



13 February 2023

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

**RE: TRANSMITTAL OF 2023 PERFORMANCE SCORECARD**

Dear Acting Chairperson and PCEO Racadio,

This is to formally transmit the 2023 Charter Statement and Strategy Map (**Annex A**) and 2023 Performance Scorecard (**Annex B**) of PPMC. The same is to be posted in PPMC's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.<sup>1</sup>

The PPMC-proposed Charter Statement,<sup>2</sup> Strategy Map, and Performance Scorecard submitted through letter dated 31 August 2022<sup>2</sup> were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 23 November 2023, evaluation of revised documents submitted through letters dated 15 December 2022<sup>3</sup> and 20 January 2023,<sup>4</sup> and finalized during the Performance Target Conference (PTC) held on 13 February 2023.

We take this opportunity to remind PPMC that Item 7 of GCG M.C. No. 2023-01<sup>5</sup> mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter. PPMC is thus directed to submit its revised Quarterly Targets based on the attached Scorecard within fifteen (15) calendar days from receipt of the GCG-approved Performance Scorecard. The Quarterly Monitoring Reports should disclose substantial changes in circumstances that were unforeseen during the TPM that may affect the timely achievement of targets.

**FOR PPMC'S INFORMATION AND COMPLIANCE.**

Very truly yours,

**Justice ALEX L. QUIROZ (ret.)**  
*Chairperson*

FEB 17 2023  
 1:30 PM

**Atty. GIDEON D.V. MORTEL, D.C.**  
*Commissioner*

**Atty. GERALDINE MARIE BERBERABE-MARTINEZ**  
*Commissioner*

<sup>1</sup> CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

<sup>2</sup> Officially received by the Governance Commission on 31 August 2022.

<sup>3</sup> Officially received by the Governance Commission on 15 December 2022.

<sup>4</sup> Officially received by the Governance Commission on 20 January 2023.

<sup>5</sup> PERFORMANCE EVALUATION SYSTEM (PES) FOR THE GOCC SECTOR, dated 19 January 2023.



PPMC CHARTER STATEMENT AND STRATEGY MAP

**VISION:** By 2030, the Poro Point Freeport Zone, also known as Poro Point Marine Headlands, shall be an Economic Engine of the North.

**MISSION:**

- To develop and manage the Poro Point Freeport Zone
- To promote the economic and social development of Northern Luzon in particular, and the country in general
- To ensure the conservation and protection of our environment and natural resources

- CORE VALUES:**
- Integrity
  - Stewardship
  - Excellence
  - Innovation

**Philosophy:**  
Performance with a good Purpose

SOCIAL IMPACT

FINANCIAL

CUSTOMER/STAKEHOLDER

INTERNAL PROCESSES

ORGANIZATION / LEARNING & GROWTH

Increase Economic Activity Within the Poro Point Freeport Zone

Increase Operating Profitability

Improve Business Environment

Achieve Stakeholders' Satisfaction

Streamline Services Provided

Institutionalize a Quality Management System and Environmental Management System

Develop a Competent and Motivated Workforce

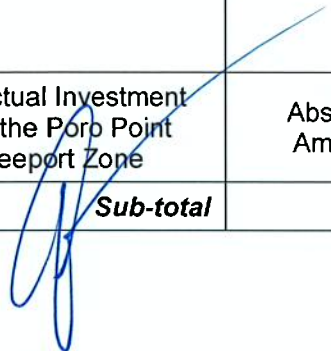
Automate Key Processes

**THEMES:**

Development Orientation    Service Excellence    Financial Viability

PORO POINT MANAGEMENT CORPORATION (PPMC)

		Component			Baseline Data		Target		
Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023		
<b>SO 1</b>	<b>Increase Economic Activity Within the Poro Point Freeport Zone</b>								
<b>SOCIAL IMPACT</b>	SM 1	Number of New Locators and Developmental Projects	Absolute Number	15%	(Actual / Target) x Weight	1. Approval of the PPMC Board Through Board Resolution No. 2020-11-136 the Commercialization of the Soiltech Private Pier; Classifying the Soiltech Private Pier from Non-Commercial Private Port to Commercial Private Port  2. Signed Contract of Lease with JS Union Oils and Trading Inc. (New Area and Renewal) as Approved by the Board Through Board Resolution No. 2020-12-146	Signed Contract/ Agreement for the Lease of the New Aviation Fuel Sheds:  1. Contract of Lease with Omni Aviation Corporation (1 Room) 2. Contract of Lease with Leading Edge International Aviation, Academy, Inc. (3 Rooms)	1. Two (2) Locators (1 Baywalk Locator and 1 Mixed-Use Area or Airport Locator) 2. Signed Contract/ Agreement for the Lease of the New Aviation Fuel Shed	Four (4) Locators
	SM 2	Actual Investment in the Poro Point Freeport Zone	Absolute Amount	10%	(Actual / Target) x Weight	₱364.95 Million	₱3.08 Million	₱77.687 Million	₱55 Million
		<b>Sub-total</b>			<b>25%</b>				




Component					Baseline Data		Target	
Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
<b>SO 2</b>	<b>Increase Operating Profitability</b>							
SM 3	Actual Zone Revenue	Absolute Number	10%	(Actual / Target) x Weight	₱89.58 Million	₱87.71 Million	₱102.13 Million	₱110.94 Million
SM 4a	Airport Revenue Collection Effectiveness Index	(Beginning Receivables + Monthly Credit Sales – End Total Receivables) /	2.5%	(Actual / Target) x Weight	-	71.73%	90%	90%
SM 4b	Seaport (Soiltech Pier) Revenue Collection Effectiveness Index	(Beginning Receivables + Monthly Credit Sales – End Current Receivables) x 100	2.5%	(Actual / Target) x Weight	-	-	80%	80%
SM 5	Zone Revenue Collection Efficiency	Actual Collection / Projected Total Zone Revenue for the Year	5%	(Actual / Target) x Weight	77%	72.79%	100%	90%
SM 6	Disbursement Budget Utilization Rate	Total Disbursements / BCDA-Approved Corporate Operating Budget (Both Net of PS Cost)	5%	(Actual / Target) x Weight	-	-	90%	90%
	<b>Sub-total</b>		<b>25%</b>					

FINANCIAL




Component				Baseline Data		Target			
Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023		
<b>SO 3</b>	<b>Improve Business Environment</b>								
CUSTOMER/STAKEHOLDER	SM 7	Implementation of Infrastructure Projects	Actual Accomplishment	10%	All or Nothing Per Deliverable	Completed 75% of the Implementation of the Contract for the Construction of Various CAPEX Infrastructure Projects Within the Poro Point Freeport Zone: <ol style="list-style-type: none"> <li>1. Construction of Drainage at the Poro Point Baywalk Commercial Strip</li> <li>2. Construction of San Fernando Airport Fuel Shed</li> <li>3. Relocation and Construction of PNP AVSEF Office and Quarters</li> </ol>	Completed 4 Out of 6 Deliverables: <ol style="list-style-type: none"> <li>1. Board-Approved Infrastructure Roadmap for the Development of PPFZ</li> <li>2. Completed 100% Implementation of the Construction of Additional Rooms for the Administration Building</li> <li>3. Construction of San Fernando Airport Runway Slope</li> <li>4. Construction of Additional Drainage at the San Fernando Airport</li> </ol>	1. Completed 100% Implementation of the Following Projects: <ol style="list-style-type: none"> <li>a. Construction of San Fernando Airport Runway Slope Protection</li> <li>b. Construction of Additional Drainage at the San Fernando Airport</li> <li>c. Construction of Poro Point Baywalk Structure</li> <li>d. Improvement of the Crash Fire Gate with Access Road</li> <li>e. Construction of Ferry Port Terminal (Joint Implementa-</li> </ol>	1. Completed 100% Implementation of the Following Projects: <ol style="list-style-type: none"> <li>a. Poro Point Freeport Zone Water Source (Five Units Shallow Well with Pump House and Inter-connectivity to Water Receiving Station)</li> <li>b. Construction of PPMC Office/Multi-Purpose Rooms</li> <li>c. Improvement of the San Fernando Airport Access Road and Parking</li> </ol> 2. Completed Public Bidding and Award of the following Project: <ol style="list-style-type: none"> <li>a. Poro Point Freeport</li> </ol>

Component					Baseline Data		Target	
Objective/Measure		Formula	Weight	Rating System	2020	2021	2022	2023
							tion with BCDA) 2. Completed Public Bidding and Award of the Following Projects: a. Construction of Covered Parking and Extension of Fire Station Roofing b. Poro Point Freeport Zone Water Connectivity (Interim) Project	Zone Water Connectivity Project (Water Receiving Station and Water Distribution System to Leased Areas)
<b>SO 4</b>	<b>Achieve Stakeholders' Satisfaction</b>							
SM 8	Percentage of Satisfied Customers	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	10%	(Actual / Target) x Weight  <i>If Less Than 80% = 0%</i>	PPMC Failed to Adhere to the Enhanced Standard Methodology and Use of Prescribed Questionnaire for 2020	90%	90%	90%
	<i>Sub-total</i>		<b>20%</b>					

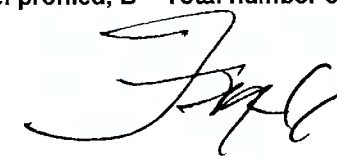
Component					Baseline Data		Target		
Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023		
<b>INTERNAL PROCESSES</b>	<b>SO 5</b>	<b>Streamline Services Provided</b>							
	SM 9	Percentage of Requests Processed Within Applicable Processing Time	Total Number of Requests Processed Within Applicable Processing Time / Total Number of Requests Processed for the Year	10%	(Actual / Target) x Weight	89.65% 1,368 out of 1,526 Applications Received were Processed Within the Applicable Processing Time	98.68% 1,872 out of 1,897 Applications Received were Processed Within the Applicable Processing Time	100%	100%
		<i>Sub-total</i>		<b>10%</b>					
<b>ORGANIZATION/LEARNING AND GROWTH</b>	<b>SO 6</b>	<b>Institutionalize a Quality Management System and Environmental Management System</b>							
	SM 10	Attain ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Retained	ISO 9001:2015 Recertification	ISO 9001:2015 Recertification Retained	Maintenance of ISO 9001:2015 Certification
			Actual Accomplishment	5%	All or Nothing	PPMC Board Approved the Terms of Reference (TOR) for Consulting Services for Environmental Management System (EMS) Training	Kick-Off Meeting with Third-Party Provider as of 24 November 2021	Complete EMS Documentation and Readiness Certificate	Attainment of ISO 14001:2015 Certification

Component				Baseline Data		Target		
Objective/Measure	Formula	Weight	Rating System	2020	2021	2022	2023	
<b>SO 7</b>	<b>Develop a Competent and Motivated Workforce</b>							
SM 11	Percentage of Employees Meeting Required Competencies	Competency Baseline <sup>1</sup> 2023 – Competency Baseline 2022	5%	All or Nothing	No Reported Accomplishment	Competency Baseline Was Not Established	Improve the Competency Baseline of the Organization	Improve the Competency Baseline of the Organization
<b>SO 8</b>	<b>Automate Key Processes</b>							
SM 12	Implementation of IT-Based System for Key Processes	Actual Accomplishment	5%	All or Nothing	No Reported Accomplishment	Billing and Collection System Implemented	Permit and Licensing System Submission of PPMC Information System Strategic Plan (ISSP) for 2023-2027 to Department of Information and Communications Technology	100% Attainment of the 2023 ISSP Deliverables

<sup>1</sup> The competency baseline of the organization shall pertain to the average percentage of required competencies met which can be computed using the following formula:

$$\frac{\sum_{a=1}^B \left[ \frac{\gamma A (\text{Actual Competency Level})}{\alpha a (\text{Required Competency Level})} \right]}{B}$$

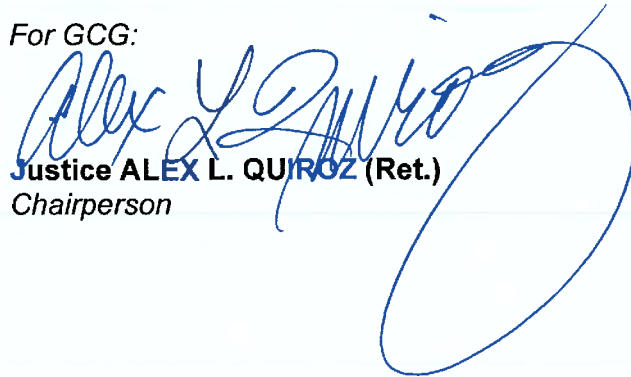
where: a = Competency required, A = Total number of competencies required of position, b = Personnel profiled, B = Total number of personnel profiled





Component					Baseline Data		Target	
Objective/Measure		Formula	Weight	Rating System	2020	2021	2022	2023
							(DICT) (With Acknowledgment Receipt from DICT)	
		<b>Sub-total</b>	<b>20%</b>					
		<b>TOTAL</b>	<b>100%</b>					

For GCG:



**Justice ALEX L. QUIROZ (Ret.)**  
 Chairperson

For PPMC:



**ATTY. FELIX S. RACADIO**  
 President and CEO (PCEO)/Acting Chairperson