

Chapter 3

Development Goals, Objectives and Targets

3.1 Vision Statement

Taking off from the Development Issues and Concerns identified in the previous section, the Planning Team described the general condition desired for the City and the Angelenos at the end of the Plan Period in the following manner:

Angeles City shall be by 2020...

- a globally-competitive city anchored on a strong domestic economy with light and export industries supported by modern infrastructure facilities,
- a center of quality education and health services,
- the heart of tourism, trade and commerce in Central Luzon,
- and a residential haven characterized by an environment that is peaceful and fit for healthy and sustainable living, and where empowered and responsible citizens work in partnership and unity with an efficient, responsive and accountable local government.

3.2 Vision Elements, Descriptors and Success Indicators

The key elements making up the Vision Statement are briefly described herein. They represent the legislative intent embodied in Section 16 of the Local Government Code or the *General Welfare Clause*.

3.2.1 Good Governance and Community Participation

The kind and quality of development and environment that a locality turns out to all boils down to the quality of local administration and governance as it is here where the direction of development is crafted and the related policies and programs in pursuit of development emanate and are subsequently implemented. Any vision of development therefore must come with enhancement of local governance and administration as well in mind for any of the fruits of development and in particular the vision itself to come to fruition.

Efficiency, responsiveness and accountability shall be the hallmark of governance of Angeles City. This means that systems and processes for the effective delivery of service are in place and working, and providing the impetus for development. Good governance is the stamp of work of the LGU from the top leadership down to the lowest rung of the local government hierarchy. All units of the local government work with the highest ideals and verve for public service. And though differences in political ideologies and alliances among local leaders exist, this does not deter them from collaborating and working as one in the interest of the city's development and growth.

Good governance in Angeles City is also marked by peace and order that is a result of having a public safety system that is adequate and that ensures protection for all and at anytime in the City. Communities are actively involved in community building and the people's voice is actively sought and considered in the process of designing for the development of the City.

3.2.2 A Vibrant and Diverse Local Economy

A healthy economy buoyed by both domestic and export industries shall distinguish Angeles City.

Being at the crossroads of Metro Clark, the City is a thriving hub of trade and commerce, and tourism in the region. It is a trading and commercial center where people in and around the city gravitate for food and non-food supplies. Services are flourishing and provide consumers with numerous options that guarantee customer satisfaction.

As the City's domestic industry is thriving, so too its export industry. The city's exports of furniture, metalcrafts and woodcrafts are making a mark in the world for their quality and craftsmanship, and providing the push to the local economy. Said exports together with locally-oriented light and homegrown industries provide the backbone to the City's flourishing economy made possible by an investment-friendly business environment, adequate support infrastructure, and a skilled and productive workforce that matches industry requirement.

Angeles City is the tourism hub of Central Luzon not only because of the DMIA, but because it hosts the most number of hotels and other tourism facilities and provides for the myriad of services that tourists need and require in standards that are at par with or comparable to other providers in the country and the world. Angeles City, too, while bereft of natural attractions, is attractive in itself because of its livable environment and activities that are guaranteed to bring fun and a unique experience.

Angeles City's agriculture sector, while accounting for a paltry share of the local economy, is sustained by productivity improvements through adequate farm support and the integrated approach to farming. The sector is also bolstered by value-adding activities that, coupled with higher farm productivity, allow farm families to enjoy higher farm family income.

3.2.3 A Balanced and Livable Environment

Quality of life shall above all be the ultimate end of the local government of Angeles City. This it shall pursue with not just economic prosperity in mind but also with creating a sound and balanced environment that would allow the people of Angeles City to engage in sustainable and healthy living.

This means that environmentally critical or constrained areas are free from human encroachment and therefore pose no hazard to human lives. The City's forest reserve and watersheds are protected and lush with vegetation, ensuring for the City life-giving water and clean air. Green parks or open

spaces are maintained providing for the City's populace natural and alternative recreation to built ones, while enjoying a clean and peaceful environment.

3.2.4 Well-Ordered Settlement and Ease of Access

It shall be the precept of Angeles City to put everything in its right place, to keep settlements and people from hazard's way.

The above-said means that settlements are directed away from environmentally critical and resource reserve areas while also providing for the needed infrastructure and services that make Angeles City a truly suitable and desirable place to live, such as adequate and effective drainage, sewerage and flood control systems, sufficient and stable water and power supply, and reliable telecommunication facilities among others.

Access and mobility is unhampered and allows for the efficient flow of business and people. This is made possible through effective traffic management, access to alternate routes, transport terminals and pedestrian and commuter facilities.

3.2.5 Social Equity and Quality of Life

Angeles City shall be driven by economic prosperity and social equity. This means that the fruits of development benefit and are felt by all sectors of society particularly the marginalized. This is achieved by placing priority and ensuring investments on social services catering to the poor, the

disadvantaged, and the disabled, and ensuring that the same are accessible. Nevertheless, while the marginalized sectors are at the receiving end of aid and social services from the government, they, on the other hand, and to the extent possible are self-reliant and economically active members of society.

Quality health care, education, and housing are accessible to and enjoyed by all sectors. Thus, men, women and children from all walks of life are not only healthy but are productive or present potentials for contributing to the creation of wealth for development. Furthermore, people are living in decent environment where there is less, if not without, risk to life and limbs, and benefit from safe and reliable water and power supply. Security and comfort are not just confined in homes, but pervades all areas of the City allowing residents and visitors alike to live and move about the City freely and confident of their safety and security.

3.3 Vision-Reality Gap

Interfacing with the Vision Statement embodying the end-state of the City, the current situation in this Section provides information and appreciation of the required magnitude or extent of work and the expected results. The Vision-Reality Gap has accorded the Planning Team the opportunity to arrive at the Inputs that must be put in place and the Processes that must be observed to bridge the Gap between the Vision and the situation currently obtaining in the City.