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Awards 2014

Malikhaing paraan  
Kasama ang mamamayan  
Tungo sa pagbabago  
At tuluy-tuloy na pag-unlad

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# FEAST

## in GOVERNANCE and PUBLIC SERVICE



**F** - ast

**E** - ffective

**A** - ccountable

**S** - imple

**T** - ransparent



2011 **AWARDEE**  
Seal of Good Housekeeping

# SAN SIMON WALANG CORRUPT AT TAMAD!

Abe-abe, Saup saup, Alang Malakwan



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**I. GENERAL INFORMATION ON THE PROGRAM**

<b>LOGO OF THE PROGRAM</b>				
<b>TITLE OF THE PROGRAM</b>		FEAST in Governance and Public Service		
<b>LGU NAME</b>		Municipality of San Simon, Province of Pampanga		
<b>POPULATION</b>		48,353 according to the 2010 Census of the NSO		
<b>INCOME CLASSIFICATION</b>		3 <sup>rd</sup> Class Municipality		
<b>PROFILE AND No. OF BENEFICIARIES</b>		The beneficiaries of this program includes the LGU itself and "Simonians" the people of San Simon especially the Business Tax Payers		
<b>DATE STARTED</b>		July 1, 2010 - Development Date January 2, 2011 - Implementation Date		
<b>FINANCIAL PROFILE</b>				
<b>SOURCE OF FUNDS</b>	<b>EXPENSES</b>	<b>JULY-DEC 2010</b>	<b>CY 2011</b>	<b>CY 2012</b>
LGU	<b>Hardware/Equipment</b>			
	Server	45,000.00		
	Desktop	45,000.00	30,000.00	
	Laptop	20,000.00	60,000.00	
	Computer Table	8,000.00	6,000.00	
	LX Printer	13,000.00	13,000.00	
	Colored Printer	4,500.00	4,500.00	
	Computer Accessories & Consumables	20,000.00	30,000.00	10,000.00
	3 in 1 Copier	-	-	35,000.00
	Data Cabling	15,000.00	5,000.00	
	Installation/Labor	15,000.00	5,000.00	
	<b>SUB-TOTAL</b>	<b>Php 185,500.00</b>	<b>Php 153,500.00</b>	<b>Php 45,000.00</b>
	<b>Human Capital</b>			
	IT Supervisor (1)	120,000.00	240,000.00	240,000.00
	Assistant IT (1)	60,000.00	120,000.00	120,000.00
	Encoders (2)	96,000.00	192,000.00	192,000.00
	<b>SUB-TOTAL</b>	<b>Php 276,000</b>	<b>Php 552,000.00</b>	<b>Php 552,000.00</b>
	<b>Knowledge</b>			
	Trainings & Workshops	<b>30,000.00</b>	<b>50,000.00</b>	<b>50,000.00</b>
	<b>TOTAL</b>	<b>Php 491,500.00</b>	<b>Php 755,500.00</b>	<b>Php 647,000.00</b>

## **II. PROGRAM BRIEF**

In July 1, 2010, Mayor Leonora Simbulan Capule Wong (“Mayor Wong”) assumed office as the local chief executive of the municipality of San Simon, Pampanga (“San Simon”). As a first time public servant coming from a private corporate background, she was challenged to adapt best business practices in her locality to improve basic services and develop special projects for the “Simonians” people of San Simon

The new administration was confronted with the traditional and manual system in the municipality that was highly inefficient, ineffective, very slow, and complicated, which perpetuated graft and corruption. Fixers, Red-Tape, and Palakasan and Kakilala system was in existence. Also, the schedule of fees and taxes in the municipal revenue code were not strictly implemented. This caused low local income and consequently affected human development and economic growth, since the annual budget was not sufficient to deliver the basic services to the people.

Municipal staff and employees were always late or absent, yet they would still receive the full amount of their salary. There were numerous complaints as to the delay and even neglect of the responsibilities and duties of civil servants. People had to come back several times to get the service or document they needed.

In response to the problems and complaints, Mayor Wong instituted reforms and implemented the Republic Act No. 8792 known as the “Electronic Commerce Act of 2000”. The Act aims to get the Information and Communication Technology (“ICT”) into the bloodstream of Local Government Units (“LGUs”) to improve the speed and quality in the delivery of government services to people.

The new administration recognized that computerization is the global trend in streamlining procedures, increasing efficiency, and promoting transparency and accountability. San Simon must avail the benefits and advantages that Information and Communication Technology (“ICT”) offers, and the scarcity of its resources as a third-class municipality should not stand in the way.

Mayor Wong strongly believes that full and proper implementation of the Municipal Revenue Code, combined with efficiency in tax collection will increase local income to fund the municipality’s poverty reduction programs and economic development programs.

The first program to be developed by our own ICT programmer was the eTax Collections to achieve prompt, simplified, fast, and accurate assessment and collection of local taxes. Now, processing a business permit takes less than 20 minutes, provided all requirements are complete. This fast turnaround time eliminates the use of fixer and instances of bribe and corruption. Tax payers are assured of paying the correct amount with the computerized billing assessment based on the Municipal Revenue Code. The online business permit application makes it even easier and more convenient for taxpayers. The program has significantly increased business permit applicants and tax collections, and reduced the time and cost of doing business in San Simon.

With computerization, discretion and human intervention in government dealings and transactions have been reduced to minimum levels. It made all transaction Fast, Effective, Accountable, Simple and Transparent (FEAST). This led to the formulation of FEAST program in our governance and public service.

The eTax Collections was improved and upgraded to “eTax Collections 3”. The newly developed eTax Collections3 comprises of five (5) programs namely: the business permit and licensing system (“eBPLS”), eTreasury, community tax certificate (“eCTC”), local civil registrar (“eLCR”) and real property tax (“eRPT”). After the implementation of these programs there was a huge increase in local income from P9.9 million in 2009 to P33.1 in 2012 and the Internal Revenue Allotment (“IRA”) dependency decreased by 28 percent from 80% in 2009 to 58% in 2012.

Having received two (2) prestigious awards, the eTax Collection3 is a proven winner for noble governance. It was awarded 1st Place in the category of “Streamlined Procedures on the Issuance of Business Permit” by the Central Luzon Growth Corridor Foundation, Inc. in partnership with the Department of Trade and Industry (“DTI”) and Department of the Interior and Local government (“DILG”).

Also, it was recently awarded 2nd Place in “Best in eGov Busines Empowerment” by the DILG and National ICT Conference of the Philippines (“NICP”). The DILG benchmarked San Simon for the seal of competitiveness award.

Other programs developed by our own ICT programmer are: website, Facebook Account, Data Base of indigent individuals and different sectoral groups, and electronic obligation requests and vouchers (“eBudget & Appropriation”).

### **III. POSITIVE RESULTS AND IMPACT**

San Simon's battle cry “WALANG CORRUPT AT TAMAD” was achieved after the implementation of the computerization program that led to the formulation of FEAST.

**FAST-** We process a business permit in less than 20 minutes. Before, it would take 3 to 5 days. We have reduced the steps of business permit processing from 5 to 1. Also, we have lessened the number of signatories from 5 signatories each signing manually to 1 digital signature. Online business applications are available as well. All these new and improved measures save time and costs for both the municipality and the transacting public.

**EFFECTIVE-** it has been proven effective for more than 3 years and successful in solving the pressing problem of inefficient application of business permit. There was an increase in the number business permit applicants (Figure 1 & Table 1), significant increase in local revenue (Figure 3), and dependency on internal revenue allotment decreased by 28 % (Figure 4). Finally, the program received two awards.

**ACCOUNTABLE** – The municipal employees’ attitude towards work and dealing with people has improved. Local civil servants have not only become more accommodating and responsible, but also more efficient and productive due to the enabled multi-tasking function of computers. Customer level of satisfaction has increased, as shown on our feedback mechanism. We have provided an air-conditioned lounge equipped with cable television, complemented with smiling and polite receptionist serving coffee and drinks.

**SIMPLE** - Taxpayers now find the process and procedure clear and easy, since the instructions, processes and procedures are posted in the municipal hall, billboards and website.

**TRANSPARENCY** - Since the program promotes Anti- Red Tape Act of 2007 (“ARTA”), the fixers, Palakasan and kakilala system, graft and corruption has been significantly reduced, if not eliminated. Companies and business entities in San Simon are now properly billed with our accurate and computerized taxes and fees assessments based on the Municipal Revenue Code.

San Simon became a business friendly municipality. More importantly, the FEAST program restored the trust and confidence of Simonians in their local government.

The increase of local income has been translated to the implementation of sustainable human development projects that enable the LGU to achieve the twin goals of eliminating poverty and promoting economic growth.

Sufficient funds have been allotted to educational programs, such as scholarship grants to college students, financial assistance to high school students, and free special education system for autistic children and differently abled persons.

On health, the Municipality was able to provide free medicines, financial assistance, Philhealth premium payments to indigent individuals, continuous medical and dental mission in every barangay and the first birthing station was opened August 2013. To boost economic growth, Job fairs, trainings and livelihood programs for housewives and out-of-school-youth are being conducted. We also provide loan assistance without interest to vendors and small food stalls.

On agriculture, we provided technical and financial assistance to 600 farmers and distributed fishing gears to 580 fisher folks. The Swine breeding program was introduced to augment their income (950 beneficiaries).

On environment, we hold FUN RUN PARA SA KALIKASAN every year, it has increased the awareness of every Simonians to be involved in protecting and preserving our environment, keeping our rivers and creeks clean, planting trees and backyard gardening. Full implementation of Solid Waste Management, households are now segregating their garbage. It resulted to discipline and cleanliness. Funds for disaster preparation and response to climate change are likewise allocated.

On infrastructure, upgrading and concreting of municipal, barangay, and farm to market roads. Construction of irrigation canals, drainage and slope protection for flood control, bridges, municipal and barangay Material Recovery Facility ("MRF"), school buildings, and Billboards used for public announcements and publications of all municipal dealings, transactions, policies and services.

#### **IV. PROMOTION OF PEOPLE'S PARTICIPATION and EMPOWERMENT**

The FEAST program is a proudly local Simonian creation made for the people and by the people of San Simon. The program will still be patronized even there is change in leadership. It was institutionalized through Resolution no. '10-040 enacted by the Sangguniang Bayan Members. The FEAST program was initiated by Mayor Wong but it belongs to the LGU and the people of San Simon.

Making all transactions Fast, Effective, Accountable, Simple and Transparent "FEAST" in our governance and public service restored the trust and confidence of Simonians in their local government.

With the Fast, Effective, Accountable, Simple and Transparent process, accommodating staff and air-conditioned lounge equipped with cable TV, some owners personally process their business permits instead of their staff.

The working atmosphere in the municipality has improved. Employees became productive and accountable. The FEAST program restored the core values of public personnel.

We have strengthened the private - public partnership in the LGU through open communication among private businesses and various business associations. San Simon Business Chamber of Commerce and Industry Inc. was established in July 12, 2013. We were able to encourage the micro and small enterprises to register and legalize their business and enter the formal economy.

Our Non- Government Organizations ("NGOs"), Civil Society Organizations ("CSO"), Religious Groups, Farmers Associations, Fisher folks Associations, Tricycle Associations, Women's Associations, Senior Citizens Federation, Youth Clubs, Parents Teachers Association, People's Organization, Barangay PESO Coordinators, Cooperative Associations and Barangay Health Workers are now actively participating in the policy making and all activities organized by the municipality.

The end product of the FEAST program is that Simonians became participative and responsive. We were able to empower the municipal employees, Simonians and the business sectors.

The success of the FEAST program and proceeds of the local income goes to the marginalized sector of San Simon.

**V. INNOVATION**

The computerization of the system and procedures that led to the formulation of FEAST initiated by Mayor Wong may look ordinary, as this is the global trend, but for a third class municipality with scarce resources, the FEAST program is one giant and bold leap to innovate its processes to achieve excellent government service. Out of 19 municipalities in Pampanga, San Simon is the only municipality that has computerized the whole system and process in the delivery of services to the public and government.

The eTax Collections<sup>3</sup> program was internally developed by our dedicated, smart and experienced ICT programmer. The cost for the development and implementation was very minimal. The use of inexpensive computers and hardwares did not compromise the quality and reliability of the program.

The advantages and differences of our program in comparison with software acquired from a supplier are: less delay and shorter down-time because maintenance and troubleshooting are easily addressed by our highly trained and qualified ICT personnel. There is the capability of improving and upgrading the program since it is homegrown. It is custom- built and tailored-fit to the needs of Simonians. The cost is cheap and affordable. And it is tested and proven for its efficiency and affectivity. As for software purchased, you don't get the service in an instant, so your system is at their mercy. Program design may not fit the needs of the LGU and people, and definitely it is expensive that's why countryside municipalities with small budget cannot afford to computerize their systems and processes.

We utilized the information and communication technology ("eTax Collections 3") and adopted our BOSA or "Business One Step Application" to streamline procedures in business permit application and reduce processing time and BOSS or "Business One Stop Shop" for customers' convenience. It can process one business permit in less than 20 minutes. We have also designated a customer lounge. We also process business permit application online.

Other programs developed by our ICT programmer are: San Simon Website <http://www.sansimonpampanga.gov.ph>, to promote San Simon's history and culture. The site is also a venue by which the municipality implements its full disclosure policy. Furthermore, a social media site such as Facebook is an additional forum for our feedback mechanism and events update. Database of indigent individuals, unemployed, and different sectoral groups to enable the LGU to address their needs accordingly.

Through the application of ICT in our systems and processes, the LGU successfully achieved EXCELLENCE in government service. The two (2) award received by the LGU confirms the success of the program.

Our automation process and FEAST program are good news to municipalities who wish to computerize their systems to improve the speed and quality in the delivery of services, enhance employees' efficiency and productivity, and promote accountability, responsiveness to public and transparency in governance is now possible without big money involved. All it takes are guts, courage, willingness and political will to do it.

Innovation and utilization of ICT in highly-urbanized cities are now in a small version being practiced and implemented in the municipality of San Simon, province of Pampanga, Central Luzon Region 3.

**VI. TRANSFERABILITY AND SUSTAINABILITY**

The system was recommended by Pampanga DTI and DILG officers to other LGUs in Pampanga. We shared it with the Municipalities of Lubao and Porac, the Treasure's league seminar on electronic treasury and MPDCs seminar. The City of Mabalacat and Municipalities of Arayat, Sta. Rita, and Floridablanca are also interested to learn the system.

DILG benchmarked San Simon for the Seal of Competitiveness Award.

Utilize the benefits and advantages of information and communication technology, adopt our Business One Step Application ("BOSA") to streamline procedures in business permit application and reduce processing time, and establish a Business One Stop Shop ("BOSS") for customers' convenience and designate a customer lounge. Introduce online business permit application.

Strong political will is needed to implement the San Simon Revised Revenue Code to generate more local income in order to meet the needs of marginalized sectors. It may be unpopular but it's the best thing to do. The LGU was sued by a steel company for exorbitant taxation but the Mayor still continued implementing the tax code. Comment from the people "Hindi na ma re-elect si Mayor", but she was re-elected for the second term.

We created an internal monitoring team and technical working group to ensure that the FEAST program is in place and properly implemented, with the assistance of DTI officers.

We conducted more in-depth interview and survey to validate the efficiency, effectively and acceptability of the program. We conducted regular public forum and continuous consultation with stakeholders and beneficiaries. We encouraged the people to be involved in the process.

To create public awareness and familiarization on the procedure or policy changes adopted by the LGU, we have distributed brochures and flyers for information dissemination to supplement our online efforts.

Legislative resolution/ordinance no. '10 - 040 was enacted adopting the program to ensure continuity in the implementation of the program especially when there is change in leadership. We created plantilla for the ICT Programmer and personnel. We are also in the process of creating an independent Information and Communication Technology Office.

We continuously appropriate funds for the development of the program and software, upgrade and purchase of new computers, and trainings of staff.


We are proud to say that the program is tested and proven Fast, Effective, Accountable, Simple and Transparent. It is easy to transfer and sustain because it is economical and for as long as the Mayor wants to innovate its system.

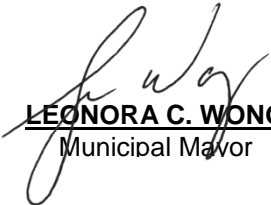
It is good news to a countryside third class municipality like San Simon, that computerizing the whole system and process in local government is a dream come true. With little amount of money needed to start, which in return will result to big amount of revenue.



**VII. CERTIFICATION**

“We certify that to the best of our knowledge, all of the information contained in this Application Form and annexes are true and accurate.”

  
**ALJIE T. TAYAG**  
ICT Supervisor

  
**LEONORA C. WONG**  
Municipal Mayor

Name	LEONORA C. WONG
Position Title and Designation	MUNICIPAL MAYOR
Office Address	San Simon Municipal Hall, Mc Arthur Hi-way, San Agustin, San Simon, Pampanga, Philippines 2015
Email Address	wongforsansimon@yahoo.com
Contact Number (Mobile)	(0917) 858-5111
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Name	ALJIE T. TAYAG
Position Title and Designation	ICT SUPERVISOR
Office Address	San Simon Municipal Hall, Mc Arthur Hi-way, San Agustin, San Simon, Pampanga, Philippines 2015
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Contact Number (Mobile)	(0922) 500-0824
Contact Number (Telephone)	(045) 435-0703

**STAGES IN THE DEVELOPMENT AND IMPLEMENTATION OF THE PROGRAM**

In May 10, 2010, the Simonians mandated Mrs. Leonora C. Wong to be the Chief Executive of San Simon. After winning the election, incumbent Mayor Rodrigo Canlas, as Mayor Wong's political ally, welcomes her to visit the Municipal Hall to familiarized herself with the different offices and get acquainted with the Municipal Department Heads and Employees, in preparation for a smooth transition as well. Given this chance, made it possible for her to start the system project before her official assumption to office.

**STAGE 1. June 1, 2010**

As per request of the newly elected mayor, Leonora C. Wong, the incumbent mayor, Rodrigo Canlas called for a meeting with the Local Finance Committee to discuss the plan and proposal of Mayor Wong in developing an in-house LGU software in the issuance of Business Permit and if there was available funds to finance the project and office space for the ICT.

LOCAL FINANCE COMMITTEE comprises the following members:

EMMANUEL V. PEREZ Municipal Treasurer, ERMELINA P. DE LEON Municipal Budget Officer, ENGR. MARIA STEPHANA G. DIMACALI Municipal Planning & Development Coordinator, ANITA Q. ALMARIO Municipal Accountant, COUNCILOR PEDRO SANTILLAN Chairman on Appropriation

**STAGE 2. June 8, 2010**

A temporary space was provided to Mayor Wong and her personal ICT consultant; four (4) old computers personally owned by newly elected Mayor Wong were installed to get started with the project. This was the beginning of the development of the eTax Collections Program.

**STAGE 3. July 1, 2010**

Upon assumption to office during the inaugural session, Mayor Wong discussed the agenda for her 1st 100 days and three year plan for the municipality, which included the ongoing project of electronic tax collections.

She explained the advantages and benefits of the project and sold the idea of computerization, including the project currently being developed by the ICT personnel.

There was no objection from the local legislative body; they also believed that it was about time to use modern technology in local governance. They strongly agreed with the project and gave 100 percent support. This made Mayor Wong confident and enthusiastic to pursue the project.

**STAGE 4. July 6, 2010 – August 2010**

Mayor Wong wasted no time, the very next day she met up with the ICT personnel, and informed them of the good news to proceed with the project. On the same day, immediately after the meeting, the team started collecting data needed for the project, as follows:

- a. Requirements specification of the program;
- b. Interview with the Municipal Treasurer and Asst. Municipal Treasurer;
- c. Studied and reviewed the Revised Revenue Code for adoption;

**STAGE 5. August 2010**

Purchased new hardware and equipment to replace and return the personal computers of Mayor Wong. Installation and transferring of software into the new hardware.

<p><b>STAGE 6. September 2010.</b> Through the help and assistance of the Human Resources Management Officer additional competent personnel were hired for BPLO;</p>
<p><b>STAGE 7. December 1, 2010</b> Meeting of the internal monitoring team for the streamlining in the issuance of business permit.</p>
<p><b>STAGE 8. December 7, 2010</b> Initial testing/ Dry Run. To make sure that the expected output is achieved; like checking of assessment of taxes and fees if properly encoded. Accuracy of computer generated reports and checking for program bugs.</p>
<p><b>STAGE 9. January 2, 2011</b> Implementation of the eTax Collections program</p>
<p><b>STAGE 10. April 5, 2011</b> On line Issuance of Business permits in the barangay .Treasurer and IT staff brought the computers and printers in the barangay hall.</p>

**OBSTACLES AND CHALLENGES ENCOUNTERED IN EVERY STAGE**

<b>STAGES</b>	<b>OBSTACLES/CHALLENGES</b>
<b>STAGE 1</b>	(1) Too expensive ; (2) Resistance to innovation; (3) Fear not to cope with the abrupt change.
<b>STAGE 2</b>	No obstacle/Challenge
<b>STAGE 3</b>	The concern of the SB members was how much will the project cost, who will maintain it and how to sustain the project. That was the challenge for Mayor Wong, It is a common misperception that computerization is expensive and costly to sustain. Mayor Wong explained that it is not costly, and computed that the initial cash out front for the hardware and equipment is Php 185,500.00.
<b>STAGE 4</b>	There is a need for a separate office for BPLD Difficulty in retrieving data and information on taxpayers and establishments.
<b>STAGE 5</b>	Finding quality computer at a lower price
<b>STAGE 6</b>	Finding competent and effective computer-literate personnel
<b>STAGE 7</b>	Majority of the employees / personnel present in the meeting found it complicated and difficult from the beginning but eventually they learned the process of the eBPLS
<b>STAGE 8.</b>	There were several items to be considered such as error in encoding of information, schedule of fees and technical problems. Correct/aligned receipt printing;
<b>STAGE 9</b>	Taxpayers resisted the computer generated billing assessment.
<b>STAGE 10</b>	Tax payers were amazed with the program and easy procedures.

## **STAKEHOLDERS AND THEIR ROLES IN THE PROGRAM**

Mayor Leonora Simbulan Capule Wong commissioned the development of the program. Vice Mayor Almario and SB members, adopted the eTax Collections3 through resolution, and the Local Finance Committee facilitated the necessary budget and appropriation.

The eTax Collections3 has three (3) different USER LEVELS or access level that can be set in the USER MANAGEMENT module:

1. ADMINISTRATOR - or the super user which controls all parameters in the program (access all modules, setup/manage users and has the ability to add/modify/delete parameters in the program). This account is usually granted to the system programmed/developer/computer/technical person in the LGU.
2. POWERUSER - the account granted to the Municipal Mayor/ BPLO/ Municipal Treasurer used to review/ approve/ reject business permit applications.
3. COMPUTER ENCODER - the default user which can assess, submit assessment through the program (for approval of the POWERUSER), print computer generated assessment form, payment for approved applications, printing of computer generated business permit.

The beneficiaries of this program includes the LGU itself and the people of San Simon especially the Business Tax Payers.

## **MANAGEMENT STRATEGIES**

One of the keys to the implementation of the eTax Collections3 is the active participation of all stakeholders in the municipality of San Simon. There was a series of consultation with the Department Heads, Municipal Councils and Barangay Officials that took place.

Mayor Wong patiently motivated and guided the municipal employees and people of San Simon to understand the change in culture and process. So there was a continuous communication and education in every public gathering like:

- Meetings of CSO, NGO and POs Cooperatives in San Simon
- Flag Raising Ceremony every Monday
- Launching of the Simonians Charter and San Simon website
- Barangay Assemblies
- Every event/occasion/program/activity conducted by the municipality whether it is health, agriculture, social welfare, etc.
- Mobile issuance of Business Permit
- Regular posting of information in our website and social media.
  - Website: [www.sansimonpampanga.gov.ph](http://www.sansimonpampanga.gov.ph)
  - FB Page:
    - Municipality of San Simon (Official)
    - San Simon PESO (Official)
    - ALS San Simon District
  - Local News Paper
  - San Simon Billboards and Bulletin Board

# BOSA BUSINESS ONE STEP APPLICATION



Upon entering the main entrance of the Municipal Hall, INFORMATION DESK will assist you to the BPLD. There are five (5) windows to serve customers to avoid long queue.

**WE ARE HAPPY TO SERVE YOU!** 😊

website: [www.sansimonpampanga.gov.ph](http://www.sansimonpampanga.gov.ph)

## BUSINESS PERMIT & LICENSING DIVISION (BPLD)

### MANUAL SYSTEM

#### WINDOWS 1 & 2

Submit all the requirements, get business application form and fill up (you can download form from our website). While filling up, the BPL personnel checks and reviews the requirement, if complete the sanitary clearance is issued.

Collect business plate, sign the log-book and while waiting customer fills up the feedback form.  
- The End -  
Thank You

### AUTOMATION SYSTEM (eTaxCollections3)

#### WINDOWS 3, 4 & 5

#### AUTOMATION STARTS HERE:

BPL personnel accepts and encodes all the data in the application form and assess the fees (computerized assessment), sends it to the mayors office at the second floor for approval via local network. (NO LEG WORK)

Mayor's office receives a voice notification "there is a pending application". Mayor reviews the billing assessment, select approve or reject then submit.

A voice notification "application approved" is transmitted to the BPLD. BPL personnel prints the billing assessment and page the customer for payment. Upon payment, official receipt and computer generated business permit with the digital signature of Mayor Wong affixed will automatically print. Proceed to window 1 & 2.

#### 1ST FLOOR

ENCODE

SAVE & SUBMIT APPLICATION

PRINT ASSESSMENT

PAYMENT

PRINT/RELEASE

OFFICIAL RECEIPT

BUSINESS PERMIT

#### 2ND FLOOR MAYOR'S OFFICE

REVIEW APPLICATION

(APPROVE/  
REJECT)  
SUBMIT

TRANSMITTAL VIA NETWORK

Remarks: A composite team was created to inspect business with risk. The reduction of steps will not compromise regulations and laws concerning Health and environment.

### Business Requirements

#### NEW/RENEWAL

- |                                    |  |
|------------------------------------|--|
| 1. Notarized Application Form      | 7. Locational Clearance from MAASO     |
| 2. Barangay Business Clearance     | 8. Zoning Certificate from MAASO       |
| 3. CTC for business or corporation | 9. Occupancy permit certificate        |
| 4. SEC/DTI/CDA Registration        | 10. Contract of lease if renting       |
| 5. Sanitary permit from MHO        | 11. Fire Safety Inspection Certificate |
| 6. Sketch of business place        |  |

#### Additional Documents for RENEWAL

1. Financial Statement/Income Tax Return  
Example: FS/ITR for the taxable year 2012 paid on or before April 15, 2013
2. SSS Clearance

**THE AUTOMATED AND STREAMLINED PROCEDURE OF SAN SIMON'S BUSINESS PERMIT APPLICATION**

In line with the municipality's mission to encourage business enterprises to legalize their business and enter the formal economy, the local government of San Simon under the leadership of **Mayor Leonora C. Wong** introduced the **eTax collection3** and **Business One Step Application (BOSA) 2013** in processing a business permit. The process is **Fast, Effective, Accountable, Simple and Transparent (FEAST)**

With the computerization, digital signatures, and reduction of number of steps from three (3) to **one steps**, business permit is processed and released in less than 20 minutes. Transparent and accurate computerized computation of taxes and fees to encourage small and medium enterprises to register their business.

We implemented an effective feedback mechanism for monitoring and evaluation. We request customers to fill up a feedback form and their evaluation shows a high level of customer satisfaction.

We also provided an air-conditioned lounge equipped with cable TV complemented with smiling, accommodating and polite receptionists serving coffee and cold drinks while the customer awaits approval of the billing assessment and permit.



**"WE ARE HAPPY TO SERVE YOU"**

Online business permit application is available.  
Please visit our website for more details on procedure and requirements.  
[www.sansimonpampanga.gov.ph](http://www.sansimonpampanga.gov.ph)

Upon entering the main entrance of the municipal hall, INFORMATION DESK  
RECEPTIONIST will assist you to the office of the BPLD- office.

**BUSINESS ONE STEP APPLICATION (BOSA) 2013**



Windows 1, 2



Windows 3, 4 & 5



There are five (5) windows to serve customers in the **BPLD** to avoid long queue.

Submit all the requirements, get business application form and fill up (you can download form from our website for faster service). While filling up, the BPL personnel checks and reviews the requirement, if complete the sanitary clearance is issued.

BPL personnel encodes all the data in the application form and assess the fees (computerized assessment), sends it to the mayor's office at the second floor for approval via local area network (**NO LEG WORK**).

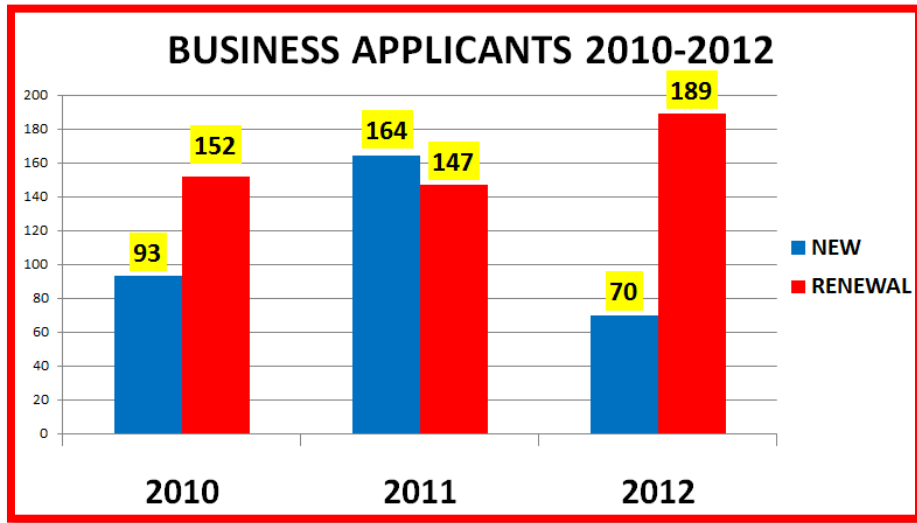
Mayor's office receives a voice notification "there is a pending application".  
Mayor Wong reviews the billing assessment, select approve and submit.

A voice notification "application approved" is transmitted to the BPLD.  
The BPL personnel print the billing assessment and will page the customer for payment.  
Upon payment, official receipt and computer generated business permit affixed with the digital signature of Mayor Wong will be printed.

Customer will proceed to window 1 or 2 to collect business plate, sign the logbook and while waiting, customer fills up the feedback form.

After the implementation of eTax Collection3 the number of business permit applicants increased (Figure 1 & Table 1) and income from business permits (Figure 2)

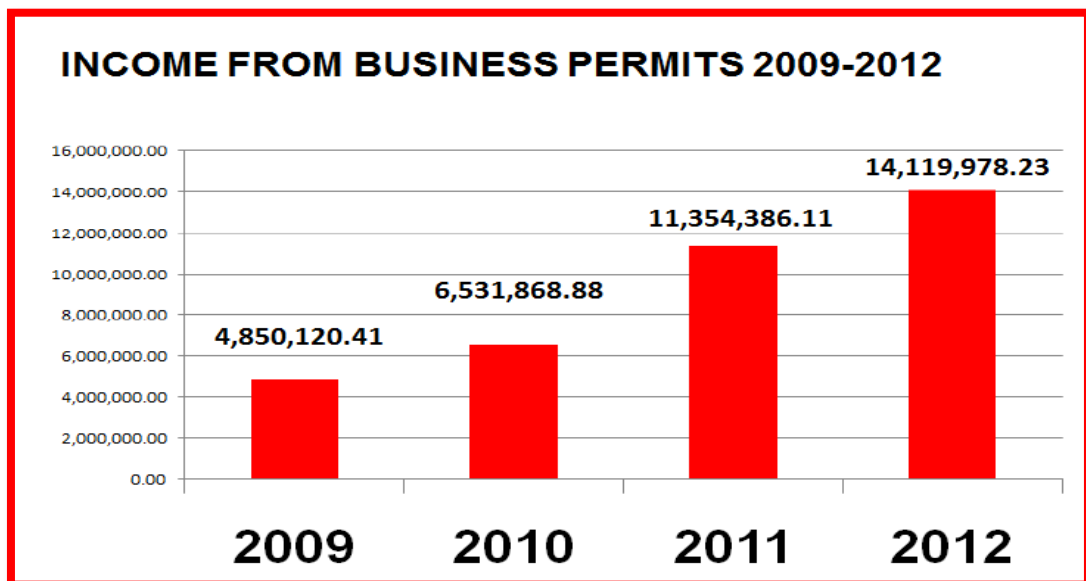
**Figure 1**



**Table 1**

<b>BUSINESS</b>	<b>2010</b>		<b>2011</b>		<b>2012</b>	
	<b>NEW</b>	<b>RENEWAL</b>	<b>NEW</b>	<b>RENEWAL</b>	<b>NEW</b>	<b>RENEWAL</b>
<b>MICRO</b>			150	82	56	129
<b>SMALL</b>			11	40	10	32
<b>MEDIUM</b>			1	10	2	9
<b>LARGE</b>			2	15	2	19
<b>TOTAL</b>	<b>93</b>	<b>152</b>	<b>164</b>	<b>147</b>	<b>70</b>	<b>189</b>

**Figure 2**





The *eTaxCollections3* is business and profit-oriented pursuant to San Simon's "W" growth corridor's goals and the pride and innovation of San Simon, Pampanga. It has improved collection efficiency at the rate of 233.63% and the LGUs dependency rate on Internal Revenue Allotment (IRA) has decreased by 28 percent.

Figure 3

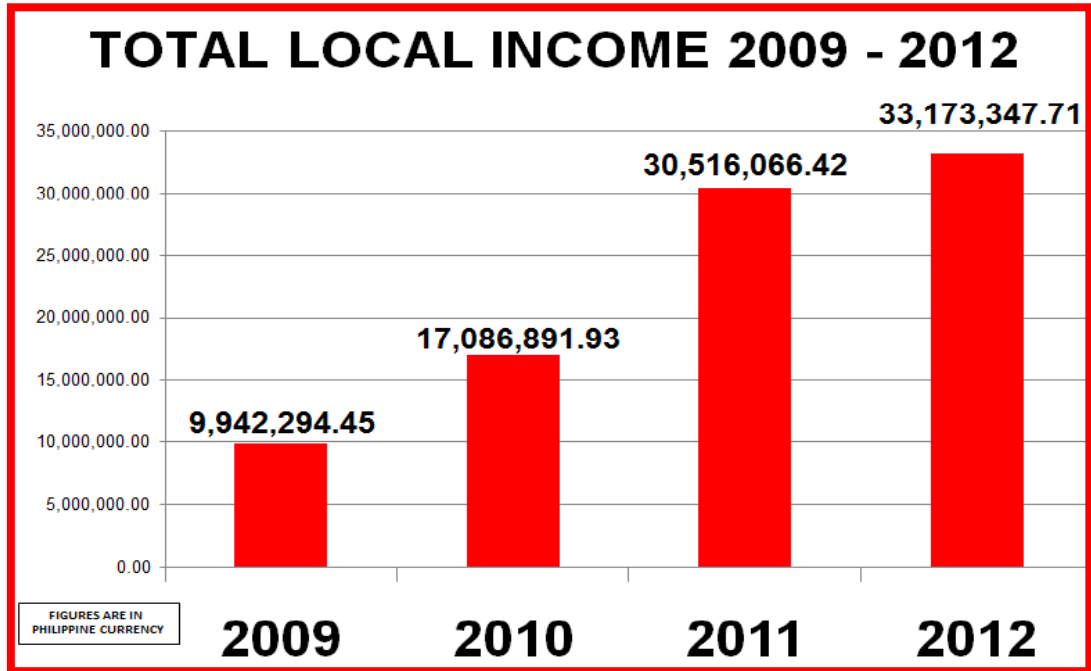
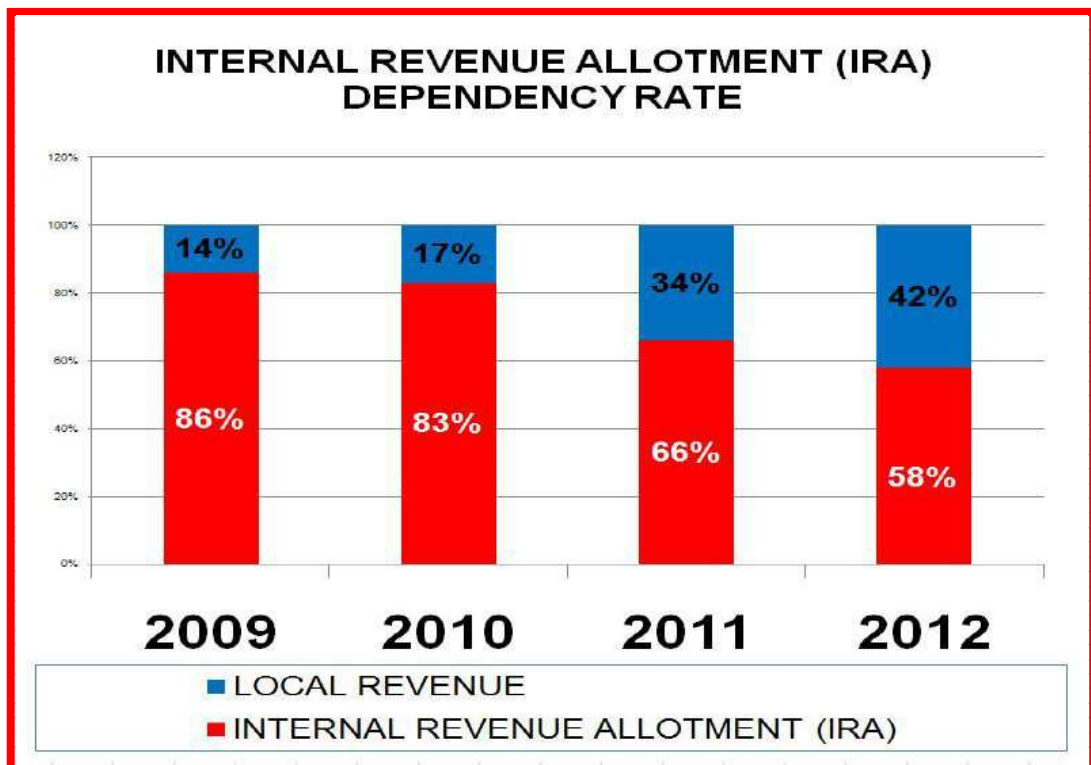


Figure 4



## 2012 OUTSTANDING CENTRAL LUZON LGUs

Through the INITIATIVE of  
**Mayor Leonora Simbulan Capule WONG**,  
the Local Government of San Simon, Pampanga was awarded  
**1st PLACE** for the excellent implementation of its DOCUMENTED  
STREAMLINED PROCEDURES ON THE ISSUANCE OF  
MAYOR'S (BUSINESS) PERMIT by the Central Luzon Growth  
Corridor Foundation, Inc. (CLGCF) in partnership with the  
Department of Trade and Industry (DTI) and  
Department of Interior and Local Government (DILG).  
At Clark Freeport, Pampanga – April 26, 2012



**San Simon 1st Place**



**PHOTO: From Left TREAS. EMMANUEL V. PEREZ, PD ANGELINA BLANCO, RD FLORIDA M. DIJAN, DTI-RD BLESILA A. LANTAYONA, GOV. BELAFLOR CASTILLO, MAYOR LEONORA C. WONG, ENGR. MARIA STEPHANA G. DIMACALI, ALJIE T. TAYAG, EMELITO S. BATU AND CLGCF OFFICERS.**

THE ENTRY OF  WON **2<sup>nd</sup> Place** IN 

**"Best in eGov Business Empowerment (G2B) "**  
organized by DILG and NICP in partnership with the NICCEP-DTI-JICA,  
Microsoft Philippines and DOST, December 20, 2013



DILG Undersecretary Austere Panadero ( 4th from right ) beside him is eGov Awards Chairperson, Atty. Jocelle Batapa-Sigue, ICT Irish Dyan Datu, Accesor Michael Jason Carlos. (1st from left) Mr. Emmanuel Lagare, NICP President Ms. Wit Holganza, Admin. Anne Dimacali, ICT Emil Batu, Programmer Aljie Tayag and MAYOR LEONORA C. WONG.



**ANOTHER PROUD ACCOMPLISHMENT OF**

**MAYOR** Leonora Simbulan Capule

**WONG** 

**AND ALL SIMONIANS**

# SAN SIMON, PAMPANGA

## A Dynamic and Business-ready destination

★ Good Infrastructure & Accessibility through NLEX and 3 major roads

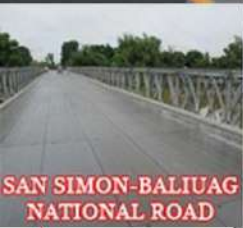
★ Availability of Professionals, Skilled and Competent Workers



NORTH LUZON EXPRESSWAY (NLEX)



MC ARTHUR HIWAY



SAN SIMON-BALIUAG NATIONAL ROAD



QUEZON ROAD

★ Strategic location



★ Approximately 1,800 hectares of Industrial & Commercial Land

★ Approximately 2,500 hectares of Agricultural Land



strategically located in the central part of the "W" Growth Corridor of Central Luzon.



Website : [www.sansimonpampanga.gov.ph](http://www.sansimonpampanga.gov.ph)  
Municipality Of San Simon (Official)  
San Simon PESO (Official)  
Als San Simon District



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E-mail : [municipalityofsansimon\\_pamp@yahoo.com](mailto:municipalityofsansimon_pamp@yahoo.com)

