



01 August 2017

**ATTY. FELIX S. RACADIO**  
*President and CEO (PCEO)*  
**PORO POINT MANAGEMENT CORPORATION (PPMC)**  
 Gov. Joaquin L. Ortega Avenue  
 San Fernando City, La Union

**RE : TRANSMITTAL OF CY 2017 PERFORMANCE SCORECARD**

Dear PCEO Racadio,

This is to formally transmit the CY 2017 Charter Statement and Strategy Map (*Annex A*) and CY 2017 Performance Scorecard (*Annex B*) of PPMC.

The PPMC proposed Charter Statement, Strategy Map, and Performance Scorecard submitted last 27 January and 31 March 2017 were **MODIFIED** based on the discussions made during the technical working group meeting last 20 February 2017. During the TWG meeting, PPMC was requested to submit documents that would support the proposed performance measures and targets. On 09 May 2017, PPMC submitted the revised documents which were also validated and further discussed with PPMC during the ocular visit conducted last 11 May 2017.

The Governance Commission takes this opportunity to remind that the CY 2017 Charter Statement, Strategy Map and Performance Scorecard shall take effect **IMMEDIATELY**. PPMC is reminded to submit the applicable quarterly monitoring reports and upload the same in the GOCC website.

**FOR YOUR COMPLIANCE.**

Very truly yours,

**SAMUEL G. DARPIN, JR.**  
*Chairman*

**MICHAEL F. CLORIBEL**  
*Commissioner*

**MARITES CRUZ-DORAL**  
*Commissioner*



**PPMC CHARTER STATEMENT AND STRATEGY MAP**

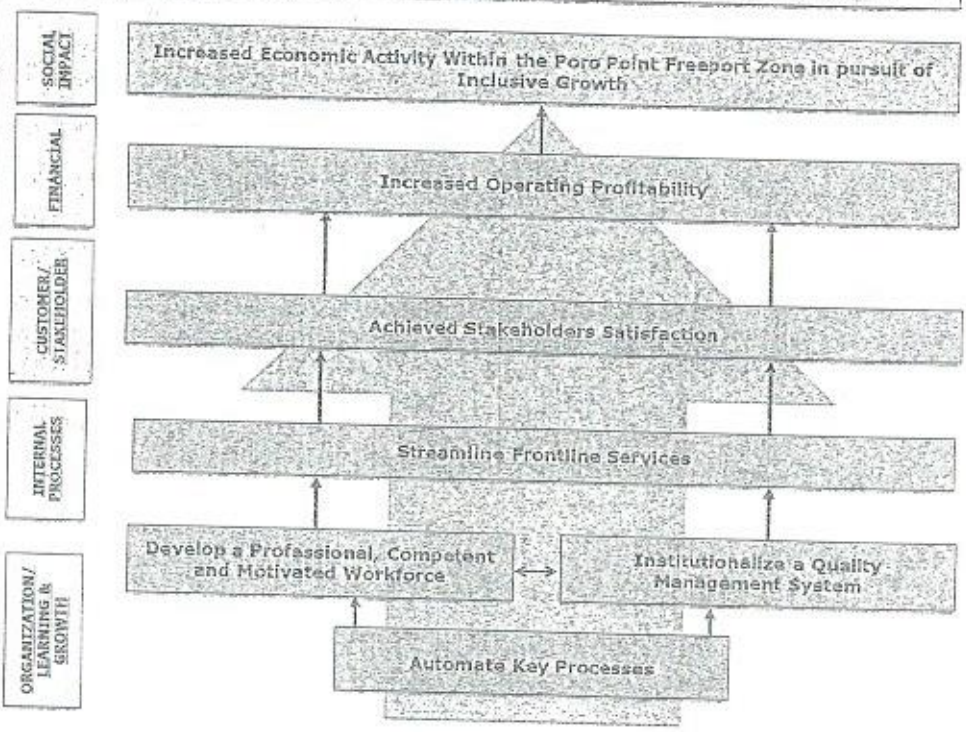
**VISION:** By 2020, the Poro Point Freeport Zone is an international gateway for trade, business and tourism.

**MISSION:**

To develop and manage the Poro Point Freeport Zone in order to promote the economic and social development of Northern Luzon in particular, and the country in general while ensuring the conservation and protection of our environment and natural resources.

**CORE VALUES:**

- Integrity
- Stewardship
- Excellence



## PORO POINT MANAGEMENT CORPORATION

	Objective/Measure	Component Formula	Weight	Rating System	Baseline Data		Target	
					2015	2016	2017	
SOCIAL IMPACT	SO 1	Increased Economic Activity Within the Poro Point Freeport Zone in pursuit of Inclusive Growth						
	SM 1	Number of new locators signed meeting best use criteria	Actual Number of Locators signed meeting the best-use criteria / Total Number of Locators signed for the year	10.00%	Actual / Target x Weight	3 Locators	No Locators	3 Locators
	SM 2	Actual Investment in the Freeport Zone	Actual Cumulative Investment of all locators inside the PPFZ as of December 31, 2017 / Total Target Investment x 100 x Weight	15.00%	If the total actual investment is: ≥ ₱2.45 Billion: (Actual Increase / Target Increase) x Weight < ₱2.45 Billion: 0.00%	₱1.80 Billion	₱2.45 Billion	Additional ₱300 Million (Total – ₱2.75 Billion)
	SM 3	Percent of locators complied with employment commitment (includes existing)	Actual Number of Locators complied with the above 110% employment commitment / Total Number of Locators with employment commitment x 100 x Weight	5.00%	Actual / Target x Weight	100%	100%	100%
		<i>Sub-total</i>		<i>30.00%</i>				



	Objective/Measure	Component	Weight	Rating System	Baseline Data		Target	
		Formula			2015	2016	2017	
FINANCIAL	SO 2	Increased Operating Profitability						
	SM 4	Actual Zone Revenue	Actual Zone Revenue for the year / Target Zone Revenue x 100 x Weight	15.00%	If the actual zone revenue is: ≥ ₱87 Million: Actual / Target x Weight < ₱87 Million - 0.00%	₱83 Million	₱67 Million	₱97 Million
	SM 5	Airport Revenue Collection Efficiency	Actual Collection / Total Airport Collection x 100 x Weight	20.00%	Actual / Target x Weight			85%
		<i>Sub-total</i>		<i>35.00%</i>				
STAKEHOLDERS	SO 3	Achieved Stakeholders Satisfaction						
	SM 6	Percent of stakeholders who rated PPMC with Highly Satisfied and Very Highly Satisfied	Number of stakeholders who rated Highly Satisfied and Very Highly Satisfied / Total number of stakeholders surveyed	10.00%	Actual / Target x Weight		77% (30 out of 39 respondents)	90% of the respondents which gave a rating of Highly Satisfied and Very Highly Satisfied <sup>4</sup>
		<i>Sub-total</i>		<i>10.00%</i>				

<sup>4</sup> Equivalent to the upper two boxes (4 and 5 rating) in a 5-point rating scale.

	Objective/Measure	Component			Baseline Data		Target	
		Formula	Weight	Rating System	2015	2016	2017	
INTERNAL PROCESS	SO 4	Streamline Frontline Services						
	SM 7	Percentage of requests processed within the applicable time	Request processed within the applicable time / Total number of requests	10.00%	Actual / Target x Weight			100% of requests processed within the applicable time: <i>Start-up Business Registration: 17 days</i> <i>Renewal of Registration Certificate: 2.5 days</i> <i>Renewal of Permit to Operate: 4 hours</i> <i>Issuance of Building Permit: 11 days</i>
		Sub-total		10.00%				
LEARNING AND GROWTH	SO 5	Institutionalize a Quality Management System						
	SM 8	ISO Certification from a Certifying Body	Upgrading of Quality Management System to ISO 9001:2015	5.00%	All or nothing	Passed Re-Surveillance Audit	Passed Re-Surveillance Audit	Readiness for ISO 9001:2015 Certification
	SO 6	Develop a Professional, Competent and Motivated Workforce						
	SM 9	Implementation of the Competency-Based Framework	Based on the result of assessment	5.00%	All or nothing		1st Quarter: 5 HRD Interventions 2nd Quarter: 5 HRD Interventions 3rd Quarter: 13 HRD Interventions	Establish Organizational Competency Baseline

Objective/Measure	Component		Weight	Rating System	Baseline Data		Target
	Formula				2015	2016	2017
						4th Quarter 10 HRD Interventions	
<b>SO 9</b>	<b>Automate Key Processes</b>						
SM 10	Creation of IT-Based system for key processes	The automated system is established and in place	5.00%	All or nothing	Automation of Document Tracking System		Automation of Import and Export Permit System
	<i>Sub-total</i>		<i>15.00%</i>				
	<b>TOTAL</b>		<b>100%</b>				

