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Whole City Awards Entry
Community: Parañaque City, Philippines
Category: D –Population 150,001 – 400,000

ABSTRACT

Palanyag “The Old Village by the Sea” as Parañaque was founded and called then by the Spaniards in 1572. It is a peaceful coastal town located 8 kms. South of Manila. The townfolks’ main livelihoods are fishing, salt making and agriculture. During the late ‘70s and early ‘80s when the neighboring cities became overly populated, the municipality of Parañaque became the residential hub of the country considering its closeness to Manila and the financial district of Makati, providing haven to our country’s workforce longing for a home to call their own. Parañaque gained its cityhood on February 13, 1998 by virtue of Ordinance No. 98-07 and Republic Act No. 8507. The City with a total land area of 46.57 sq. m. is divided into two (2) districts with eight (8) Barangays each.

Swift industrialization and development which swept the country during the ‘90s took its toll on the city. Long gone are the salt-beds and agricultural lands which were rapidly replaced by subdivisions, commercial establishments and factories. Thus careful planning has resulted to the designation of residential, commercial and industrial zones.

The City Government of Parañaque under the leadership and administration of Mayor Florencio M. Bernabe, Jr. always continue to work for the welfare of its constituents as guided by the city’s service platform “Project HELPS”: H –health; E –education and environment; L –livelihood; P – peace and order; S –social services, senior citizens, sports & youth development and socialized housing. All of these are in line with the city’s vision for a prime habitat city and investment in the Metro South with quality education, rich culture, social justice and a healthy environment sustainable by economically competitive and sound governance, synergized by capable, participative and God-loving citizenry. And in support of this aspiration is a shared sense of mission that Parañaque City will establish effective support facilities for a livable community to provide a business-friendly environment for investors and empower the citizenry in developing the city as the residential capital and investor’s haven of the Metro South.

At the turn of the century, Parañaque is one of the progressive cities in Metro Manila. Parañaque becomes the logistic hub of the country considering its proximity to the international airport giving host to various multinational companies engaged in travel, cargo and shipping industry.

The gains in the area of health, coupled by successes in the delivery of other basic services like education, livelihood, services and peace and order transforms Parañaque to one of the highly urbanized cities in the country.

Enhancement of Natural and Built Landscape

Upon assuming office, Parañaque Mayor Florencio Bernabe, Jr. began working on his vision of transforming the city into a modern metropolis. Starting with the city's infrastructure, the Parañaque LGU began the rehabilitation of center islands and plant boxes to improve motoring safety and began to work on the repair of sidewalks and concreting and asphaltting of various roads from busy thoroughfares to roads inside busy subdivisions of the City's 16 barangays. Motorists and commuters alike will feel more secure traveling at night thanks to the 4,000 streetlights installed by the City Government to improve visibility in the evening. One of the major enhancements made by the City Government was renovation of City Hall with the modern and air-conditioned Taxpayers, Assessor's and Business Permits and other service lounges. To better serve the needs of the sick and injured, Mayor Bernabe's administration spearheaded the renovation of the Parañaque Community Hospital known as the Florencio V. Bernabe, Sr. Memorial Hospital where a new wing was added and is planning to build a new six storey building as part of the hospital renovation. To provide better living conditions for the inmates in the city, a spacious and secure City Jail was constructed. It has also constructed senior citizen centers, multi-purpose halls, day care centers, birthing facilities so that residents have access to facilities in terms of education, medical care or venues for social activities. It has also provided a new multi-level headquarters to house the personnel for both the City's police and fire department. He also moved the City's inmates from the old jail house in City House to a new, spacious and more secure jail as part of the City Government's efforts to tend to the needs of inmates. It is currently constructing an eight storey Legislative Building that will house the Regional and Metropolitan Trial Courts as well as the offices of the City Council and its staff. It has currently erected a statue commemorating the stand made by Don Galo against the Chinese Pirate Limahong.

Arts, Culture and Heritage

Like other cities in the country, Parañaque takes pride in celebrating its rich cultural traditions that have been passed on from generation to generation. Brgy. San Dionisio is popular for staging the Komedya. One example is the "Komedya" or "Moro-Moro" which is a dramatic presentation of our country's history and our cultural roots where the actors don beautiful costumes and deliver their lines in poetic and lyrical Tagalog. Sunduan is a fiesta celebrated every two years that honors the barangay's patron saint by a parade participated by young men and women dressed in the traditional barong't saya and barong tagalog. Sunduan is a tagalog that means to fetch where beautiful young ladies and their escorts by their suitors accompanied by a brass band and parading them around the barangay until they reach the barangay's chapel courtyard. Each pair carries a parasol to shield them from the afternoon. Brgy. La Huerta is known for their spectacular Sunduan parade. Kalbaryo ni Kristo (Way of the Cross) is observed every Holy Thursday and Good Friday. Flores De Mayo and Santacruzán is a citywide religious procession that is led by the vicariate and various parishes in commemorating the finding of the Holy Cross and is supported by the City Government. For 18 consecutive days, the Jubilee Cross is transferred from one barangay parish church to another. In each barangay, people pray the rosary for nine days and hold novenas as well as a procession participated by the fairest ladies.

Karakol is a fluvial parade held in honor of San Nicolas de Tolentino, Patron Saint of Brgy. La Huerta celebrates this on September 10 every other year. Devotees use large wooden barges called “cascos” to carry and ferry image of the saint that has been practiced since 1912. Other important dates are the Foundation Day of Parañaque which is celebrated on November 29 and February 13 which is the Cityhood Celebration.

Environmental Best Practices

The Parañaque LGU has made the promotion of environmental-friendly programs one of its top priorities. One of its first accomplishments was the complete removal of the huge amount of garbage in the City’s Public Cemetery which was not only a source of disease but also desecrated the cemetery. As a result, the City’s Public Cemetery is now garbage-free and residents can now visit their loved ones without having to worry about stench of garbage and the various types of disease that they carry. Since then, it has kept the City clean. It has continued to conduct dredging operations on the Parañaque River together with the Philippine Navy and other NGOs in an effort to restore it to its original state. It has also continued to conduct clean-up operations within territorial waters with the support of volunteers, government and non-government officials. The City Government has also acquired heavy equipment such two mobile excavators to help in the removal of debris from the creeks and canals that causes flooding during the rainy season. It has strongly implemented R.A. through its Garbage Reduction through Waste Segregation, Recycling and Composting Program and has taught waste segregation to schools in the City. It received the 2006 Anvil Award for Excellence in Public Relations for Environmental Protection.

Community Participation and Empowerment

Mayor Bernabe believes that in order for a city or municipality to develop, it is important the communities play an active role and that it must have the means to ensure the success of any project or program. In protecting the safety and well-being of its constituents, the Parañaque LGU has strengthened the capabilities of the City’s police force. Apart from building a new HQ, the City Government has equipped them with new patrol cars, motorcycles, firearms, ammunition, computers and communication equipment. It has also installed several Close Circuit Televisions (CCTVs) in various parts of the City to monitor the smooth flow of traffic and prevent crime. Apart from crime prevention, has also provided more equipment for the City’s Fire Department such as fire trucks, patrol cars, firefighting equipment, radio transceivers, personal protective gear and special breathing equipment. In upholding the rights of women and children, the City Government expanded the Women’s Help Desk and established the Parañaque Bahay Aruga, a shelter for women who were victims of violence and abused and abandoned children. Other child-focused services established by the City Government are the improvement of the Early Childhood Care and Development Program and the strengthening of the Local Council for the Protection of Children. It has also extended services for senior citizens and persons with disabilities and enhanced the social services of marginalized citizens including the distribution of Philhealth cards. It has also implemented various youth and sports activities where many of the youth actively took part. The City Government has been working for the expansion of Maynilad (MWSI) water services for its constituents. It received 2012 Special Partnership Award given by Maynilad Water Services Inc. to Mayor Jun Bernabe for encouraging, enabling and establishing utmost growth in Maynilad service coverage in Parañaque City. Believing that

education is the key to alleviating poverty, it has built six modern school buildings in areas where there were no schools. Last year the Polytechnic University of the Philippines in partnership with the City Government opened a branch in Parañaque that now offers baccalaureate courses providing new opportunities for students who want to go to college. As for employment and Livelihood, the City Government through its Livelihood and Resource Management Office conducts Job Fair every quarter of the year providing employment opportunities for residents who are looking for a job. They also conducted livelihood courses so that residents can find employment or set up their own business. Once fully developed, the Entertainment City that is being built in the SID-Bay Reclamation Area will provide 250,000 jobs for the people of Parañaque. The City Government has also been active establishing socialized housing projects that have helped a lot of marginalized residents realize their dreams of owning their own homes. It has worked several groups such as Gawad Kalinga, Answering The Cries of The Children and Rotary Homes that helped its less fortunate constituents in their quest to have a home of their own. At present, there are 33 GK Villages in Parañaque, making it the second highest in the NCR. Mayor Bernabe has received numerous awards for his leadership such as 2009 Rotary International Dist.3830 Rotarians as Builder Awards for Comprehensive Achievements as Local Chief Executive; 2008 Consumer Union of the Philippines Award as Most Outstanding Mayor; 2007 Civil Service Commission Public Service Audit Delivery Awards (PASADA) for best practices; 2006 Consumer Union of the Philippines Public Service Award and the 2006 Consumer Union of the Philippines Public Service Award.

Healthy Lifestyle

Under the administration of Mayor Bernabe, the City Government has also focused on promoting the values and benefits of living lifestyle among its employees and its constituents. Through its Urban Health Equity Assessment and Response Tool, it has been able to identify the gaps in the delivery of health services in the City resulting with the construction of a Birthing Facility in Brgy. San Martin De Porres that led to the construction of more birthing facilities in the City. For its use of Urban H.E.A.R.T., it was awarded the 2010 Urban Health Champion, awarded by the Urban H.E.A.R.T. Healthy Cities Initiative of the World Health Organization (WHO) and the Department of Health (DOH). A new wing has been constructed in the Florencio V. Bernabe, Sr. Memorial Hospital as well as additional medical equipment with plans of constructing a new six storey building. Through its Health Office, it conducts free medical services such as FBS, bone scanning, eye check up and dental check-up among others. To protect employees against influenza, last year the City Government provided free vaccine shots as a means of protection. It also supported the Department of Health's Door to Door Campaign against measles that took place from April 4 to May 4, 2011 where City Health Office and DOH staff vaccinated children ages none months up to less than eight years old. As part of its Mother and Child Health Care Program, the Parañaque City Government, in partnership with DOH, Rotary International District 3830 and all Parañaque Rotary Clubs, Zonta Club of Parañaque, Alpha Med, DKT, Med Rx, Calcium Mate, Glaxo, AbsoluteWater and Philhealth the Women's Health Congress at the Parañaque Sports Complex in Brgy. San Antonio last August 26, 2011. The main topics that were discussed were "The Essential Care for Pregnant Women"; "Early Newborn Care (ENC) and Breastfeeding"; and "My Health Plan (reproductive and birth plan)". Last May, the City Government through the efforts of the City Health Office held a health fair for its employees where not only free medical services were offered and has also held lectures and forums regarding diseases such as cervical cancer and other heat-related diseases. During the world wide outbreak of the H1 N1, the City Government took the necessary precautions by carefully screening both residents and employees as well as providing hand sanitizers to ensure that the grounds of City Hall remain free of the said virus. It continues to make great

strides in its campaign against Tuberculosis gaining a cure rate of 92% as increasing the number of case workers who devote their time to helping those afflicted with the death regain their health. It has also launched an aerobic exercise session that is held every Friday morning where employees and residents take part physical exercise as a means to get fit. It has supported the efforts of non-government organizations in launching blood-letting activities. Other health campaigns launched by the City Government was teaching proper hand-washing and proper brushing of teeth to students in the City's public schools. These may be simple practices but they are proven to be effective means to prevent the spread of disease. The City Government has also taken an active stance in the campaign against smoking by enforcing a "No Smoking" policy where smoking is prohibited in the premises, buildings and grounds of government agencies providing health, education, and/or social welfare and development services. This was made possible with the signing of Executive Order No. 018-19, series of 2009, also known as "An Executive Order Prohibiting Government Employees from Smoking in Certain Government Premises and the Designation of a Smoking Area within the Premises of the Parañaque City Hall and Other Government Agencies within the City of Parañaque" that was enforced on February 2012. With the coming of the rainy season, the City Health Office continues its campaign against the spread of Dengue. The City Sanitation Division headed by Dr. Francisco Gozos continues to conduct misting and larviciding operations while another team headed by Dr. Darwid David conducts lectures on dengue prevention. Parañaque also joins the country in its campaign against A.I.D.S., it has launched "LAKAS LABAN SA AIDS" which was sponsored by Johnson and Johnson that is aimed at combating the spread of AIDS in the City. Parañaque became the recipient of the 2010 Emerging Local C.H.A.M.P. (Catalytic HIV and AIDS Mitigation Programme) Award under the Leadership for Effective and Sustained Responses to HIV and AIDS component implemented by the Local Government Academy (L.G.A.), the training arm of the Department of Interior and Local Government (D.I.L.G.) and the United Nations Development Programme (U.N.D.P.). It has also drawn praises for its Adolescent-Friendly Reproductive Health Services (AFRHS) making the City one of the recipients of the 2009 Galing Pook Award for Outstanding Local Governance. It has received awards from the Alliance For Healthy Cities (AFHC) and the WHO for Good Dynamics and Creative Development in 2008 and for Progressive Cities with Great Potentials in 2006. One of the major projects of that the City is working on is the urban gardening program called Project FRESH (Future Resilience and Stronger Households). Project FRESH is an inception of Kraft Foods Philippines and Save the Children and supported by the Parañaque City Government, Dept. of Education Parañaque Division of City Schools, barangays and citizens, the project aims to accelerate food production; mitigate hunger; present more livelihood opportunities; promote nutrition in schools and communities; afford means to enable children to stay in school (reduce drop-out rate); open new ways of learning for students and impart new skills for other household members; provide ways for children to overcome the strong dislike for vegetable menus; reduce the volume of garbage thru waste segregation, recycling and composting; and prove the point that vegetable gardening can be done in urban settings using plant pots, discarded bottled water and soft drink containers, other receptacles and planting mediums. It began in two barangays (Brgy. BF Homes and BF San Dioniso) and four elementary schools (PES-Central; PES II; San Dionisio Elementary. School; and Sampaloc Site II) Due to the success of these pilot areas, other barangays are now participating in Project FRESH (Barangays Sto. Niño, Don Bosco, San Martin de Porres, Moonwalk, San Isidro, San Antonio and Sun Valley) as well as other sitios in the pilot barangays. Due to the success of the project where families are now able to grow their own food that they can consume or sell and earn extra income. Due to the success of the project, Project won the 2011 International Awards for Liveable Cities (LivCom Awards) Bursary Award with £10,000 financial support for "Making Food Go Further: Mitigating Hunger and Ensuring Future Resilience and Stronger Households" .

Strategic Planning

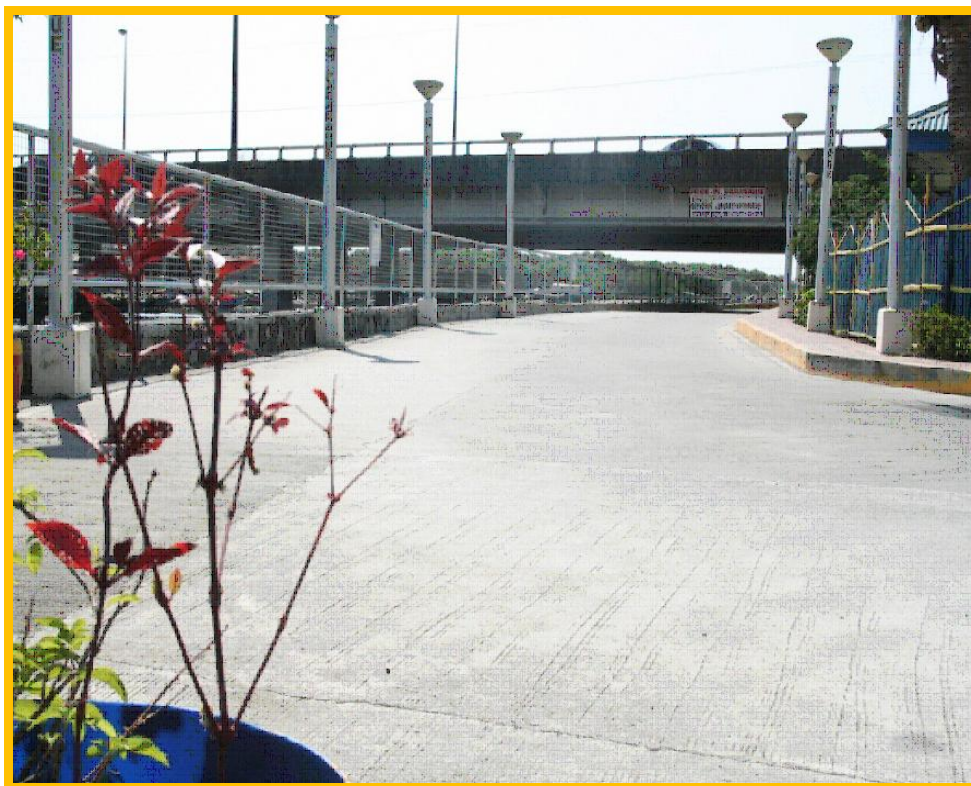
Strategically located Parañaque City is the gateway to the Philippines aware of this critical location the city, with its City Developmental Council, composed of the 16 barangay captains, Heads of the different local agencies, NGOs and DepEd, crafted a 5 year strategic plan, to position Parañaque as one of the premier cities of the Metro-South, to ensure implementation of the strategic plan, the first year kick off of the priority projects or 2012 to 2013 has in fact commenced. Among the priority areas of the city is Health, looking at Health Service Delivery, Health Financing and Health Facilities and Equipments; Education looking at the building of more schools for primary, secondary and collegiate level or at least a 2 year curriculum; Livelihood, with the development of the city as the upcoming Entertainment City of the Asia structures of Hotel, Casinos, Restaurants that will sprout in the newly reclaimed land will provide an additional 40,000 jobs for the city more than an economic boom already, Big hotels are being constructed in the new entertainment site of Asia. At the local level, projects on Hunger Mitigation have started off with two barangays and provided 40 families with additional income, to date with participation of all the barangays, 300 new families are earning and have found to eat on their table and Hundreds of malnourished children rehabilitated. A regular job fair for the constituents as well would result to hundreds employees. Skilled workers are continuously given opportunities for training and earning under the “TUPAD” project. In terms of Peace & Order, the city continuous to equip itself with technology to be one step ahead with the crimes. New equipments, CCTVs, transportation etc. The various agencies of the government continuous to link with our peace makers, police, barangay tanods, barangay captains and the community leaders to ensure peace & order in their respective communities additional police force is likewise being augmented by Social Services have never been better if not the strength of his administration, from strengthening health services, housing provisions for the informal settlers through relocation, Health ensuring for the poorest of the poor, strengthening our women’s health desk, upgrading of all the barangay health centers with new equipments. Construction of new birthing facilities (to date we have 6), additional manpower for health, bringing services to the community, etc.

The Five Year Development Plan will provide us a document guide to pursue the necessary interventions in the coming days which must uplift if not sustain the present activities of the public servant.

PICTURES



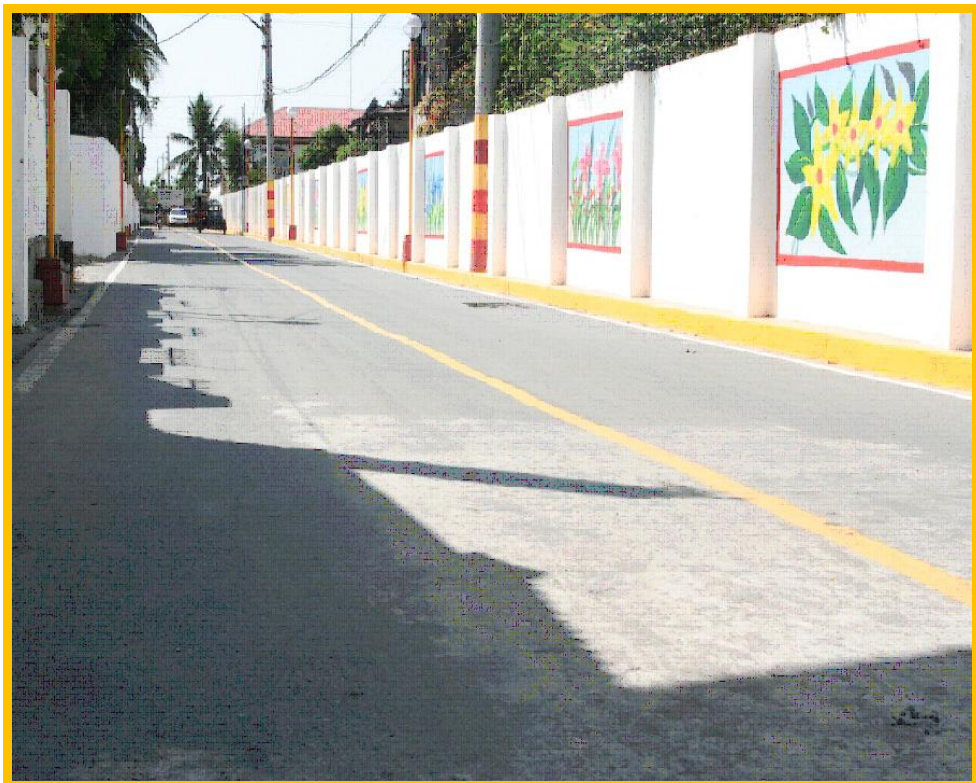
HYBRID POWER SYSTEM WIND/SOLAR - BRGY. BF HOMES



ACCESS ROAD W/ STREET LIGHTS - DON GALO TO MARINA



RIP RAPPING - BRGY. SAN ISIDRO



PAINT MURALS



Don Galo Monument



***SUNDUAN-** Is the Pilipino term for "fetching". This celebration in La Huerta, features a parade of escorted young ladies holding colorful parasols. Brass bands fetch each pair and parade around the town.*



***BIRD SANCTUARY-** Home of Migratory Birds from Neighboring Asian Country such as China and as far as Siberia during Winter Season. Pick seasons from August to March.*



Water provision



Livelihood projects –Mother's Best Peanut Butter Store



Livelihood projects – Recyclable materials



E-Trike



Socialized Housing Project



Home Run- Rotary Homes Project



Youth Games



Community Involvement



CCTV Installation



Mobile-Medical Services

