

METRO COTABATO WATER DISTRICT

SHORT-TERM CORPORATE PLAN (2012-2014)

PLAN OVERVIEW

The Metro Cotabato Water District undertook a corporate planning exercise to set the direction of the District for the next three (3) years from 2012 to 2014. The short term Corporate Plan sets in detail such direction to be followed by the responsible units identified in the Plan. The Plan, however, focuses on major key areas only being short-term while the routine responsibilities shall continue to be performed by the concerned departments.

The Plan aims to:

- 1. Provide a general guide in determining and prioritizing programs and projects that will be implemented based on the goals and timetables set in the corporate plan.
- 2. Identify the strategies that would be utilized and the specific plans to be done, with consideration as to the problems, potential issues and concerns that may likely affect operations, at the same time anticipating solutions to ensure success of the plan.
 - 3. Create a clear roadmap for the District, for the three-year period.

Many considerations have been made in conducting the planning effort, including the following:

- Revision of District's VISION and MISSION
- Forming CORE VALUES for its employees
- Identifying District PRIORITIES
 - Increase water supply
 - Water quality
 - Increase revenue
 - Reducing non-revenue water
 - Service delivery
 - Watershed preservation
 - Adaption of new technologies
 - Administrative support
 - Organizational development

VISION

To be a highly efficient water utility rendering excellent service to the community.

MISSION

To provide adequate, safe and affordable water supply to all our concessionaires, deliver efficient service and be responsible in promoting environmental conservation, rehabilitation and sanitation.

CORE VALUES

We, in the Metro Cotabato Water District. are guided in everything we do by the following core values:

HONESTY

• To be true to ourselves and trustworthy in dealing with others.

ACCOUNTABILITY

• To take full responsibility for our actions.

COMMITMENT

• To perform our duties with commitment under the principle of transparency.

TEAMWORK

• To work together as a team, with dedication, dignity and respect, to achieve our corporate goals.

SERVICE EXCELLENCE

• To provide effective and efficient service to our customers.

KEY RESULT AREAS

We have identified priority areas as essential for the success of our mission:

- Water Quantity
- Water Quality
- Revenue Generation
- Reduction of Non-Revenue Water
- Customer Service
- Watershed Preservation
- Information Technology
- Administrative Support Services
- Organizational Development and Growth

PLANS AND PROGRAMS 2012-2014

WATER QUANTITY

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To ensure adequate supply of potable water	Produce additional 12% and25% annually	Develop additional water sources and	1 Build and operate four (4) Collector Wells complete with piping system and electromechanical components at Dimapatoy Pumping Station.	ED	2012	7,457,960
for all our concessionaires.	of the existing production for year 2012 and 2013	construct storage facilities.	2 Put up Elevated Tanks/ pipelines in areas with low water pressure at Brgy. Bagua I, RH 3,4 and 5.	ED	2012 - 2014	3.5 M
	respectively, and 27% for year 2014.	Implement preventive maintenance of	1 Efficient maintenance of all electromechanical equipment of all pumping stations & treatment plant.	PD	2012 - 2014	4.5M
		production equipment and facilities and	2 Rehabilitation of deepwells for Rebuken, Macaguiling 1 & 2 pumping stations with the use of high pressure compressor.	PD	2012 - 2014	400,000
		procurement of reserve units.	3 Purchase of brand new VT Pump, Sub pump/motor, Chlorinators & Feed pumps as spare units.	PD	2012 - 2014	4M
		Improve water processing / recovery.	1 Efficient maintenance of Sedimentation Basin & Rapid Sand Filters w/ 8 units Butterfly valve.	PD	2012 - 2013	
			2 Repair & rehabilitation of stirrer paddles & stirrer shaft foundation of Flocculation Tank.	ED	2012 - 2014	
			3 Purchase & installation of one (1) unit Micro Fiber Filter including pipelines from treatment plant to Awang reservoir.	ED	2012 - 2013	30M
			4 Purchase & installation of two (2) units Micro Fiber Filter and adapt to existing supply pipeline.	ED	2014	31M
			ED = Engineering Department PD = Production Division			

WATER QUALITY

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To maintain the quality of water served by the	100% compliance with the PNSDW	Implement appropriate water treatment	1 Administer proper chlorine dosage, 24 hours daily to the water supplied by the District to its customers.	PD	2012 - 2014	
District to its customers in conformity with the	requirements at all times.	process.	2 Ensure that chlorinators including its booster pumps, are all in good running condition at all times.	PD	2012 - 2014	
Philippine National Standard for Drinking			3 Procure spare chlorinating equipment to ensure continuous operation or to have uninterrupted chlorine supply.	PD	2012 - 2014	
Water (PNSDW).			4 Ensure the availability of Poly-Aluminum Chloride (PAC) on stock for the treatment of turbid water at the Dimapatoy Treatment Plant.	PD	2012 - 2014	
			5 Ensure continuous and efficient operation of the Amiad microfiber filter.	PD	2012 - 2014	
		Monitor and improve water quality.	Collect water samples for chlorine residual, for bacteriological and for physical and chemical test weekly.	WQS	2012 - 2014	200,000/ year
		Trans quanty	2 Ensure and undertake corrective measures in cases of positive results on the bacteriological test.	WQS	2012 - 2014	,
			3 Conduct flushing at end points of the system on areas identified as critical and periodically thereafter.	MD	2012 - 2014	
			4 Conduct a study on how to reduce hardness and chloride of the water served by the District and determine the best solution or method for our water supply.	WQS	2012 - 2013	
			5 Prepare a water safety plan.	WQS	2012 - 2013	
			WQS = Water Quality Section			

REVENUE GENERATION

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To achieve an increase in	Increase Water	Intensify marketing	1 Conduct annual field survey and consultation on areas with potential	CD	2012 - 2014	
revenue of 34% in three	Revenue from	campaign.	2 Offer menu of connection options.	CD/ED	2012 - 2014	
(3) years.	P 167.5 M in 2011 to P 172.1 M in 2012,		3 Reduce processing time from inspection to installation within seven (7) days after payment of fees.	CD/ED	2012 - 2014	
	P 186.4 M in 2013 and		4 Achieve annual growth of 960 connections.	CD/ED	2012 - 2014	
	P 201 M in 2014.		5 Eliminate illegal connection and encourage them to apply for regular lines.	CD/ED	2012 - 2014	
			6 Regulate public faucets then provide service connection options for Low- Income Groups.	CD/ED	2012 - 2014	
			7 Encourage those with disconnected line to apply for reopening.	CD/ALL	2012 - 2014	
			8 Convince those with multiple household with one service line to apply.	CD/ALL	2012 - 2014	
	Increase average cubic	Manage billing and	1 Prompt and accurate meter readings and efficient computerized billing system		2012 - 2014	
	meters billed for	meter reading	2 Ensure completeness of customers records billed.	BS/ CRD	2012 - 2014	
	2012 - 7,026,096	efficiency.	3 Analyze and recommend action for consumers with erratic consumption.	BS/ IS	2012 - 2014	
	2013 - 7,610,424		4 Increase awareness on responsibility and accountability.	BS/MRS/CS	2012 - 2014	
	2014 - 8,217,792		5 Strengthen meter reading system to improve efficiency by adding five (5) more meter reading devices.	CD/Prg	2012 - 2014	
	Increase Other Water Revenue from P 7M - 2011 to P 7.3 M - 2012 P 7.9 M - 2013 P 8.5 M - 2014	Manage Collection System on other Water Revenues.	1 Ensure efficient and accurate collection system on Other Water Revenue.	CD	2012 - 2014	
			ALL = All Employees CRD = Customer Relations Division			
			CD = Commercial Department IS = Investigation Section			
			MRS = Meter Reading Section CS = Collection Section			
			BS = Billing Section Prg = Programmer			

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To increase collection efficiency to 96%.	Attain 95% collection efficiency for 2012;	Establish customers' awareness on	Create public awareness on our collection and disconnection policy thru print, radio and TV ads.	PIO/CD	2012 -2014	
	95.5% for 2013; 96% for	collection and	2 Orient customer upon application for new service connection.	CRD	2012 - 2014	
2014.	disconnection policy.	3 Provide information flyers of water district's policies on customer's responsibility.	PIO/CA/CRD	2012 - 2014		
		Intensify collection	1 Deliver bills on time.	CD	2012 - 2014	
		enforcement.	2 Remind customers with two (2) months outstanding account to avoid discontinuance of service.	MRS	2012 - 2014	
			3 Issue disconnection notice fifteen (15) days after due date of the second month's bill.	DG	2012 - 2014	
			4 Disconnect service five (5) days after date of issuance of disconnection notice	DG	2012 - 2014	
			5 Reopen service within the day after payment and contract signing for riveted meters.	DG	2012 - 2014	
			6 Remove water meter after two (2) months of discontinued water service.	ED	2012 - 2014	
			7 Reconnect those with removed meter within seven (7) days after date of payment.	ED	2012 - 2014	
		Intensify collection of	1 Issue collection/ demand letter one (1) month after disconnection of service.	CD	2012 - 2014	
		dormant accounts.	2 Investigate disconnected accounts as to their present source of water.	IS	2012 - 2014	
			3 Pursue collection by referring accounts to their present source of water with letter notifying them.	IS/MRS/DP	2012 - 2014	
			4 Refer to Legal Counsel all dormant accounts with no response on collection letter sent.	CD/ LC	2012 - 2014	
			DG = Disconnection Group; DP = Disco Plumber; LC = Legal Counsel			

REDUCTION OF NON-REVENUE WATER

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
GOAL To bring down non-revenue water within the next three (3) years.	Reduce the Non-Revenue Water from 30.40% (average January - June 2011) to 25% in 2014 progressively as follows: YEAR NRW 2012 28% 2013 26% 2014 25%	Management of Real Losses	 Implement pipe replacement program. Replacement of transmission line from Tanuel Pumping Station to Crossing Awang. Replacement of distribution lines. Jose Lim Street (corner del Pilar Street to Lugay-Lugay Bridge). Matalam Road. Don R. Alonzo St.(Quezon Avenue to Megamarket Site). ND Avenue (Quezon Avenue to Abelardo Street). Palar Village, DOS. Interior road of San Pablo Village. Pansacala Street (from Delcano Street to TV Juliano Avenue). ND Avenue (from ND Press to De Mazenod Avenue). 	ED/MD MD	2012 -2014 2012 2013 2013 2014 2014 2012 2012 2013 2012 - 2014	
			 a Ensure speedy/ immediate response and repair of reported and discovered leaks. b Conduct pressure survey and study supply and demand in the area to detect hidden leaks. c Identify illegal tapping/ connections and convert to legal connections. d Strictly monitor operation of float valve to avoid reservoir overflows. e Minimize water interruptions during peak hours. f Monitor operation's use such as flushing, installation, servicing and repairs. g Inspect distribution mains/ service line on foot patrol and institute repair when necessary. 	MD MD/CD PD PD MD	2012 - 2014 2012 - 2014 2012 - 2014 2012 - 2014 2012 - 2014 2012 - 2014 2012 - 2014	250,000

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
		Management of	1 Immediate replacement of defective water meters.	MD/CD	2012 - 2014	
		Apparent Losses	2 Accurate reading of water meters.	CD	2012 - 2014	
		, ippui oitt 20000	3 Prevent illegal use of Fire Hydrants.	MD/CD	2012 - 2014	
			4 Physical check-up and test of flow meters.	PD/ MMS	2012 - 2014	
			5 Implement meter maintenance program.	MD	2012 - 2014	5.76M
			- water meter due to aging (10 years and above)	2		
			6 Cleaning dirty and clogging meter strainer.	MD	2012 - 2014	
			7 Investigate closed accounts and evaluate consumption pattern.	CD	2012 - 2014	
			8 Ensure meter test results to be 100% efficient and accurate before installing in the field.	MMS	2012 - 2014	
		Institute preventive	1 Install stub-out provisions.	MD	2012 - 2014	
		maintenance program.	2 Ensure quality of materials and excellent workmanship in pipe and meter installation.	MD	2012 - 2014	
			3 Replacement of old and obsolete appurtenances such as gate valves and push-on type materials.	MD	2012 - 2014	
			4 Ensure availability of maps and data for operational and tactical use.	ED	2012 - 2014	
			5 Adapt a proactive pipeline condition assessment program to ensure reliability of assets and services	ED	2012 - 2014	
			MMS = Meter Maintenance Section CD = Commercial Department			

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CUSTOMER SERVICE

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To provide quality	Increase customer	Comply CSC	1 Post the step-by-step procedure of frontline services with flowchart.	CD	2012 - 2014	
services to customers.	satisfaction from	recommendations on	2 Provide prescribe Identification Cards to all employees.	All	2012 - 2014	
	43.88% for 2011 to	ARTA Survey findings.	3 Provide skeletal personnel during lunch and snack time.	CD	2012 - 2014	
	80% for 2012		4 Highlight and implement best practices of other service providers.	CD	2012 - 2014	
	85% for 2013		5 Strengthen redress mechanism for address customers' complaints promptly.	CD	2012 - 2014	
	90% for 2014		6 Maintain updated historical data in Customer Information System to provide	FS	2012 - 2014	
			effective response to customers' complaints or queries.			
			7 Report all leaks seen on field.	IS/ FS	2012 - 2014	
		Institutionalize standards and	1 Implement what is in the Water District Citizen's Charter. a. Deliver bills one (1) week before the due date.			
		procedures of frontline services.	b. Validate customers' payment within three (3) minutes; without noon break.			
			c. Act on customers' request for investigation and service request within three (3) days.	CD/ED	2012 - 2014	
			d. Process paid application for new connection, reconnection, transfer of tapping and meter relocation within seven (7) days from inspection to installation.			
			e. Facilitate request for meter test within a day after payment.			
			f. Act on request for disconnection within the day.			
			g. Facilitate request for refund of Guaranty deposit within 48 hours.			
			h. Attend customer's inquiry on accounts within five (5) to ten (10) minutes.			
			i. Provide Senior Citizen's discount within five (5) minutes.	CDD	2042 2044	
			2 Ensure availability of the Customer Action officer at all times.	CRD	2012 - 2014	
			FS = Frontline Services			

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
			3 Assist the customer to provide immediate response to his needs.	All	2012 - 2014	
			4 Ensure immediate referral of complaints to concerned department/ officer for proper action.	All	2012 - 2014	
			5 Re-engineer to reduce processing time and unnecessary requirements.	FS/IS/MD	2012 - 2014	
			6 Establish a one-stop shop processing system for new service applicants, reopening and disconnected accounts.	CD/ED	2012 - 2014	
			7 Provide fast lane for disabled persons, Senior Citizens and pregnant women.	CD	2012 - 2014	
		Provide timely information to	Effective use of existing communication tools (like landlines, mobile phones, and e-mail).	CD	2012 - 2014	
		customers.	2 Notify customers for scheduled and emergency water interruptions thru radio and TV.	CD/PIO	2012 - 2014	
		Develop educational tools for customers.	1 Prepare a Customer Information Packet that provides information on District functions, services and policies.	PIO/CD	2012 - 2014	
			2 Promote and encourage adoption of water conservation practices.	CD	2012 - 2014	
			3 Conduct public information drive about the importance of environmental and watershed preservation.	All	2012 - 2014	
			4 Educate the public on the repercussion on the utilization of illegal connections and other water pilferages.	All	2012 -2014	

WATERSHED PRESERVATION

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To develop, protect and restore the Dimapatoy Watershed.	Rehabilitate 120 hectares of open and denuded areas of	Plant 16,000 seedlings of forest tree species and other agri-forest	1 Propagate 19,200 seedlings of different kinds of forest tree species and other agri-forest tree species in the nursery yearly (to include 20% mortality).	WMS	2012-2014	4,052,000
	Dimapatoy Watershed from 2012-2014.	trees in the watershed every year.	2 Plant 40 hectares of land with 16,000 seedlings every year.	WMS	2012-2014	
		Restore, sustain and stabilize the soil fertility and water holding capacity of the river.	1 Plant bamboo seedlings and other forest tree species along the riverbank at a span of 7 km. on both sides of the river yearly.	WMS	2012-2014	
		Intensify educational and information campaign.	Conduct "pulong-pulong" with the Barangay Officials and residents within the watershed area regarding the importance of trees in the watershed and the environment.	WMS	2012-2014	
		Conduct survey and monitoring programs.	 Conduct census or house to house survey and determine the presence of the forest intruders or dwellers in the watershed area and report it to the DENR for appropriate action. Prepare a Memorandum of Agreement between the District and DENR-ARMM to ensure proper enforcement of the watershed preservation program. 	WMS	2012-2014	
		Introduce livelihood programs.	Organize a watershed cooperative for the purpose. Thru the cooperative, introduce and educate the residents on inter-cropping by letting them plant permanent and easy to harvest crops or other method of livelihood programs for their survival so that they will refrain or stop from	WMS	2012-2014	
			cutting trees and charcoal making. WMS - Watershed Management Section	WMS	2012-2014	

INFORMATION TECHNOLOGY

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To enhance the capability of the District's operation using Information Technology.	Develop comprehensive mapping system using AutoCAD leading to GIS by 2014.	Management of existing assets for the mapping system.	Acquisition of AutoCAD software and other hardware and system requirements.	EPDS	2012-2014	1M
	Provide reliable and accurate Financial Information and other relevant data that comply with the requirements of COA by 2012 and 2013.	Upgrade Inventory and Payroll System from DOS-based to Windows-based and fully implement the Electronic National Government Accounting System (ENGAS).	1 Outsource programs for Inventory and Payroll Systems. 2 Implementation of Electronic National Government Accounting System (ENGAS).	FD FD	2012 2013	170,000 600,000
			EPDS = Engineering Planning and Design Section			
			FD = Finance Department			

ADMINISTRATIVE SUPPORT SERVICES

		ADMINIC	TRATIVE SUPPORT SERVICES			
GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
To ensure expedient administrative support to	Provide all departments with	Develop systems and procedures for efficient	1 Accredit suppliers per rules and regulations of R.A. 9184 to expedite the procurement process.	BAC/ PrcU	2012-2013	
all departments and units. continuing and efficient administrative support in procurement, personnel, property, cash, transportation and building/ ground services.	delivery of Administrative Support Services.	2 Provide technical support to procurement by maintaining price data analysis/ monitoring.	BAC/ PrcU	2012-2013		
		3 Efficient management of Property, Plant and Equipment, Supplies/ Materials availability.	PrpS	2012-2013		
	cash, transportation and building/ ground		4 Implement effective logistical support to all operating units in terms of Transportation and Equipment needs including improve office working condition.	TEMU	2012-2013	
			5 Strictly comply with cash management procedures in accordance with COA rules and regulations.	CU	2012-2013	
			6 Develop and implement Occupational Health and Safety (OHS) Program to ensure satisfactory working environment for all employees.	AGM	2012-2013	
			PrcU = Procurement Section			
			PrpS = Property Section			
			CU = Cash Unit			
			TEMU = Transportation and Equipment Maintenance Unit			
			BGU = Building and Ground Unit			

ORGANIZATIONAL DEVELOPMENT AND GROWTH

GOAL	OBJECTIVE	STRATEGIES	PROGRAMS	RESPONSIBLE DEPARTMENT	TIME FRAME	BUDGET (PhP)
GOAL To build a sustainable dynamic organization in three (3) years.	Develop a positive employee work outlook and culture thru programs to be	STRATEGIES Conduct intensified training and orientation to improve employee values, competence and working skills, providing them assurance of organizational security based on accountability and performance.	1 Create an effective communication and interaction system between board,		2012-2014 2012-2014 2012-2014 2012-2014 2012-2014	