



Republic of the Philippines  
Department of Agriculture  
**Philippine Fisheries Development Authority**  
PCA Annex Bldg. 1, Elliptical Road, Diliman, Quezon City  
Telefax. No. 925-6141

#06-0196

January 26, 2016

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



Dear Chairman Villanueva:

In compliance with the Performance Agreement between the PFDA and the GCG, we are submitting the PFDA Performance Monitoring Report as of December 31, 2015, including the status report of the two strategic initiatives. We will update our submission as soon as the PFDA's financial statements are completed.

Very truly yours,

  
**PATRICK JOSEPH A. JAVIER**  
General Manager 



Philippine Fisheries Development Authority (PFDA)  
Performance Monitoring Report  
As of December 31, 2015

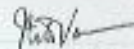
	FORMULA		WEIGHT	RATING SYSTEM	2015	1 QUARTER		2 QUARTER		3 QUARTER		4 QUARTER		
						TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	
CUSTOMERS/STAKEHOLDERS	SO 1 Expand Client Base and Enhance Customers Service Satisfaction													
	SM 1	Client/port users served	Total No. of port clients served with Permit to Conduct Business (PTCB)	10%	Actual/Target X Weight	22,000	7,700	4,106	7,700	4,912	4,400	7,559	2,200	11,595
	SM 2	Client Satisfaction Rating (third party survey)	Third Party Survey Result	3%	VS - 3% S - 2% NI - 0%	Very Satisfactory Service							Very Satisfactory Service	
FINANCIAL	SO 2 Increase Revenue Sources to Achieve Sustainable Income Growth													
	SM 3	EBITDA (in million peso)	EBITDA	5%	Actual/Target X Weight	72.59	17.51	59.90	16.93	32.60	18.29	58.10	19.86	4Q not yet available
	SM 4	Collection Efficiency (Current)	Total collection of current accounts/Total billing	3%	Actual/Target X Weight	87%	85%	73%	85%	82%	88%	86%	90%	4Q not yet available
	SM 5	Collection Efficiency (Arrears)	Total collection of arrears/Net arrear receivables (2009-2013)	2%	Actual/Target X Weight	16%	4%	1.9%	8%	3%	12%	86%	16%	4Q not yet available
INTERNAL PROCESS	SO 3 Increase efficiency in the utilization of post-harvest facilities													
	SM 6	Utilization rate of port facilities:			Actual/Target x Weight									
		Pier		4%		83%	83%	154%	83%	121%	83%	141%	99%	168%
		Market Hall		4%		90%	90%	89%	90%	90%	90%	94%	90%	95%
		Cold Storage		4%		#REF!	56%	50%	57%	78%	62%	54%	69%	61%
		Ice Plant		4%		89%	88%	65%	90%	68%	90%	74%	68%	80%
		Processing areas and building spaces		4%		63%	59%	57%	63%	59%	65%	60%	57%	59%
Commercial & Industrial Areas			3%	43%		43%	46%	43%	51%	43%	54%	51%	54%	



	FORMULA		WEIGHT	RATING SYSTEM	2015	1 QUARTER		2 QUARTER		3 QUARTER		4 QUARTER		
						TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	
INTERNAL PROCESS	SO4	Increase efficiency in project implementation												
	SM 7	Navotas Upgrading												
		Phase 1	Issuance of Notice to Proceed (NTP) Revised Full Year Target	16%	All or Nothing								NTP	NTP
	SM 8	No. of Developmental Project Implemented:	Percentage of Pre-FS completed within 70 days <u>Start date:</u> first day of survey/travel <u>End Date:</u> Date of receipt by OGM of Memo of Submission	3%	Actual/Target x Weight	100% (26)	100%	100% (3)	100%	100% (5)	100%	100% (6)	100%	100% (8)
		Detailed Engineering Study (DES)	Percentage of DES completed w/n 90 days IF less than 20 Million and w/n 90 days <u>Start Date:</u> Date of receipt of TSD of the Memo from GM - notice to <u>End Date:</u> Date of receipt by OGM of Completion Report	5%	Actual/Target x Weight	100% (29) g/	100%	100% (11)	100%	100% (11)	100%	100% (8)	100%	100% (4)
		No. of Projects Started (PS)	Absolute Number	2%	Actual/Target x Weight	29 h/	4	1	10	2	10	13	5	14
	No. of Projects Completed (PC)	Absolute Number	3%	Actual/Target x Weight	7 i/	2	2	1	0	2	2	2	2	
INTERNAL PROCESS	SM 9	No. of procurement, repair and improvement projects												
		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% (15)	100%	100% (3)	100%	100% (4)	100%	100% (5)	100%	100% (1)
		No. of Project Started (PS)	Absolute Number	2%		15	0	2	0	2	7	6	8	6
		No. of Project Completed (PC)	Absolute Number	3%		7	0	0	0	2	0	2	7	7

LEARNING AND GROWTH	FORMULA		WEIGHT	RATING SYSTEM	2015	1 QUARTER		2 QUARTER		3 QUARTER		4 QUARTER		
	SO	Description				Milestone	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL
SO 5	Enhance Organizational Capabilities and Institutionalize Total Quality Management													
SM 10	ISO 9001:2008 Certification	Milestone	3%	All or Nothing	Finalization of Manual		MOA w/ DAP & Detailed Work Plan signed		Conducted Training on QMS		Prepared Core Business Processes		QMS Manual Completed	
SM 11	Automation of PFDA's Operation	Number of systems installed (fully operational)	6%	Actual/Target x Weight	3 System;	30%	30%	30%	20%	30%	40%	10%	10%	
SO 6	Strengthen Manpower Capacities through Trainings and Skills Development Activities, and Agency Competency-Based Recruitment System													
SM 12	No. of Engineering/technical staff trained	Absolute Number of engineers trained 32 Total no. of PFDA's engineers as of Aug. 2015 - 39	3%	Actual/Target x Weight	80%							80%	82%	
SM 13	Competency Framework	Milestone	3%	All or nothing	Board Approved Competency Framework	20%	10%	40%	10%	75%	40%	100%	Proposed PFDA Competency Framework for CY 2016-2020 endorse for Board approval Dec. 29, 2015	
	Total		100%											

Certified Correct by:

  
 IRIS R. DE VERA  
 Manager, CPMISD

  
 JOSE A. RUIZ, JR.  
 Manager, ESD

Approved by:

  
 PATRICK JOSEPH A. JAVIER  
 General Manager



PHILIPPINE FISHERIES DEVELOPMENT AUTHORITY

STATUS REPORT

STRATEGIC INITIATIVE 1: CONDUCT OF EMPLOYEE SATISFACTION SURVEY

**Project Description:** Through this project, the Agency aims to gauge the employees' level of contentment toward their jobs and their level of understanding and appreciation of the corporate mandate, vision and goals. The ESS also seeks to assess the employees' motivation and involvement relative to the implementation of the agency's programs and provisions for employee welfare.

In the process, the survey shall identify the issues and factors that affect employee satisfaction and the areas of agency programs that employees perceive as areas for improvement, particularly those that pertain to the growth and development of employees.

To ensure proper assessment and validation of the survey results, the project team shall employ methodologies such as focus group discussions and interviews with employee-respondents both in the Central Office and operating units.

**Schedule of Activities – January to December 2015**

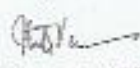
ACTIVITY	INCLUSIVE DATES																				
Conducted research on the pertinent activities and SOPs re. employee satisfaction survey	June																				
Prepared survey questionnaire and items for clarification/validation during the focus group discussions (FGDs)	July – Aug.																				
Submitted project proposal re. the conduct of the ESS (Note: Approved by the agency head on August 12, 2015)	Aug. 3																				
Conducted employee briefings and administered the ESS at the Central Office and regional operating units from August to Oct. 2015, as follows:																					
<table border="1"> <thead> <tr> <th>Unit/Department</th> <th>Date of Conduct of ESS</th> </tr> </thead> <tbody> <tr> <td>Central Office</td> <td>August 17-18, 2015</td> </tr> <tr> <td>Sual Fish Port</td> <td>Sept. 4, 2015</td> </tr> <tr> <td>Navotas Fish Port Complex</td> <td>Sept. 7, 2015</td> </tr> <tr> <td>Lucena Fish Port Complex</td> <td>Sept. 9, 2015</td> </tr> <tr> <td>Zamboanga Fish Port Complex</td> <td>Sept. 15, 2015</td> </tr> <tr> <td>Camaligan Fish Port</td> <td>Sept. 23, 2015</td> </tr> <tr> <td>Iloilo Fish Port Complex</td> <td>October 1, 2015</td> </tr> <tr> <td>General Santos Fish Port Complex</td> <td>October 6, 2015</td> </tr> <tr> <td>Davao Fish Port Complex</td> <td>October 8, 2015</td> </tr> </tbody> </table>	Unit/Department	Date of Conduct of ESS	Central Office	August 17-18, 2015	Sual Fish Port	Sept. 4, 2015	Navotas Fish Port Complex	Sept. 7, 2015	Lucena Fish Port Complex	Sept. 9, 2015	Zamboanga Fish Port Complex	Sept. 15, 2015	Camaligan Fish Port	Sept. 23, 2015	Iloilo Fish Port Complex	October 1, 2015	General Santos Fish Port Complex	October 6, 2015	Davao Fish Port Complex	October 8, 2015	
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ACTIVITY	INCLUSIVE DATES
Consolidated and processed survey results/responses	Oct. 19 – Nov. 20
Prepared ESS report	Nov. 23 – Dec. 18
Submitted ESS report to top management (Note: ESS report returned by the Office of the General Manager to ASD on Dec. 29, 2015)	Dec. 23

Prepared by:

  
CECILE B. PANALIGAN  
Chief, Human Resources Division

Noted by:

  
IRIS R. DE VERA  
Officer-in-Charge, Admin. Services Dept.



PHILIPPINE FISHERIES DEVELOPMENT AUTHORITY

STATUS REPORT

STRATEGIC INITIATIVE 2: DEVELOPMENT OF AGENCY RATIONALIZATION PLAN


**Project Description:** Through this project, the Agency will craft a rationalization plan that sufficiently provides for structural changes aimed at aligning its strategic priorities with emerging shifts in stakeholders' needs, technological changes that impact agency operations, and other pertinent developments in the fishing industry.

**Schedule of Activities – January to December 2015**


ACTIVITY	INCLUSIVE DATES
Conducted research on the pertinent activities and SOPs/guidelines re. preparation of agency rationalization plan	April-May
Prepared/issued internal RatPlan guidelines	May-July
Reconstituted Change Management Team (CMT)	June
Presented/clarified salient ARP-related information during the second quarter managers' meeting	July
Consolidated initial unit submissions re. proposed Organizational Structure and Staffing Pattern (OSSP) pursuant on 2015 ARP guidelines (per memo of June 16, 2015)	Aug. - Oct.
Prepared pertinent ARP-related materials for the PFDA Change Management Team (CMT) deliberations specifically with regard to the following considerations: <ul style="list-style-type: none"> <li>o Review of agency strategic plan/directions</li> <li>o Identification of positions for standardization across all units (Central office and regional fish ports/operating units)</li> <li>o Clustering of proposed positions into job families</li> <li>o Preliminary determination of job families for retention, reclassification and abolition based on identified corporate strategic objectives</li> <li>o Comparative analysis of existing plantilla vs. proposed unit OSSPs</li> </ul>	Nov.-Dec.
Conducted initial review of unit proposals	Dec. – Jan.

ACTIVITY		INCLUSIVE DATES
On-going consultation meetings with unit heads and rank-and-file representatives		
Unit/Department	Date of Consultative Meetings	
Navotas Fish Port Complex	Jan. 22	
Finance Services Dept. Technical Services Dept. Operations Services Dept.	Jan. 27	
General Santos FPC Davao/Lucena/Iloilo/Zamboanga FPCs Sual/Camaligan FPs	Jan. 28	
(Remaining CO units -- TBA)		

Prepared by:

  
**CECILE B. PANALIGAN**  
 Chief, Human Resources Division

Noted by:

  
**IRIS R. DE VERA**  
 Officer-in-Charge, Admin. Services Dept.