

16 January 2020

MR. SHERWIN S. RIGOR
 Chairperson

MR. FELIX S. RACADIO
 President and CEO (PCEO)

PORO POINT MANAGEMENT CORPORATION (PPMC)
 Gov. Joaquin L. Ortega Ave., San Fernando City
 2500 La Union

RE : TRANSMITTAL OF 2020 PERFORMANCE SCORECARD

Dear Chairperson Rigor and PCEO Racadio,

This is to formally transmit the 2020 Charter Statement and Strategy Map (**Annex A**) and 2020 Performance Scorecard (**Annex B**) of PPMC.

The PPMC proposed Charter Statement, Strategy Map, and Performance Scorecard submitted through its letter dated 03 September 2019¹ were **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 16 October 2019 and evaluation of additional documents submitted by PPMC through letters dated 15 October² and 30 October 2019³.

We take this opportunity to **REMIND** PPMC that Item 5 of GCG Memorandum Circular No. 2017-02⁴ 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 requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of the 1st Quarter Monitoring Report for 2020.

FOR YOUR COMPLIANCE.

Very truly yours,

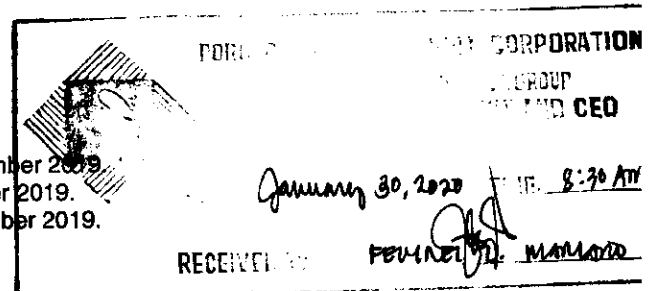
SAMUEL G. DAGPIN, JR.
 Chairman

MICHAEL P. CLORIBEL
 Commissioner

MARITES C. DORAL
 Commissioner

9:25 am
 01/31/20
Arlyn P. Tan
 Corporate Planning Officer

¹ Officially received by the Governance Commission on 05 September 2019.
² Officially received by the Governance Commission on 16 October 2019.
³ Officially received by the Governance Commission on 14 November 2019.
⁴ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.



1 JAN 30 2020 AM



PPMC CHARTER STATEMENT AND STRATEGY MAP

VISION: By 2030, Poro Point Freeport Zone also known as Poro Point Headlands shall be one of the best marine sanctuaries in the country and a globally competitive, viable and sustainable smart city.

MISSION:

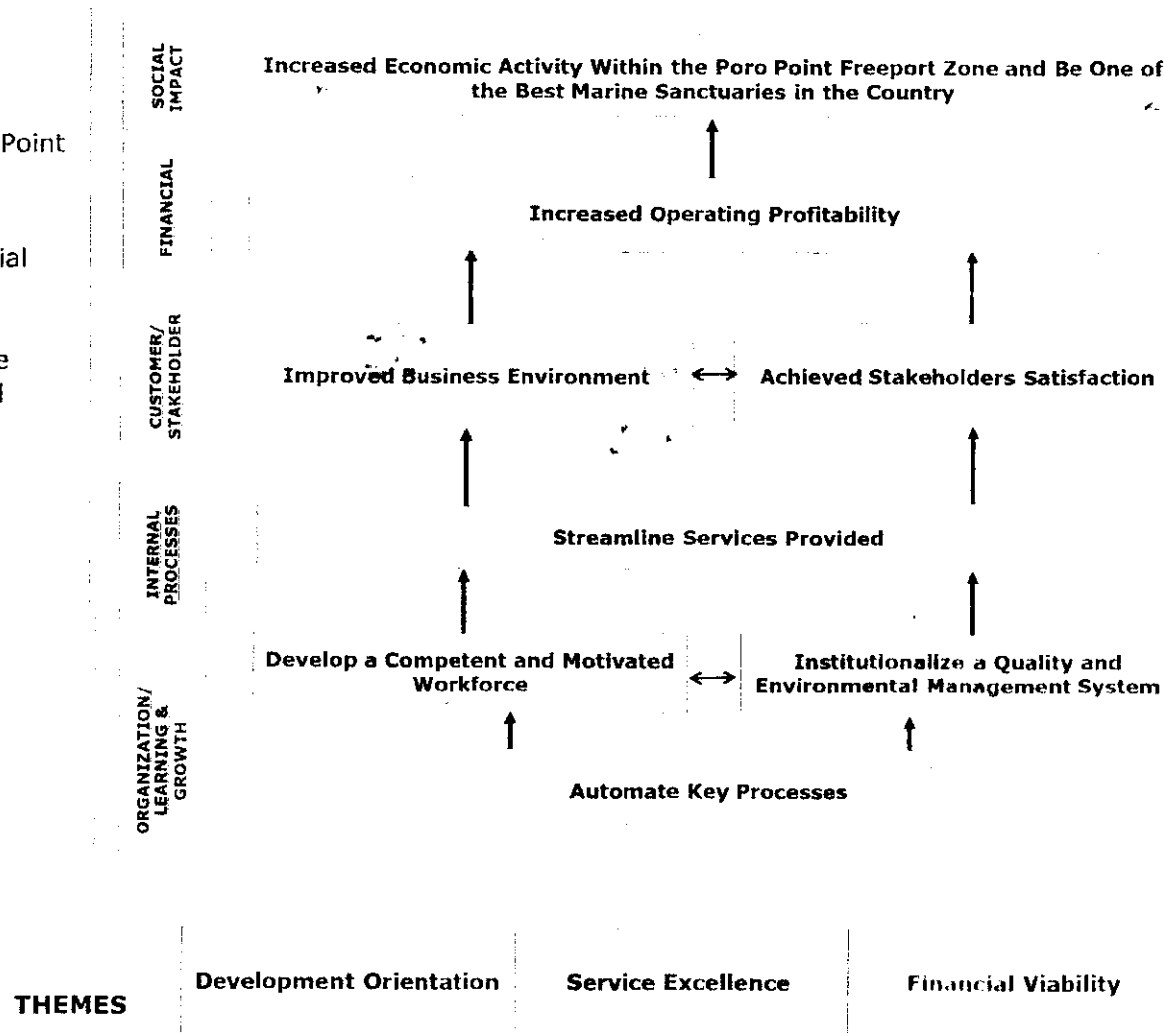
- To develop and manage the Poro Point Freeport Zone
- To promote the economic and social development of Northern Luzon in particular, and the country in general
- To ensure the conservation and protection of our environment and natural resources

CORE VALUES:

- Integrity
- Stewardship
- Excellence
- Innovation

Philosophy:

Performance with Purpose



PORO POINT MANAGEMENT CORPORATION

	Objective/Measure	Component			Baseline Data			Target	
		Formula	Weight	Rating System	2017	2018	2019	2020	
SOCIAL IMPACT	SO 1	Increased Economic Activity within the Poro Point Freeport Zone and Be One of the Best Marine Sanctuaries in the Country							
	SM 1	Number of New Locators Meeting Best Use Criteria or New Developmental Projects Signed	Absolute number	10%	(Actual/Target) x Weight	2 Locators (Adeline's House of Food & Beverage, and JS Union Oils & Trading, Inc.)	4	5	6
	SM 2	Actual Investment in the Poro Point Freeport Zone (PPFZ)	Absolute amount	10%	(Actual/Target) x Weight	Additional P974 Million (Total: P3.42 Billion)	<i>Insufficient Supporting Documents</i>	Additional P450 Million	Additional P120 Million
	SM 3	Percentage of Locators Complied with Employment Commitment (Includes Existing) ¹	<i>Actual number of locators complied with employment commitment / Total number of locators with employment commitment</i>	0%	N/A	100%	100%	100%	100%
	SM 4	Implementation of Roadmap to Develop the PPFZ as a Marine Sanctuary	Actual Accomplishment	5%	All or Nothing	N/A	N/A	N/A	Board-approved Roadmap for the Development of PPFZ as a Marine Sanctuary
	Sub-total			25%					

PPMC requested to retain the measure for monitoring purposes only, since employment generation within the PPFZ is also monitored by the LGUs through PPMC.

Component		Objective/Measure		Formula	Weight	Rating System	Baseline Data			Target	
							2017	2018	2019	2020	
FINANCIAL	SO 2	Increased Operating Profitability									
	SM 5	Actual Zone Revenue	Absolute number		10%	(Actual/Target) x Weight	₱101.25 Million	₱94.96 Million	₱116.8 Million ²	₱112.75 Million	
	SM 6	Airport Fees Collection Effectiveness Index (CEI)	$\frac{(\text{Beg. Receivables} + \text{Monthly Credit Sales} - \text{End Total Receivables})}{(\text{Beg. Receivables} + \text{Monthly Credit Sales} - \text{End Current Receivables})} \times 100$		10%	(Actual/Target) x Weight	N/A	20.99%	90%	90%	
		Sub-total			20%						
SUSTAINABLE STAKEHOLDER	SO 3	Improved Business Environment									
	SM 7	Implementation of Infrastructure and Development Projects	Actual number of projects completed / Total number of projects		10%	All or Nothing	N/A	N/A	100%	1. San Fernando Airport Access Road 2. Relocation of PNP AVSEG Office and Quarters 3. Asphalt Sealant for the San Fernando Airport Runway Completed 100% of the Deliverables for approved projects based on the BCDA-approved 2020 COB	

²Includes ₱8.9 Million from the contract with the Philippine Coast Guard (PCG) involving the lighthouse property. If contract with PCG does not pursue in 2019, target will be revised.

Component		Baseline Data				Target	
Objective Measure	Formula	Weight	Rating System	2017	2018	2019	2020
						4. Drainage at the Poro Point Baywalk Commercial Strip 5. Rehabilitation of CAAP Quarters 6. San Fernando Airport Fuel Shed	
SO 4	Achieved Stakeholders Satisfaction						
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 0% = If less than 80%	83.87%	91.18% of the respondents gave a rating of Highly Satisfied and Very Highly Satisfied (31 out of 34)	90%
	Sub-total		20%				
SO 5	Streamline Services Provided						
SM 9	Percentage of Requests Processed within Applicable Processing Time ³	Total number of requests processed within applicable processing time / Total number of requests processed in the year	15%	(Actual/Target) x Weight	94.23% of requests processed within the applicable time	88.64% (39 out of 44 applications processed on time)	100%
	Sub-total		15%				

limits under the Citizens Charter of PPMC. Applicable time should be in compliance with Republic Act No. 11032 otherwise known as the Ease of Doing Business and Efficient Government Service Delivery Act of 2018.

Component					Baseline Data		Target	
Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
SO 6	Institutionalize a Quality and Environmental Management System							
SM 10	Maintain ISO Certification	Actual accomplishment	5%	All or Nothing	Readiness for ISO 9001:2015 Certification	ISO 9001:2015 Certified	ISO 9001:2015 Certification Retained	ISO 9001:2015 Certification Retained
SM 11	Establishment of Environmental Management System Certifiable to ISO 14001:2015	Actual accomplishment	5%	All or Nothing	N/A	N/A	Preparation of Documents for the Gap Assessment for the ISO 14001 in 2020	Readiness Certificate
SM 12	Attain Aerodrome Registration ¹	Actual accomplishment	0%	N/A	N/A	N/A	Compliance with CAAP standards in managing PPMC's airport	Compliance with CAAP Standards in managing PPMC's Airport - 20% compliance with the latest CAAP Audit Findings

¹This measure is for monitoring purposes only; thus, no weight has been assigned.

Component		Baseline Data			Target			
Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020	
SO 7	Develop a Competent and Motivated Workforce							
SM 13	Percentage of Employees Meeting Required Competencies	Actual accomplishment	5%	All or Nothing	Established Organizational Baseline of 4.06 out of 5.00	Percentage of employees declined from 98% in 2017 to 96% in 2018.	Development of Competency Model with the submission of the following: 1. Competency Catalogue 2. Competency Framework 3. Competency Tables 4. Competency Matrix 5. Position Profiles (Note: Conduct of competency assessment to establish competency baseline per employee in 2020)	Establish Competency Baseline ⁵

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

$$\frac{\sum_{a=1}^A \left(\frac{\text{Actual Competency Level}}{\text{Required Competency Level}} \right)_a}{A}$$

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	2017	2018	2019	2020	
SO 8	Automate Key Processes							
SM 14	Implementation of IT-based System for Key Processes	Actual accomplishment	2.5%	All or Nothing	None	Automated Trade System composed of five (5) permit processes: Import, Export, Bring-In, Bring-Out, and Gate Pass	Automation of Human Resource Information System	Automation of Business Registration and Accreditation System; and, Automation of Monitoring of Building Permit and Occupancy Permits
			2.5%	All or Nothing	N/A	N/A	N/A	Board-Approved Information Systems Strategic Plan (ISSP) as submitted to DIC
	Sub-total		20%					
	TOTAL		100%					