

DOCUMENTATION OF BEST PRACTICES IN CALOOCAN CITY

PUBLIC-PRIVATE PARTNERSHIP TOWARDS GOOD GOVERNANCE:

CALOOCAN CITY MAYPAJO PUBLIC MARKET AND

COMMERCIAL COMPLEX EXPERIENCE

I INTRODUCTION/BACKGROUND:

Through its vision- “The historical City of Caloocan envisions itself to be a progressive, accessible, self-reliant, resilient, peaceful, and dynamic metropolis that gives the highest premium to the needs of its citizenry, and welcomes welcomes new enterprises for economic growth while at the same time caring for with a sustained and balanced ecology.” that gives the highest premium to the needs of its citizenry”... Thus, Mayor Oscar G. Malapitan has instituted changes in the local government administration by adopting various innovations which has that have become the groundwork and motivation towards ideal Good Local Governance.

The term “ideal,” however, does not mean an unrealistic or unattainable dream; it simply refers to a scenario that the Local Government Code (LGC) of 1991 (RA 7160) wants every LGU to achieve. The City of Caloocan, being having been a consistent recipient of the Seal of Good Local Governance (SGLG) since 2014, effectively manages its own change, growth and development through the its body of their institutional mechanisms, various plans, and infrastructure projects using collaborative partnerships with the Civil Society Organizations (CSOs) and the Private Sector~~s~~ (PS). The term “ideal”, however, does not imply unrealistic or unattainable dream, it simply means a scenario that the Local Government Code (LGC) of 1991 (RA 7160) wants every LGU to achieve.

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To support this, Mayor ~~Oea~~ Malapitan formulated his six (6) pillars of development his "Tao ang Una" (People First) ~~p~~Policy of governance. He envisions each resident of the



city living in a united, healthy, progressive, and peaceful community ~~that is achieved~~ through ~~an~~ the effective and efficient delivery of basic public service. The ~~p~~illars of Mayor ~~Oea's~~ government are (1) Education; (2) Health and Social Service; (3) Crime Prevention and Anti-Drug Campaign; (4) Infrastructure and Community Development; (5) Investment, Business, and Job Generation, and (6) Good Governance.

The major challenge ~~now~~ to the city government of Caloocan ~~was~~ how to sustain ~~these~~ strategies and stimulate community participation and private resources to establish ~~and~~ finance the construction, operation, and maintenance of public infrastructure and development projects that would create more job opportunities and ~~income generation~~ ~~to generate income for~~ the city.

Further, guided ~~by~~ the principle of transparency ~~and~~ accountability, ~~and the~~ along with the indispensable ~~role~~ support of the private sector as the main engine for good governance, Mayor Malapitan ~~started to~~ prioritized a PPP ~~p~~Project in 2014 called Modernization of Maypajo Public Market and Commercial Complex, which is now considered as one of the city's best practices for replication.

II SUMMARY:

it became known as Libis Espina or Aromahan. Caloocan might have meant "nasa sulok" or in the corner because it ~~is~~ located where the ends of the old Tondo and Malabon meet. At the end of the ~~18th~~ eighteenth century, the fishermen of Aromahan climbed the hills to

open homesteads in Caloocan and ~~was lived separated separately~~ from Tondo; ~~thus~~, independent municipality in 1815.

In 1901, Caloocan became one of the towns of the Province of Rizal, but in 1939, pursuant to Commonwealth Act 502, which ~~created declared~~ Quezon City as ~~the C~~capital of the Philippines, Caloocan lost the barrios of Balingasa, Kainingin, Kangkong, La ~~L~~oma, Malamig, Matalahib, Masambong, San isidro, San Jose, Santol, and Tatalon.

In 1949, ~~the boundaeries~~ of Quezon City were redefined pursuant to Republic Act 392, Caloocan again lost several barrios, ~~---~~namely: Baesa, Bagbag, Bahay ~~_~~Toro, Banlat, Novaliches, Pasong Tamo, San Bartolome, and Talipapa. This explains why the City of Caloocan has two (2) separate territories. ~~The~~Caloocan ~~turned~~ from ~~a~~ historic town into a city in 1962 through a plebiscite, under the leadership of Mayor Macario B. Asistio, Sr.

~~The~~ Caloocan City ~~we know today~~ is located ~~at~~ 1.5 kilometers ~~s~~ from the coast of Manila Bay in the northwestern part of Metro Manila ~~and is. Sese~~parated into geographically non-contiguous areas: South and North Caloocan, with a total land area of 5,333.40 hectares.



Northern Caloocan City has an area of 3,970.90 hectares and is located in the northernmost territory of Metro Manila, which lies east of Valenzuela City, north of Quezon City, and south of San Jose ~~d~~el Monte City in the province of Bulacan.

Southern Caloocan City, with an area of 1,362.50 hectares, lies directly north of the City of Manila and is bounded by Malabon City and Valenzuela City to the north and west, Navotas City to the west, and Quezon City to the east.

The City of Caloocan is divided into two (2) political districts. District 1 is composed of ~~seventy (70)~~ ~~Barangays 1--4, 77--85, and 132--188,~~ ~~while District 2 constitute 118 barangays,~~ ~~inclusive of including~~ ~~Barangays 5--76 and 86--131.~~ Both districts are privileged with

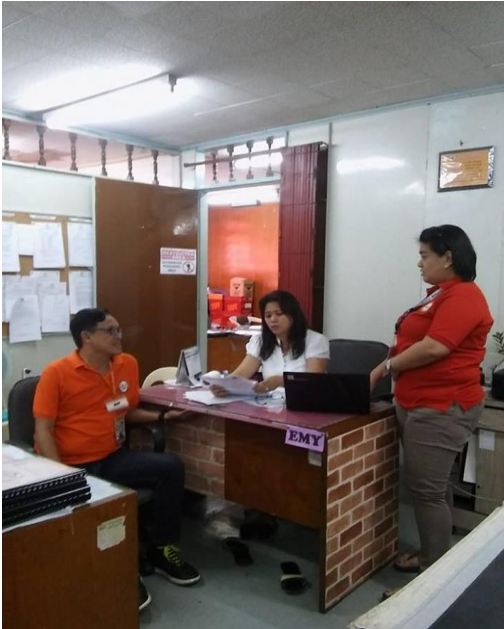
the presence of a ~~government institution (city hall)~~ to better cater to the ~~delivery of~~

The 2016 ~~p~~Projected population of Caloocan City is ~~One Million Seven Hundred Eleven~~ Manila's total population.

Caloocan has ~~an~~ extensive network of roads, ~~such as including~~ EDSA, North Luzon Expressway, LRT-1 railway with ~~2—two (2)~~ circumferential ~~r~~Roads, ~~five (5)~~ ~~n~~National ~~r~~Roads/~~c~~City ~~r~~Roads, and ~~five (5)~~ ~~n~~National bridges, ~~giving~~ the city ~~an~~ ~~the~~ advantage of accessibility within and outside Metro Manila.

The City of Caloocan—, being strategically positioned in the northern portion of Metropolitan Manila, is considered as the gateway of ~~the~~ metropolis towards North Luzon and a major trade route in the archipelago. ~~Being a~~As such, the city continues to be the premier center for trade and industry in ~~the~~ CAMANAVA area.





Going back to the recommendation of Market Administration. He provided history, ~~conception, legal~~ documents, information on how the Modernization of Maypajo Public Market and Commercial Complex Project ~~made changes in~~ improved the lives of its vendors, residents, and other beneficiaries through a series of interviews and other data-gathering methods.;

THE CALOOCAN CITY MAYPAJO PUBLIC MARKET TOUCHING THE PARTNERSHIP PROJECT IN

A The Maypajo Public Market is a

Caloocan city property located at J. P. Rizal Street, Brgy Maypajo. ~~with Ten Thousand~~ meters lot ~~area once~~ housed a ~~condemned~~ three (3) storey ~~condemna~~ building for thirty ~~has been was~~ devastated by ~~three (3) Fire incidents~~ fire thrice and ~~was flooded~~ several ~~unsound~~ and no longer suitable for ~~any habitation/occupation~~. However, ~~the its~~ ground ~~operate its operation~~ as a ~~deficient~~ public market ~~operated managed~~ by the city

In 1994, the city government leased for ~~twenty (20)~~ years the ground floor of ~~the~~ Maypajo Market to ~~the~~ Maypajo Market Multi-Purpose Cooperative (MMMPC) for ~~PHP-150,000~~ a month, with a ~~stipulated~~ 10 percent ~~increase every three years~~. The said ground floor ~~area~~ was then occupied by 600 stall owners who ~~remitted~~ rent payments directly to the cooperative ~~where, from whom~~ the city government only ~~earns earned~~ ~~Two hundred Forty One Thousand Five Hundred Seventy Six (P-PHP241,576.00)~~ a month ~~from MMMPC~~ and ~~angets an~~ additional ~~PHP6,000~~ from ~~letting~~ three religious groups ~~who~~ used the second floor, ~~while the~~ ~~The~~ third floor ~~is being was~~ used as a storage area for city property.

In a 2010 report on Caloocan, -COA findings ~~stated declared~~ that the government could have earned so much more if it had taken over ~~the~~ management of the Maypajo Market. "If the city opted to manage the leasing of the entire Maypajo Market based on the rental rates, under the New Revenue Code of the City, it could have generated an ~~incremental~~ revenue of at least ~~PHP37.18~~ million per year." ~~That the 20~~ ~~twenty~~-year lease agreement with MMMPC, along with the very low monthly rental ~~fee~~ for the use of the market, was disadvantageous to the city government.



were few takers because of its nonstrategic, flood-prone location.

However, it was noted that the contract ~~remains~~ remained unchanged despite ~~of the~~ COA's recommendation ~~that~~ the city government ~~should continue to~~ look for new occupants to generate additional revenue and ~~to~~ create a technical committee ~~to~~ that will review the agreement with MMMPC and eventually evaluate the market's operations. The Caloocan government had tried to get more people to rent space in the market's upper floors but there

III PROJECT DESCRIPTION:

space, to generate revenues ~~to for~~ the city and create more employment opportunities, and to make the facility convenient both for the vendors/tenants and for the consumers.

completed, opened, and became fully operational~~ed~~ in the later part of 2015 with the following physical ~~sectioning~~sections:

Big commercial establishments ~~like such as~~ Puregold, Jollibee, Red Ribbon, Watson's, Cherry Mobile, Bayad Center, and Office Warehouse PUREGOLD, JOLLIBEE, RED RIBBON, WATSON, CHERRY MOBILE, BAYAD CENTER AND OFFICE WAREHOUSE are occupying the street-front spaces of the ground floor while ~~B~~branded ~~(Food b~~Booths ~~s such as~~ Zagu, Shawarma Planet, Rice in a Box, Balls in a Cup, and Shanghai Siomai lease the area adjacent to the street. (ZAGU, SHAWARMA PLANET, RICE IN A BOX, BALLS IN A CUP, SHANGHAI SIOMAI) are leasing the street-side area.

now ~~running on its a~~ sustainable operation system ~~along with~~ and is an integral city's urban revitalization, community diversity, and improved public facility to connect people and places.

IV. IMPLEMENTATION PROCEDURES:

~~considering studying~~ the analysis of the Technical Working Group and COA's financing ~~a the~~ multi-million project was beyond the city's capability and the city was not prepared to take on the additional debt that construction of a new market would have required. The city government was also concerned that if the charges to stall owners became too onerous, the increased costs would have to be passed on to their customers, many of whom were lower-income residents of the area.

—The ~~p~~Project cycle started from the bidding process ~~(in September 2014)~~ to its launch~~ing~~ and full operations in December 2015.

was a success ~~and practically provided and was achieved at practically~~ no cost to the city ~~following benefits instead; and benefitted instead on the following:~~

Results/Impact per Area	Means of Verification (MOVs)
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<p>Incremental revenues <u>were</u> generated through <u>an</u> increase in tax collections.</p>	<p>The project started to generate <u>Six Million Three Hundred Thirty Six Thousand Pesos (PHP 6,336,000.00)</u> annually for the rental <u>alone</u> of Bellagio Holdings Inc. <u>alone</u>.</p> <p><u>The Annual average rentals</u> of the <u>s</u>Stall vendors <u>is</u> amounts <u>ing</u> to <u>Nine Million Three Hundred Thirty One Thousand Two Hundred (PHP-9,331,200.00)</u></p> <p>An approximate of <u>PHP15.4million</u> annually goes to the city government income compared to <u>PHP2.94million</u> in the previous years.</p>
<p><u>Created substantial and A safe and substantial</u> environment, <u>which serves</u> not only as <u>a</u> commercial complex but also as <u>a</u> recreation area. <u>was created</u>.</p>	<p>The city received a state-of-<u>the art</u> public market due to its modern concepts and designs.</p> <p>Vendors relocated <u>into this a</u> modern facility <u>that is</u> conducive for their daily business dealings.</p> <p>Traffic congestion was reduced <u>on area in the</u> streets.</p> <p><u>Roads were</u> <u>No</u> longer flood-prone; drainages were improved.</p> <p>Sanitation problems were eliminated with improved facilities.</p> <p>Peace and order <u>situation is being</u> monitored 24/7 both by the <u>ceity</u> Department of Public Safety and Traffic Management (DPSTM) and Bellagio Holdings, Inc. (BHI) security guards.</p>
<p><u>Gained</u> <u>The land value within the vicinity of the complex has appreciated.</u> <u>icinity land value appreciation.</u></p>	<p><u>The value of the land where the public market stands has more than doubled.</u> <u>Saw the value of the markets's land more than double</u></p>

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<p>Generated Additional opportunities and for employment and income generations to for vendors and residents along of and nearby Maypajo areas were developed.</p>	<p>The project also helped to create about Hundreds of new jobs were created to operate the marketplace's many new businesses and concessionaires.</p> <p>Restored The project restored the livelihood of the displaced 364 vendors.</p> <p>Stall fees were kept low, which helped vendors to keep their prices low for their low-income customers.</p>
<p>The economic impact of this project was significant.</p>	<p>There has been increased economic activity in the area.</p> <p>The Open-space parking area is convertible and multi-purposed used for other various business activities activities and other events and business activity.</p>
<p>Offered The doors of opportunity to access the resources of the private sector were opened.</p>	<p>No There is now no need for the city government to subsidize the operation of Maypajo Public Market, as the markets can now support and sustain its own operations and maintenance.</p>

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The great quality of service being gained by the city of Caloocan from the said partnership ~~project~~ with ~~the~~ private sector accelerates its real development towards sustainable inclusive growth and poverty reduction, in general.

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VI ANALYSIS/LESSONS LEARNED

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The analysis and lessons learned from this project are the following:

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~~A strong political will and open-mindedness to new ways of accessing resources other than the Internal Revenue Allotment (IRA) is needed in the Local Chief Executive (LCE). The political will and open-mindedness of the Local Chief Executive (LCE) on the opportunity of accessing other resources other than Internal Revenue Allotment (IRA) for the effective and efficient implementation-delivery of basic services to the constituents;~~

