

Measurement Focus: Mid-size City in Philippines

Population • 280,000

Economic Climate • Emerging Markets
• Grow Beyond Poverty

General Strategy Type

- **Citizen Intimacy**
 - Improve Quality of Life
 - The Emerging Middle-Class

Mission Measures & Results

Unemployment Rate
17.6% → 9%
(-50%)

% Families Below Poverty
10.5% → 3%
(-71%)

Customer Satisfaction
90% → 93%

Housing Investment
\$22M → \$550M
(25X)

New Business
21% → 66%
(+314%)

-35% Customer Dissatisfaction

Key Process Time

- Business Permits
2 Weeks → 2 Hours (40X)
- Civil Registration
1 Week → 30 Min. (80X)
- RPT Assessment
5 Day → 2 Day (60%)

Achievement Measures

Gallup Quality of Life

- Highest # of Middle Class (43%)
- Lowest # of Poor Families (53%)

Most Business Friendly Government Unit
Chamber of Commerce

ISO 9001: 2008 Certified Processes
(22% → 29%)

Mission Performance

Strategic Process Improvement

Citizen Centricity