
Restaurant

LADYLYN GENERAL MERCHANDISE

44 Rainbow St., SSS Village, Marikina City
Tel No. 942-44-86
Telefax: 942-40-14
E.C. 141-26-130
Cell (0918) 8844880
(0917) 4760203

Alice De Leon
Proprietress

Pay For All Your Shopping Needs with the RCBC ATM Card !

The most convenient way to pay for your purchases without carrying "actual cash". It automatically debits your bank account everytime you shop at participating BancNet Payment System establishments.
This means no more lining up at the ATM machine just to withdraw cash for simple shopping needs.
So, use your RCBC ATM Card with the BancNet Payment System NOW.

1. Just present your RCBC ATM Card at the counter with the BancNet Payment System sign.
2. The cashier will process your transaction.
3. Enter your Personal Identification Number (PIN).
4. Get your receipt.



Now accepted at the following establishments:

The Power of Integrated Banking

RCBC

Integrated Financial Services

A PROUD MEMBER OF BancNet

CROP BOUNTY INTERNATIONAL

Suite 207 Renaissance 2000
Meralco Avenue, Ortigas Center
Pasig City 1600
Tel/Fax: (632) 637-7452
E-mail: crop_bounty@pacific.net.ph

MR. RICARDO E. CORTEZ

President & General Manager

Formulator & Manufacturer of:

CB PA - Anti-Polluant
CB RSG - Fertilizer for Rice, Sugar & Golf Grass
CB FVR - Fertilizer for Fruits, Vegetable & Root Crops
CB PCF - For control of insects

Helping the Teachers of Today



Educate the Leaders of Tomorrow!

SIBS pursues our common objective for quality education in global standards through books and services that epitomize our expertise in educational publishing and our aspiration to help you prepare your students blaze the trail for a brighter tomorrow.

SIBS PUBLISHING HOUSE, INC.

Main Office
927 Quezon Avenue, 1104 Quezon City
Tel. 374-2870 • Fax 374-2874
E-mail sibsbook@info.com.ph
Web site sibs.com.ph

Branch Office
New Road, Sangi, Barangay Pajo,
6015 Lapu-Lapu City, Cebu
Telefax (032) 340-6808 • 340-8391

SIBS
PUBLISHING HOUSE, INC.

RODLO
General Services Co.

190 E. Rodriguez, Jr. Ave.
Rod Taylor Compound
Bagumbayan, Quezon City
Office Address: 26-J 20th Avenue, Murphy
Tel. No. : 912-50-12

Serving the people of Quezon City

With their need for clean, safe drinking water



LUIS C. GONZALEZ
General Manager

RAMON JOSE C. RODRIGUEZ
Operations Manager

Tomorrow's marvel of comics





She's definitely one for the books. Given time and all the right connections, everyone will want to read her success story. To give her that competitive headstart, PLDT 's advanced digital fibre network offers fast and secure international data transmission, toll-free numbers, low-cost long distance, messaging services and internet services to connect her to customers, prospects and associates all over the world. And with strategic links with global telecommunication companies, her business will have the power to leap across any distance in a single bound.

READY TO SERVE THE FUTURE ENTREPRENEUR

PLDT
Clearly for you

Visit us at http://www.pldt.com.ph