MEDSALAYS OUT PLANS FOR SECOND TERM

For his second term in office as the local chief executive of the City of San Fernando, Mayor Edwin D. Santiago’s sight remains fixed on his vision of the capital city as the “Center of Kapampangan Culture” in terms of Pampanga’s culinary identity, heritage, arts and crafts; a place of opportunities where good governance is practiced; as the preferred place of residence for Fernandinos and non-Fernandinos alike; where growth is family-oriented and socially-inclusive, and where development is sustainable.
MEdSa lays out plans for second term

With this vision, he strongly encourages the entry of more businesses and investments that will offer more employment opportunities for his constituents and thus trigger further economic growth.

Holistically looking into the near future and beyond his mayoralty term, Mayor EdSa has started talks with concerned institutions for the establishment of investment hubs in the north-eastern and north-western parts of the city. These centers will provide a conducive climate for those willing to engage in business.

Last year, the city government has broken ground for a new town center in Barangay Calulut, a north-eastern barangay of the City, that will serve as an economic zone on which shall operate light industries, manufacturing, tourism services, IT and BPO-related industries, as well as privately-owned commercial establishments.

On the opposite end, in Barangay Del Rosario, Mayor EdSa reveals that an area has already been allotted to accommodate a civic center from where shall emanate the LGU’s power to coordinate and enforce laws and regulations pertinent to social welfare services, disaster risk reduction and management, and public safety and order. A separate department shall thus be created to maximize resources and impose discipline in the management of traffic, the environment, peace and order, disaster preparedness and response, and climate change. Mayor EdSa is also calling for socio-civic facilities like a library, a social hall and a senior citizens’ center in the area.

Once operational, both facilities will spur economic growth as Fernandinos will be encouraged to engage in micro and small-scale business enterprises there. Parallel to this, the One Barangay, One Product (OBOP) program shall be strengthened to support local livelihood and entrepreneurship.

Linking these two growth areas is an eco-tourism road or green road. This is a by-pass highway that is being constructed from the Megadike in Brgy. Del Rosario, crossing MacArthur Highway, on through Brgys. Sindalan and Calulut crossing the NLEX towards Mexico Town. Once completed, this avenue will feature tree-lined promenades and bike lanes running beside the four-lane artery that is seen to greatly
reduce traffic volume at the major thorough fares, Olongapo-Gapan Road and McArthur Highway.

In the meantime, the old town proper shall continue to evolve into a tourism heritage district that showcases what is distinctly Fernandino and Kapampangan, including the old landmark that was once the sugar mill.

Meanwhile, the two public markets located in this part of the city are being renovated to invite more merchants and for the added safety and convenience of the buying public.

The Santiago administration is now addressing the worldwide issue of climate change with a climate disaster plan that is being comprehensively prepared in coordination with the agencies concerned.

The city’s water resource has long attracted big multinational companies because of its good quality. To preserve it, no new beverage manufacturing company will be allowed to operate in the city, according to the mayor. Regulation of the use of water shall be enforced, to avoid more ground water extraction and urge instead the use of surface water through water treatment facilities, down to the barangay level.

With the developments mentioned, Mayor EdSa strongly advocates for the education of his constituents so that Fernandinos shall then become part of a qualified workforce that will serve the labor demands of investors. On its own, the City College shall offer techno-vocational and business administration courses to equip Fernandinos with relevant knowledge and skills.

Talking of education, Mayor EdSa stresses the need for continuing values formation among Fernandinos.

“What for are all these initiatives if our citizens do not see the importance of changing their incorrect attitudes and practices?” he asked. Instead of complaining, one can do something that will improve the situation since

CSF personnel conduct random smoke emission test along Jose Abad Santos Avenue in line with the implementation of the Anti-Smoke Belching Ordinance.
government can only do so much in terms of initiating, facilitating and enforcing, he said.

The city government has been widely recognized for its efficient processes, disciplined spending and practice of good governance in carrying out its 12-Point Agenda towards the total development of the Fernandino.

“Fernandino First,” Mayor EdSa’s call resounds. For him, Fernandinos must always be the first to benefit from the services of their government. More importantly, he exhorts them to become trailblazers towards excellence by turning the ordinary into the extraordinary.

“To achieve this, we need discipline. We need to change from within because we need to start with our own selves,” Mayor EdSa concluded.