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ECONOMIC DEVELOPMENT PLAN

COMPREHENSIVE DEVELOPMENT PLAN | 2017—2020

The mandates of local governments regarding economic development as embodied in the General Welfare Goals of the Local Government Code are : to enhance economic prosperity and to promote full employment (Sec. 16, RA 7160). These goals are inter-related and mutually reinforcing. Pursuing economic growth guarantees employment for everyone who is willing and able to work. Conversely, with everybody gainfully employed and able to consume the things he/she needs, over-all prosperity is the inevitable result.

The kind of local economy that is able to realize this twin mandate is one that is diverse, strong, and vibrant. Each of these descriptors is translated into success indicators as presented in chapter 3 above. In the Economic Development Plan, the three desired characteristics of the local economy are used as complex goals around which strategies, programs, projects and other intervention measures revolve.

GOALS, STRATEGIES, AND POLICY INTERVENTIONS

7.1 Goal 1: To bring about a diverse economy that provides wide employment and income opportunities, increases investments and uplifts the standard of living of the city residents.

Strategy 1 :Develop further the health and wellness industry

POLICY INTERVENTIONS	
Programs / Projects	Services
<ul style="list-style-type: none"> • Development of a Health/Medical and Wellness Integrated Program • Conduct of health summits and conferences • Human Capital Development – trainings on various health and medical services • Development of Alternative Tourist (Health & Wellness Facilities) Accommodation • Putting up of hospitels, inns, homestay accommodation and retirement villages accredited by DOT • Promotion of the city as Health and Wellness tourist destination • Micro-Financing and Local Development Funds for Water Storage Tank Provision to Household and for CC and DRM Resistance Settlements and Service • Private Sector Incentive Program for Developing Household Septage and Sewerage Facilities Household • PPP Incentive Program for CC Health Adaptation and Risk Reduction Capacity Building 	<ul style="list-style-type: none"> • Development of an Integrated Medical Tourism • Medical Tourism Promotion as QC's One-Town, One Product OTOP

Strategy 2: Establish the city as ICT capital, i.e., as user and producer of software

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Knowledge District <ul style="list-style-type: none"> ◊ <i>Enhancement of IT Infrastructure support facilities: fiber optics, wireless connectivity and broadband infrastructure through partnership with private utility companies: and</i> ◊ <i>Creative industries/ knowledge-based services (e.g. original content creation such as animation, software development, game development, health information management systems and engineering design)</i> • Development of incubation facilities (R&D in IT Technology Parks) • Development of IT/Science & Technology Center 	<ul style="list-style-type: none"> • Exploration of QC as wi-fi enabled area • Establish strong linkages with ICT businesses & government and training schools • Provision of secure environment for BPO workers (installation of streetlights and footbridges, police visibility) • BPO Trainings 	<ul style="list-style-type: none"> • Legislation on the privacy of cyberspace users

Strategy 3: Promote QC as Tourist Destination and increase tourist arrivals

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Development of Amoranto Stadium/Sports Complex • Establishment of Convention Center • Development of Tourism District <ul style="list-style-type: none"> ◊ <i>The Civic Center District</i> ◊ <i>Lifestyle District</i> ◊ <i>Knowledge Community District</i> ◊ <i>The Cubao Growth Center District</i> 	<ul style="list-style-type: none"> • Implementation of the Tourism Development Plan • Development /Maintenance of Historical Site/Landmarks/ cultural heritage • Encouragement/Promotion on establishment of Tourist Support Facilities e.g. hotels • Improvement of Sister-city tie ups both in the local and international levels 	<ul style="list-style-type: none"> • Ordinance to preserve areas with distinct character

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> ◇ <i>The Quezon City China Town</i> ◇ <i>The La Loma District</i> ◇ <i>The Sergeant Esguerra Avenue District (Entertainment Boulevard)</i> ◇ <i>The Maginhawa Art and Food Hub</i> ◇ <i>Eastwood City Cyberpark</i> • Encouragement of formation of associations in the travel industry • Museum Development • Establishment of a Tourism Information Center and Tourism Info Booth / Kiosks in vital areas • Development of Tourism packages • Culinary/Food Fair • Conduct of cultural exhibits, competitions 	<ul style="list-style-type: none"> • IEC to service providers and QC residents on instilling awareness and appreciation on value of tourism • Coordination with different agencies (DOT, DTI, etc.) • Accreditation on operation of tourism-oriented facilities for database 	

Strategy 4 :Encourage development of SMART (customized, assembly type) and clean (using innovative/improved technology) industries and support growth of local products and services

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Manufacturing Projects • Manufacture and operation of alternative energy vehicles with charging stations. (Partnership with manufacturers) 	<ul style="list-style-type: none"> • Government subsidy/assistance for the private sector product branding efforts • Marketing assistance for QC products: Tap artists / Talent Agencies to endorse products 	<ul style="list-style-type: none"> • Enforcement of penalties for small pollutive businesses e. g. barbeque, ihaw-ihaw, junkshops, backyard poultry, pig-gery, fighting cocks etc.

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Manufacture of knockdown furniture for mass housing (Partnership with furniture manufacturers for the fabrication/supply of knockdown furniture which are easily installed/assembled, space-saver and more affordable for the city’s mass housing projects). • Livelihood training on carpentry, production of knock-down furniture • Establishment and development of labor-intensive and clean industries • Product Development & Technology enhancement • Trade fairs / exhibits • Renewable Energy Initiatives as CC Adaptive and Mitigation Project • Design gender-fair innovative financing mechanisms for Urban Heat Island (UHI) candidate barangays e.g., funds for urban gardening, green roofing, massive tree planting and rain water harvesting projects • Home-based Livelihood Activities for Women • Training on Adaptive capacity Enhancement for Home Life, Food Assistance, Temporary Shelter and Trauma Services • Micro-financing and City Development Fund to Develop Capacity of SMEs for Eco-efficient Production. 		<ul style="list-style-type: none"> • Ordinance to regulate transport terminal regarding provision of clean facilities (e.g., toilets, etc.)

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Formulate Programs to Assist Enterprises to Adopt and Implement Environmental Management System, Green House Gas Reduction/Cleaner Production and Environmental Cost Accounting • Micro-financing for SMEs to Enhance Solid Waste Disposal Facilities, Toxic Packaging Material in Medium to High Density Barangays • Develop Carbon Establishments in Accomplishing City Set Targets in Reducing Carbon Emission Towards Sustainable Transportation/Green and Energy Efficiency. • Micro-financing and Local Development Funds for poverty reduction and conservation in renewable energy host communities • Private Sector Incentive program for energy-efficiency household labeling to promote energy efficient equipment that could reduce consumers' electricity bill much as 20% • Conduct Workshop Using IEC on CC Adaptation and Mitigation for Private Business Establishments and Service Providers to include above provision in their business continuity plan. • Micro Financing and Local Development Funds for CC to comply with RA 10055 or Philippines Technology Transfer Act. 		

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Establish Business Establishments Network on CC Adaptation Good Practices and Comply with Early Warning System Protocols • Enhance PPP for Establishing Policy and Programs for New Industry Development and Retrofitting for the Old Industry in Smart Industry and Services. • Private Sector Incentive Program for Eco-transportation and Electrical Retrofitting in Medium to High Density Barangays 		

7.2 Goal 2: To develop a strong economic environment that will ensure sustained growth

Strategy 1: Upgrade level of employability of the labor force and raise standard of living of QC families

POLICY INTERVENTIONS	
Programs/ Projects	Services
<ul style="list-style-type: none"> • Advanced retraining programs on specific fields due to the changing economic and commercial platform • Establishment of a Resource Center: Provides Labor Supply and Market Information • Micro financing for hotspot barangays • Casket production Livelihood project subsidized by the City • Trade shows & exhibits • Focused Skills & Livelihood Training 	<ul style="list-style-type: none"> • Micro Finance Assistance & Entrepreneurship Training for the development of MSMEs • Conduct of series of job summits, career development orientations to graduate students and on-the-job industry training in partnership with the private sector • Focused product innovations • Enforcement of EO 452 (Security of vendors in the workplace) vis-à-vis livelihood program • Retooling assistance for returning OFWs, migrants and displaced workers • Job facilitation • Cooperative development

Strategy 2: Improvement of economic database

POLICY INTERVENTIONS	
Services	Legislations
<ul style="list-style-type: none"> • Improvement of business information system • Intensification of regular inspection on non-renewing businesses • Profiling of employment and income situation of city residents 	<ul style="list-style-type: none"> • Application of the CBMS – inclusion in the budget and ordinance for Mayor to enter into agreement to undertake the program • NCR cities (giving more than 30% share to Phil. GDP) should be provided specific data by PSA – Joint national & NCR cities resources may be used. Joint Council Resolution urging PSA for NCR city level data • Amnesty for retiring businesses

Strategy 3: Regulate operations of the informal sector

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Provision of Livelihood options for displaced vendors • Clearing of area of street vendors/peddlers causing obstructions to the pedestrians and vehicular traffic • Development of temporary vending sites and capital assistance 	<ul style="list-style-type: none"> • Barangay assistance in monitoring of operations of informal economy • Further study on the informal economy in the City (including employment, Entrepreneurs, online) 	<ul style="list-style-type: none"> • Provision of conditions in the business permit (not allowing vendors within vicinity causing unjust competition)

Strategy 4: Ensure adequate, safe food supply to all residents

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • City-wide Food Security Program Towards Strengthening Business Continuity and Protect Supply 	<ul style="list-style-type: none"> • Strict compliance of markets with existing regulations to improve conditions • Price monitoring of basic commodities • Strict compliance with standards on slaughterhouse operations for the Lechoneros 	<ul style="list-style-type: none"> • City Resolution/ ordinance to Freeze Food Prices Increase During City Level Disaster Response and Rescue Period

POLICY INTERVENTIONS		
Programs/ Projects	Services	Legislations
<ul style="list-style-type: none"> • Training on City-Wide Food Security (Urban Farming and Vertical Gardening in public schools / barangays with open vacant spaces). • Aquaponics – system that combines conventional aquaculture with hydroponics • Resilient Livelihood Program (for victims of disaster) • Development of City-owned markets (new & existing) into a mixed-use commercial facility to cope with new developments • Development of a trading center, a “bagsakan area/food terminal market • Development of Triple A Modern and Centralized Slaughterhouse • Establishment of a common Slaughterhouse for La Loma Lechonereros • Maintenance/repair of public markets • Micro-financing for sari-sari stores cum Food Storage Program in Hotspot Barangays • Communication-based Early Food Security Warning to Business Establishments • Develop Community-based Awareness Raising Program for Households and Business Establishment Food Security System 		

7.3 Goal 3: To develop a vibrant economic climate conducive to doing business both for local and foreign investments .

Strategy 1: Develop the city into a globally competitive business center

POLICY INTERVENTIONS	
Program/Projects	Services
<ul style="list-style-type: none"> • Establishment of a Modern and Iconic Structures (e.g. Diamond Tower, etc.) • Development of a unique economic complex – an integrated park, learning center, commercial/tourist-attracting facilities • Development of CBD 	<ul style="list-style-type: none"> • Development / Establishment of the 5 Growth Centers cited in the CLUP: CBD Knowledge Community District, Cubao Growth District, NGC-Batasan Area, Novaliches-Lagro, Balintawak-Muñoz • Installation of LED board displays of planned development throughout the city to make its vision, programs, projects and directions apparent to the public.

Strategy 2: Increase new investments and retain old existing businesses and encourage them to expand operations on site

POLICY INTERVENTIONS	
Program/Projects	Services
<ul style="list-style-type: none"> • Revival of industries • Development of e-commerce (e.g. registration of business licenses, development of websites and networking with other agencies) • Water Storage Provision and Inclusion in Business Continuity Plan • PPP in Promoting Climate Change Resistant Business Establishments, livelihood programs, housing and solid waste management project 	<ul style="list-style-type: none"> • Provision of incentives to encourage investments • Investment promotions that includes business information • Maintenance of strong tie-up linkages with businesses