



Republic of the Philippines
Department of Agriculture
Philippine Fisheries Development Authority
PCA Annex Bldg. I, Elliptical Road, Diliman, Quezon City
Telefax No. 925-6141



July 28, 2015

HON. CESAR L. VILLANUEVA
Chairman
Governance Commission for GOCC
3/F Citibank Center, 8741 Paseo de Roxas
Makati City 1226
Metro Manila

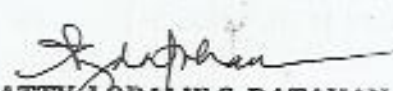


Dear Chairman Villanueva:

In compliance with 2015 Performance Agreement between the PFDA and the GCG, we are submitting the Second Quarter Monitoring Report, including the status of the two (2) strategic initiatives of the Philippine Fisheries Development Authority.

For your evaluation.

Very truly yours,


ATTY. LORALIE C. DATAHAN
Acting General Manager



**PHILIPPINE FISHERIES DEVELOPMENT AUTHORITY
STRATEGIC INITIATIVE PROJECT STATUS REPORT**


Project Name: Conduct of Employee Satisfaction Survey (ESS)

Project Description: Through this project, the Agency will gauge its employees' level of satisfaction, including their levels of motivation, morale and involvement through various pertinent methodologies (i.e., surveys, focus group discussions and methodologies).

Project Status: The following activities pertinent to the conduct of the ESS were undertaken from April 1 to June 30, 2015:

- Research on the mechanics and considerations in the conduct of the ESS
- Preparation of project proposal on the conduct of the ESS
- Preparation of draft survey questionnaire and items for clarification/validation during the focus group discussions (FGDs)
- Coordination with the admin./personnel units re. schedule of conduct of the ESS

Prepared by:


CECILE B. PANALIGAN
Chief, Human Resources Division

Noted by:


IRIS R. DE VERA
Officer-in-Charge
Admin. Services Department

**PHILIPPINE FISHERIES DEVELOPMENT AUTHORITY
STRATEGIC INITIATIVE PROJECT STATUS REPORT**

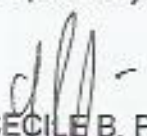
Project Name: Development of Agency Rationalization Plan (ARP) Based On
PFDA Strategic Priorities

Project Description: Through this project, the Agency will design a rationalization program that sufficiently plans for structural changes aimed at aligning its strategic priorities with corporate redesign

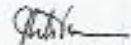
Project Status: The following activities pertinent to the development of the agency rationalization plan were conducted from April 1 to June 30, 2015:

- Consultation by the Admin. Services Dept. officers and staff with the GCG re. clarifications on GCG Memorandum Circular No. 2015-04 and other matters pertinent to rationalization (i.e., moratorium on appointments, definition of affected employees, etc.)
- Issuance of clarificatory memo on the Agency Rationalization Plan detailing the salient matters discussed during the meeting with the GCG
- Formulation of Policies and Guidelines in the accomplishment of ARP Forms (per memos dated May 15, 2015 (signed by the General Manager on May 28, 2015) and June 16, 2015 (signed on June 29, 2015))
- Reconstitution of the PFDA Change Management Team (CMT) and CMT Sub-Units per Special Order No. 194 (dated June 1, 2015) and Special Order No. 282 (dated July 15, 2015), respectively
- Conduct of CMT Sub-Unit deliberations toward the consolidation of the Organizational Structure and Staffing Pattern (OSSP)

Prepared by:


CECILE B. PANALIGAN
Chief, Human Resources Division

Noted by:


IRIS R. DE VERA
Officer-in-Charge
Admin. Services Department

Philippine Fisheries Development Authority (PFDA)

Second Quarter, 2015 Monitoring Report

STRATEGIC OBJECTIVE/MEASURE	FORMULA	WEIGHT	RATING SYSTEM	2015 TARGET	2 QUARTER			
					TARGET	ACTUAL		
CUSTOMERS/STAKEHOLDERS								
SO 1	Expand Client Base and Enhance Customers Service Satisfaction							
SM 1	Client/port users served	1	Total No. of port clients served with Permit to Conduct Business (PTCB)	10%	Actual/Target X Weight	22,000	7,700	4,312
SM 2	Client Satisfaction Rating (third party survey)	2	Third Party Survey Result	3%	VS - 3% S - 2% NI - 0%	Very Satisfactory Service		
	Sub - total			13%				
FINANCIAL								
SO 2	Increase Revenue Sources to Achieve Sustainable Income Growth							
SM 3	EBITDA (in million peso)	3	EBITDA	5%	Actual/Target X Weight	72.59	16.93	
SM 4	Collection Efficiency (Current)	4	Total collection of current accounts/Total billing	3%	Actual/Target X Weight	87%	85%	
SM 5	Collection Efficiency (Arrears)	5	Total collection of arrears/Net arrear receivables (2009-2013)	2%	Actual/Target X Weight	16%	8%	
	Sub - total			10%				

Note: SO 2 Actual Accomplishment to be submitted on/or before August 17, 2015

STRATEGIC OBJECTIVE/MEASURE	FORMULA	WEIGHT	RATING SYSTEM	2015 TARGET	1 QUARTER		2 QUARTER												
					TARGET	ACTUAL	TARGET	ACTUAL											
INTERNAL PROCESS																			
SO 3 Increase efficiency in the utilization of post-harvest facilities	Utilization rate of port facilities:	6	Utilization rate over target rate (target rate = maximum capacity as of Oct. 2, 2014)	4%	83%	83%	154%	83%	119%										
										Pier	4%	90%	89%	90%	90%				
										Market Hall	4%	60%	56%	80%	57%	122%			
										Cold Storage	4%	89%	88%	65%	90%	68%			
										Ice Plant	4%	63%	59%	57%	63%	59%			
										Processing areas and building spaces	4%	43%	43%	46%	43%	51%			
										Commercial & Industrial Areas	3%								
										SO 4 Increase efficiency in project implementation									
										SM 7 Navotas									
										Market 1	Issuance of Notice to Proceed (NTP)	8%	All or Nothing						
Market 2	Draft contract and minutes of meeting/negotiation	3%																	
Roads (entrance gate to Markets 1 & 2)			Signed agreement	5%															

Note: SM 7 for renegotiation

INTERNAL PROCESS	STRATEGIC OBJECTIVE/MEASURE	FORMULA	WEIGHT	RATING SYSTEM	2015 TARGET	2 QUARTER	
						TARGET	ACTUAL
SIM 8	No. of Developmental Project Implemented:	Percentage of Pre-FS	3%	Actual/Target x Weight		100%	5
		Start date: first day of survey/travel					
	Pre-Feasibility Study (Pre-FS)	End Date: Date of receipt by OGM of	5%	Actual/Target x Weight		100%	9 below P2M and 2 above P2 M
		Percentage of DES					
Detailed Engineering Study (DES)	Start Date: Date of receipt of TSD of the Memo from GM -	2%	Actual/Target x Weight		79	10	2
	End Date: Date of receipt by OGM of						
No. of Projects Started (PS)	Absolute Number	3%	Actual/Target x Weight	7	1	0	
No. of Projects Completed (PC)	Absolute Number						

STRATEGIC OBJECTIVE/MEASURE	FORMULA	WEIGHT	RATING SYSTEM	2015 TARGET	2 QUARTER						
					TARGET	ACTUAL					
SM 9 No. of procurement, repair and improvement projects implemented at the Regional Fish ports a. Detailed Detailed Engineering Study (DES)	Percentage of DES completed w/n 90/120 days over the total no. of DES	5%	Actual/Target x Weight		100%	0					
							No. of Project Started (ps)	Absolute Number	2%	0	0
							No. of Project Completed (PC)	Absolute Number	3%	0	0
							Sub - total		62%		
							INTERNAL PROCESS				
SO 5 Enhance Organizational Capabilities and Institutionalize Total Quality Management											
	SM 10 ISO 9001:2008 Certification	9 Milestone	3%	All or Nothing		Conducted Training on QMS					
	SM 11 Automation of PFDA's Operation	Number of systems installed (fully operational)	6%	Actual/Target x Weight		20%					
LEARNING AND GROWTH											

STRATEGIC OBJECTIVE/MEASURE	FORMULA	WEIGHT	RATING SYSTEM	2015 TARGET	2 QUARTER				
					TARGET	ACTUAL			
SO 6 Strengthen Manpower Capacities through Trainings and Skills Development Activities, and Agency Competency-Based Recruitment System	No. of Engineering/ technical staff trained	11	Absolute Number	3%	Actual/ Target x Weight				
	SM 12					40%	30%		
	SM 13		Competency Framework Milestone	3%	All or nothing	40%	10%		
			Sub-total		15%				
		Total		100%					
LEARNING AND GROWTH									

Certified Correct by:

IRIS R. DE VERA
 IRIS R. DE VERA
 Manager, CPM/SD

JOSE A. RUIZ, JR.
 JOSE A. RUIZ, JR.
 Manager, JFSD

Approved by:

AITY. KORALIE C. DATAHAN
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 Acting General Manager