

CORPORATE SOCIAL RESPONSIBILITY

a. Health Component

In line with Poro Point Management Corporation's (PPMC) mandate as a socially responsible corporate citizen, PPMC has undertaken programs, initiatives and activities geared towards addressing issues related to health, education, environment, and livelihood as well as strengthening linkages with its stakeholders.

a.1 Bloodletting Program for PPFZ:

PPMC initiated the conduct of series of Bloodletting Program inside the Poro Point Freeport Zone in coordination with Department of Health-Region 1, Ilocos Training and Regional Medical Center (ITRMC) and Philippine Red Cross La Union Chapter. This program is a continuing activity purposely to collect blood from prospective blood donors to cater to the needs of PPMC employees and residents of impact areas of the Poro Point Freeport Zone.

A total of 150 potential blood donors from the PN, PAF, PNP, PCG and PPFZ impact barangays were registered with 126 successful number of blood units of different types collected on the following dates:

- March 24, 2022- conducted by DOH Region 1- ITRMC with 51 blood units collected
- August 26, 2022- conducted by PRC La Union Chapter with 29 blood units collected
- October 12, 2022- conducted by DOH Region 1-ITRMC with 46 blood units collected

a.2 Medical & Dental Mission

PPMC initiated the conduct of Medical & Dental Mission for the PPFZ impact barangays in partnership with the Philippine Air Force Medical & Dental Team and City Health Office. A total of 180 community residents benefitted from the activity.

a.3 Disease Prevention and Feeding Program

PPMC conducted coordination meeting with the San Agustin (Poro) Elementary School to gather necessary data in support to their request. The activity is recommended to be undertaken on the First Semester of CY 2023 considering health protocols and DepEd Guidelines.

a.4 Supported the 585th Air Base-Philippine Air Force Annual Gift Giving & Feeding Program

b. Education and Environment Components

b.1 Brigada Eskwela

PPMC supported the National School Maintenance Week dubbed as Brigada Eskwela. PPMC provided construction and cleaning materials to the San

Agustin (Poro) Elementary School, Sagayad Elementary School, Sevilla Elementary School, Nagyubuyuban Integrated School and Lingsat Elementary School for improvement of school facilities and support the safety and clean environment of the school under the New Normal DepEd Distance Learning of Modular Delivery Learning Program as a result of COVID-19 pandemic.

b.2 “Love Mother Earth” Coastal Clean-up Drive & International Coastal Clean-up

PPMC initiated the implementation of said “Love Mother Earth” Coastal Clean-up activity with partners from the Poro Marine Protected Area Council of Barangay Poro, Philippine Navy and PPMC Volunteers on March 3, 2022.

PPMC also supported the conduct of International Coastal Clean-up on September 30, 2022 with partners from the Poro MPA, Philippine Navy and La Union Prime Eagles Group.

b.3 Beautification Program inside the Zone

PPMC discussed with the City ENRO regarding the availability of umbrella tree seedlings suited for coastal areas together with Barangay Poro and Poro MPA Management Council as partners in the said activity.

Said Beautification Program cum Tree Planting activity was carried out by volunteers from PPMC with the participation of the La Union Prime Eagles Group at the Poro Point Baywalk and San Fernando Airport on June 22 & 24, 2022, respectively. A total of 250 trees were planted that include cashew nuts, betel nuts, balitbitan, umbrella tree and Banih.

b.4 Poro Marine Protected Area Project

PPMC Community Development Officer attended the monthly meeting initiated by the ISO Ateneo Manila and City ENRO for the continued partnership activities and assessment of projects involving the Poro Marine Protected Area Project Management Council. She also participated during the Workshop on “Participatory and Multi-Stakeholder Engagement in COVID-19 Recovery and Devolution Transition Planning, Implementation and Monitoring (AAA) Recovery Project)” initiated by ISO Ateneo Manila with the City Government of San Fernando and private civil society organization.

c. Livelihood Component

c.1 Employment Generation

One of the major goals of the bases conversion and development program is the creation of jobs to benefit the local communities.

Since the creation of the Poro Point Special Economic and Freeport Zone and eventually the Poro Point Freeport Zone, livelihood opportunities have been generated for the impact areas.

Thousands have been directly employed by the locators and contractors doing business inside the zone.

The data on employment generation for CY 2022 are as follows:

YEAR	TOTAL EMPLOYMENT GENERATED
As of December 31, 2022	1,907 of which, 738 pertains to job opportunities from Arrastre and Stevedoring Services

d. Strengthening Linkages

d.1 Partner Agency Projects/Programs:

PPMC extended its support to the following projects and programs spearheaded by partner agencies:

- Outreach Program that includes provision of medical supplies for Medical and Dental Mission conducted by the 580th Aircraft Control and Warning Device, Philippine Air Force;
- Founding Anniversary of Clark Air Base, Philippine Air Force-61st Air Defense Command
- “Sagip Agad Tulong Mo” Program for disaster and preparedness activity of the Philippine red Cross;
- Placement of advertisement on PPMC’s areas of investments in the Municipality of Aringay Souvenir Program;
- Patronal Annual Fiesta of Saint Jude Thaddeus;
- Annual Gift Hunt Activities of love Radio which include among its beneficiaries neighboring barangays such as Barangays Poro and Catbangan;
- 6th Founding Anniversary of the 580th Aircraft Control and Warning Wing, Philippine Air Force’ Stakeholders’ Awarding Ceremony; and
- Dissemination of relevant information posted by the Philippine Information Agency (PIA) on COVID-19 and shared with PPMC and impact barangays to enhance their awareness at the barangay level.

Facilitated continuous dialogue with the PPFZ Impacted Barangays to get update on COVID-19 of each barangay for possible assistance.

Above 90% Stakeholders Satisfaction Rating in Stakeholders Satisfaction Survey Conducted by Saint Louis College

Essential in PPMC's delivery of service is to achieve stakeholders' satisfaction. This is clearly demonstrated in the inclusion of Stakeholder Satisfaction as one of PPMC's strategic objectives.

One of the metrics used by the Governance Commission for Government Owned or Controlled Corporations (GCG) and Bases Conversion and Development Authority (BCDA) in assessing PPMC's performance is percentage of stakeholders which rated PPMC's services as satisfactory or very satisfactory. The performance target set by GCG was that, at least 90% of PPMC's stakeholders rated PPMC's services as satisfactory or very satisfactory.

Since year 2015 when the stakeholders satisfaction survey was institutionalized as one of PPMC's strategic objectives, PPMC has consistently exceeded its performance target.

For CY 2021, the survey results for the conduct of Stakeholders Satisfaction Survey showed that 90.9% of the respondent Lessees and Licensees registered an overall rating of Satisfied or Very Satisfied on PPMC Services.

A satisfaction survey of PPMC's stakeholders such as local government units, national government agencies and aviation schools was likewise conducted. The survey results showed that 94.74% of the respondents were satisfied with PPMC's delivery of services.

In both groups of stakeholders, PPMC exceeded the performance target of 90% in the PPMC Performance Scorecard.

For CY 2022, PPMC engaged the services of the academic institution, Saint Louis College (SLC), to undertake the survey. Pursuant to the Enhanced Standard Methodology for the Conduct of Customer Satisfaction Survey issued by the GCG, the Final Report is to be submitted by SLC to PPMC not later than February 28, 2023.
