

BATANGAS CITY

Batangas City is a coastal cove-like shaped city lying at the southeastern portion of Batangas Province. It is the province's capital with an approximate land area of 27,633.26 hectares inhabited by 324,116 peace-loving, hospitable and hard working Batanguenos (native tongue for City residents). The land use of the city used to be major agricultural, but time and progress changed it into a rapidly developing major urban center and further to a major urban commercial / industrial center at present.

The proclamation of the locality of Batangas as a City on July 23, 1969 became the accelerating point of trading, commercial and industrial activities. The activities continuously progresses, thus the City is classified as a Regional Agro-Industrial Center and a Special Economic Zone as mandated by the Medium Term Philippine Development Plan and the Eco-Zone Act of 1995 respectively. More so, it is known as the "Industrial Port City of CALABARZON" or the alternate port of Manila and shares the development arena with top competitive cities in the country. Significantly, the City is the site of one of the country's biggest refineries and 3 natural gas power plants, thus it is one of the nation's top revenue earning cities.

The rapid and invasive urban / industrial growth of the City brought changes to the environment and to the activities of the residents. In response to these changes and align them with the upholding of the general welfare, the leadership of the City Government undertakes formulation and implementation of complementary preventive and adaptive policies, programs / projects and activities. The leadership is sincerely engaged to the challenge of making its vision for the City to materialize: *"A well-diversified agro-industrial center and international gateway with tourist-friendly and safe environment and quality infrastructure, powered by a globally competitive citizenry, and inspired by transparent, firm and fair leadership."* With this vision, the City is has been moving carefully towards development with utmost concern to every aspect and element of well-being and the environment, bringing them altogether in harmony to sustain livability. At present, the City is proud and honored being acknowledged as Green City Batangas.

The natural and built landscapes are major indicators of balance in progress. Their features mirror the activities and concern of the residents. In the City of Batangas, the natural landscapes are protected, preserved and enhanced to nourish their beauty, resources and eco-tourism potential. While, the built landscapes are improved and rehabilitated to make them look and feel very historic and ecologic. These undertakings show respect and upholding of the natural endowments and the responsible management of the built landscapes.

Batanguenos are basically artistic and traditional. These traits positively regulate the overpowering influence of irresponsible modernization. Culture and heritage are reflected in the crafts Batanguenos create, the delicacies they cook, the words they speak, the songs they sing, the music they play and dance to, and the values and teachings that they preach, believe and live with. Keeping these alive in their hearts and in their way of life is not enough that all possible tangible media and emblems are preserved in the City Museum. The conduct of celebrations for traditions, religious patron festivities and commemorative historical events is annually undertaken with colors and joyful participative activities.

The instillation of environmental best practices in the way of living of the Batanguenos counters environmental degradation, exploitation of natural resources and the harm and

risks of natural calamities and man-triggered disasters. The conduct of these practices conserves natural resources, preserves and protects the environment, promotes healthy lifestyle, empowers communities, and sustains development. Currently, the City Government's notable environmental best practice is the formulation and implementation of the City Environment Code which embodies policies and programs for the comprehensive care and use of the environment and its resources. Anchored to the Code are the following which fostered significant green development in the 105 communities of the City: 1. Conduct of Dangal ng Lungsod Awards Project; 2. Creation and operation of the City Disaster Risk Reduction and Management Office; and 3. Conduct and Commemoration of various annual environmental events and activities.

"Kayang-kaya Basta't Sama-sama!" (Together, We Can!) is the slogan of the leadership of the City Government which encourages an all-out community participation, involving all sectors, in the planning and implementation of development projects and activities. In this way, endeavors succeed in less time and beneficial for all stakeholders. The catchphrase also empowers the community by driving the members to act as one and share a common responsibility. As means of empowerment, communities are provided with skill development trainings, information and education lectures / seminars, capacity-building and workshop activities which enhance analytical approach and strategic planning ability.

Health is wealth. Healthy citizenry brings productivity and economic growth. That is why 1 of the top priorities of the City Government is to deliver fast and effective health services. Various health / medical / nutrition programs and project have been implemented to sustain the health of the Batanguenos and eliminate diseases. Considering the whole-being wellness, the City government has been also providing educational and livelihood assistance, skill development services, basic utility grants, preventive youth delinquency measures, and emergency response services. The basics like promotion of personal hygiene, exercise, vices avoidance, home sanitation and the regular conduct of environmental best practices are simple ways and means of healthy lifestyle that are being observed throughout the City.

All City Government endeavors are product of strategic planning. Strategic planning generally involves the vision and objectives, implementers and the stakeholders, process and phasing, analysis, manpower, resources and project gain. In order to be strategic, planning is done with multi-sector participation, legal basis, review of literature / experiences, sound analytical tools (SWOT or strengths-weaknesses-opportunities-threats and cost-benefit), doable actions, measurable parameters or indicators, phase by phase target setting, contingency provisions and detailed implementation guidelines. In the experience of Batangas City, all successful projects that are strategically planned and implemented have the back-up of strong political will.

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The City Government of Batangas through the Honorable City Mayor Vilma Abaya Dimacuha was awarded with the Seal of Good Housekeeping by the Department of Interior and Local Government for exemplary performance in public service, and effective and transparent governance.



The Honorable City Mayor Vilma Abaya Dimacuha led the City Government Department Heads and the Batanguenos in the "Butterfly Release" activity at Plaza Mabini which demonstrate nature ambiance in the City's urban center.



The City Government Officials, happy and proud with their Green Books (Environment Code) during its launching. Behind is the slogan "Kayang-kaya Basta't Sama-Sama!" (Together, We Can!)



A panoramic view of the Batangas City Bay from Barangay Pinamucan



A scene at the International Port of Batangas City



Green City Batangas is an undeniable livable community that is why it has become a favorite visiting and green activity site for the candidates of local and international Ms. Earth Pageant.



The San Jose Sico Sanitary Landfill Multi-Partite Team in one of its monitoring activity.
The San Jose Sico Sanitary Landfill is the major facility of the City solid waste management.

Stabilization and maintenance activities for the banks of Calumpang River are clean-ups and mangrove planting.



The use of non-motorized vehicle such as bicycle decreases greenhouse gas emission and exercises the body promoting physical health.
The Secretary to the Mayor, Atty. RD Dimacuha and the Honorable City Mayor Vilma Abaya Dimacuha spearhead and encourage this environmental best practice and healthy lifestyle.

The 4 'o clock habit (dance-exercise) is a regular wellness activity being participated by the employees of the Batangas City Government.

