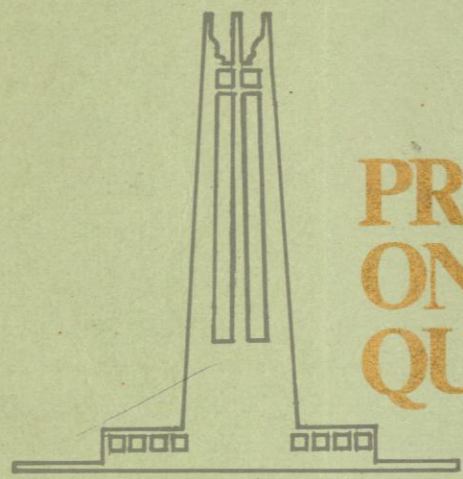


*smoked  
for*

QUEZON CITY PUBLIC LIBRARY



PRIMER  
ON  
QUEZON CITY



*His Excellency, President Ferdinand E. Marcos, signing P.D. No. 824 creating the Metropolitan Manila Commission and the Metropolitan Manila area. In the picture are Mayors Rodriguez of Quezon City and Yabut of Makati and Rizal Governor Isidro Rodriguez and Mayor Bagatsing of Manila, partly hidden.*



*The First Lady, Madam Imelda R. Marcos, taking her oath of office before the President as Metro Manila Governor, on November 7, 1975. In the picture are Mayor Rodriguez, Mayor Bagatsing, the late Mayor Norberto S. Amranto, and Assemblyman Rogelio Quiambao.*



The honorable Ismael Mathay, Jr. taking his oath of office before the President as Vice Governor of Metro Manila on January 4, 1980. In the picture are: the First Lady and former Quezon City Councilor and ESC Executive Director Jesus Perlas, Jr.



The honorable Adelina S. Rodriguez taking her oath of office before President Marcos as Mayor of Quezon City on March 31, 1976. She had been appointed to the position by the President, an appointment that was confirmed in the 1980 elections. In the picture are: the First Lady, Rizal Governor Isidro Rodriguez and the outgoing Mayor Norberto S. Amoranto.



Vice Mayor Stephen N. Sarino (left side of First Lady) and other Vice Mayors of Metropolitan Manila are shown taking their oath of office before Metro Manila Governor Madam Imelda R. Marcos on February 11, 1980. At extreme left is Vice Governor Ismael Mathay, Jr.

### QUEZON CITY EXECUTIVE CLUB Officers



Hon. Adelina S. Rodriguez  
Honorary Chairman



Hon. Stephen N. Sarino  
Honorary Vice Chairman



Fiscal Sergio AF Apostol  
Chairman



Mrs. Veronica A. Ramos  
Secretary



Mrs. Estrella P. Gerardo  
Treasurer

**QUEZON CITY EXECUTIVE CLUB  
Members**



Judge Aloysius C. Alday  
Executive Judge City Court



Mr. Francisco B. Alvarez  
Cultural Affairs and Tourism Officer



Atty. Valentin C. Asuncion, Jr.  
Secretary to the Mayor



Mrs. Edna B. Azurin  
Schools Division Superintendent



Mrs. Paciencia J. Buendia  
City Superintendent  
Public Library



Atty. Melencio M. Castelo  
Community Relations Officer



Dr. Esperanza I. de Castro  
City Health Officer



Atty. Reynaldo P. Dioniso, Jr.  
City Administrator



Dr. Fe V. Ilanueva-Fernandez  
Director  
Quezon City General Hospital



Mr. Eduardo T. Fiel  
Executive Officer  
Barangay Operations Center



Mr. Alberto Galarpe  
Chief  
Permits and License Office



Mr. Florentino A. Lapus  
Chief  
Public Affairs and Information Office



Judge Leonor Ines Luciano  
Juvenile and Domestic Relations Court



Arch. Gerardo G. Magat  
City Development Coordinator



Mr. Jose J. Paculdo  
Chief  
Civil Security Office



Judge Ernani Cruz Paño  
Executive Judge, CFI



Atty. Anselmo O. Regis  
City Treasurer



Mrs. Eleuteria R. Ruiz  
City Auditor



P/Col Ernesto San Diego  
Station Commander  
Station I, MPD, MPF



Engr. Pablo S. Suarez  
City Engineer



Atty. Jose T. Torcuator  
City Attorney



P/Col Arturo V. Torres  
Chief, Fire Department



Atty. Ricardo E. Villena  
City Assessor



Mrs. Lourdes Vergara  
Chief  
Social Services Division



Mr. Cesar Sanghio  
Superintendent  
Parks and Playgrounds

(Note: Pictures of Arch. Domingo Tapay, City Building official, and Arch. Luciano V. Aquino were not available at press time.)

PRIMER ON QUEZON CITY  
No. of Supermarkets: 20  
No. of Movie Theaters: 18  
No. of TV Stations and Broadcasting Stations: 7  
No. of Hotels: 5  
No. of Schools: 20  
No. of Social Clubs and Ball Rooms: 20  
No. of Business Establishments: 100  
It is possible to get, at a glance, a bird's-eye view of Quezon City.  
For those in a hurry, yes, it is possible, through the city's "vital" statistics, as follows:  
City proper and in total, the area is 400 sq. km. It is bounded by Caloocan City and San Jose del Monte on the north; San Mateo and Marikina on the east; San Juan and Manila on the west; and Pasig and Mandaluyong on the south.  
Area: 12,329 hectares or 123.6 square kilometers (almost the same as the area of Manila).  
Population: 1,162,990 as per 1980 census.  
Density: 76 persons per hectare.

**FOREWORD**

When I assumed office on April 1, 1976, the Metropolitan Manila Commission was barely five months old. Now, it is celebrating its 7th anniversary.

How time flies indeed! But these past seven years had not been time wasted. They had been productive, constructive, and progressive years. They had been made so under the inspiring creative leadership of our beloved Metro Manila Governor, Madame Imelda R. Marcos, and her equally capable and energetic Vice Governor, the honorable Ismael Mathay, Jr.

Quezon City, under the Metropolitan Manila Commission, has always striven to initiate programs and undertake projects and activities in consonance with the goals and objectives of said Commission. These goals and objectives are designed to improve the quality of life, especially in the depressed or blighted areas. Towards this end, we in the city government are ever mindful of the honorable Metro Manila Governor's admonition "never to lose sight of man, the individual human being, as the priority resource of a creative, productive, and interacting community."

This "Primer on Quezon City" is designed to sketch a profile of the city, showing its physical, social, economic, and political features. It will give prominent attention to accomplishments made in connection with the delivery of the public services needed to meet the 11 basic needs of man. We have added a 12th need: security, which is the responsibility of the protective services, the police and fire departments.

It is hoped that this Primer will be enlightening as well as interesting resulting in a better knowledge and understanding of Quezon City and of what we in the city government are doing under the aegis of the Metropolitan Manila Commission, towards the realization of the City of Man.

*asmodisguy*  
(Mrs.) ADELINA S. RODRIGUEZ  
City Mayor

has been very harmonious.  
hardly disappro

## PRIMER ON QUEZON CITY

### Bird's-eye View

Q. It is possible to get, at a glance, a bird's-eye view of Quezon City?

A. For those in a hurry, yes, it is possible, through the city's "vital" statistics, as follows:

Location: Bounded by Caloocan City and San Jose del Monte on the north; San Mateo and Marikina on the east; San Juan and Manila on the west; and Pasig and Mandaluyong on the south.

Area: 15,359 hectares or 153.6 square kilometers (almost five times bigger than Manila)

Population: 1,165,990 as per 1980 census.

Density: 76 persons per hectare

No. of Barangays: 139

Land Use:	
Residential	70%
Commercial	3%
Industrial	12%
Institutional	10%
Open Space	5%

Annual Income of QC government:

1975 - P81,031,957.29

1983 - P337,929,084.00 (estimated)

Police Force: 1246 officers and men

Fire Fighting Force:

Firemen - 306

Fire Stations - 15

Fire Engines - 15

Fire Hydrants - 121

No. of Schools:

Public Elementary Schools - 81

Public Secondary Schools - 30 main, 2 annexes

Private Schools (integrated elementary and secondary) - 31

Vocational Technical Schools - 18

College and Universities - 27

No. of Public School Teachers:

Elementary - 3,741

Secondary - 3,187

No. of Pupils/Students in Public Schools:

Elementary - 131,165

Secondary - 85,559

No. of Public Libraries: 12 (government-owned)

No. of Hospitals:

Public - 13

Private - 23

No. of Health Centers: 45

No. of Parks and Playgrounds: 54

No. of Churches: 39 (various sects: Roman Catholic, Protestant, Baptist, Iglesia ni Kristo, Adventist, Jehovah's Witnesses, etc.)

No. of Markets:

Government owned - 9

Private-owned - 12

San Diego  
Commander  
PD, MPF

Engr. Pablo S.  
City Engineer

No. of Supermarkets: 20

No. of Movie Theaters: 18

No. of TV Stations and Broadcasting Stations: 6

No. of Hotels: 6

No. of Sauna Bath and Massage Parlors: 20

No. of Business Establishments:

There are about 40,000 of them big and small, of which 20,000 of the bigger ones are listed in the Quezon City Chamber of Commerce and Industry Business Directory '80, representing all imaginable kinds of business from A (Abaca) to Z (Zippers).

(For those not in a hurry, the foregoing statistics will be discussed with more detail from hereon).

### Effect of Creation on QC Government

Q. How has the creation of the Metropolitan Manila Commission affected the Quezon City government?

A. *Legally*, it has lost its juridical personality as a public corporation as created by its Charter, Commonwealth Act 502 as amended by R.A. No. 520. It has become just a unit under the public corporation that the Metropolitan Manila Commission is as created by P.D. No. 824.

*Politically*, it has lost its autonomy or political independence. It has lost its legislative branch with the replacement of the City Council with the Sangguniang Bayan which has already stopped meeting. While Section 10 of P.D. No. 824 allows the Mayor to continue exercising "present powers and functions which are not inconsistent with this Decree . . .", almost all of her acts in the exercise of her powers and functions, like the appointment of officials and employees, have to be approved by the MMC.

*Structurally*, it has not been affected much by virtue of a provision in P.D. No. 824 which states that "Until otherwise provided, the governments of the four cities and thirteen municipalities in Metropolitan Manila shall continue in their present form except as may be inconsistent with this Decree." In P.D. No. 921 issued on April 2, 1976 to amend P.D. No. 824, the City Treasurer of Quezon City is made the head of the second Treasury District composed of Quezon City, Pasig, Marikina, Mandaluyong, and San Juan while the City Assessor is likewise made the head of the second Assessment District which is similarly composed as the second Treasury District.

*Financially*, its power and control over its revenue and expenditures has been restricted. While Section 4 (4) of P.D. No. 824 recognizes the power of the Mayor prepare budgetary proposals, subject to the provisions of Sections 16, 18, and 24 of P.D. No. 477, all such proposals must be submitted to the MMC for review, which shall have the "authority to disapprove the same if found not to be in accordance with the established policies of the Commission." Furthermore, the city government has lost 38% of its annual budgeted income - 18% to the Integrated National Police and 20% to the Commission.

*Functionally*, the city government is ordained by P.D. No. 824 "to implement the integration of the common, essential, municipal and public services approved by the Commission as they pertain to their respective local government unit."

Q. How has the relations between the Quezon City government and the Metropolitan Manila Commission been?

A. It has been very harmonious. The Commission has exercised its authority over the city government in a very restrained and liberal manner, hardly disapproving any program, project, or activity of the city government. The reason for these harmonious relations is that Mayor Rodriguez has always seen to it that said programs, projects, and activities are in consonance with the goals and objectives of the Commission.

### Palagiang Paglingap sa mga Mamamayan

Q. With the respect to her relations with the people of Quezon City, what is the basic policy of the administration of Mayor Rodriguez?

A. Her basic policy is to bring the government closer to the people, encourage the participation of the citizens, and establish the closest rapport with them.

Q. How has she achieved this?

A. Mainly through her "Palagiang Paglingap sa mga Mamamayan." Under this program, which she calls "the trademark of my administration," Mayor Rodriguez, with her department heads and chiefs of offices, goes periodically to the barangays to tell them what the government is doing for them, to learn first hand their needs and problems and to formulate solutions which, whenever possible, must be undertaken by the barangay residents themselves in order to develop self-reliance. She has designated her Community Relations Officer, Atty. Melencio M. Castelo, to follow up the implementation of these solutions for which an amount, known as the "Lingap Fund," is set aside



Personnel Strength

Q. What is the personnel strength of the Quezon City government?

A. Total personnel strength is: 7,315 including the 2,726 high school teachers.



The city government has a personnel strength of 7,385 employees, regular, casual, and contractual, and including the 2,726 high school teachers.

Q. Has the Quezon City government prepared a Position Classification and Pay plan pursuant to P.D. No. 1136?

A. Yes. In fact, it is the first in Metro Manila to have such a Plan approved by the Metropolitan Manila Commission.

Q. What is this Plan?

A. It defines the qualifications, functions, area of responsibility and extent of accountability of each position. Based on the principle of "equal pay for equal work," it determines the proper wage or salary for each position, rectifying inequities.

Q. Has the Plan been fully implemented?

A. Yes, resulting, among other things, in the relocation of officials and employees to the offices, divisions, sections or units to which they properly belong.

Q. How old is Quezon City?

A. It is not old. It is only 43 years. It was created on October 12, 1939 by Commonwealth Act. No. 502 upon the recommendation of President Manuel L. Quezon who had dreamed its creation, first, as a "Workingman's Paradise" where laborers and low-salaried employees would each have a house and lot of his own but, later on, as the capital of the country.

Q. What was the nature of the land which formed the nucleus in the building of Quezon City?

A. Like Washington DC which was built on swampy land, Quezon City was built out of a wilderness of cogon or talahib land, hills and woodlands, rice paddies, and creeks.

Master Plan

Q. Did Quezon City grow and develop in accordance with a master plan?

A. It tried to, but failed. First, it was the so-called Frost Plan. Its preparation had been ordered by Quezon but its implementation under Mayor Morato was interrupted by World War II. On July 17, 1948, R.A. No. 333 was signed into law by then President Elpidio Quirino making Quezon City the capital of the Philippines and the permanent seat of the national government. This Act also created the Capitol City Planning Commission which also prepared a master plan for Quezon City, but, for one reason or another, failed to implement it. So Quezon City grew and develop in a rather haphazard, unsystematic, and irrational way.



From a handful of residents when it was created in 1939, the city's population has grown to 1,165,990 as per 1980 census.

#### Comprehensive Development Program

Q. Does Quezon continue to grow and develop haphazardly, unsystematically, and irrationally?

A. Of course not. The City Planning and Development Office has prepared Comprehensive Development Program for Quezon City, the first of its kind in Metro Manila, if not the entire country. In 1976 when Mayor Rodriguez assumed office, she adopted this Program, making it a policy that all programs, projects, and activities of the city government must conform to this Program, thereby ending the unguided, uncontrolled, and disorderly growth and development of Quezon City.

Q. What are the important features of Quezon City's Comprehensive Development Program?

A. Its most important feature is the so-called "Conceptual Land Use Plan," which aims to rectify and prevent incompatible land uses (factories in the midst of residences, for instance) and provide residents with an efficient distribution of residential, industrial, commercial, and institutional districts as well as open spaces. In the preparation of the Comprehensive Development Program, which took several years, the City Planning and Development Office undertook a meticulous and extensive survey of prevailing conditions in the city in all areas and aspects: existing land use, depressed and congested areas, population, housing, facilities and utilities, business establishments, employment, family income and expenditures, government income and expenditures, protective services, etc. From the wealth of data obtained, dominant needs and problems of the city were identified and located.

Q. What are these development programs?

A. They are programs on manpower development; infrastructure development; slum improvement; barangay development; health improvement; educational and cultural improvement; tree planting; cleanliness and beautification; industrial commercial development; and government organizational development. (The most important of these development programs will be taken up in more detail shortly under the 11 basic needs.)

Q. Why is Quezon City often referred to as "premier city" of Metro Manila and of the entire country for that matter?

A. And why not? It may have lost its status as the capital of the country by virtue of P.D. No. 940 issued on May 29, 1976 which restored the capitalship of the country to Manila, but Quezon City retained its status as the National Government Center. It is also fast becoming known as an Institution Center.

Q. As the National Government Center, does it mean that all national government offices will be eventually transferred to Quezon City, including Malacañang Palace where the President holds office.

A. Well, probably excluding Malacañang Palace, although President Quezon once thought of building an Executive Mansion in Quezon City. But certainly, all other national government offices – legislative, executive, and judicial – will be eventually transferred to Quezon City their buildings to be constructed in sites reserved for the purpose. In fact, the Ministry of General Services has already a 10-year plan to effect the all-out transfer of national government offices to Quezon City.

#### NATIONAL GOVERNMENT CENTER



Though no longer the capital of the country, Quezon City has the distinction of being the National Government Center. Some 50 national offices are already in the city, the most important of which is the Batasang Pambansa, shown at left in session.

#### INSTITUTION CENTER

Quezon City is also known as an Institution Center because of the many educational and medical institutions in the city the most important of which is the Philippine Heart Center for Asia, shown at right.



Q. Why is Quezon City called an Institution Center?

A. Consider the many medical and educational institutions in Quezon City; the 24 private hospitals and 10 public hospitals in the city include such nationally important hospitals as the Philippine Heart Center for Asia, Bagong Lipunan Hospital, Quezon Institute, National Orthopedic Hospital, Lungsod ng Kabataan Children's Hospital, and the Lung Center. Thus it has been observed that Quezon City is the only city or municipality in Metro Manila that has a hospital for the heart, a hospital for the lung, and a hospital for the bone. As to the educational institutions, the highest public institution of learning, the University of the Philippines System, is in Quezon City, occupying the biggest campus (400 hectares) in the world. Other prestigious educational institutions in Quezon City are the Ateneo University, Maryknoll College, St. Mary's College, St. Paul's College, and others. The Far Eastern University plans to put up a branch in Quezon City.

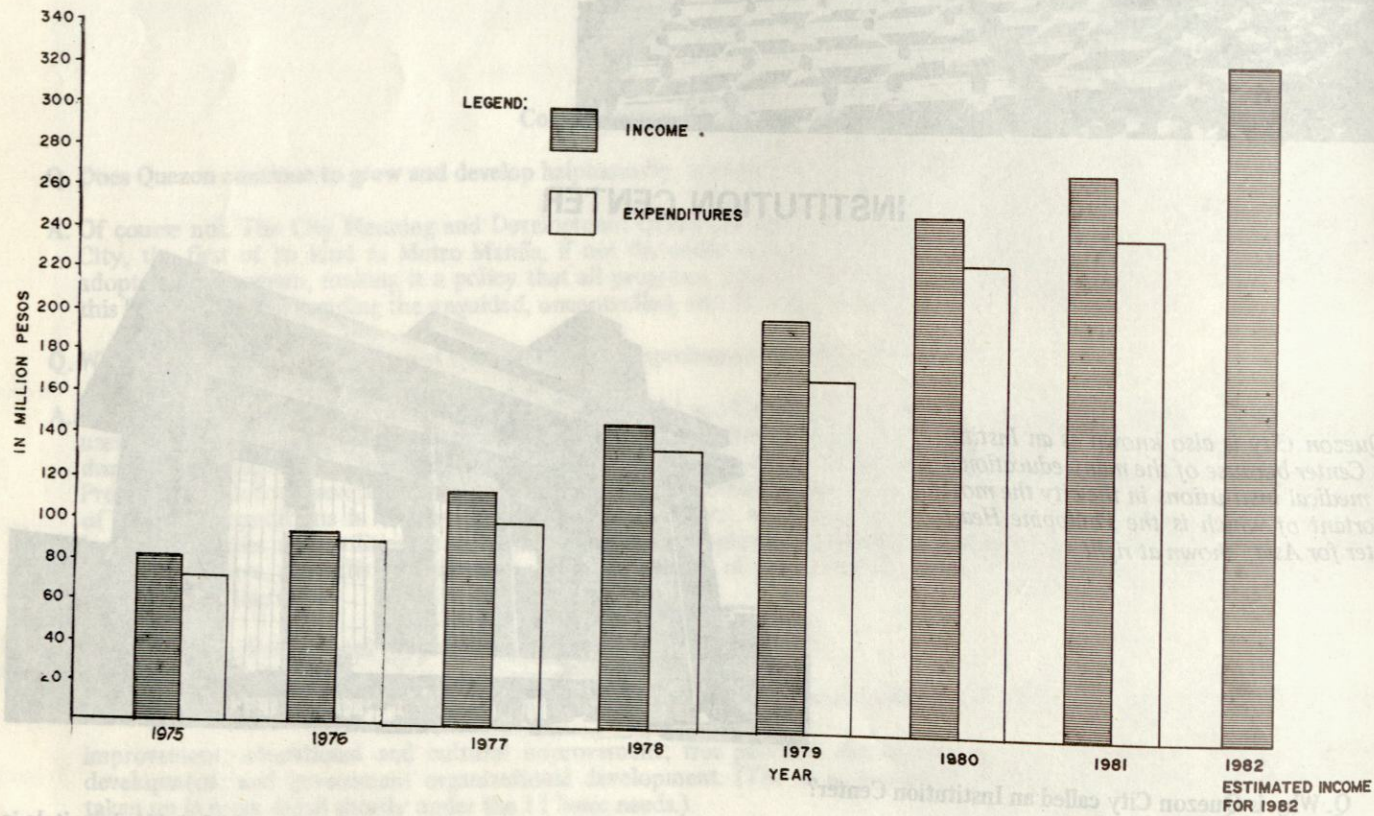
Q. How many national government offices are already located in Quezon City?

A. There are more than 50 of them, the most important of which are the Batasang Pambansa, the Metropolitan Manila Commission Complex, the Ministries of Agriculture, Agrarian Reform, Natural Resources; the Commission on Audit; Bureau of Internal Revenue; National Housing Authority; GSIS (Quezon City Branch); Philippine Tobacco Administration; Philippine Virginia Tobacco Administration; Philsugin, Philippine Coconut Authority; Bureau of Forest Development; Weather Bureau Bureau of Domestic Trade; Parks and Wildlife Office; Central Bank Mint and Gold Refinery; Social Security System; National Media Production Center; Bureau of Land Transportation; Bureau of Telecommunications; National Electrification Administration; Bureau of Fisheries and Aquatic Resources; Fiber Inspection Board; Camp Crame and Camp Aguinaldo military offices including the Ministry of National Defense.

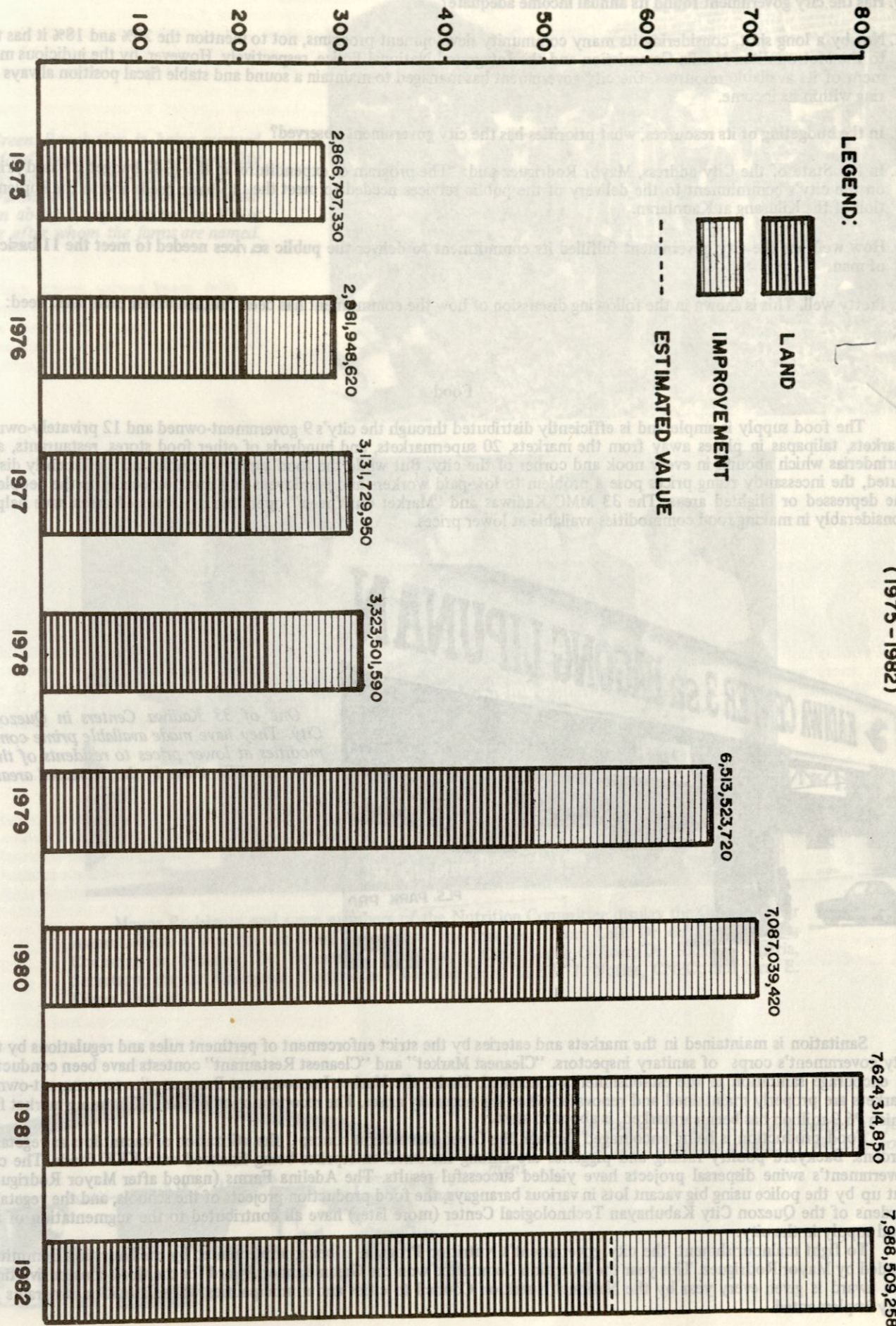
Q. In the answer to Question One, it is shown that the annual income of the city government rose from P81,031,957.29 in 1975 when the MMC was established to an estimated income of P337,929,084.00 in 1982. How can the tremendous increase be accounted for?

A. It has been due to the upward assessment of real estate properties, the relentless drive to ferret real estate properties that have escaped assessment, the reclassification of real properties from agricultural to residential, commercial or industrial and from residential to commercial or industrial use. It had also been due to an intensified tax collection and information drive including twice-a-year auction sale of delinquent properties. Finally, it has been due to the putting up of new business, some of them transferees, encouraged by the fact that taxes in Quezon City are the lowest in Metro Manila and the availability of wide sites.

SUMMARY OF GOVERNMENT INCOME AND EXPENDITURES  
1977 - 1982



IN BILLION PESO UNITS



REAL PROPERTY TAXABLE VALUATION  
(1975 - 1982)

The steady rise of assessment valuation has been due to various factors: the normal annual growth of valuation caused by the development of the city and the 1978 general revision of real property assessment ordered in Section 21 of P.D. No. 464. The increase in assessments made during the month of October has been due to the intensified campaign to ferret unassessed properties through the tax mapping operation and building inspection started upon the assumption to office of the incumbent City Assessor, Atty. Ricardo E. Villena, IIena.

Q. Has the city government found its annual income adequate?

A. Not by a long shot, considering its many community development programs, not to mention the 20% and 18% it has to give to the Metropolitan Manila Commission and the Integrated National Police, respectively. However, by the judicious management of its available resources, the city government has managed to maintain a sound and stable fiscal position always operating within its income.

Q. In the budgeting of its resources, what priorities has the city government observed?

A. In her State of the City address, Mayor Rodriguez said: "The program of expenditures in the 1982 budget is based primarily on the city's commitment to the delivery of the public services needed to meet the 11 basic needs and to the implementation of the Kilusang at Kaunlaran.

Q. How well has the city government fulfilled its commitment to deliver the public services needed to meet the 11 basic needs of man.

A. Pretty well. This is shown in the following discussion of how the commitment has been fulfilled under each basic need:

**Food**

The food supply is ample and is efficiently distributed through the city's 9 government-owned and 12 privately-owned markets, talipapas in places away from the markets, 20 supermarkets, and hundreds of other food stores, restaurants, and carinderias which abound in every nook and corner of the city. But while the food supply is ample and is efficiently distributed, the incessantly rising prices pose a problem to low-paid workers and employees and most especially to the people in the depressed or blighted areas. The 33 MMC Kadiwas and "Market on Wheels" operating in depressed areas have helped considerably in making food commodities available at lower prices.



One of 33 Kadiwa Centers in Quezon City. They have made available prime commodities at lower prices to residents of the city especially those in the depressed areas.

Sanitation is maintained in the markets and eateries by the strict enforcement of pertinent rules and regulations by the city government's corps of sanitary inspectors. "Cleanest Market" and "Cleanest Restaurant" contests have been conducted to encourage sanitation in the establishments concerned. Under the Market Improvement Program, the government-owned markets are properly maintained and renovated when the necessity arises. The reconstruction of the Kamuning market for which P6.9 million has been earmarked, is about to start.

Food production is being encouraged through the Green Revolution concept: the utilization of vacant lots as vegetable gardens. Backyard poultry raising and piggeries are among the small enterprises being financed with KKK funds. The city government's swine dispersal projects have yielded successful results. The Adelina Farms (named after Mayor Rodriguez) put up by the police using big vacant lots in various barangays, the food production projects of the schools, and the vegetable gardens of the Quezon City Kabuhayan Technological Center (more later) have all contributed to the augmentation of the food supply in the city.

To fight malnourishment, the city government's Nutrition Program is being implemented by the Nutrition Committee headed by Mayor Rodriguez. This year the Nutrition Committee won the Green Banner Award for the third consecutive time. The award is given every year by the National Nutrition Council to cities and municipalities whose nutrition programs are fully implemented.

The Green Revolution is being pursued to boost food production. The Quezon City Police have led in the revolution with Adelina Farms, the one at Barangay Matalahib shown above being inspected by Mayor Rodriguez after whom the farms are named.



High speed sewing course conducted at the Walk in Skills Training Center of the Quezon City Council of Women which had been founded by Mayor Rodriguez to involve more women in civic projects.



Mayor Rodriguez and some members of the Nutrition Committee display the Green Banner Award which it won for the third consecutive time this year. From Left: Dr. del Castillo Mata, Chairman on Training; Dr. Esperanza I. de Castro, City Health Officer; Dr. Ricardo Austria, Secretary; Mayor Rodriguez, Committee Chairman; Mrs. Lucille J. Nofies, CNPC; and Mrs. E. Dizon, Training.



The rebuilt Frisco market - it was gutted by fire in 1977 - one of the 9 markets owned by the city government.

### Clothing

There are 28 major textile mills in Quezon City. Clothing materials and ready-to-wear clothes are easily available at textile stores and department stores in the city's business districts. Prices are kept down to reasonable levels due to the huge output of the textile mills and the consequent competition among their outlets. Aside from the textile mills there are many NACIDA financed cottage industries on garments.

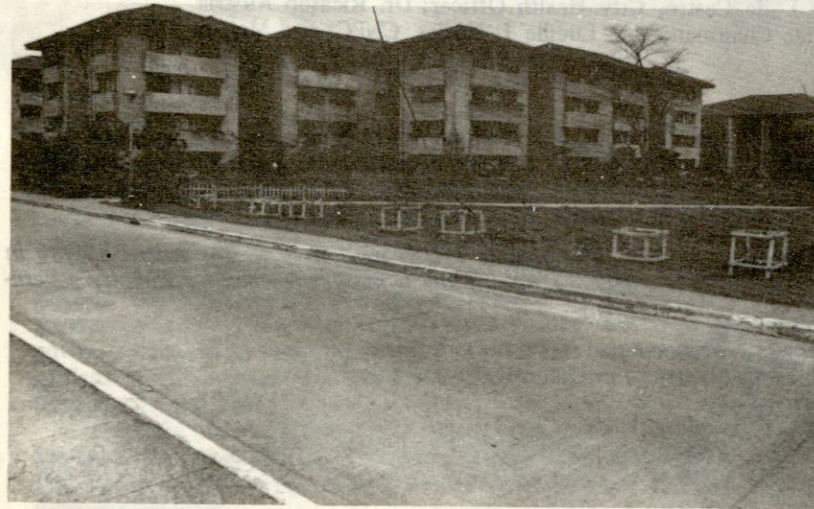


High speed sewing course conducted at the Walk-In Skills Training Center of the Quezon City Council of Women which had been founded by Mayor Rodriguez to involve more women in civic projects.

Under the Manpower Development Program, vocational classes on dressmaking and tailoring are conducted for out-of-school youths and unemployed adults. The Quezon City Council of Women, which Mayor Rodriguez had founded herself to involve more women has a walk-in Skills Training Center which is presently conducting a high speed sewing course. It is called "Walk-in" because anybody can just Walk-in and will be enrolled without much ado. The Walk-in Skills Training Center is located at the Federation of Women's Civic Organizations in Quezon City building back of City Hall. On the drawing board is an P800,000 Skills Training Center, also a project of the Quezon City Council of Women.

### Shelter

There is no hiding the fact that a serious housing shortage still exists in Quezon City giving rise to squatter colonies and skyhigh house rentals. Quezon City has the distinction of having put up the first truly low-cost housing project in the country: Quezon's Barrio Obrero in what is now Kamuning district where 439 units were built on 100-square meter lots and raffled to government workers who paid for them in installments of as low as P8.00 per month, which even at today's inflated rates, would be equivalent to only about P120 to P150, certainly very much lower than the P1,000 or more monthly rentals that apartments command nowadays.



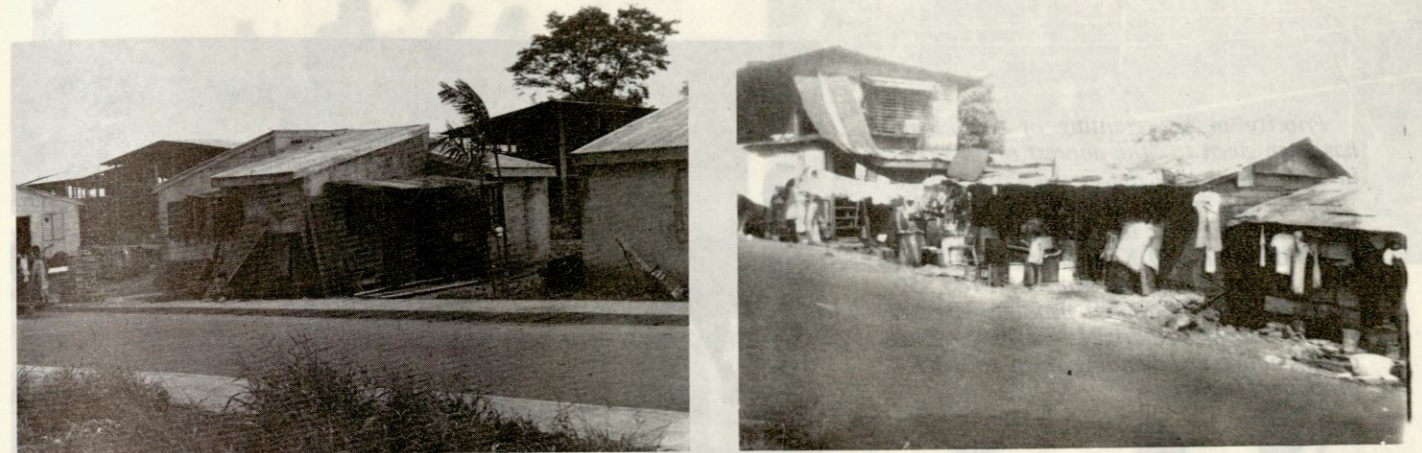
The Bliss project at San Vicente shown at left is the very first in the country to be undertaken by the Ministry of Human Settlements.

The city government under its Comprehensive Development Program has an Integrated Development Program on Housing, but, for lack of funds, has not started to implement it yet. However, it is coordinating with the Ministry of Human Settlements and the National Housing Authority in the undertaking of the BLISS projects. The city government's slum improvement program is doing very well, particularly the Escopa Redevelopment Project.

This project involves the four barangays of Escopa covering an area of six hectares and occupied by 1,246 families. The land was purchased for P7 million and awarded to the occupants. Two million pesos (P2,000,000) have been spent in the physical development of the area improvement of streets, construction of gutters and sidewalks, installation of water facilities, and improvement of existing structures. Displacement of families was kept down to a minimum and for those who had to be displaced, new dwellings (core houses and quadruplexes) were constructed for them at a new adjoining site called Planned Unit Development Site or New Escopa.

Other ongoing slum improvement projects are at Barangay Capri in Novaliches where creekside squatters had been resettled and at Barangay San Martin de Porres, both barangays being recipients of World Bank loans. Six other depressed areas are expected to be developed with World Bank Loans.

The PHHC (now National Housing Authority, NHA) has eight housing projects in Quezon City while BLISS has three, consisting of 800 units. The city's vast tracts of available land has resulted in a proliferation of subdivisions - about 500 of them.



Picture at left was taken before the start of the Escopa project, the one at right shows core houses constructed for displaced squatter families.

### Economic Base

Of the city's population of 1,165,990, 45.4% belong to the working age (14 to 64 years) group. The city has unemployment rate of about 6 percent.

There are about 40,000 business establishments, big and small, in Quezon City, of which 20,000 of the bigger ones are listed in the Quezon City Chamber of Commerce and Industry Business Directory '80, representing all imaginable kinds of businesses, from A (Abaca) to Z (Zippers). In 1981, the sum of P66,583,945.53 was realized from business permit and license fees compared to P29,220,659.34 in 1976, an increase of P37,363,286.19.

The city government has a Manpower Development Program designed to provide employable skills for out-of-school youths and unemployed adults. Since it was started in 1980, a total of 1,736 trainees have graduated from more than 20 different vocational courses held in 32 barangays. Many of the graduates have found employment in business establishments with whom the city government has established linkages.

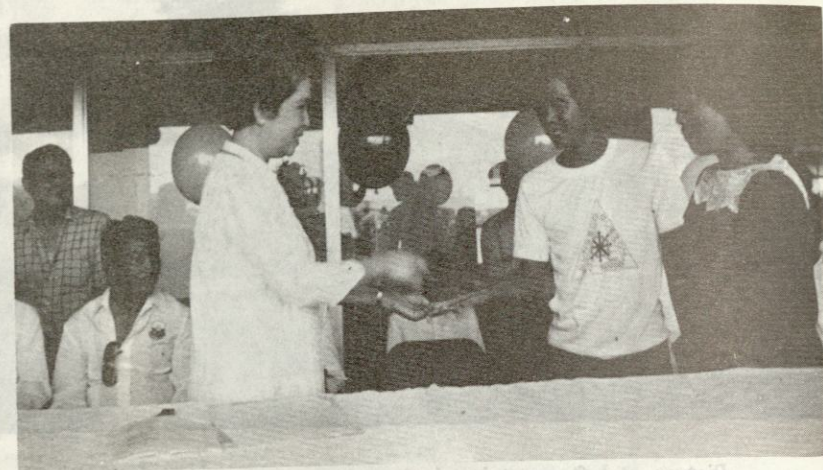
The implementation of the KKK program was given top priority when it was launched last year. Last June, Mayor Rodriguez issued Executive Order No. 6, "Creating a Kilusang Kabuhayan at Kaunlaran (KKK) Organizational Machinery to Accelerate the Implementation of the KKK Program." Priority has been given to the "poorest of the poor to enable them to start a livelihood within the concept of KKK." Loans ranging from P100 to P3,000 have been granted to finance small enterprises on swine or poultry raising, garments, sari-sari store, carinderia, waste utilization, and shelter components. Some 150 applications have already been approved while about 500 more are pending. The city government's KKK funds consist of the P100,000 given by the national government from the Local Government Special fund, and the P1 million set aside from the 5 million earmarked in the 1982 budget for MMC-oriented projects. In Executive Order No. 6, a P3 million KKK Development and Management Fund is created, the amount "to be taken regularly starting CY 1983 out of the General Fund and shall be released by the City Treasurer in accordance with the approved guidelines for Kilusang Kabuhayan at Kaunlaran.

As to the bigger livelihood project, feasibility studies have been received and pre-evaluated by the Barangay Operations Center. They have been forwarded to the KKK Regional Action Officer for the National Capitol Region, Vice Governor Mathay. Eight projects have been approved, 26 are pending approval, while six have been required to submit additional necessary documents. Only four applications have been disapproved. The projects involved require a funding of about P16 million. The biggest projects are: Iron Works, P400,000; Bakery, P200,000; Swine Enterprise, P165,000; Furniture Making, P150,000; Manufacture of Native Baskets, P150,000; and Marketing Center, P100,000.



The city government under its Comprehensive Housing Program has not started Housing but for lack of funds has not started Settlements and the National Housing Authority government program is doing very well. This project involves the four barangays. The land was purchased for P7 million and was physical development of the area improvement and improvement of existing structures. Displaced families (core houses) are being resettled in the new Escopas Planned Unit Development Site or New Escopas. Other ongoing slum improvement projects are at Barangay San Martin de Porres and are expected to be developed with World Bank. The PHHC (now National Housing Authority) is the city's vast tract consisting of 800 units. The city's vast tract consists of 800 units. The city's vast tract consists of 800 units.

Priority in the granting of KKK loans has been given to "the poorest of the poor" in accordance with the First Lady's instructions. Loans, ranging from P100 to P3,000, have been released to finance small enterprises of some 150 KKK proponents, as of Oct. 31, involving the sum of P183,350, with 518 applications pending. Picture shows Mayor Rodriguez signing KKK checks above and handing them to a KKK proponent (right).



Picture at left was taken before the start of the escopas project, the one at right shows core houses constructed for displaced squatter families.



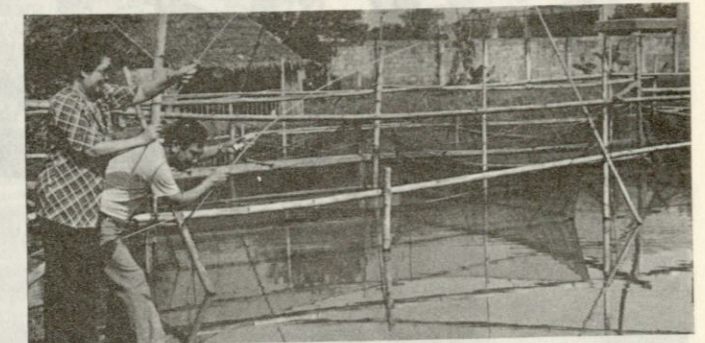
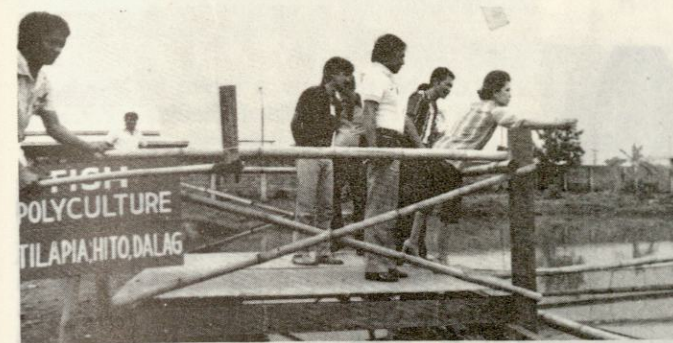
The swine dispersal program of the city government has been a success. At left, Mayor Rodriguez and Arch. Gerardo G. Magat assist in the distribution of piglets. At right, the thriving piggery of a recipient of the piglets.

When the Kilusang Kabuhayan at Kaunlaran was established by Executive Order No. 715 on August 6, 1981, the city government's first response was to put up the Quezon City Kabuhayan Technological Center. Agro-industrial pilot modules have been put up in the Center to serve as models for KKK participants and to supply them with planting materials and breeding stock. Among these modules are: vegetable gardens, fishpond, duckery, poultry, mini rice field, and tree seedling nursery. Since its launching, the Center has distributed free to KKK participants: 185,350 vegetable seedlings, 6,675 teaspoons of vegetable seeds, 17,520 tilapia fingerlings, 17,900 tree seedlings, and 17 ducks. The Center has also produced and sold 33,549 kilos of vegetables for P50,324.05, 30 cavans of palay for P1,950.00 and 1,000 watermelons for P1,500.00 making a total sales of P53,774.05. KKK City Action Officer Melencio M. Castelo, who is mainly responsible for the development of the Center, says that in due time, the Center will be self-liquidating.

## QC KABUHAYAN TECHNOLOGICAL CENTER



Men working at the vegetable gardens of the QC Kabuhayan Technological Center under the direction of KKK City Action Officer Melencio M. Castelo. The Center's gardens have produced and sold, as of last September 33,549 kilos of vegetables for P50,324.05. Last year its mini-rice fields produced and sold 30 cavans of palay for P1,950.00 while a watermelon patch yielded 1,000 fruits and sold for P1,500.00. The Center will be self-liquidating in due time.



On the President's birthday on September 11, 1981, Mayor Rodriguez seeded the fishpond at the Quezon City Kabuhayan Technological Center with tilapia fingerlings (left); Several months later, she was able to fish full-sized tilapia from the pond (right).



At left, Mayor Rodriguez examines ipil-ipil seedlings at the Quezon City Kabuhayan Technological Center. About 18,000 ipil-ipil seedlings have been distributed free to institutions and residents of Quezon City. At right, the Mayor stands with KKK City Action Officer Melencio M. Castelo in front of the Center's vegetable seedling bank, which has distributed free about 200,000 vegetable seedlings.



Most people think kangkong can be grown only in water. Not this upland variety which thrives on dry land. Mayor Rodriguez examines this non-aquatic kangkong plant, at left. At right, the Mayor goes under the trellis to examine a cluster of grape fruits, which are also cultured at the Kabuhayan Technological Center (right).

## MANPOWER DEVELOPMENT PROGRAM



Cosmetology



Macrame Making



Mayor Rodriguez handing a certificate to a graduate of the city government's Manpower Development Program. Since it was launched in 1980, the program has graduated a total of 1,736 graduates from more than 20 different courses held in 32 barangays.

## Water

Ninety percent (90%) of the city's built-up areas, which represents 60% of its total area, are serviced by the Metropolitan Waterworks and Sewerage System (MWSS). Ten percent (10%) of built-up areas or less than 10% of the total land area have private water systems, particularly the housing subdivisions. There are three serviceable pumping stations in the city.

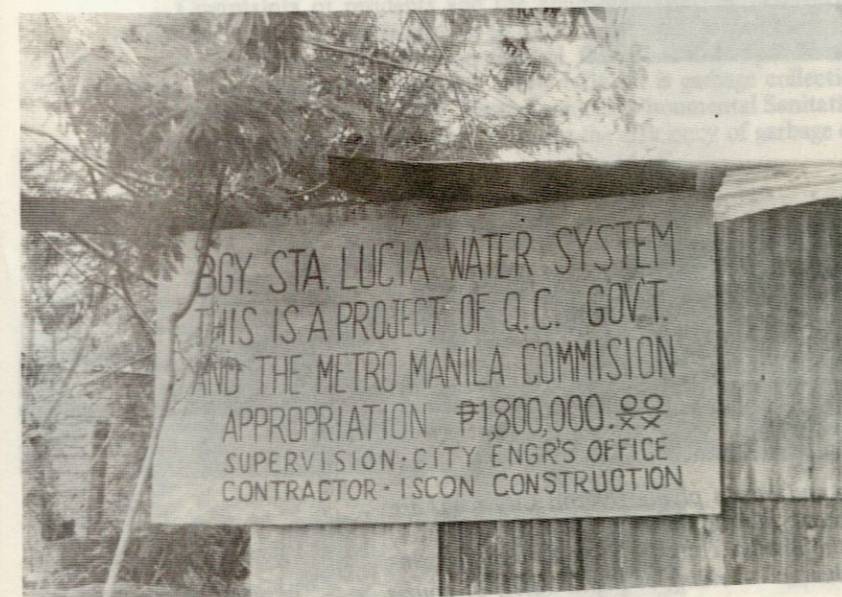
Only six months ago, on May 12, the First Lady and Mayor Rodriguez inaugurated the first phase of the Novaliches Dam project involving 35 kilometers of water pipelines which, for the first time, supplied water from the La Mesa Dam direct to the homes of residents of Novaliches proper and the surrounding barangays of Gulod, Bagbag and San Bartolome consisting of 10,271 families. Forty five (45) kilometers more of water pipelines will be completed by May next year to supply the other areas of Novaliches. This would mean a total of 80 kilometers of water pipelines covering the more than 2,000 hectares comprising Novaliches and serving a total of 31,285 families.

In the areas not served by the MWSS or without private water systems, the city government has installed public faucets, artesian wells, and deepwells. At present, there are, in different barangays, particularly in the depressed areas, a total of 165 public faucets, 81 artesian wells, and 7 deepwells.



Last May 12, the First Lady and Mayor Rodriguez inaugurated the first phase of the Novaliches Waterworks which involved the laying of 35 kms. of water pipelines such as shown at right. The second phase is due for completion in May next year involving 40 kms. more water pipelines.

The Sta. Lucia Waterworks System is a joint project of the city government and the MMC.





### Power

Ninety five percent (95%) of the city's built-in areas are served by MERALCO. No structure is served by Meralco unless it had been constructed with a building permit. Thus, the squatter areas do not enjoy electrical facilities. Before Meralco undertakes an electrical installation, it requires the applicant to get an electrical permit from the city government whose electrical division sees to it that the structure concerned had been constructed with a building permit. In 1981, a total of 13,646 electrical permits were issued.

### Mobility

There are 51 barangay roads with a total length of 16,419 kilometers and 1,624 city streets with a total length of 658.49 kilometers. Of the barangay roads, 16 roads with a total length of 4,402 kilometers are asphalted while 35 roads with a total length of 12,017 kilometers are gravel roads. Of the city streets, 911 streets with a total length of 402.22 kilometers are concreted, 543 streets with a total length of 228.34 kilometers are asphalted, and 70 streets with a total length of 27.93 kilometers are gravel streets. Since 1977, 34.08 kilometers have been concreted while 92.46 kilometers have been asphalted.

Except during the rush hours, the jeepneys and busses plying the city's streets are adequate. A smoother flow of traffic has been achieved with the construction of the Aurora Boulevard-EDSA underpass in Cubao, several overpasses and the removal of the Timog rotunda and some center islands.



Mobility has been enhanced by the widening of streets, the removal of center islands, rotondas, like the Timog Rotonda, the construction of overpasses and the Cubao Underpass shown in picture at left



The jeepneys and busses plying Quezon City roads are quite adequate except during the rush hours. Love busses, shown above, of the Manila Transit Co. provide more comfortable - and romantic? - riding at higher rates, of course.

To encourage civic and cultural consciousness, projects like the Panday Pira Awards, Search for Outstanding Barangays, Outstanding Public School Teachers, Outstanding Policemen, Outstanding Community Development Projects, have been conducted. Every year the Melchora Aquino Award of Merit, Manuel L. Quezon Freedom Star, and Amang Rodriguez Distinguished Service Cross are awarded to individuals and/or groups for outstanding community service.



At left, the Don Mariano Marcos High School and at right, the Ramon Magsaysay High School, two of the 30 public high schools in Quezon City.



The Pasong Tamo Elementary School, one of the 81 public elementary schools in Quezon City.

### Ecological Balance

Quezon City is one of the few cities in the country that has a low pollution level. This has been achieved by the city government's continuing sanitation, cleanliness and beautification drive as well as the tree planting activities, not only of the city government, but also by civic organizations, educational institutions, and national government offices in Quezon City, including police and military agencies. National holidays and the President's and First Lady's birthdays are marked by tree planting activities.

Complaints of residents and the apprehension reports of anti-pollution agencies of the government have compelled offending industrial establishments to institute remedial measures or to close down upon failure to do so.

As to garbage collection and disposal, this is one of the public services that have been integrated under the Metropolitan Manila Commission. The question, "How efficient is garbage collection and disposal in Quezon City?" was addressed to the Area Manager for Quezon City, North Sector, Environmental Sanitation Center, but he failed to give any response. It is up to the residents themselves, therefore, to judge the efficiency of garbage collection and disposal in Quezon City.

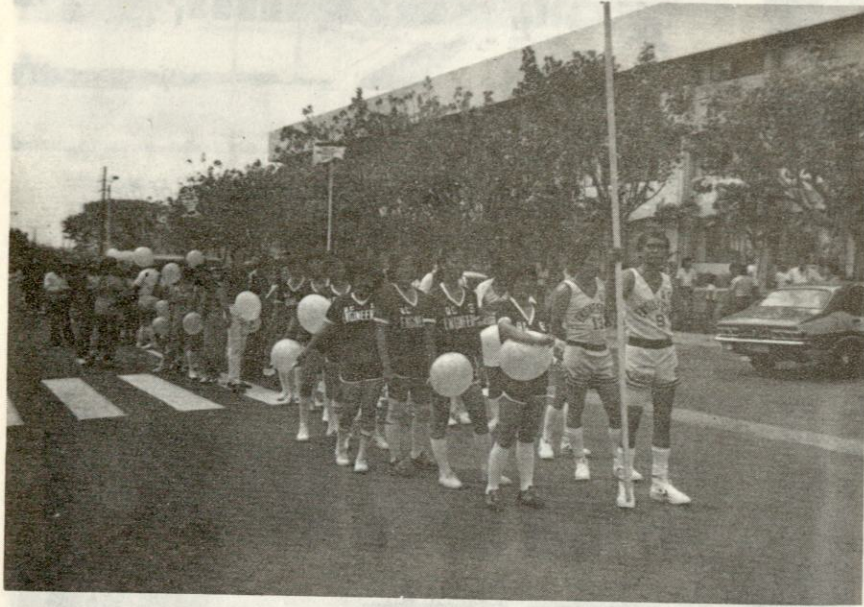


## Sports and Recreation

The city government has been pursuing a Sports Development Program. Under the auspices of the Barangay Operations Center, the Kabataang Barangay, and the Cultural Affairs and Tourism Office, there is a continuous round of sports activities in the barangays: basketball, volleyball, bowling, and chess tournaments; marathons and walkathons; bikefests and cycling tours; martial arts exhibitions.

The main sports facility under the city government is the Amoranto Stadium which has a ground for track and field events and baseball and soccer games and an Olympic-sized swimming pool. Basketball courts have been constructed in various barangays to prevent the youths from improvising the streets as basketball courts. Belonging to the private sector are the world-famous Araneta Coliseum, several Sports Centers, the La Loma Cockpit, and the Velodrome.

For recreation, the city has 18 first class movie theaters, 54 parks and playgrounds, including the unique Abao Street Park in La Loma, the first of its kind in the country. In the 1983 budget, the sum of P2,906,660.00 is allocated for the promotion of sports and the upgrading of existing recreational facilities.



The Quezon City Hall Employees Athletic Association (QCHEEA) holds an annual Inter-Department Sports Summer Tournament which starts with the parade of the participants (left). At right, Mayor Rodriguez tosses the first ball in the opening basketball game.



Mayor Rodriguez opens the QCHEEA's inter-department chess tournament.

## Security

Only 11 basic needs have been identified and recognized. A 12th basic need should perhaps be added: SECURITY. Certainly, residents need to feel secure from the hazards of fire and from danger to their life and property posed by the criminal elements. Security is the responsibility of the protective services: the police and the fire department, both integrated. The Quezon City police has a total strength of 1,246 officers and men. The crime rate decreased from 5.82 per 100,000 population in 1980 to 3.86 per 100,000 population in 1981.

Quezon City's fire fighting force consists of 306 firemen, 15 fire stations, 15 fire engines, and 121 fire hydrants.

## Q. How is the drug abuse situation in Quezon City?

A. As in other cities and municipalities of Metro Manila, it is quite serious. Twenty one barangays have been identified as drug prone areas: Capri, Sta. Lucia, Commonwealth, Payatas, Libis, Escopa I to IV, Katipunan, Tagumpay, Obrero, and San Martin de Porres.

## Q. What is the Quezon City government doing about the drug abuse problem?

A. It has formed the Anti-Drug Abuse Task Force or Council, as it was later renamed, which was officially launched on July 9, 1981, with Vice Mayor Stephen Sarino as Action Officer and Mayor Rodriguez as Chairman. The Council has formulated a program to prevent and control drug abuse.

## Q. What are the areas of concern covered by this program?

A. They are (1) Preventive Education, Information, and Training; (2) Law Enforcement (3) Intervention and Referral (4) Recreation and Livelihood and (5) Judicial Advisory.

## Q. Under the above five areas of concern, what have been the most significant activities or accomplishments of the Council?

A. It has conducted orientation seminars for Task Force or Council members, key implementors, and members of the Barangay Anti-Drug Abuse Committees which were organized. It held a Logo and Poster contest; organized two student rallies on social and moral disarmament held at the Araneta Coliseum the first on Nov. 27, 1981, the second last Sept. 8. It has established four Intervention and Referral Centers at the Frisco, Pag-asa, Project 4, and Kamuning Health Centers, a Detoxification Ward at the Quezon City General Hospital. It has conducted a massive information campaign on drug abuse (See graphs).

## Q. Under Law Enforcement, what have been the accomplishments?

A. This year, from January to June, 146 persons were arrested for various drug offenses: 89 pushers, 55 for use/possession of marijuana and other restricted drugs, one for cultivation of marijuana plant, and one for pot session. Seven persons surrendered voluntarily for treatment.

## Q. Has the Council any corollary projects?

A. It has an Amateur Boxing Development Program designed to inculcate discipline among the youths and sublimate their abundant energies into wholesome and productive activities. Recently, the Office of the Vice Mayor launched the Quezon City Physical Fitness Development Program involving all sectors of the city: civic organizations, Kabataang Barangay, schools, city employees, and the residents in general.

## Q. How is the squatter situation in Quezon City?

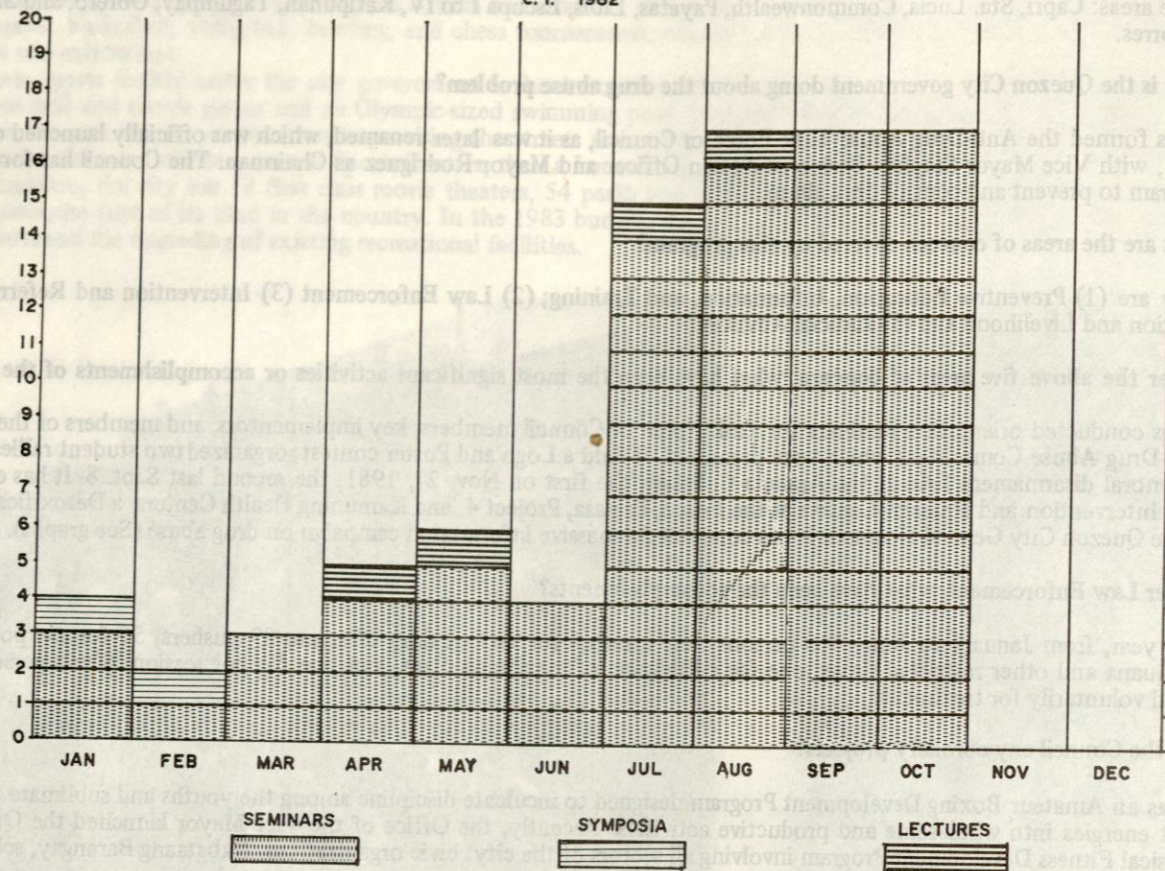
A. The squatters still pose the most difficult problem of Quezon City. It is estimated that there are more than 25,000 squatters in the city. The biggest concentration are at the Batasang Pambansa Complex, Barangays Old Balara, Culiati, and Sauyo in Novaliches.



A corollary project of the Anti-Drug Abuse Council is the Quezon City Amateur Boxing Development Program. Outstanding boxers developed under the program call on the President who is shown congratulating them. Leading the delegation is Vice Mayor Stephen N. Sarino, Action Officer of the Anti-Drug Abuse Council.

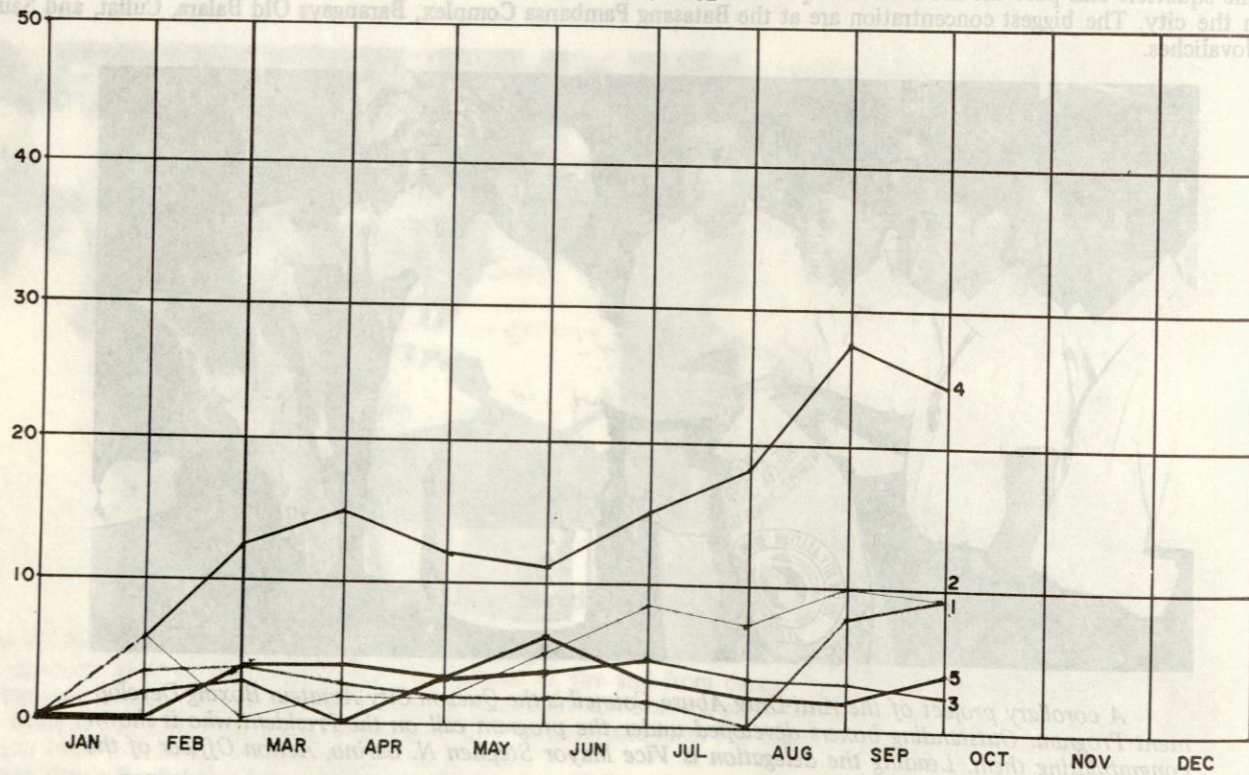
### QUEZON CITY ANTI-DRUG ABUSE COUNCIL

TOTAL NUMBER OF SEMINARS / SYMPOSIA / LECTURES  
PER MONTH  
C. Y. 1982



### QUEZON CITY ANTI-DRUG ABUSE COUNCIL

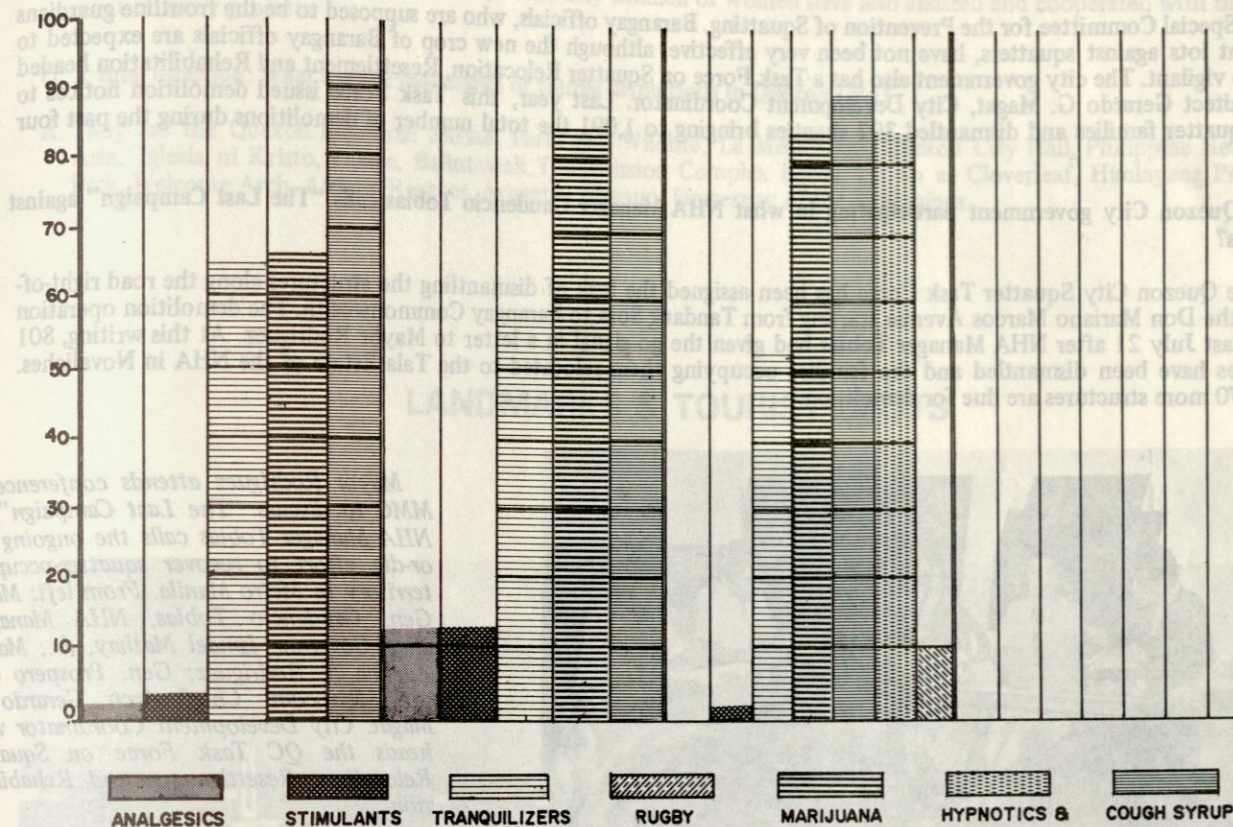
NUMBER OF VOLUNTARY SURRENDEREES PER MONTH  
C. Y. 1982



LEGEND: 1 FRISCO HEALTH CENTER 4 QUEZON CITY GENERAL HOSPITAL (DDW)  
2 PAG-ASA HEALTH CENTER 5 KAMUNING HEALTH CENTER  
3 PROJECT 4 HEALTH CENTER

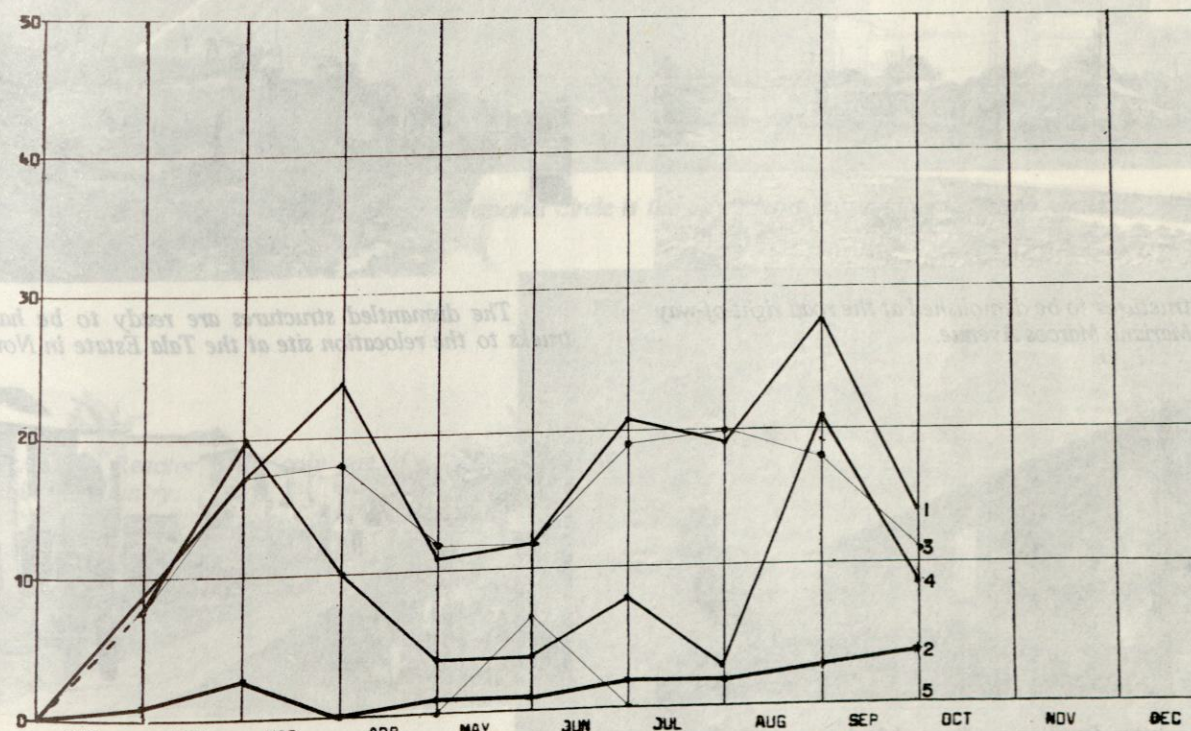
### QUEZON CITY ANTI-DRUG ABUSE COUNCIL

LIST OF DRUGS ABUSED BY PATIENTS  
Q.C.G.H. (DETOXIFICATION WARD)  
C. Y. 1982



### QUEZON CITY ANTI-DRUG ABUSE COUNCIL

CASES HANDLED BY ANTI-NARCOTIC UNIT  
C. Y. 1982



LEGEND: 1 CASES REFERRED TO Q.C. FISCAL'S OFFICE FOR VIOLATION OF R.A. 6425  
2 CASES REFERRED FOR REHABILITATION/VOLUNTARY SURRENDEREES  
3 PERSONS ARRESTED FOR SALE OF MARIJUANA  
4 PERSONS ARRESTED FOR USE/POSSESSION OF MARIJUANA  
5 PERSONS CHARGED FOR POT SESSION

## THE LAST CAMPAIGN

**Q. What is Quezon City doing about the squatter problem?**

A. It has a Special Committee for the Prevention of Squatting. Barangay officials, who are supposed to be the frontline guardians of vacant lots against squatters, have not been very effective, although the new crop of Barangay officials are expected to be more vigilant. The city government also has a Task Force on Squatter Relocation, Resettlement and Rehabilitation headed by Architect Gerardo G. Magat, City Development Coordinator. Last year, this Task Force issued demolition notices to 1,019 squatter families and dismantled 392 shanties bringing to 1,091 the total number of demolitions during the past four years.

**Q. Is the Quezon City government participating in what NHA Manager Gaudencio Tobias calls "The Last Campaign" against squatters?**

A. Yes. The Quezon City Squatter Task Force has been assigned the task of dismantling the structures along the road right-of-way of the Don Mariano Marcos Avenue starting from Tandang Sora to Barangay Commonwealth. The demolition operation started last July 21 after NHA Manager Tobias had given the go signal in a letter to Mayor Rodriguez. At this writing, 801 structures have been dismantled and the families occupying them relocated to the Tala Estate of the NHA in Novaliches. Some 570 more structures are due for demolition.



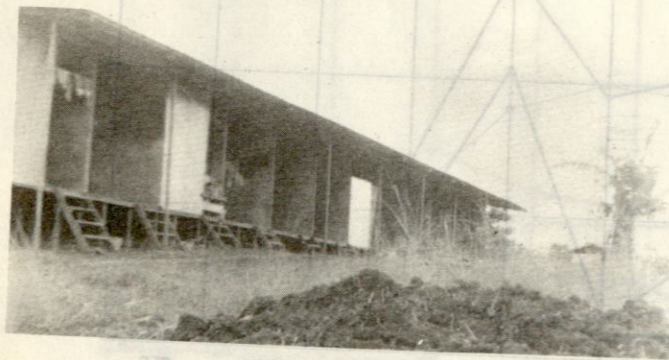
Mayor Rodriguez attends conference at MMC to discuss "The Last Campaign", as NHA Manager Tobias calls the ongoing do-or-die effort to recover squatter-occupied territory in Metro Manila. From left: Major Gen. Gaudencio Tobias, NHA Manager; Vice Governor Ismael Mathay, Jr.; Mayor Adelina S. Rodriguez; Gen. Prospero Olivias, Metrocom Chief; Arch. Gerardo G. Magat, City Development Coordinator who heads the QC Task Force on Squatter Relocation, Resettlement, and Rehabilitation.



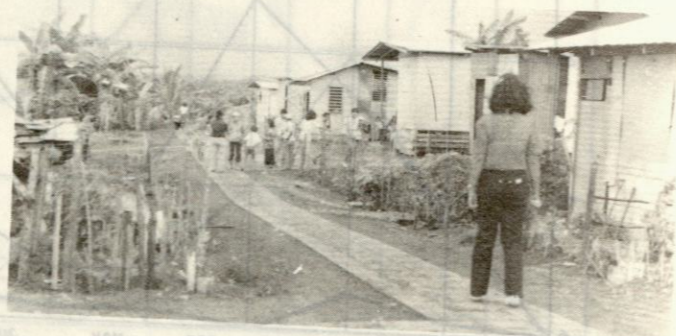
The structures to be demolished at the road right-of-way of the Don Mariano Marcos Avenue.



The dismantled structures are ready to be hauled by trucks to the relocation site at the Tala Estate in Novaliches.



The squatter families are housed in temporary quarters such as shown above.



Each squatter family is assigned a lot. Picture shows some of the permanent squatter houses.

**Q. Has the private sector assisted and cooperated with the city government?**

A. It certainly has, particularly the civic clubs like the Jaycees, the various Lions and Rotary Clubs, the Kiwanis, the Thursday Club and the business organizations especially the QC Chamber of Commerce and Industry. The Federation of Women's Civic Organizations in Quezon City and the Quezon City Council of Women have also assisted and cooperated with the city government in many projects.

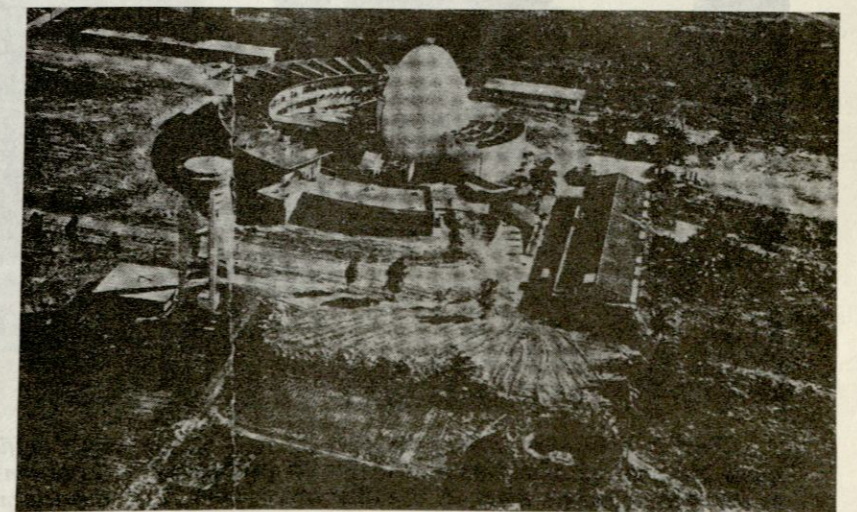
**Q. A final question: What are the landmarks or tourist attractions in Quezon City?**

A. They are the Quezon Memorial Shrine, Parks and Wildlife, La Mesa Dam, Quezon City Hall, Philippine Heart Center for Asia, Iglesia ni Kristo, Palace, Balintawak Transmission Complex better known as Cloverleaf, Himlayang Pilipino, Balara Park, Welcome Arch, Atomic Reactor, Araneta Coliseum, University of the Philippines.

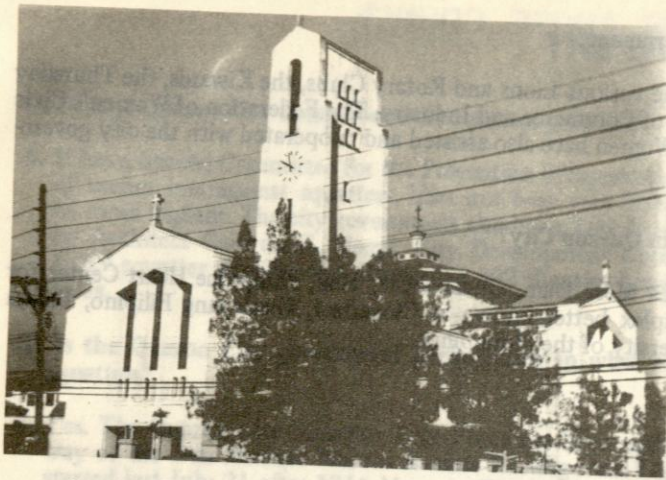
## LANDMARKS & TOURIST SPOTS



The Quezon Monument at the Quezon Memorial Circle is the city's most outstanding landmark while the Welcome Arch is the gateway to the city from Manila.



The Atomic Reactor is the only one of its kind in the country.



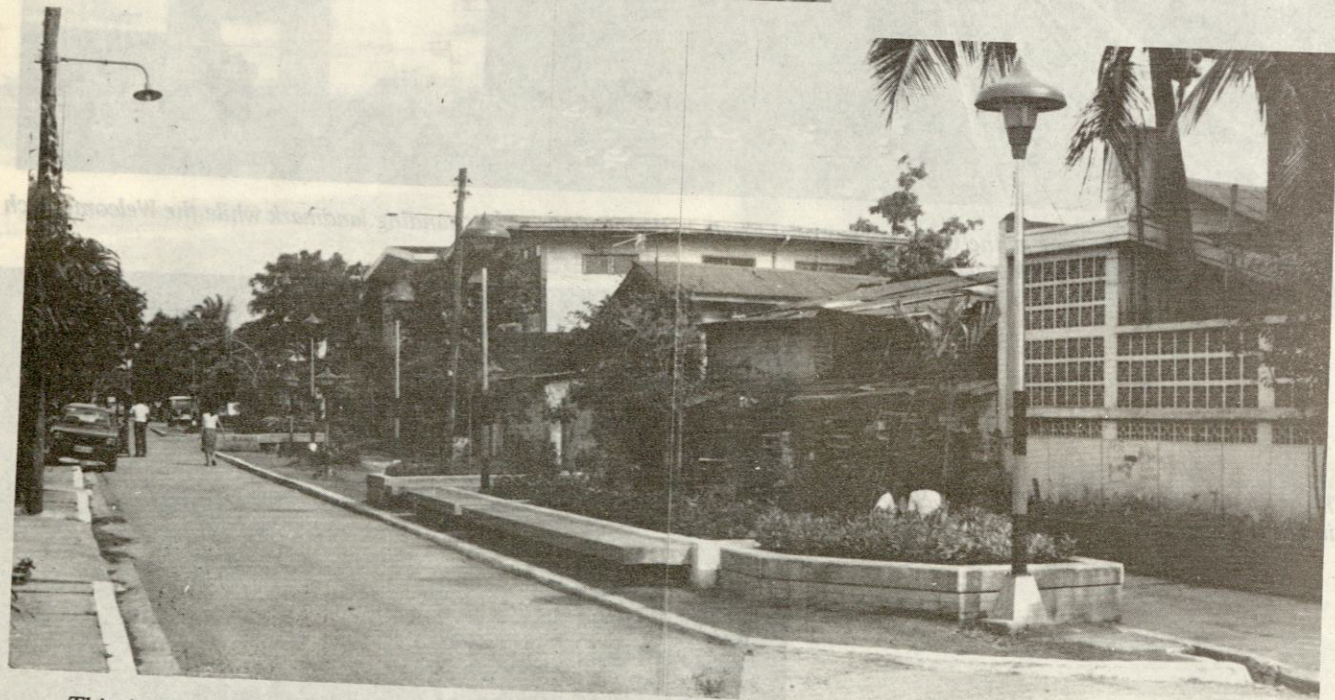
*Sto Domingo church where Quezon City's patron saint, Our Lady, Queen of the Most Rosary of the "La Naval", is enshrined.*



*The Iglesia ni Kristo Palace is a tourist attraction, There are 37 other churches in Quezon City of diverse sects.*



*Balintawak Transmission Complex better known as Cloverleaf.*



*This is something unique, the Abao St. Park in La Loma, the only one of its kind in Metro Manila and perhaps in the entire country. Abao St. is a little street with very*

*little traffic, so it is closed to traffic except to car owners residing in the street and is being developed into a park for the residents in the neighborhood.*