

I. Project Information

Project Code: CPRKG

Project Title: 2022 Customer Satisfaction Survey for the Philippine Reclamation Authority

Project Start: 14 November 2022

Project End: 14 April 2023

Project Price: Php 680,500.00

Client Organization: Philippine Reclamation Authority

II. Project Team

Project Manager: Jeanena Mae E. Rafer

Team Members: Evelyn Morales, Kristine Ann C. Sindac, Le Angela Juarez, Lean Ruis D.c. Morales

Supervising Fellow: Gilbert E. Lumantao

Consultants/ Resource Persons: Jared Jorim Mendoza, Analyn O. Larot, Jenny Lyn E. Adolfo

III. Project Details**Project Description:**

Created by virtue of Presidential Decree 1084, The Philippine Reclamation Authority (PRA), formerly Public Estates Authority was created to serve primarily as the clearinghouse for all reclamation projects in the Philippines. PRA's programs and projects are supportive of government's thrust towards sustaining economic gains by generating local and foreign investments in large-scale reclamation and development projects.

PRA, which is mandated to be self-liquidating, has created assets for the Government by converting reclaimed lands into valuable and income-generating real estate properties. Aside from this, PRA is involved in a wide range of projects and delivery of services related to land development and urban renewal, infrastructure projects as well as financing and construction of buildings for other government agencies.

PRA aims to increase the nation's land assets through reclamation in an environmentally sustainable manner consistent with public interest and to provide for a coastal defense strategy for the benefit for the future generations of Filipino people.

The Governance Commission for Government-Owned and Controlled Corporations (GCG), through the issuance of Memorandum Circular 2013-02, mandated the inclusion of public participation in the evaluation of the performance of Government-Owned and Controlled Corporations (GOCCs). Along this line, the GCG required all GOCCs to adopt and regularly conduct a third-party customer satisfaction survey.

In 2018, to improve and streamline the administration of third-party customer satisfaction surveys, the GCG issued guidelines directing GOCCs to adopt a standard methodology in the conduct of the survey. The guidelines provided for the research design and methodology to be used and identified the primary customers of each of the GOCCs. The GCG also provided the questionnaires to be used in the survey.

In 2019, the GCG released a Guidebook for GOCCs on the Enhanced Standard Methodology for the conduct of the Customer Satisfaction Survey to be used starting in 2020. The objective was to ensure that the results of the customer satisfaction surveys are comparable and can be consolidated to determine the overall customer satisfaction in the GOCC sector.

The PRA acknowledges the need for the conduct of customer satisfaction surveys to monitor its performance in terms of satisfying the needs of its customers and to gather customer feedback on its management and operations. Since 2019, the PRA has engaged the Development Academy of the Philippines (DAP) to administer the survey annually.

For 2022, the PRA again engaged the DAP to conduct its Customer Satisfaction Survey. The final report of the project details the conduct and results of the 2022 Customer Satisfaction Survey for the PRA, including the framework and methodology, results, analysis, and interpretation, as well as recommendations for service delivery improvements.

Project Objective:

This project aims to determine the level of satisfaction of PRA customers (i.e. joint venture partners, lessees/buyers, and permittees) on the quality of services and facilities of the PRA and evaluate its responsiveness to the needs of its primary customers.

Specifically, the project aims to:

1. Measure the level of satisfaction of the primary customers of PRA on its overall service delivery and on specific service delivery attributes;
2. Determine the factors that affect the satisfaction and dissatisfaction; and,
3. Identify recommendations for service delivery improvements.

Focus Area: Governance

Project Type: Technical Assistance, Research

Project Beneficiary: Not Applicable

Regional Coverage: National Coverage

IV. Project Accomplishments

Key Activities Implemented:

Inception Meeting, Project Team Meetings, Data Gathering, Debriefing Meeting, Report Writing, Presentation of Results

Major Outputs:

Inception Report, Tools Development Report, Interim Report, Presentation of Results, and Final Report

Project Impact: Improved service delivery of PRA

Lessons Learned:

- Hold series of meetings with statistician to level off the team's expectation, including showing the actual expected output of processed data;
- Be extra cautious in the results of back-checking in case the respondents decide to change their ratings.



Center for Governance


(Center)

2022 PROJECT ACCOMPLISHMENT REPORT

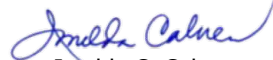
V. Attachment

- Certificate of Project Closure

Prepared by:


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Noted / Approved by:


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Center Head 