



**Vision:** Dipolog, the Center of Outdoor Sports of the South by 2020

**MISSION:** We provide an enabling environment that continually improves the quality of life of the Dipolognons.

**VALUES:** **INTEGRITY**

**COMMON GOOD**

**PROFESSIONALISM**

**STATUS OF PERFORMANCE**

OBJECTIVE	MEASURE	BASE LINE	2014		2015																								2016		INITIATIVE						
			ACTUAL	% ACCOMP. (2014 TARGET)	TARGET	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		TARGET		TARGET					
						ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL	% ACCOMP. (2015 TARGET)	ACTUAL		% ACCOMP. (2015 TARGET)					
<b>Customer Perspective</b>																																					
A	Develop a menu of exciting activities for visitors	N/A	2	100%	2	2	33%	2	33%	2	33%	2	33%	2	33%	2	67%	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%	4	100%	4	5	1	SUROY-SUROY TA SA DIPOLOG OR NATURE ADVENTURE TOUR PACKAGE DEVELOPMENT
			0	0	0%	0	0%	1	33%	2	67%	2	67%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	6		KAYAK ADVENTURE URBAN RAPELLING BIKING		
B	Provide clean, orderly, safe and congenial (COSCO) environment	N/A	8	200%	4	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	8	100%	7	88%	8	11	2	MAABI-ABIHONG DIPOLOGNON TOURIST-FRIENDLY BARANGAY ACCREDITATION PROGRAM
C	Attract investors to establish the best facilities for outdoor sports	N/A	1	100%	1	1	33%	1	33%	1	33%	2	67%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	100%	3	4	3	DEVELOPMENT OF DIPOLOG SPORTS COMPLEX AND COGON ECO-PARK: DIPOLOG OUTDOOR SPORTS HUB, DIPOLOG NATURE ADVENTURE ZONE, MOUNTAIN BIKE TRAIL DEVELOPMENT
<b>Process Excellence</b>																																					
D	Host major sports events and operationalize outdoor sports courses/challenges by the private sector/community groups	N/A	2	200%	1	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	100%	2	3	4	SPORT EVENTS PROMOTION AND MANAGEMENT PROGRAM
			4	133%	3	4	100%	4	100%	4	100%	4	100%	5	125%	5	125%	5	125%	5	125%	5	125%	5	125%	5	125%	5	125%	5	125%	5	125%	4	6		
E	Improve service delivery of identified frontline and support offices	N/A	1	100%	1	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	1	100%	-	-	5	HAPSAY KANUNAY BPLS IMPROVEMENT
<b>Employee Perspective</b>																																					
E	Institutionalize organizational culture in the City Government	N/A	100%	200%	50%	99%	132%	99%	132%	99%	132%	99%	132%	100%	133%	100%	133%	100%	133%	100%	133%	100%	133%	100%	133%	100%	133%	100%	133%	100%	133%	75%	100%		5S WORKPLACE ORGANIZATION PROGRAM		
			-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	100%		OFI PRGRAM
<b>Citizen Perspective</b>																																					
F	Create more income opportunities	N/A	8	100%	8	2	12%	2	12%	2	12%	2	12%	2	12%	13	81%	13	81%	13	81%	13	81%	13	81%	13	81%	13	81%	13	81%	16	23	6	DIPOLOG'S BEST		
G	Encourage a healthy lifestyle through sports	N/A	2	68%	3	2	40%	2	68%	2	68%	2	68%	2	68%	2	68%	2	68%	2	68%	2	68%	2	68%	5	100%	5	100%	5	100%	5	8	7	SPORTY DIPOLOG		
<b>Financial Perspective</b>																																					
H	Augment local income through effective and efficient revenue generation	PhP 222 Million	PhP 265 Million	107%	PhP 244 Million	PhP 47.7 Million	18%	PhP 65.8 Million	24%	PhP 75.3 Million	28%	PhP 87.7 Million	33%	PhP 97.6 Million	36%	PhP 109 Million	41%	PhP 120 Million	45%	PhP 131.7 Million	49%	PhP 140 Million	52%	PhP 154 Million	58%	PhP 166 Million	62%	PhP 187.4 Million	70%	PhP 268 Million	PhP 295 Million				(Note: Targeted by VACs 69, 73, 76, 77, 78, 79, 80, 81, 82, 83, 85, 86, 95, 96, 105)		