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Mayor Ismael A. Mathay, Jr.



Quezon City at 58

Agenda for the City of the Future

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- The Mayor's Man*
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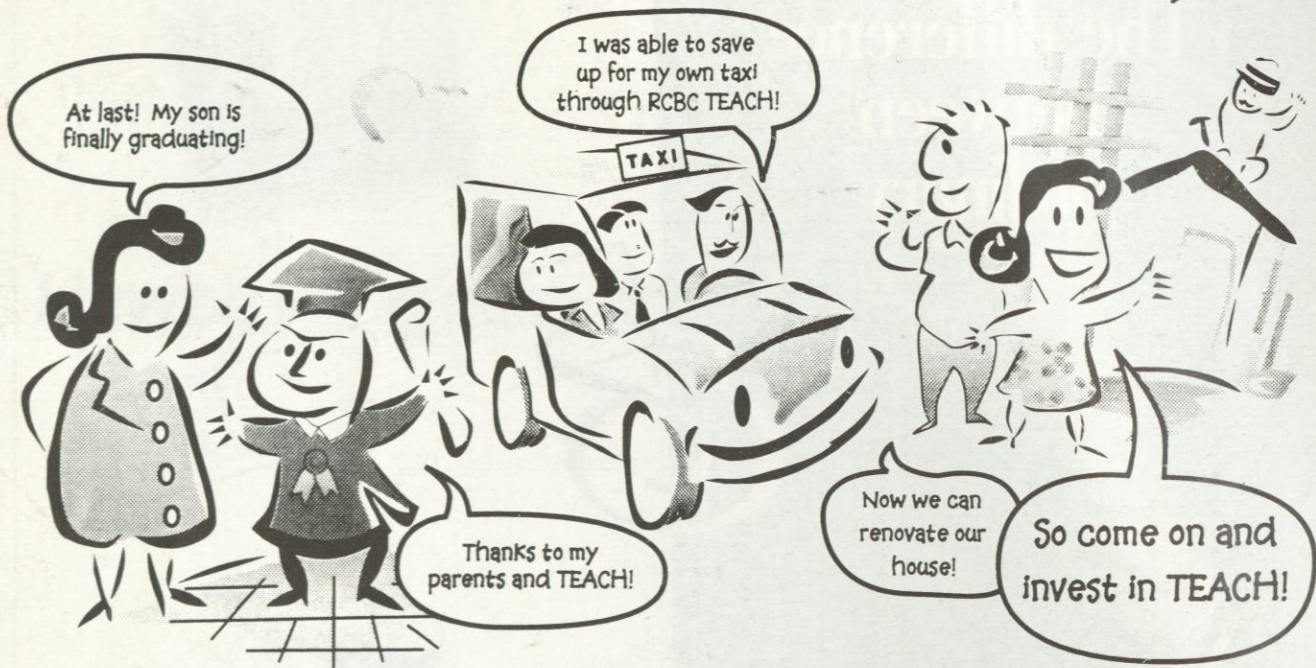
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LOCAL HISTORY**

Agenda for the 2000s

Mel Mathay leads a city into the next century

By **RODNEY J. JALECO**
Editorial Consultant

He has anchored his administration on effective and responsive public service.

QUEZON City is a residential, commercial and industrial hub. Little did President Manuel L. Quezon realize that the cogon-draped hills he envisioned as a self-reliant government center would be a bustling, dynamic cog of national life today. The city's development gained added momentum under the administration of Mayor Ismael A. Mathay Jr.

Perhaps no other administrator has done so much for Quezon City. He not only kept the city abreast with the rapid growth of the past five years, but

BASIC SERVICES: PROMOTING HEALTH AND HYGIENE

He has mobilized Quezon City's barangays to serve as conduit for much of these grassroot services. Garbage collection and disposal is a daily struggle for a city that produces more than two million cubic meters of trash a year. Under his directive, five percent of barangay funds were allocated for technical assistance and monitoring of compliance with the Comprehensive Solid Waste Management Program. Garbage drop points were constructed in

Barangay Balingasa and Bagumbayan; maintenance of a compost pit in Barangay Blue Ridge B; and dump trucks were purchased solely to service the garbage disposal needs of 22 large barangays. The city government also pursued a campaign to check unsanitary practices of fish vendors, which led to the arrest of six violators.

A showcase of Mayor Mathay's public service program is the Quezon City General Hospital (QCGH), a 200-bed medical facility that continues to deliver quality medical service despite formidable odds. The QCGH was designated as a pilot hospital in quality assurance, and contributed to the estab-

lishment of the Philippine Society for Quality Health Care — a national organization designed to spread the concepts and methods of quality assurance, improvement, and management in the health sector.

Since June last year, the Medical Extension for Low Income Groups (MEL Groups) have conducted 117 medical missions that benefitted over 14,000 patients. Before treatment, lectures are conducted to teach residents how to avoid such common diseases as dengue, cholera, typhoid and conjunctivitis. The



Working to make a better city.

MEL Groups also joined the Health Day activities of the National Council for the Welfare of the Disabled Persons in the third quarter of 1996.

Other projects were launched to promote positive health and hygiene practices in the community. Among them were "Oplan Wastong Pagsisipilyo" in October 1996 which benefitted more than 1,000 people in 127 barangays; "Operation Tule" in May 1997 which conducted circumcisions on 212 children from nine barangays; "Medical-Dental Civic Action Project" held last June with MEL Groups which benefitted 312 patients from Bgys. San Jose and San Antonio; and "Oplan Flouridation" which benefitted 142 pupils (ages six to 12) from the Malaya Elementary School.

A reverse osmosis machine was installed in 1995 in Bgy. Payatas to ensure safe, potable water for residents. The water is distributed among seven public and nine private connections. Now City Hall is eyeing the installation of submersible pumps in various barangays, among them Bgys. Sta. Monica, Commonwealth, and Holy Spirit.

At the same time, a collaboration with the Manila Electric Company (Meralco) resulted in "energizing" 461 residential associations which benefitted nearly 79,000 families in 63 Quezon City barangays.

TAPPING THE GRASSROOTS MACHINERY

Mayor Mathay has given barangays an ever-increasing role to enforce government presence at the community



Mayor with a mission.

also harnessed his considerable talent and experience in urban planning and management to craft many innovative programs, racing to provide the needs of a growing population with the limited resources at his disposal.

The problems of Quezon City are amplified by its size and divergent interests. Tailoring solutions is a complex and pit-ridden process. But Mayor Mathay has succeeded in surmounting the socio-political and economic schisms that characterize most of the country's urban centers today.

level. From June 1996 to June 1997, he tapped barangay coordinators to deliver over 1,200 notices to 78 barangays as part of a drive by the Task Force on Treasury Operations and the City Assessor's Office involving the city's tax-payers, as well as facilitate the delivery of notices of realty tax delinquents and realty tax assessments.

On the other hand, the city's barangay operations center spearheaded disaster relief operations, particularly for 1,656 families in 40 barangays hit by fire. The city government helped 155 barangay officials in availing of their civil service eligibility, and another 185 in their medical claims and reimbursements. Burial assistance was also provided for 16 barangay security officers killed in the line of duty.

The city government helped monitor the conduct of the May 12 barangay elections, where 85 incumbents were re-elected; 57 other barangays chose new leaders.

Education for All

On education, the city government observed an increase in enrollment in 61 of the city's 92 public elementary schools, and in 21 of 41 public secondary schools. One innovation is the early childhood education program. Through the help of parents and non-government organizations (NGOs), a total of 5,562 five-year-old pupils attended 234 kindergarten classes this school year.

Also, of the 92 elementary schools in the city, 19 hosted special education (SPED) classes for fast learners, slow learners, low achievers and for different exceptionalities. There was one SPED class for the hearing and vision impaired at the Quirino High School. The city government sponsored a special games for special children at the Amoranto Sports Complex last November, where 3,777 children from both public and private schools competed.

The city government also has a non-formal education program catering to out-of-school youths and unemployed adults. This school year, 10 schools in the city are offering vocational, technical, and functional literacy courses.

The Scholarship and Youth Development Program (SYDP) is a project directly under the mayor's office. Launched in 1991, Mayor Mathay gave it a much-needed "shot in the arm". The SYDP is geared towards providing free education to secondary school graduates of the city's public schools who wish to pursue college degrees. Academic excel-

lence and economic status are major considerations before one could avail of the program.

Aside from providing college scholarships, the program also supports the operation of the Quezon City Polytechnic by paying for the tuition of 100 students every year. There are at present 1,500 SYDP scholars enrolled in various Metro Manila colleges and universities. They are distributed mostly among accounting, computer science and engineering courses. To date, some 400 scholars have graduated and are employed in the government and private sectors.

In further promoting the educational needs of the city's populace, the Quezon City Library acquired nearly 9,000 vol-

ing in cooperating business establishments.

Atmosphere Conducive to Business and Employment

Mayor Mathay has been building an environment where both business and workers can prosper. While this may perhaps be a common thrust among local executives, Mayor Mathay's chief distinction is his sincere yet systematic approach to solving unemployment in the city.

Project Manpower Employment and Livelihood was launched last year to conduct a massive manpower and skills inventory in the city's 142 barangays, to complement and expand the delivery of employment services. The City Working Youth Center gave



From left: Mayor Lim, National Centennial Commission Chair Laurel, Cardinal Sin, Sec. De Villa, Mayor Mathay, and Vice Mayor Atienza

umes of books, mainly through donations. The Children's Library at the Quezon Memorial Circle received much-needed repairs, along with the Bgy. Masambong Reading Center. A Toy Library and Museum was established in Cubao; and another reading center was established in Bgy. Capri through the help of its barangay chairman. As part of his birthday celebration, Mayor Mathay gave away 200 children's books in Bgy. Payatas.

Another new program is the "Tiangge ng Hanapbuhay", a promotional activity aimed at bridging job applicants and employers. Mayor Mathay was instrumental in implementing President Fidel V. Ramos' summer work youth program which paves the way for vacationing students to make better use of their time, by work-

this initiative added teeth, by organizing Working Youth Clubs which aim to develop young workers into effective leaders and self-reliant, productive members of the community. There are presently two of these clubs in Quirino and Escopa.

From June 1996 to June 1997, there were a total of 4,896 applicants; of this number, 1,235 were hired — 348 of them in job fairs like the "Tiangge ng Hanapbuhay". Almost 1,600 applications are still being processed.

As part of the city's effort to promote employment, it maintained an industrial relation services which aims to provide "judicious conciliation and mediation services" to both labor and management. This section of City

Continued next page

Hall helped monitor and settle labor disputes in four large institutions.

Mayor Mathay's strategy appears to be paying off. The issuance of business permits and licenses grew since last year — new businesses up almost 14 percent, business renewals up 6.4 percent and occupational licenses up 13 percent. Revenues from the mayor's permit have steadily increased from P21.3 million in 1995 to P26.6 million as of June 1997. City Hall's hawkers' division also reported higher permit approvals; for the first six months of the year, new permits outnumbered renewals at 130 to 41. Close supervision of these vendors generated additional revenues for the city government.

Despite its highly urbanized character, Quezon City still has significant acreage open to small-scale farming — a fact not lost on Mayor Mathay who realizes that this could be a major source of livelihood for poor city residents. From July 1996 to June 1997, the city's livelihood cooperatives harvested 24 tons of rice (planted on just eight hectares) and 317 tons of vegetables — benefitting almost 3,500 people.

With City Hall's active assistance, training was conducted for livestock health and management; pre-membership education; homemaking; rural improvement club children center; and the Kabuhayan Hour. There are 29 cooperatives and 197 income-generating projects currently in full swing.

Urgent Concern: Peace and Order

Criminality has emerged as one of the country's most pressing concerns, to the extent of threatening to derail the political and economic gains of the past five years. Nowhere is it more palpable than in urban centers. The Philippine National Police (PNP) has introduced numerous programs to combat crime but experience has shown, success or failure often hinges on the kind of support they get from local officials.

Mayor Mathay has vigorously supported police efforts to stamp out

crimes in Quezon City. With a population of over 1.8 million spread over a sprawling 15,106 hectares, this is a daunting task indeed. Quezon City has implemented the Interior & Local Governments Department's "Barangay at Pulisya Laban sa Krimen" program and institutionalized the Barangay Police Patrol Project through a Memorandum of Agreement last June 1996.

A key element in the campaign is mobilizing public support for crime prevention and suppression efforts. There are presently four React 166 and two Extelcom "hotlines" citizens can call to report a crime or feed information. With the acquisition of modern communications and additional patrol cars, response time has been cut to six minutes — a 20 percent improvement to the previous period's 7.5 minutes.

The Police Kababayan Centers (PKC) has become the cutting edge of

ian volunteers and barangay security members. This concerted effort has resulted in a 100 percent reduction of kidnapping incidents. This same unified network helps detect possible communist rebels, thus insulating Quezon City from the insurgency threat.

The Central Police District, which controls police forces in Quezon City, has 37 "strong points" against bank robbers. These are complemented by Special Weapons and Tactics (SWAT) teams, spearheaded by motorcycle-mounted policemen positioned along EDSA corner Quezon Ave. These units made 6,020 bank visits during the same period.

The police has taken the war against drugs to elementary schools. Lectures are conducted regularly on how the youth can stay away from drugs. From June last year, the CPD launched 1,197 anti-drug operations, resulting in the arrest of 1,104 persons, seizure of almost



The police has taken the war against drugs to elementary schools. From June last year, the CPD launched 1,197 anti-drug operations, resulting in the arrest of 1,104 persons, seizure of almost 100 grams of marijuana and a record-setting 256 kilos of shabu

the city's campaign against crime. There are presently 38 PKCs strategically distributed in 11 police stations. This has enabled law enforcers to intensify police visibility patrols, a potent tool for deterring criminal acts. The Station Mobile Investigation and Law Enforcement (SMILE) teams, reinforced by Mobile Patrol Units, conducted regular patrolling in crime-prone areas. From June 1996 to June 1997, a total of 6,535 foot patrol missions involving 166,935 man-hours were conducted in Quezon City.

In addition, there were 1,040 mobile patrols involving 47,399 man-hours. Again, much of these operations proved successful because it generated community-based support, specially from civil-

100 grams of marijuana and a record-setting 256 kilos of shabu.

The police Task Force Viper, a special unit formed to go after carnappers, launched 265 operations during the period, leading to the arrest of nine suspects and recovery of 20 vehicles. The CPD also mounted 1,404 anti-gambling operations which led to the arrest of 1,173 persons and confiscation of P114,896. Meantime, Task Force Winelight was organized to address the problem of prostitution and other vices in the city. It conducted 207 operations, leading to the arrest of 420 persons and closure of eight establishments. At the same time, CPD operatives arrested 2,598 persons with standing warrants

for various crimes.

The PNP "Oplan Paglalansag" continued to be in effect, resulting in the seizure of 118 assorted firearms and arrest of 113 persons. The CPD Women's Desk investigated 44 cases of rape, 139 cases of physical injuries, 47 cases of acts of lasciviousness and 55 cases of maltreatment. All these cases were considered solved except a case of rape, physical injuries and acts of lasciviousness.

Another facet of peace and order was the conduct of 90 operations against illegal vendors and the turn over of 2,692 street children to the Dept. of Social Welfare and Development. The police also helped demolished squatter shanties along Commonwealth Ave. for a road widening project, as well as remove 1,090 street vendors who were obstructing traffic along major city thoroughfares.

To further bolster public confidence in the men in uniform, the CPD implemented "Complan Pagbabago" which resulted in the resolution of complaints against 1,083 policemen from June 1996 to June 1997. Of this number, 23 have resulted in a recommendation for dismissal, 12 were meted suspensions, seven demoted, 121 reprimanded, another 121 cleared of the charges, and 487 punished by forfeiture of pay.

The city government provided timely support for police operations. Mayor Mathay caused the donation of a computer set, three airconditioning units, and earmarked almost P2.4 million for expenses ranging from repair and spare parts of police equipment to office supplies.

This positive collaboration among the police, city government, and citizenry was pivotal in the improvement

of peace and order. The total crime volume in Quezon City dropped by 3.45 percent from June 1996 to June 1997. More importantly, police statistics show a 13.45 percent drop in crimes against persons, a 0.51 percent decrease in crimes against property, and an 8.23 percent fall on crimes against chastity.

On the whole, there was 10.89 percent decrease in index crimes and a 5.54 percent drop in non-index crimes compared to the same period last year. This translates to a 3.44 percent decrease in the average monthly crime rate, or from 16.84 to 9.19. More importantly, the CPD posted an average 90.78 percent crime solution efficiency.

Infrastructure: Growth Catalyst

Infrastructure development continues to take a prime role in supporting development. Some P86 million-worth of public elementary and secondary schools were constructed during the period. Another P10 million was spent for the repair or upgrading of various barangay, health, and treasury offices. Almost 41 kilometers of roads worth P155 million were finished during the period. Projects are still underway for flood control, painting and maintenance.

The Quezon City Planning and Development Office (QCPDO) is at the vanguard of the city's infrastructure thrusts. It was responsible for a centralized Geographic Information System (GIS) network that can provide more accurate inventory and analysis of the city's geographic-based resources, which are useful for formulating service-oriented and income-generating activities. Data build-up is 50 percent complete for parcellary map files and 70 percent for land-use map files. The office has also

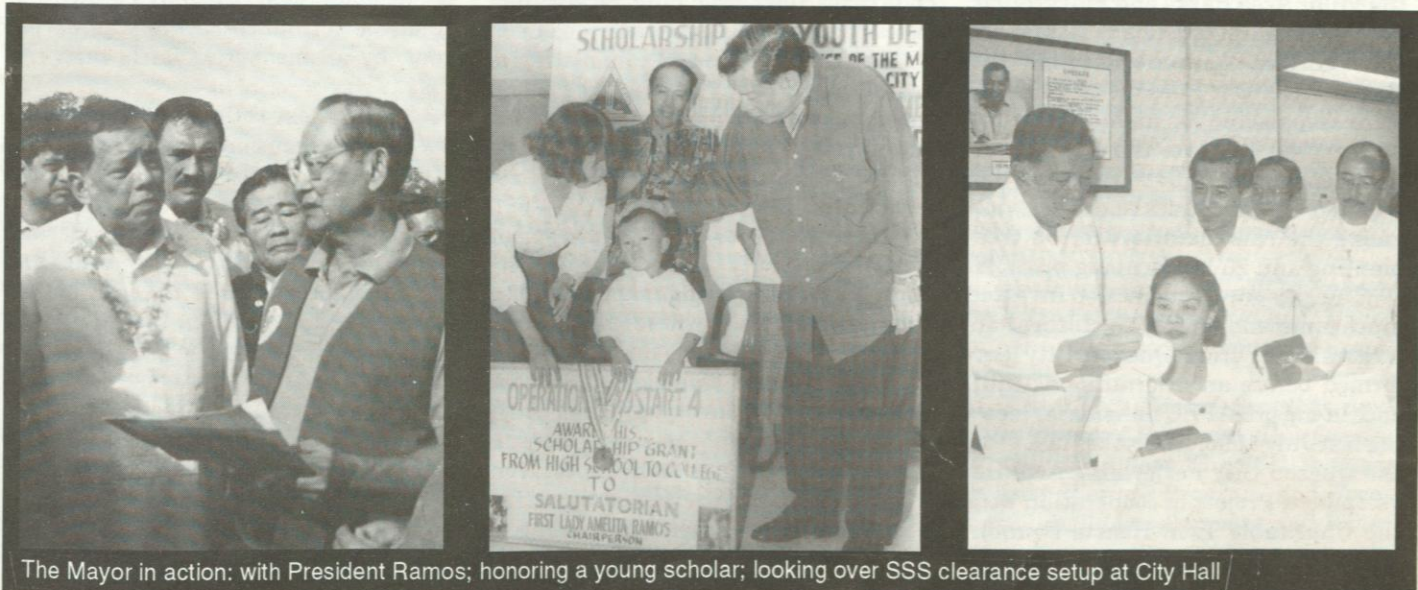
completed plans, policies and strategies for relief and assistance during calamities. It likewise completed preparations for a public cemetery development plan that will meet both current and future needs.

The QCPDO has prepared an integrated framework plan for government's Social Reform Agenda, identifying eight priority areas for action — Bgys. Bahay Toro, Balingasa, Payatas, Bagong Silangan, Bagumbayan, Tagumpay, Concepcion and Kruz na Ligas.

An economic development program outlines strategies for promoting local tourism, the labor market information project, hawkers development program, small and medium scale enterprise development, packaging of potential BOT projects and the baseline information program. Among the BOT projects identified are the City Hall Compound Development Program and Privatization of Public Markets.

Under the Physical Development Program, the QCPDO is revising the Comprehensive Land Use and Zoning Plan to suit current development targets. It is also implementing the 5-year Payatas development program; the QC Road Network Development Plan; the Save-a-River project; environment management plan; comprehensive parks and open development program; QC Flood Control Plan; studies on the suitability and affordability of pre-fabricated canals; commuter terminal stations; development of shelter technology for low-cost housing; and inventory of city properties.

Continued next page



The Mayor in action: with President Ramos; honoring a young scholar; looking over SSS clearance setup at City Hall

During the review period, the QCPDO evaluated 70 subdivision project proposals, 50 other proposals, acquired or awarded 65 project properties, studied 250 projects for depressed areas electrification, 25 requests for reclassification, 45 requests for prioritization of infrastructure findings, and 13 rezoning proposals and applications for exemption.

Safeguarding the Earth

The city government, hand-in-hand with other concerned agencies, has vigorously pursued polluters. One visible source are the fleet of vehicles that ply the streets. Anti-smoke belching campaigns have resulted in the apprehension of over 22,000 vehicles. Quezon City's Task Force Clean and Green also inspected 97 factories suspected of discharging pollutants. Two of them have been ordered closed while five others have been asked to relocate. Fourteen more establishments are the subject of cease and desist orders.

The city government has responded to 1,752 requests for assistance, ranging from uncollected garbage to declogging of drainage pipes.

During the period, they also conducted dozens of special operations such a gutter painting, clearing canals, grass cutting, street sweeping, and other barangay-based activities. More than 9,800 people were arrested for violating cleanliness and sanitation rules. Over 1,178 opted to render community work while 1,402 opted to pay fines.

As part of environmental programs, the city government distributed assorted seedlings and landscaped Kalayaan Avenue. It also embarked on the development and beautification of the Villar Area Parks and Playground, East Ave.-Elliptical Road, EDSA cor. Quezon Ave., Welcome Rotunda and Quezon Ave. cor. Roosevelt Ave. They were responsible for maintaining 157 parks spread all over the city. A nursery propagated 74,578 trees and distributed 44,476 plants and trees, providing the raw materials for 33 tree-planting and 20 landscaping projects.

The city government also invested much time and energy to cultural activities. Kids from Quezon City performed before an international audience in the pre-APEC ministerial meeting last July 1996. In October last year, the Quezon City Performing Arts Development Project in cooperation with the Charitable Twin Hearts Foundation produced its first major concert en-

titled "Unang Pangarap" at the UP Theater to commemorate the 57th anniversary of the city.

Earlier this year, the city's performing arts scholars joined the National Commission for Culture and Arts International Dance Congress held in Cebu City. While on board, the children performed in one of the function rooms of Superferry 10 and 12 last April. Last June, this same group held a concert at the QC Memorial Circle and performed in Channel 13's program "Bakit?"

Efficiency, Responsiveness

To carry out all these myriad programs and projects, Mayor Mathay must bank on a dedicated, competent and responsive force to help run City Hall. The Public Assistance Center served as the eyes and ears of the city government. It received over 269,000 queries and 181 complaints (176 of them were referred to the concerned offices). The PAC was also busy assisting clients out to secure business and occupational permits, inquire about real estate or pay their taxes. During the period, the PAC received 33 evaluation sheets which showed 24 favorable and nine unfavorable feedbacks.

The Fiscal Control Unit reported that it processed and reviewed 42,953 payrolls and vouchers; pre-inspected 3,724 deliveries of supplies and pre-post inspected repair of 241 vehicles and office equipment; monitored 378 garbage collections; audited 509 release of allotments; verified 346 court orders, financial statements and paid payrolls; processed 10,628 property clearances; and posted 522,595 payments posted.

The City Legal Department also reported impressive gains — 343 opinions and recommendations rendered; 167 civil cases filed; 341 land registration cases handled, 52 of them decided upon with finality; received 63 administrative cases; received five building official cases; acted on about 5,800 collection cases and received, prepared, or reviewed 28 contracts involving the city government.

These statistics point to an obvious frenzy of activity at the Quezon City Hall. Mayor Mathay has shown the way through example. A workaholic who patrols every nook and cranny of this bustling city, he has provided inspiration and leadership to an organization which appears to thrive in these conditions. It may be something one can expect from a city government whose helmsman frequently exhorts, "a job worth doing, is worth doing well."

State of the City Address

Preparing

HON. ISMAEL A. MATHAY, JR.
Quezon City Council Special Session
October 28, 1997

THE Honorable Presiding Officer
and Members of this Council

Ladies and Gentlemen:

I come before this august Council to deliver my last report, my last State of the City Address, of our second term. As we do, we look back on almost five years and four months of our governance of our City and in anticipation, face the prospect of the next judgment of our people again.

Always, the question we ask is: What have we done by our people's expectations? The people themselves had given the answer last May 1995. They will give another answer again come May 1998.

Ever conscious about how well we do, we check with our people on periodic basis. On the basis of the reliable surveys done by the Social Weather Station, our public still has given us popular approval of our performance — in terms of our programs, and in terms of how, we the leaders, have been administering our City Government.

The April 1997 SWS assessment for our administration (and this means both the Executive and the Legislative branches), showed on the overall, a 56 per cent approval. The Mayor's own personal performance rating was 65 per cent, by all measures, fairly high ratings.

The highest ratings of approval for specific programs indicated showed that streetlighting and beautification rated 66 percent, repairs and construction of roads, 62 percent, scholarships and youth development, 55 per cent, and anti-drug program, 47%. Over the last few surveys, education, health and social services also gained high popular approval.

Traffic, garbage collection and disposal, and peace and order continue to be our main worries as far as public expectations are concerned.

But the people tell us, as well, that they expect more and that much still

for the Future of Our City



Measuring accomplishments with people's expectations

needs to be done and they keep faith with us that we can accomplish more for them.

Let us also be sensitive to the fact that two developments expectedly will most likely impact on our peoples' lives. One is the calamitous weather pattern brought about by the El Nino which will affect availability and prices of commodities. And the other is the already felt impact of foreign exchange adversities resulting in the peso depreciation which has potentials to reverberate down to the masses in the form of higher prices for commodities and services.

We have to be alert to these emerging adversities and undertake some measures to minimize the ill effects, caution against these, and to prepare our people for the eventualities.

These we should bear in mind over the next remaining months of our term.

Our Accomplishments: Meeting Our People's Expectations

We have in the past, in several State of the City reports, given accounts of ourselves in terms of what we have accom-

plished for which we continue to deserve the popular approval. Allow me to give some highlights of these. A more detailed documentation is being submitted as an integral part of our address to you.

Educational Development. Education is where we believe we will make an enduring legacy manifested not only in terms of improved educational quality achievement but in terms of visible and physical manifestations in the form of some 61 school buildings with 670 classrooms. These have reduced class size from 75 average to just 55, which has assured better learning for pupils.

We retrained teachers. We granted them financial benefits. We provided other support in the form of assistance for programs and administration of the individual school themselves. And with a new and very able Division Superintendent, we have committed ourselves to making the Division of City Schools of Quezon City, the Number One schools division in the country.

Scholastic achievement performance ratings for both elementary and secondary schools, over the recent years, showed improving educational quality performance of our schools. Our Quezon City Science High School has become the fourth best high school in the country.

We have established the Quezon City Polytechnic which now has been enhanced to become the Quezon City Polytechnic University, having benefitted already some 1,500 regular students and more than 6,000 in short-term skills training.

Program for the Youth. Quezon City has a young population with some 65 percent 25 years and below, with fifty per cent of these among the urban poor.

Building more schools is a potent way to open access to education for the young. The sports programs, including the Division of City Schools Palaro and the Barangay-based Olympics under the City's sports development program, are decidedly widely participated. We expanded our scholarship programs. We launched and participated in special programs for the youth — the handicapped, the street children.

Youth employment and summer employment program has been implemented successfully in coordination with the Department of Labor and Employment. Some 2,500 of our young scholars have successfully utilized their scholarships — academically and in terms of participation in community action.

Health and Social Services and Development. With a population of 2.2 million, 51 per cent of which are urban poor, the provision of health and social services remain priority concerns. Accordingly, we have pursued the improvement and physical renovation of the Quezon City General Hospital and the construction of two branch hospitals which should now be ready to operate. We need to provide the necessary operating resources — personnel, facilities, supplies, and adequate funding.

We maintain 58 Health Centers, 5 Lying-in Centers, not enough to cover the 142 barangays, but the services are far-reaching. A foreign-assisted project, the Unified Health and Nutrition Program (UHNP), benefits thousands in several barangays. Close coordination and collaboration with NGOs enable us to mount medical and dental missions to the poorest communities.

We launched the MEDICAP, which needs to be enhanced if it has to benefit the needy sector requiring hospital care.

The City's Social Services and Development Program. This focuses on the urban poor. The SSDD's Community Welfare Program and Vocational Skills Development and Reha-

Continued next page

bilitation Program benefit some 120,000 beneficiaries. **Murang Palibing** benefitted some 320 beneficiaries. There are now 183 day care centers all over the City servicing some 4,800 young children, and their parents. The Senior Citizens Affairs Office has now enrolled some 4,200 Senior citizens benefitting from 20 per cent discounts in drugstores, restaurants, and public transport services.

Through our **Smile Program**, the Depressed Area Electrification Program of Meralco, has benefitted 461 associations in 63 barangays, benefitting some 88,000 families. SMILE and the People's Bureau have installed water services benefitting 2,018 families. About 540 families benefitted from SMILE-installed community water system. About 640 deep wells have been installed. Coordinated through the People's Bureau is the Water Services Project of the Manila Water Company (one of the two private distributors for MWSS) which services the households of Barangay Botocan.

Road Construction and Repairs. Our city is geographically expansive, one-sixth of Metro Manila. The barangay communities, particularly the depressed barangays, are far-flung and still relatively inaccessible. Thus, the urgent need is for roads — to link to main national roads — and interneighborhood roads to link communities and to decongest traffic bottlenecks. Some 180 kilometers of city roads have been constructed, repaired and rehabilitated. The public has seen and felt these efforts, and reflected this in the SWS surveys.

Likewise, while still a lot of work needs to be done, we have dredged, cleared, and freed of blockages the ribbon of creeks, canals and rivers — for flood control and for safety of nearby residents.

Environment Promotion: Beautification, Cleaning and Greening. The City remains to be among the greenest urban community in the country, and it must remain so. This has been given priority. The City maintains some 248 parks, including the greening and lighting of some 90 main roads and boulevards.

Some 39 main thoroughfares of the City and subdivisions roads have been

lighted, making the City the most lighted and brightened in the Metropolitan Manila Area.

While waste disposal remains a serious problem for a city of this size, we take continuing initiatives in controlling the problem. Last year, we launched the Barangay Waste Management Program which essentially places the Barangay government in the front line of the waste management effort in close coordination with the City Government. Some 12 barangays have now acquired their own dump trucks and waste collection crews, coordinating with the City's efforts.

We have a very active Anti-Air Pollution program — having ordered the closure of no less than 16 polluting establishments, and apprehended 38,000 vehicles for smoke-belching.

Our obvious urgent need is for a more permanent waste disposal facility

higher than the average of 90.4 for Metro Manila.

The Command has already identified 25 groups involved in drug trafficking and identification of 396 individuals. The anti-drug drive has netted 414 persons, 269 cases in court, and has confiscated more 259 kilos of shabu in addition to the seizure of 253 kilos from two Chinese nationals. Ten syndicates engaged in illegal gambling have been identified.

Accomplishments were recorded also in drives against carnapping, prostitution, robberies (particularly in public transport vehicles), among others.

The City Government goes all out for its support of the CPDC, having provided all mobile vehicles (60 in all), and like number of motorcycles, communication equipment, and computerization facilities for its intelligence and operations work. Financial incentives are also being provided by the City government.

Anti-Drug Abuse Campaign. The SWS survey of April 1997 showed that drug abuse has become a very serious problem — viewed as the Number 2 most serious problem. Among the urban poor of District II, the urban poor themselves rated drug abuse, particularly among the youth, as their Number One concern. These are two indications of the seriousness of this drug menace.

Accordingly, we have taken direct charge of our campaign against drug abuse, having agreed with our Vice-Mayor that no less than the Chief Executive of the City must take charge. This was, indeed, the conclusion of the National Anti-Drug Abuse Congress held in Quezon City in September 1997, of the Drug Summit in August of 1997, and of the Bicutan Workshop in September 1997 — all called by the President himself. The three meetings concluded that indeed the Mayor or Governor must take direct charge. The national government itself has now given top priority attention to the anti-drug abuse campaign, as directed by the President.

I will not dwell in numbers and indicators here to show how much we have done in our campaign. We have done much, in spite of our meager resources and limited facilities. I want to stress, however, that we have formulated a model campaign in the Metropolitan Manila area, with our multi-sectoral,

The Central Police District is woefully undermanned — 2,365 uniformed policemen for more than two million people, a ratio of one policeman per 1,000 citizens

to handle some 2,000 tons of garbage accumulation in our City. In this regard, we have received already no less than 18 proposals of various types — small scale, large scale, of various technologies — for a waste disposal system. If advantageous to the city, we will shortly recommend this to the City Council.

On Peace and Order. The Central Police District Command is woefully undermanned — 2,365 uniformed policemen for more than 2 million people — a ratio of one policeman per 1,000 citizens, far from the one to 700 standard to be aimed for.

There is a 16 per cent decline in the incidence of non-index crimes.

Yet, over the last year, the performance of CPDC has improved — with a 92.6% crime solution performance as against 89.2 per cent last year. This is

multi-level program — essentially calling on everyone to be concerned and involved; from the smallest community to the main city community, the youth, the teachers, the senior citizens, the women, the NGOs — all mobilized for the campaign.

Thus, our short-run objective for 1998 is to expand our rehabilitation center and build a more commodious center in Camp Karingal itself.

Housing and Resettlement. No one will disagree with the fact that squatting is a most serious problem. Allow me to stress why this remains a crucial problem for us. With some 170,000 squatter families, we provide practically free health, education and social services to them. Yet, the sector's contribution to revenues of the City is practically zero. Then, as exemplified by the problem at the LRT Depot site at North Triangle, squatting can increase the costs of and delay the completion of urgent infrastructure projects exemplified by mass transport system projects such as LRT III, which will benefit some 600,000 people, majority of whom will be from Quezon City.

Hence, our efforts must be accelerated despite of the severe constraints of resources, complementing the efforts of the national government.

The following numbers of beneficiaries give an idea of the extent of our efforts in this regard: 250 units in Escopa, 288 units in Manresa, 119 in Sitio Militar, 3,000 families to be benefitted by Tawid Sapa (Phases I and II), 3,000 families in planned medium-rise buildings. For City CMPs, 10,000 families are beneficiaries, 1,500 in planned CMPs. Sitio Mendez will benefit 430 families. About 1,600 families can be accommodated in City-sponsored SMILE Citihomes Project in Zabarte, Novaliches. For direct sale of lots, 1,149 families have benefitted.

These seem like small numbers relative to total squatter population. But approximately 45 per cent of squatters are on national government lands. Accordingly, the initiatives of the national government must provide the lead efforts to be supported by the City.

This problem will continue to be a top priority concern of our City Government.

Improvement of Public Assistance Services. We serve public clientele not only in delivering basic services, but also in providing assistance in terms of constituency needs for documentation, and in times of emergencies

and calamities. Even in putting order in our traffic mess.

We have put in place a Disaster Coordination System that provides for early alert and preparedness in case of emergencies and calamities. The disaster coordination is down to the barangay and with the involvement of private alert groups. We have to improve our communications system though. Quick response is essential in calamities.

More importantly, we have now computerized our business permits and licensing system and our real estate assessment and tax payments systems — both of which are now in place. Thus, come January 1998, there will be greater facilitation in the processing of business permits and in the payments of real estate taxes — two of our most important revenue generation operations.

A local network is also now in place allowing linkages among these offices — the City Treasurer, the City Assessor, the Business Permits and License Office, and soon the City Accountant and the City Budget Officer — and the Office of the Mayor and the Office of the City Administrator.

Computerization will certainly return many fold the investments in the installation of the system, easily recovering the costs of the hardware and the software components.

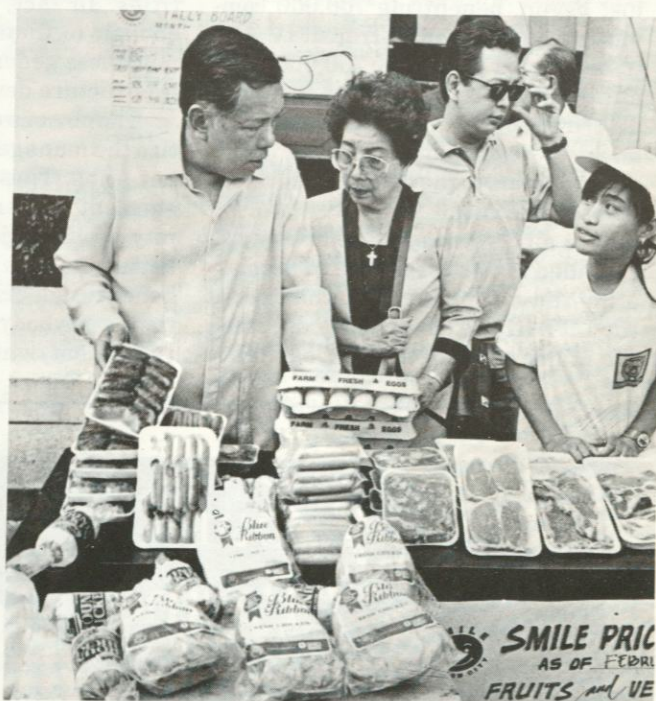
Come January 1998, the computerization of the Civil Registry system will be started and soon thereafter the Management Information Systems services for payroll, cash operations of the City Treasurer's Office, the budget system and the accounting system.

Soon, it will be possible for the general public to obtain civil registry documents, such as marriage licenses, birth certificates and death certificates, and other documents in a most expeditious manner.

Business Development. With a large population increasing at about 3.2 per cent yearly, bigger than the growth nationally, there is need in the long-term to provide for employment and liveli-

hood of the many, for enhancing the revenue base of the City to generate resources for the expanding requirements of the population and the City.

It is for this reason that the Mayor, with the total support of the City Council, has pushed vigorously for the promotion of business center development — as the strategic emphasis in our long-term development. This involves essentially promotion of investments into the city that results in commercial, industrial and service sector development. Our fundamental contribution in this regard, includes the land reclassification, the expeditious grant of permits and licenses, supportive fiscal policies and incentives, the



Mathay launching Metro Manila-wide food caravan

assurance of peace and order, and the assurance of supportive, competent, enlightened leadership.

Thus, such development projects benefitting from these advantages and opportunities that our City offers are now pushing through in a number of places in the City: the U.P. Commonwealth Property Development (101 hectares); the North Triangle Development (58 hectares); 16 for the LRT Station, 38 hectares for mixed comprehensive development by Robinson Land and San Jose Builders; the North Fairview Commercial Development with Shoemart (recently opened); and soon the Robinson Shopping Malls as centerpieces; the

Continued next page

SPECIAL REPORT

Megaworld Property Development which will be the sites of the Philippine Headquarters of IBM and the Citibank; the Gotesco Commercial Center by Sta. Mesa; the Ayala Hotel and Commercial Development beside the Elliptical Road close to City Hall; and other smaller developments. In addition, there are residential enclaves now rising in many parts of the City.

On top of these developments, we are beneficiaries of three mass transport development projects — the Light Rail Transit III now in progress, and will be completed in 1999 to benefit some 600,000 commuters; the Light Rail Transit II, with its construction just begun, benefitting 700,000 commuters; and Light Rail Transit IV soon to be started to benefit 750,000 commuters. All of these will not only ease up traffic but in fact will accelerate business development, making major contributions to the economic development of the City.

For all these projects, our City has extended major assistance in accelerating their completion. In the case of the LRT III, we particularly assumed the major coordinative responsibility

in clearing the North Triangle of commercial squatters of the People's Park. We should expedite the grant of business and building permits and licenses for these projects.

The Public Market Development Program. The City maintains and operates nine public markets. These entities have become cost-generating centers for the City, and not even earning enough for their own upkeep. Because most of these are already in physically deteriorated state, and because of access problems and given the growth of private markets and commercial establishments in and around the markets, the public market themselves are not effectively functioning as public service entities. In fact, they are not earning enough to finance their maintenance, much less generate funds for major infrastructure developments.

The obvious clear solution is to privatize the management of these — not all, but some. These assure efficient management, better service to the community, assured revenues for the City, and better facilities for the vendors who will benefit competitively. Given the situation, everybody benefits under this arrangement, which in fact is encouraged

by the privatization policy of the government and for which an amended BOT law was in fact passed.

It is for this reason, that on a pioneering basis we have pushed for the privatization of one market initially, the Dapitan Public Market. Under BOT arrangements, the Council has supported this Project.

May I inform the Honorable Members of the Council and the general public, that the Vendors Association of Dapitan has resisted, both physically and legally, the implementation of the project. The Association brought to court our City officials, including the Mayor, as well as the Contractor herself, implementing the project.

Yet the project can only benefit the vendors.

The vendors filed a contempt charge before the Regional Trial Court in Quezon City, and to stop the demolition of the old market, petitioned for an injunction with the Court of Appeals. They have threatened to file cases and had gone on forum shopping. They physically resisted implementive activities, and had even asked for police interference from the National Regional Command of the PNP, reminiscent of the Sitio

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Mendez role of NCRDO.

An Ombudsman case has been filed by the vendors against all of us, officials of the executive branch and members of the Council, who approved the contract for the project.

May I now inform everyone that both of these court cases have been decided in our favor — the contempt case dismissed, and the injunction not granted. We expect the Ombudsman case to be dismissed likewise. Which means, we now proceed to implement the project without interference.

We want to assure the Members of this Council and all concerned that this is still the right decision, and that your continuing support of this project should be forthcoming.

The Non-Government Organizations or NGOs and the City. Quezon City is fortunate, in a way, because of the productive collaboration with the non-government organizations and many civic and professional organizations in the City — such as the Quezon City Chamber of Commerce and Industry, the Rotary District 3780 and its 70 Clubs, the Lions, and the Jaycees and the Jaycerettes, Zonta, and many, many more.

There are some 2,300 NGOs in the City. Together, they constitute a significant institutional resource which could valuably and collaboratively complement the City's resources in the pursuit and implementation of the many programs of the City. Recently, for instance, the City has entered into an agreement with a large confederation of NGOs and academicians in District II, to implement collaboratively programs in housing and livelihood, education and social services.

It is for this reason, that the City has instituted an Office, SMILE, specifically tasked to coordinate efforts of the various NGOs and their programs with those of the City. A similar arrangement has been set up with respect to the cooperatives. Quezon City, which has the most number of cooperatives, is the cooperatives capital of the country. Let us then work to maximize the contribution of the NGOs to our City government programs.

The Novaliches Municipalhood.

One very serious matter that should concern our City officials and certainly our people, as this has concerned me for some time, is the move to make Novaliches separate from Quezon City, first as a distinct separate municipality. Then eventually, as hoped for by

those who have pushed for the same, as a separate City.

The move, of course, is to dismember Quezon City, carving out a slice of it. Republic Act 333 of July 1948 declared Quezon City with Novaliches and Payatas becoming integral parts thereof, as the Capital City of the Country, the Capital City that our Founding Father, Manuel Luis Quezon, envisioned.

The Bill that had gone through the House of Representatives provides for the referendum on the municipalhood to be voted on only by the eighteen barangays, constituting the Quezon City side of Novaliches, instead of by the entire voting population of Quezon City. **That makes such a bill unconstitutional**, since the Constitution provides that in the creation of cities and towns

The drug menace should deserve greater attention from us, with Quezon City having among the largest affected populations

from a parent territory, the affected territory will have a say on the separation. Besides, why should the proposed Novaliches town include only the territory with the Quezon City portion, and not the territory in Caloocan.

Novaliches developed the way it has as essentially an industrial zone because it was planned that way — for it to be the industrial enclave of the City. Just as in other cities, an industrial zone is provided. Novaliches would not have developed as it has now if it were not part of Quezon City. For instance, ShoeMart or Robinson would have second thoughts about locating in Novaliches if it were not part of Quezon City. We pushed for it.

This City Council must have a say in the separation of Novaliches from Quezon City — not just the eighteen barangays. Would you go down in history as having allowed the dismemberment of our beloved Quezon City? It is

still our capital city, in reality, if not in law. That would be either by permitting it or allowing non-participation in the referendum for its creation separate from Quezon City.

Separating Novaliches from Quezon City will offer no advantages for Novaliches or its people. Even in this regard, the social justice criterion must apply.

Would not a separate Congressional District for Novaliches be better on all counts? Weigh our option with a deep sense of thoughtful consideration.

Agenda for the Future: Prospective Platform for 1998

As we look to the forthcoming 1998 political exercise, we certainly are drawn to considering what it is that we need to convey to the people — in the matter of agenda for the future, a platform, so to speak.

Clearly, we will continue to be concerned with housing and resettlement for our squatter constituents.

The drug menace should deserve greater attention from us, with Quezon City having among the largest affected populations. Concrete programs need to be implemented, and certainly, an expanded rehabilitation center will have to be established. Aggressive police action in coordination with community support and initiatives ought to be implemented.

Education will remain our top priority concern — what with some 380,000 young people in our public schools, many of them from the urban poor sector. More classrooms, some 250 every year, are needed. Some 500 new teachers are needed every year. Teachers competency needs to be improved. And we have to make sure that all young people of school age ought to be in school. Education remains to be the instrument of assuring the future for each citizen.

Enhance the scholarship program and expand the skills development program under the Quezon City Polytechnic University. The University itself must now get support, particularly for its infrastructure needs, and faculty and staffing needs, to achieve its real university status.

We must expand our health and social services — improving our main and branch hospitals, building more health centers, more child care centers, more youth programs, and self-

Continued next page

employment programs.

Essential infrastructures must be attended to as a priority matter: roads and bridges, schools buildings, health centers, the rehabilitation of the Quezon City General Hospital, the Quezon City Polytechnic University, the Drug Rehabilitation Center, the continuing repairs of the City Hall Building, district offices facilities, the renovation of the Amoranto sports facilities including the multi-purpose hall, among others.

Environmental improvement must now focus on the installation of a viable waste management facility that could dispose of some 2,000 tons of waste daily.

Each barangay must as well install in its community a localized waste management system in coordination with the City government. Greening and beautifying, park maintenance, and street lighting must continue to be priority programs.

Improved public assistance services are deserved by our people and these must continue to improve. We must implement continuing steamlining of systems and procedures to attain efficiencies. We must respond quicker in times of emergencies and calamities.

Given the magnitudes of resource requirements for the programs of our city, we must push through on a continuing basis, business investment promotions — manifesting in commercial, industrial, civic, and cultural development in the City.

We must enhance our programs for the development of the youth, for greater viability of programs for the welfare of the elderly, the handicapped, the special children, and all other underprivileged sectors in the City.

We must push for a program of enhancing the frontline roles, and therefore the capabilities, of our barangays, in greater collaboration with the City government. Likewise, we must enhance the participation of the NGOs in the efforts of the City to service the urban poor communities.

We must improve on the values of our constituencies, the better for them to appreciate their roles in the improvement of their own selves while making sure that their leaders follow the guidelines for effective and efficient leadership and governance; and therefore, that we the leaders ourselves improve our own value system

and capacities to attain the greatest good for the greatest number.

And this we can do by maintaining at the same time the territorial integrity of our fair City.

The Barangays: Frontliners In Community Transformation

The Constitution and the Local Government Code have identified the Barangay as the basic unit of governance, administration and most importantly, of community development and transformation. The barangays are frontliners with respect to community hygiene and sanitation, beautification, peace and order, and community services — as instruments and entities for implementation of the programs of the City.

We commend our barangays for their initiatives and contributions in making our city a premier city. But clearly more needs to be done at the barangay level and in coordination with the City Government.

Environmental promotion, particularly with respect to waste management, should take the top priority. We have instituted a Barangay Waste Management System, adopted in various stages in about a dozen barangays. But nowhere is the initiative most successful than in Barangay Holy Spirit where Barangay Captain Chito Valmocina, over one year of implementation, achieved a transformation in a large Barangay with some 90,000 people, a large sector of whom are urban poor. Barangay Holy Spirit is this year's top awardee for the Cleanest Barangay in Quezon City. We hope for similar initiatives in all of the 141 other barangays, in many other areas of concern.

With the anti-drug abuse campaign having been launched with more vigor and as a total campaign, the barangays will play the pivotal role in this fight. It may be idealistic to say that a barangay can be drug-free, yet that must be the objective, if the menace has to be controlled. Barangay Laban sa Krimen was launched last year and the BANAT campaign of the Central Police District Command place the barangays, indeed, in the front line of the anti-drug abuse campaign.

In control and prevention of squatting and illegal vending, the barangays must play the pivotal role. Yet, squatting and illegal vending continues unabated in many barangays. Understandably, there is a bigger underlying cause for both of

these problems — pervasive poverty particularly in these depressed barangay communities.

There are other areas of concern — such as traffic management, youth development, cultural development, social services — where barangays can assume crucial roles.

On the other hand, we look to the barangays in supporting our campaign for tax collections — for indeed, the barangays themselves will be beneficiaries of our success in this endeavor. After all, for every P100 pesos in real estate collection, P33 pesos go to the barangays.

The barangays, as basic foundation of local government, must be strong and solid in carrying out the front line responsibilities. Otherwise, if the barangays crumble, the local government unit crumbles.

If we must look to the future for a progressive, beautiful, congenial, orderly, and peaceful Quezon City, our barangays must play their fundamental role.

The Viable Collaboration: The Executive and the Legislative

Over the last five years, the success in the implementation of the programs of the City, owes much to the productive collaboration between the two branches of the City government — the executive and the legislative branches. The Council, in support of City programs, enacted key legislative policy initiatives in revenue development, in infrastructures, in education and social services, in housing and resettlement, in business development, in youth development, in comprehensive land use and zoning, and the special programs for the elderly, the youth, and the handicapped, as well as for the urban poor in general.

This strategic alliance and collaboration marks the efforts towards the future direction and achievements for the City, as we move into the third millennium, and as the City regains its position as the premier and capital city of the country.

Indeed, from all these considerations, the challenge for defining our direction to our alternative future will in fact be much greater. And clearly much depends on us who shape that direction and even that future. Our people expect us to do so

Thank you and good day! Mabuhay ang Quezon City. Mabuhay ang ating mga mamamayan. Mabuhay ang ating Pamahalaang Lungsod.



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The Education Mayor

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"EDUCATION is where we will make an enduring legacy."

Thus declared Mayor Ismael A. Mathay, Jr. in his State of the City Address before a special session of the Quezon City Council last October 28, 1997.

Every year he renews this personal and official commitment to improve the delivery of educational services in Quezon City since he assumed the helm of the City's administration in 1992 because he firmly believes that educating the citizenry is the basic step in attaining progress.

For a well-educated citizenry, he said, can enhance not only their lives but also the stature of their city. A well-educated constituency will help bring the city back to its stature as a premier metropolis of the country.

That is Mayor Mathay's ultimate goal: to bring the City back to being the premier metropolis as envisioned by its founding father, the late President Manuel Luis Quezon.

Given this City's population of more than two million, half of which are considered urban poor, Mayor Mathay has continued to give top priority to education, stressing that this is the major key for children from underprivileged families to enjoy equal opportunities with those coming from upper income families in terms of job opportunities.

The City Government has embarked on a massive construction of school buildings to complement the effort to provide quality public education to the city's student population.

Thus, in the past few years, public schools in Quezon City witnessed a breakthrough to resolve the problem of shortage in physical facilities of the schools. From 1994 to the present, three-to four-storey Mathay Halls have been constructed in 26 public elementary schools and in 20 public secondary schools.

These buildings stand imposingly in places where they lend grace and pleasant atmosphere to the school campuses. Receiving priority attention were key schools needing additional academic buildings due to large increases in enrollment side by side with condemnation of old and dilapidated ones. These build-

ings are equivalent to 311 classrooms for the elementary schools and 266 for the secondary schools. The name of Mayor Mathay will go down in history as the leader who built the most number of classrooms in Quezon City.

The Department of Education, Culture and Sports has lauded the Mathay administration for augmenting its school building program to allow the underprivileged sector greater access to education. The Mathay buildings have considerably reduced the class size from

also in the entire country.

These changes include the granting of incentive allowances to the public school teachers, building of more classrooms, improving of school facilities, and retraining of teachers.

Thus even as early as during the Mayor's first months in office in 1992, the City Government had already provided a P1,250 monthly cost-of-living allowance to the teachers, plus a longevity pay of P50 a month for every five years of service, in an effort to



Mathay proudly congratulates young graduates

an average of 75 students to just 55-60 per classroom, a number that is more manageable and which assured better learning climate for the students.

Mayor Mathay has also been asking the city's 8,923 public school teachers to help improve the city's public education system, which he said continues to be the major thrust of his administration. The public school teachers have assured the Mayor of their full support in improving the quality of education in the city.

They have also acknowledged in sincerest terms the remarkable changes the Mayor has initiated, which they said are worthy of emulation by the mayors of other cities and municipalities, not only in the National Capital Region, but

ensure their firm commitment to attain quality education in the city.

Mayor Mathay, together with the officials of the Division of City Schools, has also initiated a teachers retraining program in three subjects — Mathematics, Science and Technology, and English — to set the tone for the creation of an atmosphere really conducive to the learning process of the students.

To lessen the student-teacher ratio, the City Government has provided funds out of the Special Education Fund (SEF) for the hiring of contractual teachers to augment the 8,923-man regular teaching force funded by the national government. The Mayor stressed that by lessening the student-

teacher ratio, the teachers will be able to attend to their students better, improving the impact of education on the learners.

As a further incentive to teachers, the City Government has continuously given full support to the Annual Search for the Most Outstanding Public School Teachers in Quezon City sponsored by the Quezon City Jayceerettes. Now on its 18th year, the Search has fittingly recognized the meritorious achievements of more than 200 teachers in the different grade and year levels and subject areas in the city's public schools since 1980.

Taking its cue, the Charitable Two Hearts Foundation formerly called Twin Heart Foundation, a non-governmental private organization organized in 1993 by successful women in their chosen fields of endeavor, launched a values formation program for parents in 1995 to raise their awareness of the importance of education and to elicit their full cooperation in encouraging their children to study hard and pursue higher education while taking advantage of the city government's commitment to education.

In a span of less than two years, the program has already benefited over 10,000 parents from the 92 public elementary schools and 40 public secondary schools. These parents have been continuously urged during the seminars "to make values a way of life in the search for educational excellence and economic prosperity." Parent Values Formation Program seminars are being held every Saturday in coordination with the Division of City Schools.

In addition, the City Government has provided assistance for programs and administration of individual schools themselves through the Parent-Teacher Association (PTAs) at the rate of P2,000 per classroom every year. The financial assistance has resulted in the accomplishment of laudable school development and improvement projects which the PTAs initiated in coordination with the school officials.

The City Government has also established the Quezon City Polytechnic, which has now been renamed the Quezon City Polytechnic University, having served already some 1,500 regular students and more than 6,000 youths in short-term skills training.

With a new, very able and very dynamic Schools Division Superintendent in the person of Dr. Aquilina S. Rivas,

who is herself a resident of Quezon City, Mayor Mathay has committed himself to making the Division of City Schools of Quezon City the number one schools division in the country. This gains more emphasis because of the fact that education is the Mathay administration's centerpiece program.

Mayor Mathay has always reiterated that education is the only way to level the playing field between the rich and poor. Thus, with the full cooperation of the Division of City Schools, and with the support extended by NGOs such as the Quezon City Jayceerettes and the Charitable Two Hearts Foundation and the Parent-Teachers Association, the Mayor has expressed optimism that it would be easier for the City Government to deliver its message to the students — that they should be properly molded to become globally competitive and productive towards the next millennium, — and to their parents — that they should always be supportive and encouraging as far as the education of their children is concerned.

In this State of the City Address he emphasized that 'Education will remain our top priority concern - what with some 319,000 young people in our public schools, many of them coming from the urban poor sector.'

Looking ahead, the Mayor fully recognizes that the local government has the basic responsibility of ensuring a better future for each citizen. More classrooms, some 250 every year, are needed. Some 500 new teachers have to be taken in every year. Teacher competencies have to be improved further.

There is a need to enhance further the scholarship program and expand the skills development program under the Quezon City Polytechnic University. There must be the assurance that all young people of school-going-age have to be in school. For the Mayor believes that education remains to be the best instruments for ensuring the full development and welfare of the youth.

These are the thrusts and priority concerns of Quezon City's "Education Mayor."

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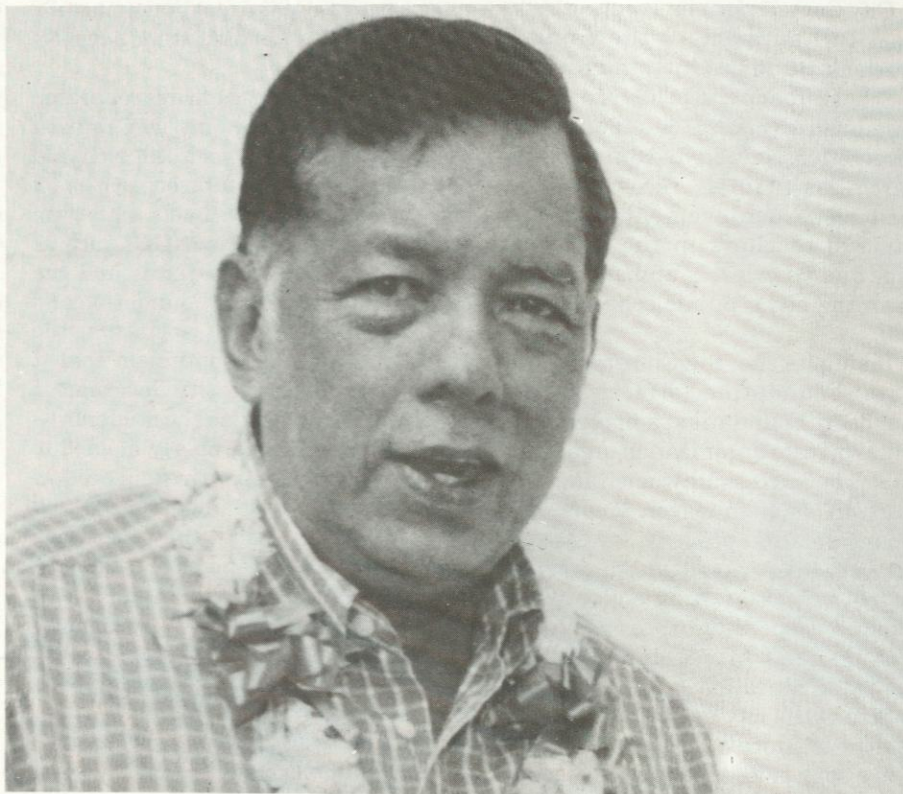
HE'S a man out to transform dreams into reality. Mayor Ismael A. Mathay Jr. has ridden the political roller coaster of the past four decades, unfazed and doubly determined to build. Mayor Mathay's earned a reputation as an astute planner and manager, a compassionate administrator and dedicated public servant. He is now harnessing these skills and experience to push Quezon City to the next millennium.

Born in Manila on June 26, 1932, Mayor Mathay is a product of both public and private schools. While studying Business Administration at the University of the Philippines, he became a member of the UP Senior Council and joined the editorial board of the **Philippine Collegian**. He graduated with an Economics major degree in 1953, and later pursued studies at the San Beda College Law School, where he graduated and passed the Bar examinations in 1957.

Impressed by his fire and talent, the young Mel Mathay found jobs in various companies. He climbed swiftly up the corporate ladder — he became director of the Philippine Automotive Association, and later president of the Association of Filipino Grocers, Purefoods Corporation, and Capitol Motors Corporation.

But the lure of public service set him on a different course, one that would take him to a colorful career in politics. He was elected vice mayor of Quezon City in 1967, picking up a roomful of awards and citations from a host of community and civic organizations.

With the onset of Martial Law, Mayor Mathay was appointed secretary to the commission of the watchdog General Auditing Office (GAO), a recognition of his talent and integrity. But his passion lay elsewhere; he continued to take an active, albeit silent, role in urban planning and management. He seemed to take special at-



tention to the life of people in the metropolis, searching for new and better ways to improve standards, specially in the swelling ranks of the city's homeless.

And it appears he got more than what he bargained for in 1979 when he was named Vice Governor of the newly established Metro Manila Commission (MMC). At the helm of the MMC was then First Lady Imelda R. Marcos. However, she had a habit of championing too many causes, which left much of the burden of running the 17 cities and municipalities of the capital region to Vice Governor Mathay.

As Vice Governor, Mel Mathay supervised the growth and directions of the country's premier urban center. He gave impetus to urban planning to correct decades of neglect, spawning disparate growth, crime, drug addition, pollution, traffic congestion, migration and a host of other ills. He paved the way for rationalizing land use, one of Metro Manila's most precious resource. He convinced leaders and masses alike that changes must be made, and that the problems of Metro Manila have become too big and complex for any one mayor to solve. But more importantly perhaps, he gave

these difficult reforms a kind soul.

He too found causes to champion. Mayor Mathay worked to improve the salary of underpaid public school teachers. He was one of the driving force for free high school education in Metro Manila. His sincerity was evident in averting one strike after another by disgruntled mentors and jeepney drivers in Metro Manila. He pushed for the development of 29 "zonal improvement programs" in Tondo (Manila), Tatalon (Quezon City), Bagong Barrio and Bagong Silang (Kalookan), San Martin de Porres (Quezon City), Hulo (Mandaluyong), Barrio Capri (Quezon City) and Maricaban (Pasay City), among others.

He headed another sensitive post, the Metro Manila Committee on Justice. He worked for the release of deserving inmates to decongest local jails and batted for fiscals and judges to act on applications for bail on a 24-hour basis.

He was also instrumental in the construction of the first Light Railway Transit (LRT) line in Manila, deflecting strong opposition to the project. His vision has proven him right about the LRT — it provided a cheap and safe

PERIODICAL SECTION

alternative transport service and helped decongest busy Manila and Kalookan streets. As Quezon City Mayor, he carries this same conviction that elevated rail service is an essential mode of transportation for an ever-growing Metro Manila.

When a food crisis hit the metropolis, then Vice Governor Mathay unveiled the Barangay Lako and Kadiwa rolling store projects which assured residents supply of basic commodities at the lowest possible prices. These innovations helped earn him a reputation as a trouble-shooter — the man national leaders can rely on to respond to crisis and emergencies. Knowing this, he worked to avert disasters even before they strike.

He coordinated closely with the then Integrated National Police for the acquisition of fire-fighting equipment, the first major project of its kind for dozens of Metro Manila fire stations. Incidentally, he also served as director at the Metropolitan Waterworks & Sewerage System (MWSS) from 1980 to 1987.

They were innovations like these that helped propel him to the Batasan Pambansa, surviving an opposition landslide in Quezon City during the 1984 national elections. He ran and won as an independent Quezon City congressman in the May 1989 elections. 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 successfully torpedoed a proposed bill slapping a 300 percent increase in real estate taxes in Quezon City.

After a productive stint in the House of Representatives, Mel Mathay won as mayor of Quezon City in the 1992 synchronized elections. With less than a year before the next elections, Mayor Mathay can proudly show his cascade of achievements.

He established the Quezon City Polytechnic; built 41 school buildings (equivalent to 440 classroom) to help erase the 270,000-student backlog in public elementary and high schools; expanded the city's scholarship program to poor but deserving students; estab-

lished 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 which opened employment opportunities for students during their summer vacation; and battled for the citywide development of the cooperative movement.

In addition, he built 445 deep wells in squatter areas not 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's police and firefighters; organized "Smile Food Caravans" which sell basic commodities at lower prices in depressed areas (other SMILE — which stands for Social Mobilization for the Improvement of Life and

his "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 breastfeeding; and worked for the city to co-host the Global Youth Earthsaving Summit, among other accomplishments.

Mayor Mathay was named in 1994, Most Outstanding Member of the Pan Xenia, an international professional foreign trade fraternity (he was a member since his college days). He was also cited as the Most Outstanding Metro Manila Chairman and City Mayor by the Consumers Union of the Philippines. Significantly, he was the first city mayor to be elected chairman of the Metropoli-



Mayor Mathay's achievements mirror his priorities — the poor, the youth, housewives, the environment, and the plight of public servants like himself

Environment — projects include mobile dental, medical, and education centers); established "redemption centers" in major Metro Manila thoroughfares to catch traffic violators; initiated the installation of traffic lights along Elliptical Road, Commonwealth Ave., Quirino Ave., and other major roads.

He launched "Kabuhayan 2000" which aims to generate jobs for city residents; championed the cause of garbage recycling; actively supported First Lady Amelita Ramos' "Piso para sa Pasig" program; spearheaded the anti-smoke belching campaign in Quezon City; and provided housing for landless and needy residents through the Community Mortgage Program; and bridged the gap between city officials and residents through

tan Manila Development Authority (a descendant of the MMC) for three terms. Perhaps a barometer of the public's esteem, he has been cited by the highly critical ABS-CBN Channel 2's "Hoy! Gising!" program in its "Hall of Fame" awards in 1993 and 1994.

Mayor Mathay's achievements mirror his priorities — the poor, the youth, housewives, the environment, and the plight of public servants like himself. His constituents and friends, acknowledging his immense contributions to the city and nation he serves so well, remember an oft-quoted 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."

The Mayor's Man

IF the name Dr. Manuel S. Alba strikes the proverbial bell, that's because the Quezon City Administrator has a distinguished past, a one-time Cabinet member and lawmaker, an academician and business leader. Today, he helps run one of the country's biggest and most progressive cities.

The Local Government Code endows the City Administrator significant powers, giving Dr. Alba a difficult but important role to play. He is coterminous with the appointing authority. Rightly so because Mayor Ismael A. Mathay Jr. will not find a better alter ego than his present City Administrator.

The city administrator performs a sensitive function. He is often the Mayor's "man Friday", personal emissary, and trouble-shooter rolled into one. Under the Local Government Code he is tasked with developing plans and strategies for projects that can respond to the needs of city residents. On occasions, he may find himself implementing these projects upon the orders of the mayor.

Dr. Alba also helps coordinate work in the other branches and offices of the Quezon City government, and towards this he may convene the chiefs of offices and other officials. He should also establish and maintain a sound personnel program designed to promote career development and uphold the standards of civil service. To achieve these goals, the City Administrator is mandated to conduct a continuing organizational development of the city government for the purpose of introducing viable administrative reforms.

The City Administrator must be 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.

In cognizance of his special role, the Quezon City Council voted in an ordinance to further define the duties and responsibilities of the City Administrator. Thus, aside from his job outlined in the Local Government Code, Dr. Alba is moreover 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-be-

ing, 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.

No Stranger to Difficult Jobs

Dr. Alba is no stranger to difficult jobs. Aside from his job as Quezon City Administrator, he continues to teach at the College of Business Administration of the University of the Philippines. He is also chairman of the panel of consultants of the Congressional Commission on Education and Congressional Oversight Committee on Education. He is also Vice Chairman of the Board at the Philippine Women's Uni-

and Pag-IBIG Fund.

Dr. Alba has had long preparation for the jobs he performed and continues to hold today. He graduated *cum laude* with a BS degree on Business Administration from UP in 1957. He earned his PhD in Management in Science, Economics and Business Administration at the Northwestern University in Illinois (where incidentally, he won the Doctoral Dissertation Competition Award). He was conferred a Doctorate Honoris Causa by the Dela Salle University, Mindanao State University, Technological University of the Philippines, Visayas State College, and Philippine School of Business Administration. He was acting dean and director of graduate studies at the UP College of Business



Dr. Alba with the Mayor.

versity and Board Member of St. Paul's College. He is chairman of the Quezon City Polytechnic College, and Vice Chairman and Treasurer of Development Options Philippines, Inc.

Dr. Alba was Minister of Budget and Management until 1986. He was a member of the Batasang Pambansa, where he once served as chairman of the powerful Committee on Appropriations and Reorganization. Prior to that, Dr. Alba was 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 Presidential Commission to Survey Philippine Education from 1970-72.

In addition, he serves as member of the boards of directors in 11 government corporations, among them Philippine Airlines, National Development Company,

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.

Aside from winning the dissertation competition in the US, Dr. Alba 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, it was the turn of the Professional Regulation Commission to name him Most Outstanding Accountant in Government.

He is a member of the honor society Pi Gamma Mu and Phi Kappa Phi. He was also president of the Rotary Club of New Manila East (1990-91) and the Philippine Economic Society (1981). Dr. Alba is chairman of the Pan Xevia 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.

Keeping the day in order

THE Secretary to the Mayor is an experienced and highly respected lawyer-auditor who started her career at the General Auditing Office (GAO), the forerunner of today's COA, as legal officer in 1961. Because of her dedication and competence, promotions came fast for this lady lawyer: first as Technical Assistant on Legal Matters for the Office of the Chairman, then as Supervising Auditor, then as Division Chief.

Mrs. Lourdes P. Santos of Balanga, Bataan obtained her Bachelor of Laws degree from the University of the Philippines in 1950, and passed the Bar the same year. She later took her Master in Business Administration at the Ateneo Graduate School under the COA-Ateneo MBA SEP Program.

From COA, Atty. Santos joined the Metro Manila Commission (MMC), where she served as Chief, Executive Staff concurrently as Chief, Administrative Service & Internal Audit Service from 1979 to 1986.



Atty. Santos

Among her duties, she served either as chairman, co-chairman, or vice chairman of various MMC study and review committees, boards, and programs; headed the Metro Manila Integrated Training Program; served as Administrative/Logistic Officer for Task Force Oplan "Tambuli"; and consultant for Task Force "Buhai" of the Metro Manila Interim Water Supply Project, and the Technology Resource Center's Experimental Cinema and Tricycle Control and Regulation Project.

She is widely travelled, having represented the country as well as the Metro Manila Commission and Quezon City in international conferences in Columbia, Ohio in 1981; in Shanghai, China in 1986; in Rio de Janeiro in 1985; and at Washington DC and New York City in 1993.

Active in civic involvements, Atty. Santos is a member of the UP Lambda Sigma Sorority, UP Portia Sorority, UP Women Lawyers Circle (UPWILOCI), and the Integrated Bar of the Philippines (IBP), Quezon City chapter.

She is married to retired Judge Antonio P. Santos and they have four children, Antonio Jr., Aguedo Felix, Manolo, and Renato.

Mayor Mathay has assembled a highly competent and effective crew to help him steer Quezon City to the heights it has achieved so far. But when credits are given, there will be one man beside him who should bask in the same light. For Dr. Alba, helping Mayor Mathay realize his dreams is his way of helping Quezon City meet its rendezvous with destiny.

Highlights of Accomplishments

The following are the highlights of the accomplishments of the Office of the City Administrator under Dr. Alba:

1) It acted as Technical Staff for the Board of Appeals, Task Force on Treasury Operations, and Oversight Committee chaired by the City Administrator.

2) Acted as Secretariat during Executive Staff meetings presided by the City Mayor and/or the City Administrator, as well as the meetings of the City Finance Committee, Oversight Committee on the implementation of the 1993 Revenue Code, Task Force on Treasury Operation, Peace and Order Council, Computerization Committee, and Revenue Generating Offices.

3) Acted as Coordinating Staff in various cultural activities, such as the Mayor's birth anniversary, Pugad Lawin Centennial celebration, City Foundation Day celebration, and the State of the City Address. It also prepared souvenir programs for these occasions.

4) Served as Support Staff on meetings with the HASIK Group led by Prof. Carina David, the Vietnamese delegation, the delegation from Metropolitan Pretoria of South Africa, QC Science and Technology Week, Camp Pag-Ibig, and Youth Week celebration.

5) Consolidated the Accomplishment Reports of various offices in accordance with the Ten Pillars of the Mathay administration.

6) Monitored and evaluated plans, programs, and estimates of various infra-

structure projects before these are referred to the City Planning and Development Office and the Finance Committee/Budget Office.

7) Processed, evaluated, and collated communication requests addressed to the City Mayor.

8) Evaluated and processed various financial documents for proper action by concerned offices and agencies of the City government.

9) Coordinated with the offices of the City Treasurer and the City Accountant in preparing consolidated reports on the City's financial/fiscal programs, condition, and requirements.

10) Prepared and consolidated the proposed budget of the City Administrator and its agencies and committees for 1998.

11) Coordinated 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.

12) Studied and prepared recommendations for the amendment of the Q.C. Revenue Code.

13) Prepared draft ordinances on the following subjects: a) Authority for the City Mayor to augment any item from the same expense class, for approval of the City Council; b) Domestic Bills of Purchase Line Agreement; and c) Justification for the lifting of COA suspension to the members and staff of the City Finance Committee.

It also visited and conducted a study on Bgy. Holy Spirit and Fairview to determine their profile, budget, programs, and problems. It also consolidated the Revenue Development Program submitted by the Revenue Generating Offices, prepared recommendations to the City Mayor for the Implementation of the 4th Interim Salary Schedule for FY 1997, and coordinated with concerned offices for the establishment of a one-stop-shop in securing mayor's permit.



Dr. Alba with the Belarminos of Daly City, US.

A Colorful Past Revisited

It all began with a vision from Manuel L. Quezon

THE concept of Quezon City has the future capital of the Philippines started as a vision in the mind of Pres. Manuel L. Quezon during his visit to Mexico in 1938. He was deeply impressed by the sweeping and radical changes 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 reform program was essentially agrarian-based. The Mexican leader expropriated 40 million acres of landed estates which he distributed to tenants and the landless. What Pres. Quezon saw deeply impressed and inspired him. He dreamed of replicating the Mexican experience in the Philippines.

Upon his return to Manila, Pres. Quezon lost no time in putting his plan into action. He started mobilizing his dream for the poor families to provide them with land and houses.

Providentially, the realization of his dream was hastened when he went on an inspection trip to Mindanao. As part of his itinerary, he visited the Davao Penal Colony and saw its layout. He liked what he saw there, and forthwith decided to adopt the colony's structure as the model for the construction of his dream city to be carved out somewhere in the wilderness of Rizal.

Of his vision, Pres. Quezon said, "I dream 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 future and spirit of the country socially a dignified concentration of human life, aspirations and endeavors Economically as a productive, self-contained community"

On July 1938, he told Don Alejandro Rocas, the publisher of the powerful T-V-T chain of newspapers and one of his closest friends, about his vision in the

course of their conversation. Don Alejandro suggested that the government buy a big tract of land not far from Manila, and subdivide it into small lots to sell to the less fortunate among the people at a price they can afford.

He was pleased with Don Alejandro's suggestion and forthwith instructed Ramon, Don Alejandro's eldest son, to look for an estate of about 1,000 hectares that the government can purchase on which to build his project. And Ramon immediately went into the task given him by the President.

mediately called a meeting in Malacanang, which was attended by Secretary of Finance Manuel A. Roxas, Secretary of Justice Jose Abad Santos, who was also chairman of the board of the Philippine National Bank; PNB President Vicente Carmona, and Don Alejandro Rocas.

Both Secretaries Roxas and Abad Santos confirmed the government's indebtedness to the Tuazon Estate, but that there was really no money in the coffers to settle it. Pres. Quezon then ordered the two Cabinet members to do something about it and gave them an overview of the purpose why he wanted to purchase the Diliman Estate.

A P3,000,000 fund was put up by the National Development Company (NDC) at Pureza, Sta. Mesa to buy the estate. For the implementation of the project, the President also directed the immediate creation of the People's Homesite Corporation which was listed as a subsidiary of the NDC.

With the NDC fund, the government on October 20, 1938 was able not only to pay its old indebtedness to Dona Teresa Tuazon but also pay as well the purchase price of the Diliman Estate which was set at five centavos per square meter.

Quezon City Rises

The plan for the future Quezon City began to materialize in 1939 when

Pres. Quezon endorsed it as one of the major projects of his administration. On Oct. 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 Philippines site.

After the city boundaries were finally determined, Pres. Quezon instructed Harry T. Frost, architectural adviser to the Commonwealth Government and the public works secretary, to prepare the physical plan of the city. A zoning ordinance was



Quezon at Dona Aurora's birthday

Weeks later, Ramon contacted his friend Bobby Tuazon and told him of Pres. Quezon's dream to build an ideal city for the plain Juan dela Cruzes of this country. Ramon requested his friend, who belonged to the country's prominent landed gentry, to convince the latter's aunt, Dona Teresa Tuazon, to sell to the government the Diliman Estate, one of the vast landholdings she owned.

But Dona Teresa refused her nephew's request because the government still owed her several hundred thousand pesos for expropriated lands that were used for roads within the city.

Pres. Quezon was informed about Dona Teresa's refusal to sell the land. He im-

drafted by the planning adviser for the city's proper development.

The plan was well into the groundbreaking and preparatory phase when World War II reached Philippine shores on Dec. 8, 1941, with the treacherous Japanese attack on Pearl Harbor and the Philippines, igniting the Pacific War in this part of the world. As a consequence of this conflict, the Quezon City plan was temporarily put on hold.

On Jan. 1, 1942, even as Japanese forces were starting the invasion of the archipelago, Pres. Quezon issued Executive Order No. 400 incorporating Quezon City with Greater Manila, a synchronized and coordinated activity aimed to meet contingencies under the emergency condition.

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 adjacent smaller barrios made up the district of San Francisco del Monte.

Lamentably, Pres. Quezon did not live long enough to see the fruition of his obsession to create an ideal city for the common people. He died in Saranac Lake, New York on Aug. 1, 1944 — two years and three months before the United States granted independence to his beloved Philippines on July 4, 1946.

Looking Ahead with Confidence

But Quezon's vision lived on. Newly-elected Pres. Manuel A. Roxas created a Capital Site Committee to pursue the implementation of the Quezon City plan. Later he sent 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.

In a significant move, the Capital Site Committee on July 23 chose Quezon City as the site of the country's capital.

Pres. Roxas succumbed to heart attack while delivering a major policy speech at Clark Air Base in Pampanga, home of the US 13th Air Force. He was succeeded by his Vice President, Elpidio Quirino, who reorganized the Committee into the Capital City Planning Commission. The Com-

On Oct. 12, 1949, Quezon City was formally inaugurated as the national capital of the Philippines. Highlight of the occasion was the laying by Pres. Quirino of the cornerstone of the proposed Capitol Building at Constitution Hill. At the same time, the Welcome Arch was built at the boundary of Manila and Quezon City.

Complementary to this was the construction of the Roxas Homesite consisting of 1,104 housing units. The Roxas housing job was to be followed by several more housing projects in different points of Quezon City for ordinary government and private employees, professionals, and other low-income groups.

On June 15, 1950, the Quezon City Charter was revised to address the expanding needs and requirements of the rapidly growing metropolis. Its boundaries were expanded to its present zoning plan, allotting 62 percent for residential and commercial purposes, 14 percent for thoroughfares and public utility terminals, 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 reestablished Manila as the capital of the Philippines and as the permanent seat of the national government.

On its 58th year, Quezon City welcomes with confidence, deter-

mination, and high hopes the challenges of the new millenium — even as it steadfastly pursues the progress, aspirations, values and vision 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.



Quezon in a rare photo

Quezon City welcomes with confidence, determination, and high hopes the challenges of the new millenium — even as it steadfastly pursues the progress, aspirations, values and vision 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.

mission drew up a blueprint for the new city which was approved by Pres. Quirino on April 4, 1946.

On July 17, 1946, Pres. Quirino signed Republic Act No. 333 making Quezon City the capital of the Philippines. Significantly too, Quezon City regained its separate political existence from Greater Manila on Jan. 2, 1947 by virtue of Republic Act No. 45.

How the City was shaped

A chronology of QC's important events

FOLLOWING is a chronology of significant events that were instrumental in the birth, growth, and development of Quezon City.

August 23, 1896. Andres Bonifacio led his Katipuneros in tearing their cedula in Pugad Lawin amidst cries of "Mabuhay ang Republika ng Pilipinas", to mark the start of the national revolution against the Spanish colonial rule of over 400 years.

December 14, 1897. Brokered by Pedro Paterno, the Pact of Biak-na-Bato was signed this date and the following day to temporarily end hostilities between the Philippine revolutionary army led by the Katipunan and the Spanish military authorities. It was formalized later with the signing of the Treaty of Paris between Spain and the United States.

October 10, 1938. The Board of Directors of the People's Homesite Corporation approved a resolution to purchase "a tract of land consisting of 15,723, 191 square meters (about 1,600 hectares of rolling hills) in the Diliman Estate from the Tuazon family at P05.00 per square meter."

October 11, 1938. The Board of Directors of National Development Company set aside the amount of P2,000,000 "to finance the improvement of the site for the proposed model city in Diliman Estate"

July 26, 1939. President Quezon, strolling in the Diliman area, pointed to Eulogio Rodriguez Sr., Alejandro Roces Sr., Jose Paez, and Antonio Sison the site "where I would like to build a real Filipino metropolis. The place is not far from where Sampaloc Avenue is now.

October 12, 1939. The *Philippines Herald* headlined: "Quezon is mayor of the city named after him." Other officials he appointed were Vicente Fragante, vice mayor and city engineer; Eusebio Aguilar, city councilor and health officer; Jose Paez, city councilor; Alejandro Roces Sr., city councilor; Tomas Morato, chief of police; Pio Pedrosa, city treasurer;

Emilio Abello, city attorney; Jacob Rosenthal, city councilor and city assessor Perfecto Palacios, municipal judge; Amado Amador, judge of the Court of First Instance; Damian Jimenez, secretary of the council; and Sabino de Leon, assistant chief of police.

October 18, 1939. President Quezon purchased from Assemblyman Valentin Afable (Zambales) the Manila Heights Hospital at the corner of what is now Aurora Boulevard and EDSA, for the site of the city hall of the newly created city.

October 26, 1939. The names of the following officials of Quezon City were submitted to the Commission on Appointments for confirmation: Tomas Morato,

President Quezon, strolling in the Diliman area, pointed to Eulogio Rodriguez Sr., Alejandro Roces Sr., Jose Paez, and Antonio Sison the site "where I would like to build a real Filipino metropolis." The place is not far from where Sampaloc Avenue is now.

chief of police; but who on October 23 assumed the position of city mayor; Manuel Diaz, city engineer; Perfecto Palacios, justice of the peace; Jacob Rosenthal, city assessor; Alejandro Roces Sr., city councilor; Jose Paez, and Eusebio Aguilar, city councilors; A.D. Williams, city secretary; Emilio Abello, city attorney; P.C. Icasiano, city health officer; and Pio Pedrosa, city treasurer.

October 28, 1939. Commonwealth Act No. 502 creating Quezon City specified the boundaries included in its 6,355 hectares covering the barrios of Galas, La Loma, Sta. Mesa Heights, San Jose, Balintawak, and Kaingin taken from Caloocan; barrios of New Manila, Cubao, San Francisco del Monte, Kamuning, and Roxas District. taken from San Juan del Monte; barrios

of Jesus dela Pena, Lower Barranca, U.P. Site, Cruz na Ligtas, Balara, and Varsity Hills taken from Marikina; barrios of Ugong Norte and Santolan Libis taken from Pasig; and the Wack-Wack taken from Mandaluyong.

September 20, 1939. William Parsons, an American architect commissioned to make studies on the new U.P. in Diliman, returned to the United States after submitting his comprehensive report to Quezon including the construction of the government center in Quezon City.

October 19, 1939. Bienvenido Gonzales was installed as the 6th president of the University of the Philippines, with instruction from President Quezon to move the State University to Diliman as soon as possible.

March 11, 1940. Assemblyman Guillermo Villanueva (Negros Oriental) introduced a bill making Quezon City the national capital and the seat of government of the country. The bill, however, did not prosper.

May 5, 1940. Judge Perfecto Palacios complained about the tiny city force of 48 policemen, and recommended the increase of the police complement of 26 - who were appointed in January 1940, in order to proportionately have one policeman to cover 124 hectares, service 196 homes, and attend to the needs of 100 residents.

May 9, 1940. During their national conference in Manila, provincial governors were detoured to visit the "model (Quezon) city then under construction."

November 15, 1940. President Quezon celebrated the fifth anniversary of the Philippine Commonwealth by laying the cornerstone of the National Capital Building in what is now the Quezon Memorial Circle.

May 4, 1942. Quezon City was fragmented into Balintawak (San Francisco del Monte, Galas, La Loma) and Diliman (Diliman proper, Cubao, U.P. site) under a Japanese military ordinance creating the district under Greater Manila.

February 8, 1945. Quezon City was placed under U.S. Military control. This arrangement was to last until April 5, 1945.

December 17, 1945. President Osmena issued Proclamation No. 32 providing for a nationwide campaign to raise funds to build a national monument to honor Quezon.

January 1, 1946. President Osmena appointed Ponciano Bernardo as city mayor in simple ceremonies held at Malacanang Palace.

July 25, 1946. President Roxas created a committee headed by Sen. Marcelo Arranz to select "the most suitable site on which to build the capital city of the Philippines and the capitol building or buildings."

October 27, 1946. Despite the recommendation of the Arranz committee, a news item defamatory to the city appeared, declaring that "if you have been robbed or held up in any area within Quezon City, in which case you have to go to the police precinct, then don't look for it in a building (since) an arrow will point to you that it is sheltered under a guava tree."

Even so, the National Housing Commission had started clearing the ground and grading the streets in the Homesite area in Diliman along Quezon Boulevard Extension in anticipation of the construction of a model community of 80 houses to accommodate the 120 members of the War Damage Commission due to arrive in the country.

January 2, 1947. Press Secretary Juan Orendain formally denied the selection of Quezon City as the site of the national capital.

July 10, 1947. The pre-war market building along EDSA was demolished to give way to a city hall to be finished in February of the following year at the cost of P156,772.48.

January 1, 1948. Councilor Gregorio Roxas became vice-mayor, succeeding Matias Defensor, while Ramon Vicencio of Galas took over Roxas' place in the city council. Meanwhile, the city population had now grown to 150,000.

June 23, 1948. President Quirino called for a caucus in Malacanang to decide once and for all the site of the capital city.

July 17, 1948. Congress passed Republic Act No. 333 amending Commonwealth Act. 502, known as the charter of Quezon City, declaring it as the "capital of the Philippines and permanent seat of the

inaugurated as the national capital, highlighted by the groundbreaking of the Capitol Building at Constitution Hills, the new site of the national government, and the inaugural of the Welcome Arch at the boundary of Manila and Quezon City.

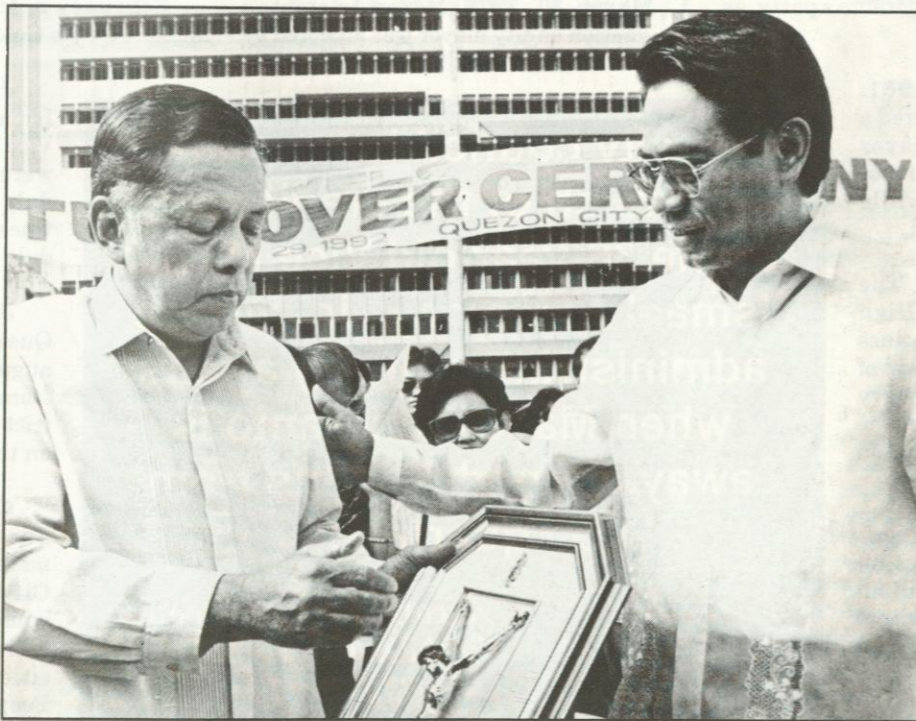
January 4, 1950. President Quirino appointed Ignacio Santos-Diaz, former Congressman from the first district of Rizal, as city mayor.

June 1, 1950. President Quirino signed into law Republic Act No. 537 extending the boundaries of the city, increasing its area tenfold, from 1,572 hectares in 1939 to 15,359 todate.

August 31, 1953. The Manila Observatory, run by the Jesuits, was inaugurated at the Loyola Heights.

January 11, 1954. Norberto Amoranto took his oath of office as city mayor before Executive Secretary Fred Ruiz Castro at Malacanang.

February 4, 1954. President Ramon Magsaysay formally appointed Amoranto as acting city mayor and Isidro Guevarra as acting vice-



Mayor Mathay and former OIC Brigido Simon, Jr. in 1992

national government."

April 23, 1949. The Cabinet approved the flotation of P3 million in bonds as part of the proposed P20 million fund for the development of the new capital city based on the plans submitted by the Capital City Planning Commission chaired by Juan Arellano, and Mayor Bernardo, Jose Paez, Manuel Manosa, Salvador Araneta, and Ernesto Rufino as members.

April 28, 1949. Mayor Bernardo, barely 45 years old, died in an ambush on the way to Baler (Tayabas) together with Mrs. Aurora Quezon, her daughter Baby, and son-in-law Philip Buencamino III, husband of Nini Quezon.

October 22, 1949. Quezon City was

mayor.

October 10, 1954. The new Santo Domingo Church along Quezon Boulevard Extension was inaugurated.

November 20, 1955. The Veterans Memorial Hospital rising over a 55-hectare lot in the rolling hills of Balongbato, Diliman was inaugurated, together with its nine-hole golf course.

October 29, 1956. Cornerstone-laying of the National Orthopedic Hospital along Banawe Avenue.

December 29, 1959. Mayor Amoranto announced the laying of the cornerstone of the P2-million city hall

Continued next page

along Silangan Avenue, near the Quezon Memorial Circle.

June 19, 1959. Congress enacted Republic Act No. 2259 "making elective the office of mayor, vice mayor, and councilors in chartered cities."

November 10, 1959. The first elections in Quezon City were held. Elected were: Norberto Amoranto as mayor, over Ignacio Santos Diaz; Vicente Novales, Amoranto's running-mate, as vice-mayor; and Proceso Sebastian, Conrado Benitez, Vidal Tan, Pedro Tuazon, Carlos Albert, Victoriano Diamonon, all of the Citizens' League for Good Government; Jose Narcelles, Independent; and Anastasio Yabut, of Amoranto's party, as councilors.

January 27, 1961. Mayor Amoranto suffered a stroke and Vice-Mayor Novales acted as city mayor for two months while Amoranto recuperated.

August 1, 1964. The Philippine Science High School with 150 scholars representing "one percent of the cream of elementary school graduates all over the country" opened in Quezon City.

June 30, 1966. President Ferdinand Marcos inaugurated the P2-million Amoranto athletic stadium constructed on a 5.8-hectare lot.

July 30, 1967. Through Ordinance No. 7164, series of 1967, Mayor Amoranto created the Cultural Affairs Office with Celso Carunungan, noted writer, as director.

August 21, 1968. The usually critical *Weekly Graphic* reported: "The city council is now active and much of the credit goes to the 36-year-old Vice Mayor Ismael A. Mathay, Jr., whose administration of city affairs when Mayor Amoranto is away, earned plaudits from all quarters."

January 1, 1972. Mayor Amoranto is sworn to office for the fifth time, with Carlos Albert as vice mayor, together with the first 16 councilors. The new City Hall was also inaugurated, described by the *Metropolitan Mail* as "the most beautiful seat of any local government in the

Philippines."

February 14, 1974. The Philippine Heart Center for Asia was inaugurated in Quezon City.

February 27, 1975. In a referendum, the residents of Metro Manila, including Quezon City, approved the restructuring of the four cities and 13 municipalities in that area into an integrated unit, paving the way for the creation of the Metropolitan Manila Commission.

August 17, 1975. The United Doctors Medical Center was inaugurated and opened its doors to the public.

March 30, 1976. Mayor Amoranto's resignation as city mayor was accepted by President Marcos and the following day,

elections of January 30, 1980, while Ismael A. Mathay, Jr. was persuaded not to contest the mayoralty after being appointed Vice Governor of the Metro Manila Commission (First Lady Imelda R. Marcos was Governor).

February 19, 1981. Pope John Paul said Mass at the Quezon Memorial Circle where seven years before Pope Paul VI also celebrated Mass for the Filipino people.

February 22, 1986. Quezon City was the site of the EDSA People Power Revolt that toppled the Marcos dictatorship and saw the swearing into office of Corazon C. Aquino as President of the country.

February 2, 1988. Quezon City commemorated its Golden Jubilee this day.

June 30, 1992. Mayor Ismael A. Mathay, Jr. and Vice Mayor Charito Planas were sworn into office as duly elected executives of Quezon City together with duly elected councilors.

June 24, 1994. The Quezon Polytechnic was inaugurated and the cornerstone of the Novaliches District Hospital was also laid on this date.

October 10-16, 1994. The Quezon City government held the first Quezon City's Best Trade Fair which presented trade exhibits from the city's sister cities - Shenyang in the People's Republic of China, General Santos City in Cotabato, and Iloilo City.

June 3, 1995. Mayor Mathay and Vice Mayor Herbert M. Bautista were sworn into office. Mayor Mathay was reelected to his second term while Vice Mayor Bautista succeeded the former vice mayor, Charito Planas.

July 12-17, 1995. Quezon City welcomed and hosted activities for members of the World Youth Orchestra.

January 26-31, 1998. A high-level team from the prestigious BIE visits Quezon City for an inspection tour of the city. The Philippines is bidding to host World Expo 2002, and BIE officials said if the Philippines wins the right and privilege of hosting the affair, it is very likely that Quezon City will be the venue for Expo 2002.

"The city council is now active and much of the credit goes to the 36-year-old Vice Mayor Ismael A. Mathay, Jr., whose administration of city affairs when Mayor Amoranto is away, earned plaudits from all quarters."

According to an account in the usually critical 'Weekly Graphic' August 21, 1968

Adelina Rodriguez was appointed as city mayor. She actually began working at city hall on April 2, 1976.

May 29, 1976. Manila was reestablished as the capital of the Philippines and the permanent seat of the national government.

October 31, 1976. The national government center on Constitutional Hills where the skeleton of the projected Congressional buildings had stood for several years now, was revived as the site of the Parliament Building.

February 11, 1981. Mayor Rodriguez and her running mate, Stephen Sarino, were sworn into office after winning the

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Mayor Mel Mathay receiving a plaque of recognition from President Fidel V. Ramos and National Centennial Commission head Salvador H. Laurel.



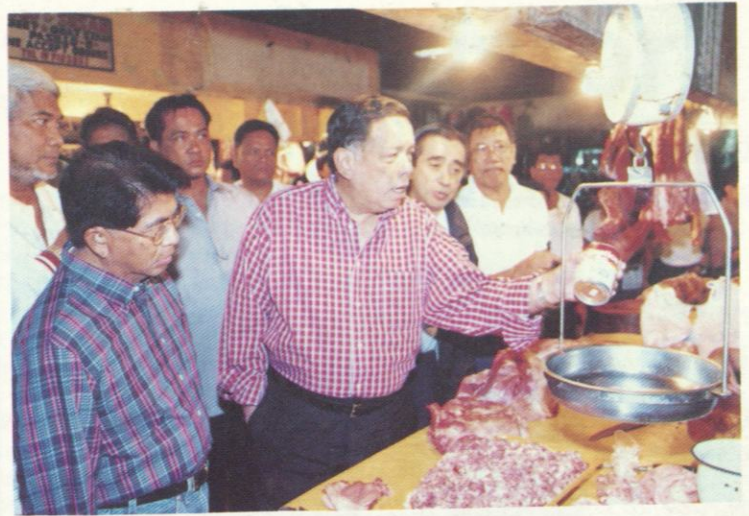
Man of the City

A Pictorial Essay



Mano po, meyor. With a future constituent

Top: The Mayor with his Eminence Jaime Cardinal Sin and City Administrator Dr. Manuel Alba. Center, street children find someone who cares to listen to their problems. Above, the Mayor leads a march of city government workers

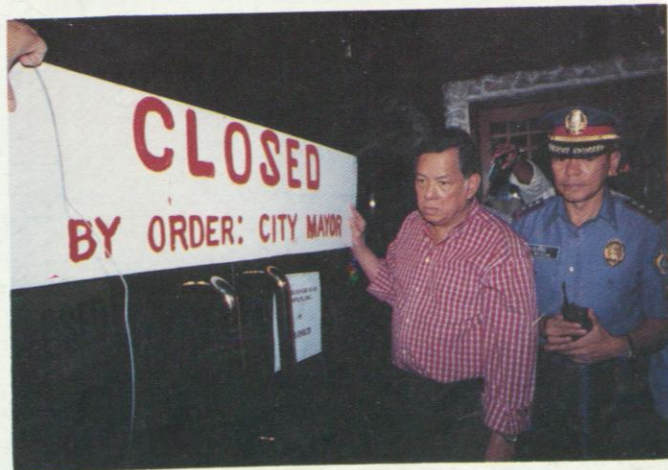


"The challenge for defining our direction to our alternative future will be much greater. And clearly, much depends on us who shape that direction, and even that future. Our people expect us to do so."

Ismael A. Mathay, Jr.

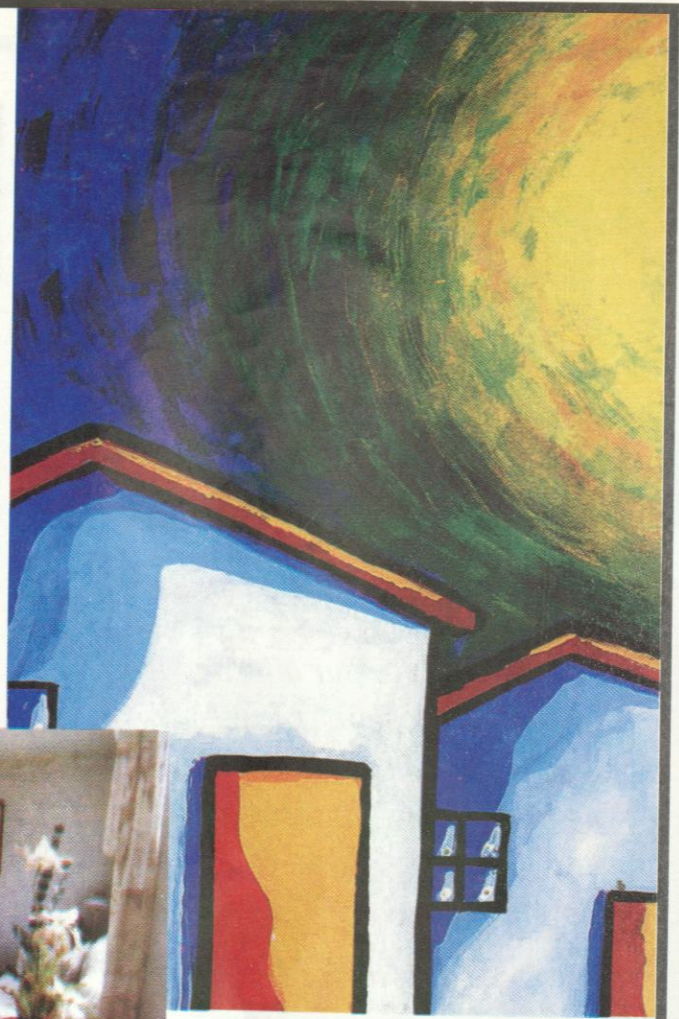


Clockwise, from top left: the Mayor receiving a plaque from police officials; on an inspection trip to a city market; overseeing relief operations during a recent calamity



Left, top: turning the lights on for a street lighting project; laying the time capsule for the Metro Rail Transit project along EDSA; cracking the whip on sauna parlors-cum-prostitution dens; top, working the crowds.

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- IMPERIAL HILLCREST
LEBID, CAMARINES SUR
- IMPERIAL RIDGEVIEW
SAN FERNANDO, CAMARINES SUR
- OUR LADY'S VILLAGE
VIRAC, CATANDUANES

Claiming a stake in history

Quezon City prepares for a gala Centennial celebration

By **DIRECTOR EDEN R. VILLANUEVA**
Cultural and Tourism Affairs Office

ON June 12, 1998, the country will mark the Centennial of Philippine Independence with a Grand National celebration. The commemoration of this historic milestone is intended to fulfill two basic objectives: the revival of our love for our country and appreciation of the true Filipino identity as well as relearning the values of our historical struggle for independence.

Quezon City takes pride in its significant role in this glorious day – for being the site of historical events, which contributed to the acquisition of sovereignty by the Filipino people.

A hundred years ago, Andres Bonifacio, christened "May Pag-asa" by his fellow members of the Katipunan, led the symbolic tearing of cedula or poll receipts at Pugad Lawin, now Barangay Bahay Toro, in defiance of Spanish rule in the Philippines.

Their shout of "Long Live the Philippines" marked the historic "Cry of Pugad Lawin" which triggered the Philippine Revolution in 1896. More than a mere patriotic upheaval, the patriotic action of Bonifacio and his men aroused among Filipinos an awareness of their heritage and a burning desire to regain the honor and dignity that were deprived them by the Spanish colonizers.

As Bonifacio and his men proclaimed their goal – independence – the Filipino spirit found the reason for them to unite and fight. What followed was a series of secret meetings by the Katipuneros. In Quezon City alone, Katipunan assemblies took place in four barangays: in Apolonio Samson, Bahay Toro, Banlat, and Krus na Ligas.

Barangay Banlat is doubly significant because of the memory left by Melchora Aquino, a brave old woman who opened her house as refuge for the fighting Katipuneros. Her heroic acts of feeding and nursing them cost her her freedom, but she remained undaunted and continued to take care of the wounded Katipuneros.

Every Filipino knows the sad and ironic fate of Andres Bonifacio. His noble death further sowed the seed of struggle for independence. Without the Revolution of 1896, there wouldn't have been Independence, which is now being en-

joyed by our people.

Quezon City joins the entire nation in celebrating the achievement of freedom a century ago. Philippine Independence became a reality because of the iron will and indomitable spirit of the proletarian hero, Andres Bonifacio.

Centennial Activities

The following activities comprise Quezon City's own program to commemorate the Centennial of Philippine Independence which starts on June 12, 1998.

Andres Bonifacio – Kangkong 1896

This will be highlighted by the presentation of "Andres and the KKK", a dance drama presentation in Ballet form about the life and love of Andres Bonifacio. Another presentation is "Kangkong 1896", a

Quezon City takes pride in its significant role in this glorious day – for being the site of historical events, which contributed to the acquisition of sovereignty by the Filipino people.

stage play about the lives and struggles of Apolonio Samson and Andres Bonifacio.

Both presentations will be fused alternately with the project "Handog Saya sa mga Barangays" to be implemented in the four districts of Quezon City through the cooperation of its 142 barangays.

The activities, to be presented in harmony with the programs of the Department of Tourism, aims to give the City's young viewers the chance to visualize the events that took place during the time of Andres Bonifacio.

Billboard Display

Billboards displaying messages that emphasize Filipino values and their significant roles in encouraging people to work towards the development of communities and the progress of the nation, will be put up all over the City. The billboard messages aim to educate the youth to remain upright citizens and conscientious Christians.

Quezon Photo Exhibit

A photo exhibit depicting the life and works of the late President Manuel L.

Quezon to be presented in August will pay tribute to the Founder of Quezon City.

Film, TV Plugs

There will also be a film and TV play presentation highlighting the Centennial of the Philippine Revolution. It will take off from the historic Cry of Pugad Lawin to the present, with focus on Quezon City today and the Message of Mayor Ismael A. Mathay, Jr. emphasizing the goal to preserve independence and continue the struggle towards progress and unity.

The plug will be aired from January to December 1998 over national television and at movie theaters in Quezon City.

Pugad Lawin Celebration

The Centennial Celebration of the Philippine Revolution will again focus on Quezon City when the City inaugurates the Pugad Lawin Shrine Park on August 23, 1998. To be sculptured by National Artist Napoleon Abueva, the Shrine will become the monumental tribute to Andres Bonifacio, Father of the Katipunan, and the heroes of the Philippine Revolution.

Parade of Floats

One of the impressive Centennial activities being designed by the Department of Tourism is the Parade of Floats on June 12, 1998 at the Luneta. Quezon City is among those invited to participate in this momentous festival that will be witnessed by millions of local and international viewers.

The Quezon City float will be distinct in its thematic presentation which will center on the events that led to the granting of Philippine Independence.

Flag Display

Corollary to this, there will be display of flags before the grand celebration as a reminder of the courageous and unselfish sacrifices of the heroes of the nation. There is need to make our people conscious of their true origin and the preservation of our freedom by Filipinos.

Band Concert

The Q.C. Band, the pride of the City, will hold concerts as a special way of celebrating the Centennial of Philippine Independence. To take place in different malls throughout the City, the concert is expected to reawaken love for Filipino music.

QC's Hall of Fame

Distinguished past administrators helped shape the city

IN over 58 years of its life, five lawyers, two engineers, a police official, an economist, a civic leader, and one lady took turns in administering the affairs of Quezon City, the dream metropolis that its founder and namesake – President Manuel Luis Quezon – envisioned and eventually turned into reality.

President Quezon named himself the City's first mayor – holding the post for 23 days from October 12 to November 4 in 1939 – to guide the fledgling city in its first three weeks. That made him the mayor with the shortest term.

On the other hand, the city's longest-serving mayor was Norberto S. Amoranto, who held office from January 1, 1954 to March 3, 1976 for a total of four terms covering 22 years.

Interestingly, in late 1987 to early 1988, three men alternated as OIC mayor after Brigido Simon, the OIC mayor then, resigned to run in the local elections. The three men were Reynaldo Bernardo, Elmer V. Pormento, and Leoncio de Perio.

Don Tomas Beranbeau Morato

At the start, Commonwealth Act 502, otherwise known as the Quezon City Charter, provided that all city officials were to be appointed by the President. President Quezon then appointed Don Tomas B. Morato, an engineer and one of his close friends, to the post.

Morato was handpicked by Quezon to supervise the development of Quezon City. Don Tomas Beranbeau Morato was a full-blooded Spaniard born in Alicante

in the Mediterranean coast of Spain on July 4, 1887. His father was a ship captain whose vessel plied the route from Spain to the Philippines and often stopped by the coastal area towards Calauag, Tayabas.

In 1898, he brought his son Tomas to the Philippines, where the boy studied. Tomas met Quezon when he was only 13 years old, and was impressed with the statesman's dramatic personality. Tomas Morato finished engineering and later earned his fortune in the lumber industry. He became a Filipino citizen by virtue of a proviso in the Treaty of Paris which granted Filipino citizenship to Spaniards who opted to stay in the country.

Morato the engineer built the city's first road network, based on the Frost master plan. He also organized the first Quezon City police force, with an initial complement of 48 men. He worked hard to provide a growing population with social services – installing more street lights, reconditioning existing artesian wells, disposal of garbage, constructing additional markets, a slaughterhouse, and even a city pound.

But as the city grew, negative influences also started to flourish – gambling dens, cockpits, and other nefarious activities cropped up. Alarmed by the proliferation of these establishments, Morato ordered a ban on their operation.

Morato served from November 1939 until the outbreak of World War II in December 8, 1941 when Japanese forces invaded the country and set up a new political entity called Greater Manila, which

included Quezon City.

The Japanese military administration installed Dr. Florencio Cruz, former Quezon City health officer, as district chief of Greater Manila for Quezon City, a post he held during the three years of the Japanese Occupation.

After Liberation on February 1945, Oscar Castelo was designated acting mayor of Quezon City. He was later replaced by Sabino de Leon, former chief of police of the city.

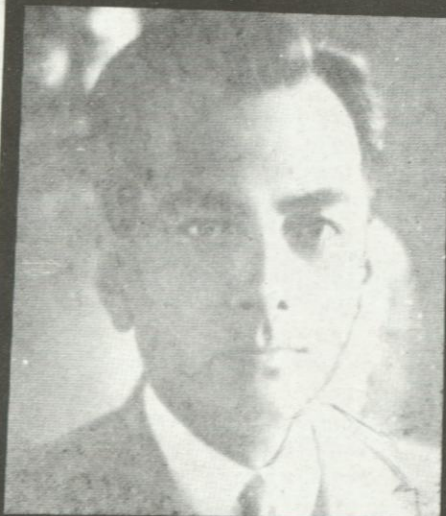
Ponciano Azarco Bernardo

De Leon was succeeded by Ponciano A. Bernardo, who held the position from January 1, 1945 until his untimely death in 1949 during an ambush by Huk dissidents, together with Dona Aurora Quezon, her daughter Baby, and son-in-law Philip Buencamino, husband of Zenaida "Nini" Quezon. The party was waylaid near Nueva Ecija, on their way to Baler, Tayabas.

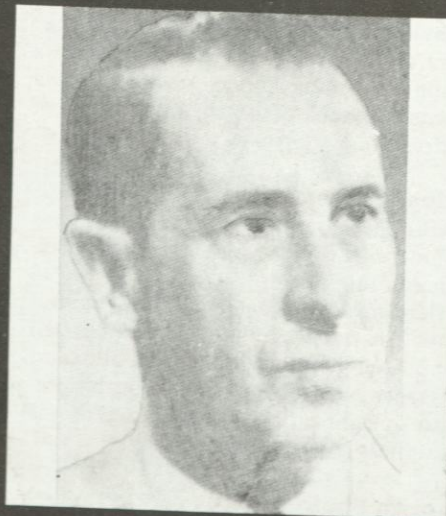
Ponciano A. Bernardo was born on December 2, 1905 in Nueva Ecija where he finished his early schooling, graduating with honors in 1923. He was one of the first graduates of civil engineering of the University of the Philippines in 1927, placing third in the board exams that year. After graduation he worked with the Bureau of Public Works where he rose to become district engineer in 1939.

A year later, he was appointed vice mayor and city engineer of Quezon City by President Quezon.

During the Japanese Occupation, Bernardo, together with Tomas Morato



Quezon



Morato



Bernardo

and Sabino de Leon were arrested by the Japanese and thrown to prison at Fort Santiago.

After the war, Bernardo's engineering expertise became his biggest asset as Quezon City's new mayor. He undertook massive public works projects that were urgently needed to rebuild his city – including repair of roads and highways, and construction of schools and markets.

Another mayor project of his tenure was the construction of a new city hall in Cubao at the cost of P157,000. He also constructed health centers, public school buildings, and acquired fire engines.

But his more lasting legacy was the construction of a park, with a skating rink, an artificial lagoon, and a zoo to provide city residents with a place to spend their leisure time. The park, which was named after him, also featured weekly concerts by both the then internationally renowned Constabulary band as well as the Army band.

It was lamentable that Bernardo did not live long enough to see the transformation of Quezon City into a premier city.

Nicanor Atanacio Roxas

Assistant Executive Secretary Nicanor A. Roxas took over as acting mayor on May 4, 1949. His was a brief stint, serving as acting mayor for eight months only.

The third child of Segundo Roxas and Nemesia Atanacio, Roxas was born on January 10, 1899 in San Roque, Marikina, Rizal.

After graduating from high school, he taught in the public schools of Rizal. During his free time, he studied law at the University of Santo Tomas where he obtained his Law degree in 1922 and his Master of Laws in 1926.

It was during his short stint as acting mayor that Quezon City was inaugurated

as the Capital City of the Philippines. On October 22, 1949, groundbreaking rites were held at the proposed new site of the National Government Center and the National Capitol Building at Constitution Hill.

It was also during this time that the welcome arch at the rotunda on the boundary between Manila and Quezon City was built. That same year, Roxas Homesite, originally called Project One, was inaugurated.

Ignacio Santos Diaz

Succeeding Roxas was Ignacio Santos Diaz, a Congressman from the first district of Rizal. Santos Diaz had successfully sponsored House Bill 159 which sought to separate Quezon City from the City of Greater Manila. He was also the author of another measure seeking to make Quezon City the "Capital of the Country."

Ignacio Santos Diaz, the fifth of 10 children of Roberto Santos Diaz and Roberta dela Cruz of Marikina, Rizal, was born on October 4, 1906. He graduated from the Philippine Law School in 1929 and served as Justice of the Peace in Binangonan, Rizal from 1931 to 1935.

During the war, he practised law and later run for a congressional seat in the first district of Rizal in 1945. Among his pet bills in Congress was the revision of the Quezon City Charter to accommodate the new development thrusts of the new city, expand the city's original area tenfold, to 15,259 hectares, and drastically changed the composition of the city council – all of which were embodied in Republic Act 537.

The tenure of Mayor Santos Diaz was characterized by a construction boom in the city – which witnessed the sprouting of landmark buildings, major housing projects, and the establishment of colleges

and universities in and around the city.

The V. Luna General Hospital – now the V. Luna Memorial Medical Center, the premier military hospital – was inaugurated during Santos Diaz's term. Servicing the medical needs of the soldiers and their dependents, the institution was named after Col. Victorino Luna, the first army surgeon.

It was about this time that the Quirino Housing Project 2 was built in 1952, followed by the construction of Project 3.

In 1953, the Philippine-American Life Insurance Company (Philamlife) purchased a large tract of land from the government on Highway 54 and built Phil-Am Life Homes, which the *Readers Digest* described in an article as the "greatest thing in modern housing anywhere else in the world."

More universities and campuses also moved to Quezon City. Ateneo de Manila University (formerly Ateneo de Manila) rose on a sprawling lot along Katipunan Road, just a kilometer away from UP. It was followed by Maryknoll (now Miriam College), St. Theresa's College, and St. Mary's College.

To his credit, Santos Diaz 1) built more outposts and bought more vehicles for the city police force, 2) constructed markets in Galas, Cubao, and Kamuning, 3) built the slaughterhouse in Kamuning, 4) constructed the La Loma fire station, 5) established health centers in Kamuning, San Francisco, and Balara, 6) built the La Loma High School, as well as other school buildings in Cubao and San Jose.

The Presidential elections of 1953 catapulted the popular Defense Secretary Ramon F. Magsaysay to the Presidency under the Nacionalista banner.

Continued next page



Roxas



Rodriguez



Mathay

Hall of Fame

From page 35

Out of delicadeza, Santos Diaz, being a Liberal, tendered his resignation.

Norberto S. Amoranto

To replace Santos Diaz, President Magsaysay appointed Norberto S. Amoranto, a political neophyte working with the Bureau of Internal Revenue. Amoranto held a master's degree in taxation from the University of Manila.

The eighth of nine children, Amoranto was born on June 4, 1908 in Barrio San Jose, Binan, Laguna. He finished his elementary and high school education in Laguna, after which he went to Manila to enroll in pre-law at the University of Manila. He obtained his Bachelor of Laws degree from the same institution in 1932.

While a student, he worked as messenger, and later as clerk. After graduation, he worked with the BIR, where he rose from assistant tax examiner to senior tax examiner.

In 1936, he married his high school classmate, Asisola Lim, with whom he was to have four children. In 1951, he resigned from the BIR and set up a law firm with Zoria and Pecino, where he soon chalked up a reputation as one of the country's best tax lawyers.

As Quezon City's new chief executive, his first concern was, quite naturally, the city's financial condition. Drawing on his expertise in taxation, he devised various ways to improve the city's tax collections, which in succeeding years, bore fruit through ever-growing government revenues.

Meanwhile, the city experienced rapid growth. Government landmarks would gradually change the city's landscape during Mayor Amoranto's dynamic administration.

The Veterans Memorial Hospital began construction on September 17, 1953; it was finished after two years. Situated on a sprawling 55-hectare site on North Avenue, the hospital was America's fulfillment of her promise to provide healthcare to Filipino war veterans incapacitated during World War II fighting with American soldiers.

In the meantime, the city was developing into a "science center of the country" due to the presence of several laboratory and academic institutions there. On August 31, 1953, the Manila Observatory of the Jesuits was inaugurated at Loyola Heights.

Also in the same year, the first atomic reactor, shaped like an egg, was erected on a five-hectare lot near the University

of the Philippines. Atomic scientists would use its facilities for researches in the field of agriculture.

In 1956, the cornerstone of the National Orthopedic Hospital was laid. Meantime, more government health care centers were being established, San Francisco High School was constructed, while the building of the Quirino Housing Project 4 was started.

But it was in the following year that one of the most significant landmark projects of the city was launched. The cornerstone of the new P2-million Quezon City Hall was laid on a 12-hectare lot on Silangan Avenue, near the Quezon Memorial Circle, on December 20, 1957.

However, it was not until 15 years later that the new City Hall was inaugurated, on January 1, 1972. The city administra-

ized not long after.

In 1966, he built a sports stadium on a 5.8-hectare government lot along Roxas Avenue - which was eventually named after him. The sports arena boasts of a grandstand, an eight-lane track and field oval, bleachers, and a gymnasium.

Then in 1972, another significant landmark was added to the city's already formidable array of famous institutions. The Philippine Heart Center for Asia located on East Avenue was inaugurated on Valentine's Day that year. Equipped with the most modern facilities and equipment to care for heart patients afflicted with heart disease, the institution with its staff of world-renowned Filipino heart specialists and surgeons, soon became the most sought-after heart hospital in Asia.

In 1976, feeling he had served his constituents long and well enough, Mayor Amoranto retired from office. He was 68 and had expressed the desire to spend more time to tend his fruit trees at his small farm in Minuyan, San Jose del Monte, Bulacan. He had participated in four national elections and served four Philippine Presidencies.

Adelina Santos Rodriguez

Adelina S. Rodriguez succeeded Amoranto on March

31, 1976. Born of a rich Pampango family, she studied home economics at the University of Santo Tomas. She was married to Rizal Governor Isidro Rodriguez, son of Eulogio "Amang" Rodriguez, Sr., then mayor of Manila. They have 10 children.

She was president of the Rizal Federation of Women's Clubs. Her family used to operate several first-class theaters in Manila, including the Manila Grand Opera House, Plaza Theater, and the Tivoli.

She held the office of mayor of Quezon City for 10 years, until April 13, 1986.

Brigido R. Simon, Jr.

Brigido R. Simon, Jr. was named officer-in-charge (OIC) of Quezon City on April 18, 1986. In the next local elections in February 1988, he ran for mayor and won.

Considered the youngest elected mayor of Quezon City (he was sworn into office at the age of 37). Simon was born on July 31, 1952 in Pulilan, Bulacan. He finished his college course in Economics at the

The city experienced rapid growth during Amoranto's time. Government landmarks would gradually change the landscape of the city. The cornerstone for the Quezon City Hall was laid in 1957, although it was inaugurated 15 years later.

tion, however, proudly declared that the new City Hall was built entirely out of the city's own resources - without any dole-outs or subsidies from the national government.

This same year, the construction of the Department of Agriculture and Natural Resources and the Bureau of Agricultural Extension buildings along the Quezon Memorial Circle, also began.

By the time the city marked its Silver Jubilee in 1964, the construction boom in the city had reached a feverish pitch. An index of its phenomenal growth was the development not only of educational, cultural, scientific, and government institutions, but this time now included several resorts, fashionable golf courses, shopping centers, and entertainment/leisure establishments.

But Amoranto himself felt that Quezon City still lacked certain modern amenities, including a modern slaughterhouse, a zoo, a cultural center or theater, and a technical school - all of which were real-

Ateneo de Manila University.

His administration's thrust was geared towards the economic development of the city. In this connection, he implemented various livelihood and employment-generating programs to uplift the economic condition of Quezon City residents.

In 1987, he was elected president of the City Mayors League of the Philippines in recognition of his achievements, dynamic leadership, and youthful idealism.

In the 1992 elections, he ran for reelection but lost to Ismael A. Mathay, Jr., former vice mayor under Mayor Norberto Amoranto's administration.

Ismael A. Mathay, Jr.

Ismael A. Mathay Jr. started his political career as vice mayor of Quezon City under Mayor Norberto Amoranto's administration. With that as stepping stone, he rose to become Vice Governor of the then newly established Metro Manila Commission, the forerunner of today's Metropolitan Manila Development Authority (MMDA), was elected Assemblyman of the Batasang Pambansa in 1984, won as an Independent Quezon City Congressman in 1989, and then as City Mayor in the synchronized elections in 1992.

Mathay is a product of both public and private schools. He obtained his Business Administration degree from the University of the Philippines, where he became a member of the UP Senior Council and joined the editorial board of the *Philippine Collegian*. Then he pursued studies at the San Beda College Law School, where he graduated and passed the Bar examinations in 1957.

In 1979, he was designated Vice Governor of the newly established Metro Manila Commission (MMC), the forerunner of today's Metropolitan Manila Development Authority (MMDA).

As MMC Vice Governor, Mathay supervised the growth and direction of the country's premier urban center, giving impetus to urban planning aimed at correcting decades of neglect, disparate growth, crime, drug addiction, pollution, traffic congestion, migration, and other ills.

He championed the cause of underpaid public school teachers, free high school in Metro Manila, "zonal improvement programs" for depressed areas, release of deserving inmates to decongest jails, and when a food crisis gripped the metropolis Vice Governor Mathay organized the Barangay Lako and Kadiwa rolling store projects that assured residents supply of basic commodities at the lowest prices.

As a consequence of these innovative solutions, he earned a reputation as trouble-shooter because of his penchant to avert disasters even before they strike.

His impressive performance helped

propel him to the Batasang Pambansa as Assemblyman in spite of an opposition landslide in Quezon City during the 1984 national elections. In the May 1989 elections, he ran again and won as an Independent Congressman for Quezon City.

After a productive stint in the House of Representatives, the people of Quezon City gave their mandate to Ismael A. Mathay Jr. in the May 11, 1992 elections.

Quezon City has prospered and grown tremendously under the more efficient and effective leadership of Mayor Mathay. To address the complex problems of his city, he has provided various social, education, health, economic, and other basic services that are responsive and directly beneficial to the needs of his people.

As a close observer of Quezon City's evolution wrote about Mayor Mel Mathay's colorful political and public service career, "On May 1995, the people of Quezon City sig-

nified their approval of the leadership of Mayor Mathay by reconfirming his mandate. With the zeal and idealism of the late President Manuel L. Quezon as his inspiration, Mayor Mathay hopes to ring to realization his vision . . . that



Charisma and common touch are political assets

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Reaching out, city to city

Quezon City strengthens, expands sister city ties

TO foster closer international relations and friendship, the Quezon City Government has signed Sister-City affiliation agreements with several cities in different countries of the world. 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.

Foreign sister-cities of Quezon City include Chiba City in Japan, Salt Lake City (Utah), Daly City (California), and Fort Walton Beach (Florida), all in the United States; Taipei in Taiwan, Maui County in Hawaii, and New Westminster in Canada.

But not all of Quezon City's Sister-Cities are foreign; it also has local Sister-Cities. As with its foreign tie-ups, the objectives of the program are to strengthen friendly ties and cooperation, link efforts for common humanitarian projects, and promote trade and business.

Chiba City

The affiliation of Quezon City and Chiba City as Sister-City started during the administration of Mayor Norberto S. Amoranto and Mayor Kazushige Araki.

On November 9, 1972 the two cities signed a Memorandum of Agreement formalizing their Sister-City relationship. It signalled the start of something big and beneficial for both cities. Since then, they have embarked on various very successful projects.

To substantiate this sister-cityhood relations, the Boy Scouts Council and Jaycees of Quezon City and Chiba City are, likewise, "Sister-Councils" and "Sister-Jaycees." There were exchange visits of Boy Scouts and Jaycees of both cities to signify their harmonious relationship.

Both cities were active in promoting goodwill and friendship by means of donations and gifts. Among these, Chiba

City donated medical supplies and an ambulance for the Quezon City General Hospital on March 8, 1976, and December 1995, respectively, a fire truck on November 9, 1981, and a Seiko solar-powered clock from Mayor Matsui on January 8, 1993.

In return, Quezon City donated a pair of mouse deer to the Chiba City Park Zoo on August 21 and September 13, 1985, respectively.

Salt Lake City

During the meeting of the George Wash-

deed a heartwarming experience for the two sister-cities in rediscovering their similarities and differences.

Daly City

The Daly City-Quezon City Sister-City Committee was established on August 8, 1994. On October 12, 1994, QC's 55th Anniversary, Mayor Ismael A. Mathay, Jr. signed a Memorandum of Agreement formalizing the two cities' Sisterhood tie-up, with Mr. Tom Calma, Vice President of the Daly City-Quezon City Committee, repre-



Mayor Mathay (top and succeeding page) accepts donations from representatives of foreign cities

ington University Alumni Association of the Philippines on January 28, 1966, it was unanimously approved to sound out the officials of Salt Lake City and Quezon City regarding the sister-cityhood 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, there were Exchange Tours between the two cities. Notably, Quezon City successfully played 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.

Earlier, Quezon City had sent its delegation to Salt Lake City Pioneer's Day Celebration on July 14, 1982. It was in-

representing Daly City.

Mayor Mathay and Daly City Mayor Madolyn Agrimonti exchanged greetings via overseas telephone.

One worthwhile project that the Sister-City Committee undertook was the gathering of books in Computer Science, Health, and other reference materials for the Quezon City Libraries.

Last March 1996, 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.

On November 27, 1995, Daly City played host to the delegation from Quezon

City headed by Vice Mayor Herbert M. 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

The Memorandum of Agreement on Sister-City relationship between Quezon City and Taipei City was signed on February 6, 1990, with Quezon City Mayor Brigido Simon, Jr. and Taipei City Mayor Wu Po Hsiung signing for their respective cities.

This relationship sparked immense benefits by way of friendly exchanges in various governmental, cultural, scientific, civic as well as business endeavors. Taipei's most generous and benevolent gesture was donating 48 buses in 1991 which greatly contributed in alleviating the shortage of transportation facilities in Quezon City.

Adding substance to the Sister-City relations with Quezon City, a delegation of Taipei City citizens visited the Philippines on July 25, 1990 and again on July 30, 1993, which Quezon City wholeheartedly welcomed as host.

Fort Walton Beach

In 1977, Quezon City and the City of Fort Walton Beach initially and partially forged a Sister-City relationship. Mayor Gene H. Smith issued a Proclamation dated August 3, 1977 inviting the participation of Quezon City as a Sister-City. In acceptance of such a 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) was adopted by the County of Maui on Feb-

ruary 20, 1970. Since then, the relationship resulted in stronger ties between the two cities.

In 1991, Maui Mayor Linda Crockett Lingle sent an invitation to the QC Government to visit the County of Maui as a gesture of goodwill and further renew their ties of friendship.

Coincidentally, one of the progressive programs of the QC Government was to rekindle sister-city relations, not only to promote Quezon City as a premier city but also in line with the President's aim of developing the country's tourism industry,

and Quezon City Philippines was completed on June 1991 at the session hall of the City Council of New Westminster, with New Westminster Mayor Toporowski presiding over the signing rites and affixing their signatures to the document.

With the full support given by their respective City Councils as well as the backing of professional groups and associations, both cities are confident that the fruits of their Sister-City relations will redound to a more vibrant participation by the Filipino Community in New Westminster projects and festivities in that Royal City.

Local Sister Cities

Quezon City's first local Sister-City relationship was formalized June 16, 1987 between Mayor Brigido Simon, Jr. and Cotabato City Mayor Ludovico Badoy. On April 3, 1990, Mayor Simon and Mayor Remedios Guiab of the City of Wao in Lanao del Sur signed another Memorandum of Agreement linking the two cities.

General Santos City in Mindanao became Quezon City's third local Sister-City on October 11, 1994. At the same time, Mayor Ismael A. Mathay, Jr. signed a Memorandum of Agreement with Mayor Rodrigo Duterte to establish the Quezon City-Davao City Sister-City tie-up.

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

This relationship, like any other Sister-Cities, will cement friendly exchanges in arts and sciences, encourage community development, and other nation-build-

This relationship, like any other Sister-Cities, will cement friendly exchanges in arts and sciences, encourage community development, and other nation-building activities. These objectives are expected to lend to the advancement of the cause of stronger friendship and understanding between local government units and their people.



ing activities. which is, without doubt, one of its major assets.

New Westminster

The signing of the Sister-City agreement between New Westminster, Canada

These objectives are expected to lend to the advancement of the cause of stronger friendship and understanding between local government units and their people.

QC: Home to the Mother

THE Marian image has always had a special place and meaning among Filipinos. Miracles have been attributed to Our Lady of Manaoag in Pangasinan; prayers to the Virgin Mayor were said to have stopped the tanks at EDSA during the 1986 People Power revolt. She has been given the qualities of a true mother, a steady source of inspiration and assurance. Throughout the country, the Virgin Mary is invoked for protection.

The Marian image has always been associated with water and the Rosary. Water was always a medium for miracles traced to her intercession. The fluvial parade for Our Lady of Penafrancia draws thousands of devotees from all over the country to Naga City. And perhaps one of the most popular images is the La Naval de Manila, to which many miracles have been attributed. She is the patroness of Quezon City.

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

People who have seen her face immediately notice the image's Oriental features, her almond-shaped head and slanting eyes. Over the past three centuries, her ivory face has mellowed to a delicate brown. An army of grateful devotees have added to her queenly appearance, gifting the image with precious jewels and a crown adorned with 24 stars.

The image is named after the patroness of the Christian armada led by John of Austria which defeated the Moorish fleet at the Gulf of Lepanto, thus sparing Spain from becoming Muslim. The day of the battle, Pope Pius V ordered the public praying of the Rosary. The victory was attributed to Our Lady of the Holy Rosary whose feast day is October 7. The Virgin of the Beads became popularly known as the Virgin of Naval Victory or the "La Naval de Lepanto."

In 1646, Spanish and Filipino forces repulsed invaders from the sea and this was attributed to the "La Naval de Manila." Through the years, Filipinos have looked upon the image of the La Naval with much celebration, celebrating her feast every October. In 1906, the image was canonically crowned by Rome's Special Apostolic League.

During World War II, her shrine at the old Sto. Domingo Church in Intramuros



La Naval at QC Hall

was bombed. Devotees moved her to the University of Santo Tomas Chapel, and in October 1952, the cornerstone of her new temple was blessed and laid at the new Sto. Domingo Church in Quezon City. Two years later, a large procession brought the image from her war-time sanctuary at the UST Chapel to her permanent home in Sto. Domingo Church in Quezon City.

During her feast in 1973, she was declared the patroness of Quezon City.

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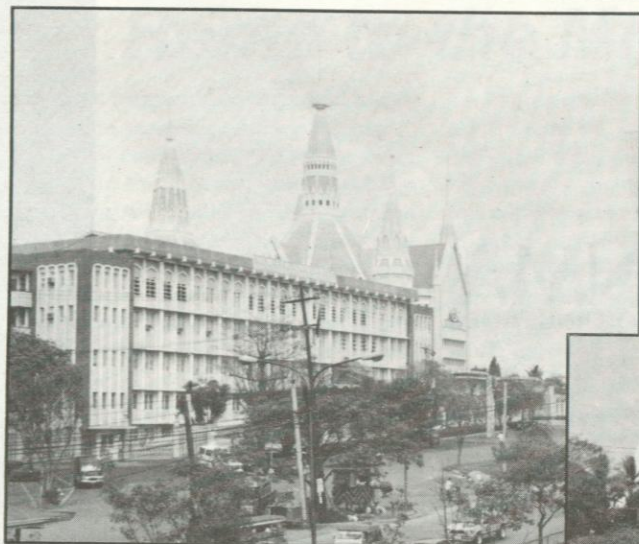
SMILE CITHOMES I - ANNEX

Phinma Property Holdings Corporation, through the SMILE CITHOMES I and SMILE CITHOMES I - ANNEX condominium projects, is proud to be the partner of the QUEZON CITY GOVERNMENT in its program to provide affordable, high quality homes to its residents.

The management of Phinma Property Holdings Corp. wishes to take this opportunity to express their sincere appreciation for the unwavering support and cooperation given by the local government in the realization of their noble ventures - the SMILE CITHOMES I and SMILE CITHOMES I - ANNEX .

TO MAYOR ISMAEL A. MATHAY, JR. AND THE QUEZON CITY COUNCIL, THANK YOU AND MABUHAY!





Left, the Iglesia ni Cristo Church along Commonwealth Avenue. Below, the famous dome of the Philippine Atomic Research Institute in Diliman.



The Sights and Sounds of the City

Quezon Memorial Circle

Rising more than a hundred feet to the sky and towering in the 27-hectare rotunda park, the Quezon obelisk at Quezon Memorial Circle is the city's famous landmark. This imposing memorial to a great man, the late President Manuel L. Quezon, has been the site of the historic mass officiated by His Holiness Pope VI on November 27, 1970.

The three angel statues perched at the pylons represent Luzon, Visayas and Mindanao.

The base structure of monument houses a precious collection of Quezon Memorabilia covering epochal periods in the life of its founder and the evolution of the city.

It is presently under the administration of the Quezon City Parks Foundation which has been making additions and improvements on sights and recreational amenities.

The museums inside the tower are under the administration of the Cultural & Tourism Affairs Office and the National Historical Institute.

Mabuhay Rotunda

The gateway to Quezon City and Manila, this was designed in 1948 by the City Architect Luciano V. Aquino in the office of then Mayor Ponciano Bernardo.

The fountain and pool at the base of the tower are already damaged. It was formerly called Welcome Rotunda but renamed as such on May 17, 1995. The renaming of the tower was initiated by Mr. Rod Ongpauco, proprietor of the famous "Kalde-Kaldero, Kawa-Kawali at Aawitan Kayo" Restaurant.

Quezon City Hall

The 14-storey City Hall building built in 1964 is the most imposing capitol edifice in the country.

It is now undergoing renovation after the 1988 fire that razed the building from the 7th floor to the 14th floor.

La Mesa Dam

This is one of the principal sources of drinking water for Metro Manila residents. The plant was also one of the first water reservoirs developed by the national government.

It is under the jurisdiction of the National Government. A part of the land is being prepared for the construction of housing units for the MWSS employees. The place is already closed to the public.

Balara Park-Filter Plant

A favorite spot especially during summer, it has a swimming resort and a number of pavilions. The Balara Plant filters the water from La Mesa Dam and supplies 600,000 gallons of clean and potable water to Metro Manila areas.

This is under the jurisdiction of the MWSS. Some of the features have deteriorated.

University of the Philippines

A government institution of higher learning that was established in June 1908. It stands in all its splendor on the sprawling Diliman site of 450 hectares. The Oblation in front of the University symbolizes the Filipino's quest for knowledge and truth. Many of the country's top professionals, business, and political leaders, including then President Ferdinand Marcos, are graduates of U.P.

Ninoy Aquino Parks and Wildlife

Formerly Parks and Wildlife, the park was constructed on July 5, 1954 in an 80-hectare woodland. It is an ideal site for family gatherings with a children's playground and man-made lagoon for boating.

The park boasts of its various specimen of the country's flora and fauna, including the famous monkey-eating eagle. In March 1986, the government named the park after the late Senator Benigno S. Aquino.

It is under the jurisdiction of the Department of Environment and Natural Resources that presently develop some areas for the picnickers.

San Pedro de Bautista Church

This parish Church in San Francisco del Monte, Quezon City, is the second oldest church in the Philippines. The present site was acquired in February 15, 1590 and through the initiative of Father Pedro Velasquez, a small chapel made of bamboo and nipa was erected. Present church was built from 1696 to 1699 and had undergone renovation in 1932. The church was named after Father Pedro Bautista, a canonized Saint who was buried inside the church.

Identified by the National Historical Institute as a historical site, it is owned by the Catholic Church.

Sto. Domingo Church

The Sto. Domingo Church, located along Quezon Avenue, Quezon City, is the place of worship to the Virgin of La Naval, the city's Patron Saint. It is owned by the Catholic Church.



Camp Crame and Camp Aguinaldo

The country's leading military headquarters, located along E. delos

concerts to athletic events such as the Ali-Frazier title fight on October 1975, the Ms. Asia Quest. It is administered by Progressive Development Corporation.

Araneta Center

The business heart of the City is at the Araneta Complex in Cubao where one can find all kinds of commercial establishments. Within the center is a covered Fiesta Carnival which offers year-round activities for all fun-loving children and adults.

It is also under the administration of Progressive Development Corporation.

Iglesia Ni Cristo Palace

Located along the Don Mariano Marcos

bellion against the Spanish Administration. This started the fight between the Filipinos and the Spaniards and the uprising was called the "Cry of Pugad Lawin."

Plans have been proposed for the development of this site. Status of the area is uncertain as it has been included in the subdivision of lots for the proposed low-cost housing project of the Quezon City Government.

Tandang Sora Tree

Located at the compound of Kaligayahan Elementary School in Bgy. Kaligayahan, District II, this century-old Duhat Tree was claimed to have played a significant role during the Philippine Revolution. This spot is where Melchora Aquino nursed the wounded Katipuneros.

For this reason, the said tree was called the Tandang Sora Tree as a fitting tribute to the heroic deeds of a great Filipina.

The conversion of the site into a mini park where the duhat tree stands has been planned.

Tandang Sora Marker

The site where the house of Melchora Aquino, the mother of Philippine Revolution, stood. Also the place where she nursed and fed the Katipuneros. She was officially adopted "Heroine of Quezon City" by the resolution of the City Council. She died at the old age of 107 on March 12, 1919.

The improvement of the place is on its planning stage.

Central Bank of the Philippines

The complex, composed of five interconnected buildings, has an appropriate floor area of 62,210 square meters with a total land area of 57,300 square meters. The Security Plant Complex consists of the Security Printing Plant, Mint and Gold Refinery, and office of the General Services. It was inaugurated on September 7, 1978.

Our Lady of EDSA Shrine

Built by the grateful Filipino people in honor of the Blessed Virgin Mary for her protection and guidance during the People Power EDSA Revolution which led to the downfall of the Marcos dictatorship and the return to democracy.

Radio Veritas

The Batasan Pambansa Building near Commonwealth Avenue is the home of the House of Representatives, one of the two branches of the Congress of the Philippines.



Top, the Welcome Rotonda which marks the boundary between Quezon City and Manila. Above, the Ninoy Aquino Parks and Wildlife. Right, the Oblation of the University of the Philippines.

Santos Avenue, actual site of the People Power-EDSA Revolution where the people marched towards freedom from the dictatorship of the late President Ferdinand E. Marcos.

Under the jurisdiction of the National Government.

Araneta Coliseum

This Philippine Coliseum at the Araneta Center in Cubao District is one of the biggest athletic domes in the world. It towers 220 feet from ground level and has a seating capacity of 36,000. The Coliseum has a total land area of 370,000 square feet, a diameter of 367 feet, and covers an area of 185,000 square feet without a single post to obstruct the view.

It has been the site of a variety of international shows ranging from musical



Avenue, the eye-catching church adopted an architectural style reflective of the Gothic concept, merged with Moorish style and interpreted in a modern form - a style inherent in all Iglesia ni Cristo churches. The INC Palace is now open to tourists.

It is owned by Iglesia ni Cristo.

Barrio Pugad Lawin

On August 23, 1896 in Barrio Pugad Lawin, Andres Bonifacio, founder of the Katipunan, tore his cedula as a sign of re-

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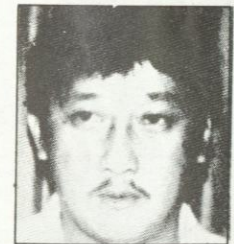
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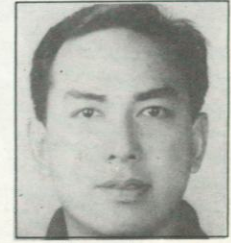
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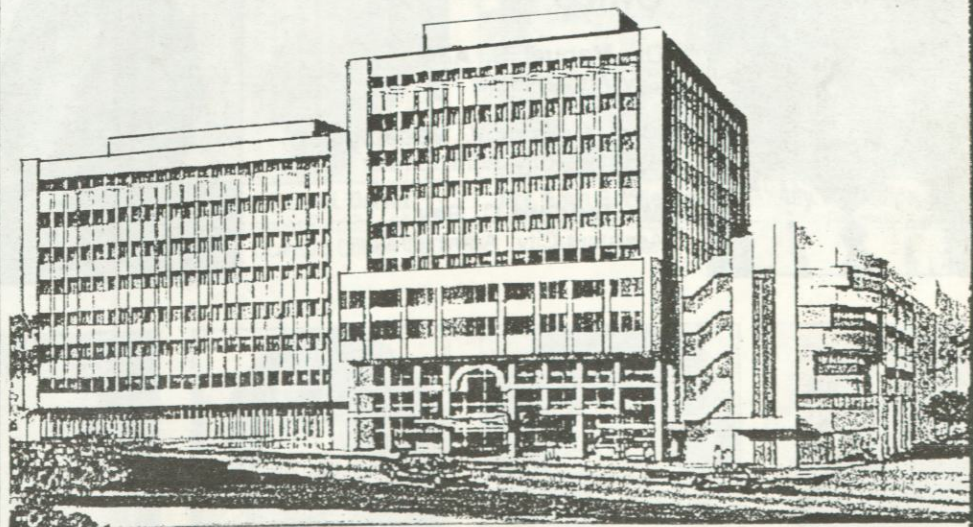
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Hon. Herbert M. Bautista
Vice Mayor



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City Administrator

Mrs. Melissa V. Macapanpan
Assistant City Administrator

Mr. Teodoro C. Rey
Assistant City Administrator



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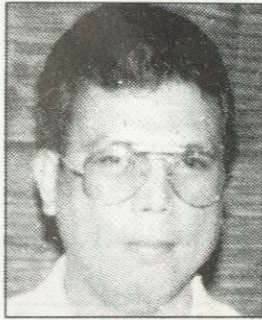
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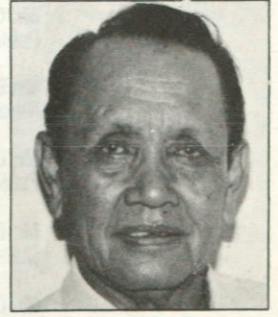
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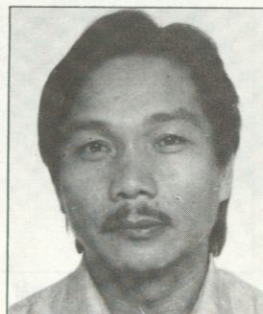
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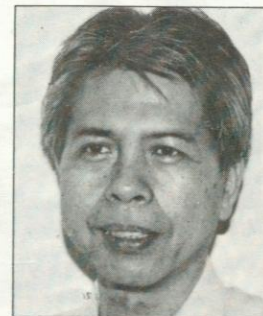
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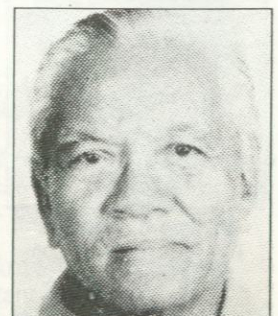
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Mr. Norberto C. Vicencio
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MR. RAMON M. DE DIOS
President

Task Force Clean and Green

PERHAPS a pollution-free Quezon City is close to an impossibility but its pressing pollution problem could be alleviated by implementing an effective waste management program and supporting any improvements made to maintain the upkeep of key areas of the city.

Task Force Clean and Green was created in 1992 for this very purpose. The task force, created by Mayor Ismael A. Mathay, Jr., as an offshoot of the Local Government Code which devolved the function of environmental management to local government units. As the implementing arm of the city, Task Force Clean and Green carries out the city's environmental protection program which includes solid waste management, pollution control, and greening and beautification.

Solid waste management remains the top priority in terms of basic service delivery. It also keeps the task force busy. Last year's records indicate that Quezon City had to dispose of an average of 1,843.9 tons of garbage a day.

In order to come up with an efficient waste management system, garbage collection was planned on a cell-based system. The city is divided into "cells" where servicing garbage trucks are assigned. For the 565 cells in Quezon City, 229 units of dump trucks with various load capacities are utilized.

The trucks dump the garbage in Payatas where the 20-hectare disposal facility is located. To maximize the limited space, heavy equipment is used to compact the garbage. And to eliminate air pollution, disinfectants are utilized on a regular basis.

The greening and beautification program covers barangays and other areas not within the jurisdiction of the Metro Manila Development Authority (MMDA) and the City Parks and Development Administration. A nursery has been a put up to provide areas that need tree and plant seedling.

The greening program is also responsible for the clearing and leveling of three center islands in Kalayaan Avenue and Quezon Memorial Circle.

The officers and staff behind Task Force Clean and Green are Atty. Cesar Ramirez, Executive Director; Federika Rentoy, Assistant Executive Director and concurrent Chief of the Management Information and Planning Division; Caridad Concepcion, Administrative Manager and concurrent OIC of the Environmental Enforcement and Inspection Division; Emmanuel Lazo, Chief, Greening Division; and Engr. Winston Besa, Chief, Dumpsite Operations Division.

City Personnel Office

THE Quezon City government recognizes the fact that the effectiveness of any office largely depends on the people who run it. No matter how well-thought of and planned the strategic goals of the organization are, only a capable workforce could realize these goals.

The central personnel unit of the Quezon City government, the City Personnel Office (CPO), has come up with a program to streamline the functions of its human resources. The program includes recruitment, career and succession planning, training and development, appraisal, and compensation.

With this program, managers and their subordinates are provided with definite procedures that could guide and motivate them to carry out their tasks effectively and efficiently.

Firstly, the CPO is aware that the ca-

pability of each employee can only be enhanced if the organization has a sound recruitment and periodic feedback procedure. To ensure efficiency and competence, CPO gives recognition to the deserving in the form of promotion, merit system, and other forms of motivation.

The office continually motivates its workers by offering attractive compensation, benefits, and recreational facilities to foster team-building activities. CPO also conducts training and development programs.

The key officers of the City Personnel Office are Ms. Marlene S. Aguilar, Assistant City Personnel Officer; Mr. Reuben Gabuya, Chief, Career and Human Resource Development Division; Mrs. Ozaelita Angchi, Chief, Employee Benefits and Welfare Division; and Mrs. Edna Antonio, Chief, Personnel Actions Division.

City departments, special projects, and task forces

A browse through the different offices and agencies of Quezon City

Cultural and Tourism Affairs Office

PROMOTING the city as a tourist destination is one of the more difficult tasks that a city government faces. For Quezon city, this task falls on the shoulders of the Cultural and Tourism Affairs Office (CTAO) under Mrs. Eden R. Villanueva.

The CTAO was created in 1967 primarily to initiate and implement the city government's activities related to culture and tourism. Among its pertinent functions are supervising the registration of tourism-oriented and tourism-related establishments in accordance with the provisions of the Quezon City Tourism Regulatory Ordinance of 1994, as well as formulation of policies, plans, programs and projects related to the commemoration of historical events in the city, something which Quezon City has a lot of.

Since Quezon City has a lot of history, the CTAO makes sure that the city's tourism and cultural properties are preserved and maintained. Part of its efforts to maintain the city's cultural heritage is acquiring relics, books and other items of

historical and commemorative value, both for research and display. The CTAO even provides guided tours for visitors. In line with these efforts, it is the CTAO that represents the city government in coordinating with national agencies like the Department of Tourism, the Philippine Convention and Visitors Corp. and the National Historical Institute.

Another important function of the CTAO is initiating the establishment of sister-city relations, considered an integral part of the city government's local and international community development program. To date, the city has nine international and six local sister cities.

As far as tourism is concerned, the CTAO spearheaded the creation of the Quezon City Travel Agencies Association, which represents the city's travel and tourism industry. With its growth as a business hub, more business travelers are expected to flock to the city and this will mean demand for hotels.

This will also mean more business for travel agents, and CTAO is providing support for this growing sector.

People's Bureau

THE People's Bureau is responsible for providing shelter for the people of Quezon City – with those who need it most, the urban families, and the city migrants as its primary target clientele.

With this vision in mind, the People's Bureau has come up with objectives and functions supported by action programs, keeping in mind that an effective housing delivery service requires exhaustive study of issues like influx of city migrants, sustained development, and balanced growth of urban and urbanizing communities, to mention a few goals.

Following is the bureau's main functions and responsibilities:

1) Provide affordable housing facilities. Together with national housing agencies, particularly the Housing and Urban Development Coordinating Council, the Bureau has successfully provided housing facilities to about 60 percent of the City's urban poor families residing in illegal lots or substandard housing.

The Bureau makes sure that resources and policies are focused on providing suitable living environment for low-income constituents.

As of September last year, it has relo-

cated more than 600 squatter families after testing pilot areas, investigated complaints, and studied projects.

2) Establish a productive community culture. The Bureau not only wants to provide houses, but also set up communities that promote productivity and self-reliance. It continues to offer education, livelihood assistance, and a human approach in demolition operations, especially for relocated communities.

3) Maximize land use. The Bureau conducts research and develops technology to maximize the use of land and at the same time, to be able to provide livable community environments.

4) Provide financial assistance. To be able to make housing facilities more accessible, the Bureau identifies and develops traditional and non-traditional financial investment, like an efficient lending and mortgage arrangement with National Shelter Agencies and other private support.

Heading the Bureau is Atty. Remedios C. Balbin, assisted by Ramon Asprer, Assistant Head; Ma. Victoria B. Llanes, head, Operations Division; Eduardo P. Giolagon, head, Special Projects; Antonio S. Sanchez, head, Administrative Division, and Engr. Edgardo Yap, head, Technical Group.

Division of City Schools

IF A city is as good as its citizens, then the Division of City Schools has the distinction of laying the groundwork for Quezon City's greatness. With the Division lies the city's vision of becoming "a metropolis where people are peaceful, progressive, globally competitive, responsive to the demands of a technologically advancing society, and united in their common aspiration of achieving fuller lives in the service of God and Country."

Established on July 25, 1950, the Quezon City Division of Schools started out with eight elementary schools and one high school. Today, it is the biggest in the country with 93 elementary schools and 41 secondary schools, with enrollment reaching 317,209 students. Of this total, 8,025 are young children who are provided pre-school instruction in 70 of the city's public elementary schools. Aably administering the Division is Dr. Aquilina Rivas, Superintendent of City Schools.

Providing education is, of course, the primary concern of the Division. This means providing the facilities to make good education possible. There are presently 526 elementary school buildings with 1,652 classrooms, and 212 secondary school buildings with 489 classrooms. Of these, 46 are Mathay Halls constructed from the Special Education Fund.

However, education should be well-rounded. Some of the Division's programs and projects deal with pupil/student development and include, among others: a Dropout Intervention Program called "Project No Drops," Balik-Aral Campaign, Early Enrollment Campaign, Student Exchange Program, Pasyal-Aral Program, Young Writers and Secondary Schools Press Confer-

Continued next page



Mayor Mathay signs water supply agreement with Manila Water Company

Quezon City Barangay Operations Center

A LOCAL government unit is made up of barangays, the smallest political unit in the country. These barangays are the heart of an LGU where its social, political and economic pulse emanates. In the case of Quezon City, 142 barangays make up this heart, and it is administered by the Barangay Operations Center headed by Albert A. Seno.

The center provides administrative, technical, and legal assistance to the city's 142 barangays. At the same time, it provides assistance to the Mayor for the effective operation of the barangays and in the supervision of its officials.

In a way, a barangay is a microcosm of the city. Thus, its plans, projects and programs are the foundations for the city's development programs. Since the Quezon City government, under the administration of Mayor Ismael Mathay, Jr. and Vice Mayor Herbert Bautista, prides itself in grassroots development, all efforts are zeroed in on the barangay.

Aside from advising the Mayor, the Barangay Operations Center also provides technical assistance to the Barangay Community Brigades in improving communities, formulates and recommends to the mayor programs and projects for the development of the barangay, provides support as well as monitors and ensures the effective and efficient implementation of

national government programs in the barangays.

The Quezon City Barangay Operations Center strengthened the role of barangay officials not only as community leaders and administrators but in the area of crime awareness and control. A total of 216 barangay officials were recently graduated from a training program called Barangay at Pulisya Laban sa Krimen at Camp Crame.

At the same time, the Center extended technical assistance and close monitoring of the barangays in the adoption of a Comprehensive Solid Waste Management Program, a city government environmental sanitation and health program.

Division of City Schools

ence and Project PAL (Partnership for Accelerated Learning).

On human resource development, the Division initiated several notable programs: a scholarship program, in-service training program, a cooperative for teachers, research enhancement skills training, and the handing out of incentives and awards to deserving teachers.

The Division also launched several programs and projects for curriculum and research development: curriculum review and enrichment, production of prototype work plans, computer literacy program, Science and Math for Excellence Program, expansion of Writing to Read Program, expansion of SPED classes, and a TV-assisted instruction program.

Quezon City Anti-Drug Abuse Council

COGNIZANT of the spreading threat from drug addiction, the Quezon City government formed the Quezon City Anti-Drug Abuse Council (QCADAC) as the lead agency tasked with the implementation of an integrated program designed to curb the drug abuse problem in the city.

Created by virtue of Executive Order No. 7A Series of 1996, it has successfully rounded up a total of 1,039 drug dependents for rehabilitation, treatment, and counselling from July 1996 to June 1997.

In her accomplishment report for the fiscal year, QCADAC Executive Director May Caballero Dumlao reported that of this number, the council referred 378 to government and non-government rehab centers – 293 of them to the Quezon City Drug Treatment and Rehabilitation Center – and 102 to hospitals for psychiatric treatment.

The rest were later released from rehab centers after undergoing treatment and counselling by the QCADAC staff.

To effectively combat the drug menace, the council undertakes six programs on drug abuse prevention and treatment. The programs include 1) preventive education, information dissemination and training; 2) intake and referrals, follow-up and aftercare; 3) community outreach and voluntary services; 4) law enforcement, intelligence and surveillance, and monitoring of cases; 5) treatment and rehabilitation; and 6) research and documentation, monitoring and education.

Among its main activities during the

last fiscal year, QCADAC delivered 114 lectures, conducted three training, and distributed 3,000 information materials on drug abuse prevention and treatment to 15,614 participants.

It also conducted symposia on drug abuse and HIV-AIDS prevention at the Ramon Magsaysay, Jose P. Laurel, and Novaliches high schools, as well as at Barangays Sangandaan, Talipapa, Escopa, Sta. Monica, and Central.

It likewise conducted lectures on drug abuse prevention to 175 parents of street children in Balintawak, Forestry Compound, Katipunan, Manggahan and Novaliches, and reached out to poly drug-users street children under the Cubao Bantay Bata Impact project, even while monitoring drug abuse cases in court.

The council is composed of the City Mayor, Vice Mayor, City Schools Division Superintendent, City Administrator and Deputy Administrator, City Development Officer, Social Services and Development Officer, City Health Officer, Director of the Quezon City General Hospital, Executive Judge, Chief Prosecutor, District Director of the Central Police District Command, CPDC Drug Enforcement Officer;

President of the Liga ng mga Barangay, President of the Sangguniang Kabataan Federation, Parole and Probation Officer, Chief of the Barangay Operations Center, head of the Public Affairs and Information Office, Administrator of the QC-DTRC or "Tahanan", Chairman of the Liquor Licensing and Regulatory Board, and representatives of the NGOs and civic organizations and religious sector.

Quezon City Public Library

THE book collection of the Quezon City Public Library (QCPL) increased by 10 percent from June 1996 to June 1997, bringing its total to more than 110,000 volumes distributed in the city's 23 public libraries.

In her accomplishment report for fiscal year ending June 1997, Ms. Blanquita L. Del Barrio, City Superintendent of Libraries, said that of the 8,902 books collected by QCPL last year, 5,268 were donated by government and non-government agencies, foundations, friends of the library, and private individuals.

Another 780 copies of 42 serial titles were obtained through purchases and donations.

The main library at the City Hall Complex served 24,334 readers, or an average of daily attendance of 1,058. Of the total who used the libraries, 737,477 – 375,235 of them in the main library alone – availed of reference books; 9,200 consulted magazines and periodicals; 289,617 used Filipiniana/local history collections; 11,980 read law books; and 279,584 used periodicals (newspapers, magazines, news clippings, pamphlets and brochures).

The 23 reading centers located in the different barangays of the city served 469,470 readers who used 71,500 volumes and 16,500 reference books.

Meanwhile, QCPL opened one reading center and a toy library/museum at Novaliches and at the Cubao branch library, and repaired two other satellite branches.



Dr. Alba receives books donated by US Filipinos

City Administrator's Office

THE city, to run cohesively and efficiently, should be administered by a competent, knowledgeable and dedicated office. The task of running Quezon City falls on the City Administrator's Office. Like a well-oiled operations center, the City Administrator's Office sees to it that services are rendered, programs implemented, and objectives met.

Its most important function is to make sure that the day-to-day details of running the city are covered properly and efficiently. For a city as big as Quezon City, the City Administrator's Office coordinates all the necessary work needed to maintain the prestige and prominence of the City. Finance, budget, infrastructure, community services, cultural and tourism affairs, these are all concerns of the City Administrator's Office.

Among its accomplishments last year were the preparation of draft ordinances covering additional authority for the City Mayor, defending the City Finance Committee from a Commission on Audit (COA) suspension, and evaluating plans, programs and estimates of different infrastructure projects.

The City Administrator's Office also prepared and consolidated the proposed budget for the City Administration and its agencies and committees for 1998. To rationalize revenue collections, it studied and prepared recommendations for the amendment of the Quezon City Revenue Code. At the same time, it coordinated with the offices of the City Treasurer and the City Accountant in preparing consolidated reports on the city's finances and requirements.

It also serves as a key secretariat as far as the operations of the Office of the Mayor is concerned, especially with the meetings on tax, finance, peace and order, and computerization affairs were concerned.

Social Services Development Department

THE Social Services Development Department (SSDD) is the welfare arm of the City Government, and it continuously helps individuals, depressed families and groups in the city. It is presently implementing various programs and offering services in response to the social problems and concerns of the city.

The SSDD is composed of different divisions, with each division providing services for specific areas of concern. The Community Outreach Division deals with the enhancement and improvement of the lives of disadvantaged families, children, women, disabled, and the community as a whole. Last year, the division put up an additional 10 day care



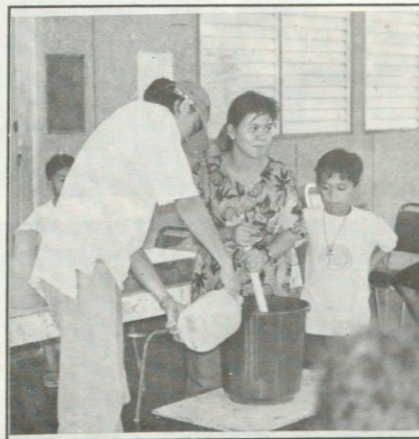
Dr. Alba (extreme right) in relaxed mood with Mayor Mathay, Assistant Administrator Rey and a guest

centers to boost its child welfare program. At the same time, the streetchildren's programs are presently being implemented in coordination with the Department of Social Welfare and Development (DSWD)-National Capital Region and non-government organizations (NGOs) in Quezon City.

The Vocational Skills and Development Division implements skills and manpower training programs. Its objective is

Home served 144 youth offenders while its Residential and Action Center for Mendicancy served 475 disadvantaged individuals.

The Welfare and Relief Division strengthened the provision of immediate crisis intervention services to individuals, families, and communities who were displaced by natural and man-made calamities. The Public Assistance Division, on the other hand, provides free funeral services to qualified individuals.



Livelihood skills training under SSDD initiatives



to help participants of the programs acquire the necessary skills to enhance their efficiency and employability, thereby transforming them from mere dependents to self-reliant and productive members of the community.

The Residential and Rehabilitation Division deals with youth offenders and mendicants. Last year, its Molave Youth

The SSDD is headed by Ma. Teresa M. Mariano as Department Head. She is assisted by Fe Macale, Assistant Department Head; Beth Diego, Community Outreach Division; Mabel G. Cayco, Special Projects Division; Cynthia Oria, Welfare and Relief Division; Luz Asia, Residential and Rehabilitation Division; Marisa Santos, Public Assistance Division; and Plaridel Pingca, Vocational Development Division.

Industrial Relations Office

THE Industrial Relations Office of the Quezon City government was created in 1990 to assist in the development and enhancement of cooperation between management and labor in the City. With industrial peace a crucial element in the growth of Quezon City as a commercial and semi-industrial center in the metropolis, the IRO performs an important task: to bring the city a step closer to this mission.

Its functions include initiating and undertaking programs directed towards the promotion of maintenance of industrial peace, coordinating with the Department of Labor and Employment (DOLE) in education programs and providing labor and management with the proper perspective in the exercise of their rights and privileges under existing laws, formulating and implementing a system that would provide speedy and judicious conciliation and mediation of labor disputes, and enforcing the Labor Standard Law and health and safety laws prior to the issuance of business permits.

The IRO has thus far organized and conducted several projects. It is the main proponent of the "Tiangge ng Hanapbuhay" job fairs, an employment facilitation strategy conceptualized and coordinated in cooperation with DOLE to fast-track the meeting of job applicants and employers.

Other projects include the SPES or Special Program for Employment of Students, MEL Movement – short for "Manpower Employment and Livelihood", and the Quezon City Working Youth Center, a program to develop young Filipino workers into effective leaders.

These programs have produced tangible results. From 1996 to 1997, the IRO facilitated the application of 4,896 people, of which 1,235 have been hired. Five job fairs held intermittently during the period resulted in the on-the-spot hiring of 348 applicants. And a total of 740 students applied for the SPES during the period.

Business Permits and Licensing Office

THE Business Permits and Licensing Office is in charge of the issuance of business and occupational permits and the enforcement of existing laws, ordinances, policies, rules and regulations in the operation of businesses and occupations in Quezon City.

In 1996, the BPLO reported that a total of 15,132 new business permits were issued while 41,774 were renewed. In the period January to October 1997, 15,234 new business permits were issued while 41,598 were renewed.

The BPLO also implements measures, systems, and procedures to optimize the generation of revenues for the City. From 1996 to November 1997, the office reported that income derived from Mayor's Permit fees reached P59,101,134.95.

Other functions of the BPLO include making available data, facts, and records of businesses and occupations to the public, and filing cases involving violations of tax laws, ordinances, rules and regulations with the City Prosecutor's Office.

The Office is headed by Rafael I. Galvez as acting Chief, supported by Norma F. Crisostomo, assistant chief; Manuel R. Arnan, special assistant; Vicky Ramos, acting Administrative Officer; Armando de Lara, Chief, Occupational Permits Division; Carlito Esguerra, Chief, Business Permits Division; Roberto de Dios, Chief, Inspection Division; Natividad Fetil, Chief, Records Division; Esteban Kampitan, acting Legal Officer; and Mamerto Villanueva, head, BPLO, Novaliches District Center

Scholarship and Youth Development Program

THE Scholarship and Youth Development Program (SYDP) is a special project under the Office of the Mayor which was started in 1991.

The program's main objective is to provide free education to high school graduates of Quezon City public schools who wish to pursue a college education. Academic excellence and economic status are the major considerations before graduates can avail of the scholarship.

The objectives of the program include the enhancement of the educational opportunities of the City's poor but talented high school graduates who cannot pursue a college education, the development of a pool of competent and skilled manpower required for the city's development program; the establishment and maintenance of assistance that will provide scholarships for more students, and the inclusion among its beneficiaries not only the intellectually gifted students but also the talented children, out-of-school youth and dependents of Quezon City government personnel.

The program supports the technical-vocational institution of the City government – the Quezon City Polytechnic – by providing scholarships to at least 100 of its students every year.

Among its accomplishments are its having conducted a Values Formation Program for 350 scholars, revising the scholar-

ship program, and providing technical-vocational training for 350 students.

Giftng foreign visitors with famed Philippine cigars (left), and listening to the residents' needs during dialogue



ship guidelines which raises the tuition fee subsidy from P7,000 a year to P8,000 a year, processed and accepted 471 new scholars, conducted tree-planting activities in reaffirmation of its commitment to environmental protection and preservation, and conducted the Continuing Values Formation and Leadership Program to SYDP staff.

The Office also assisted in various activities including the Alay Lakad '97, the La Naval Procession, the Marian Youth Rally, and the Orientation Program for Quezon City women officials.

The SYDP is headed by Assistant City Administrator Melissa V. Macanpanpan.

Task Force SMILE

TASK FORCE SMILE (Social Mobilization for the Improvement of Life and Environment) is one of the flagship task forces created by Mayor Ismael A. Mathay, Jr. to improve the lives of Quezon City residents.

Task Force SMILE provided medical extension for low-income groups (MEL Groups) mobile clinic which served a total of 4,670 beneficiaries, or 893 beneficiaries per district. The Task Force was also able to identify the common diseases it encountered throughout the course of providing medical and dental assistance.

On the other hand, Task Force SMILE also provided livelihood assistance to these low-income groups. A total area of 38.6 hectares was planted, with 20 hectares harvested. Out of a production of 60 metric tons of various produce, some 408 families benefitted from the urban farming program.

As far as livestock was concerned, the Task Force assisted in the castration of piglets and swine deworming. Dogs were also vaccinated to prevent the occurrence of rabies. A total of 31 barangays were served.

Task Force SMILE also spearheaded the conduct of homemakers classes. There were 60 classes in the first quarter period, with 1,200 participants. A Rural Improvement Club Children Center which covered five barangays graduated 210 children.

The Task Force's Cooperative Education and Development Unit (CEDU) conducted a pre-membership education seminar which included 27 cooperatives. There were 20 registered SMILE-assisted cooperatives which counts 757 beneficiaries.

City Planning and Development Office

THE City Planning and Development Office takes care of the herculean task of overseeing the development of the city, making sure that all of these developments are planned properly, taking into consideration factors that affect the welfare of the



Regular staff meetings keep him abreast of city developments

city and its residents.

Under the CPDO's Social Development Program, technical and administrative support is provided in the operation and activities necessary for the implementation and monitoring of the Social Reform Agenda at the City Council.

The CPDO conducted surveys in eight priority areas in the City: in Barangays

Bahay Toro, Balingasa, Payatas, Bagong Silangan, Bagumbayan, Tagumpay, Concepcion, and Krus na Ligas.

Aside from this, the CPDO also provided technical assistance to residents of Barangay Krus na Ligas for the re-donation of the 15.8 hectare-property of

Continued next page

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MR. ALEXANDER K. TANTOCO
President

the University of the Philippines to the Quezon City government under the Barangay Krus na Ligas Urban Redevelopment Program.

Under its Economic Development Program, the CPDO implemented the following projects and programs: the Labor Market Information Project, which evaluates and assesses the City's manpower supply and come up with baseline data on programs, projects, and activities that affect manpower and livelihood; Hawkers Development Program, which documents the nature and extent of the informal sector's activities in the City; Quezon City Small and Medium Scale Enterprise Development Program, which aims to strengthen business development in the City by providing existing business with the opportunities to expand through inflow of new investors, and providing information assistance to prospective entrepreneurs;

Preparation of a proposal to develop the City as one of the major tourist destinations in the country through the development of facilities and enhancement of historical spots; packaging potential Build-Operate-Transfer projects, specifically for the development and operation of the City's public markets by private developers through this scheme;

preparation of a proposed plan for the development of the southeast portion of the Quezon City Hall Compound using the BOT scheme for financing; and a Quezon City Baseline Information Program, which will provide updated economic profile and baseline information that can of assistance in the planning and development activities of various sectors.

Under its Physical Development Program, the CPDO is overseeing several projects. The Quezon City Rezonification Program aims to revise the City's Comprehensive Land Use and Zoning Plan and draft ordinance to serve as a tool in the rational utilization and development of land in the City to served development activities.

The Payatas Development Program is intended to rationalize and harmonize the development of the local government agencies in line with the efforts being undertaken by the national government to ensure balanced and comprehensive development of the Payatas area.

The Quezon City Road Network De-

velopment Plan is a program that aims to come up with a development plan for major roads in the City that will guide the development activities of the government and private sectors (real estate developers) in planning the alignment of new roads for effective traffic movements and circulation.

The Save-A-River Project aims to restore or recover waterways, and prevent their further deterioration.

The Environmental Management Plan is a guide for the City government in effectively addressing environmental concerns such as waste disposal, pollution, drainage and burial grounds.

The CPDO is preparing a Quezon City Flood Control Plan which will map the natural topography and drainage characteristics of the City and identify potential and actual risk zones to serve as basis in the design and improvement of local drain-

The CPDO is preparing a Quezon City Flood Control Plan which will map the natural topography and drainage characteristics of the City and identify potential and actual risk zones to serve as basis in the design and improvement of local drainage and sewerage systems.

age and sewerage systems.

Other projects and programs in the pipeline are the preparation of a study on the suitability and affordability of pre-fabricated canals for the City's drainage system, preparation of designs for the establishment of public commuter terminal stations in the City, ongoing research on the development of shelter technology for low-cost housing program, and an inventory of city properties.

City Local Government Operations Office

THE Department of the Interior and Local Government (DILG), through its City Local Government Operations Office at the Metro Manila Development Authority (MMDA) compound, monitors the National Capital Region (Metro Manila) in line with its mission of promoting peace and order, ensuring public safety, and further strengthening local government capability to effectively deliver basic services to the people.

The Office's thrust is to promote the Scoail Reform Agenda, and boost the

Barangay at Pulisya Laban sa Krimen. The Office has also assisted in the localization in convergent areas.

The City Local Government Operations Office is headed by Juanito O. Aquino, City Director, and supported by Sylvia B. Dionisio, Assistant City Director; Teodulfo H. Hinola and Romana E. Galve, Technical Services Unit; Irma M. Centeno, Pura Dp. Lito, Luz P. Hinola, and Ana Maria M. Valdez, Field Operations Unit; Cecilia P. Kwan and Zenaida P. Delola, Operations Services Unit; Ma. Lourdes Ragonot, Eufrocino Saguid, Virgilio A. Castillo, Mary Grace A. Camba, Jose Q. Salvador, and Frenando F. Dieza, Administrative Unit; Edith P. Reyes and Shirley Mae S. Toledo, Management Support Service Unit.

Market Administration Division

THE Market Administration Division under the City Administrator's Office is in charge of the operations and management of all public markets in the City.

Its functions and responsibilities include executing and implementing policies and directives pertaining to the operations and effective management of government-owned public markets including hawkers, peddlers, and vendors operating within the markets' pre-

premises. It also maintains the general cleanliness and sanitation of all city-owned and operated public markets by conducting daily inspections.

The Division inspects cash tickets to ambulant and transient vendors and checks on illegal extensions, renovations or alterations of the original structure of any stall or its electrical wiring and water connections, and investigates complaints coming from market stall holders, vendors, and consumers.

In line with this, the Division assures the security and orderliness inside the market premises and its immediate environs, and maintains and continuously updates lists of stall holders, ambulant vendors, hawkerr, and peddlers operating within the market premises.

One important function that the Division performs is keeping statistics and data on prevailing prices of goods in public markets. This close monitoring prevents any overpricing on the part of vendors and protects the consumers, especially during times of economic uncertainty when speculation and hoarding are rampant.

Congratulations to Quezon City
on its 58th Anniversary!

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Gen. Manager

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**Huwag kalimutan
marami pang
naghihintay
na sila ay
mapaglingkuran.**



Para sa karamihan
ang Pag - IBIG Fund
ang tanging pag-asa
nila para matupad
ang kanilang
pangarap. Ang
magkabahay ng sarili.

Huwag mong biguin
ang mga naghihintay
pang ka-miyembro mo
sa Pag - IBIG Fund.

Magbayad sa
takdang panahon.

Ito ang tanging
paraan para umikot
ang pondo at
ito'y mapakinabangan
ng lahat.

Makakaasa ba
sila sa 'yo?

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