

C. NATIONAL PARKS DEVELOPMENT COMMITTEE

STRATEGIC OBJECTIVES

MANDATE

The National Parks Development Committee is mandated by Executive Order Nos. 30 and 69 to develop, preserve and manage Rizal and Paco Parks in Manila, and other parks that may be assigned to NPDC.

VISION

It shall be the lead agency that will provide fully developed and well-maintained parks for the Filipinos' wholesome recreation and socio-cultural education, which will contribute towards the enrichment of national identity and heritage, in partnership with concerned communities and Non-Government Organizations (NGOs).

MISSION

1. Provide the general public with access to and enjoyment of an open park through well-managed and maintained facilities and structures, a well-developed environment through landscape design and plant ornaments, while assuring their safety and security in and the orderliness of the entire park.
2. Showcase national heritage through programs aimed to promote Filipino arts, culture and tradition, and exchanges with other nations; as well as conceptualize events and activities of socio-cultural-economic-physiological import, such as sports competitions and exhibitions; and develop national consciousness.
3. Develop new parks.
4. Develop a conducive business climate consonant to the preservation of historical significance, and support livelihood and income-generating endeavors through partnerships with the community and NGOs.
5. Ensure viability of NPDC's financial position in support of its goals and objectives.
6. Establish inter-agency linkages to achieve the agency's thrusts and programs.

KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

SECTOR OUTCOME

Globally competitive and innovative industry and services

ORGANIZATIONAL OUTCOME

1. Parks Visitors Increased
2. National Parks Preserved
3. Visitor Experience Enriched

PERFORMANCE INFORMATION

KEY STRATEGIES

1. Mechanization and automation of park operations and services
2. Organizational streamlining
3. Collaboration with various Government Organizations (GOs) and Non-Government Organizations (NGOs) in making Rizal Park as one-stop hub for various events and activities including public access of events and activities of cultural and national significance
4. Implementation of the Rizal Park Redevelopment Plan

<u>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2016 TARGETS</u>
Parks Visitors Increased		
% change in Park Visitors	2012 - 9.3 M visitors	12.58% Increase
National Parks Preserved		
% of visitors who rate the quality of parks as satisfactory or better		80% Satisfaction Rate
Visitor Experience Enriched		
% of visitors who rate the socio-cultural programs of the parks as satisfactory or better		80% Satisfaction Rate
<u>MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>2016 Targets</u>	
MFO 1: PARKS MANAGEMENT SERVICES		
% change in number of park visitors		20% Increase (CY 2012)
% of visitors who rate the quality of parks as satisfactory or better		90%
Average % of year for which parks are open to the public during normal business hours		100%
% of applications for use of park facilities acted upon within 24 hours		100%
No. of park visitors		11,200,000