



# development academy of the philippines

## Center for Governance

(Center)

### [2019] PROJECT ACCOMPLISHMENT REPORT

#### I. Project Information

Project Code: CPRGT

Project Title: 2018 Customer Satisfaction Survey for the Laguna Lake Development Authority (LLDA)

Project Start: November 5, 2018

Project End: March 31, 2019

Project Price: Php 599,872.00

Client Organization: Laguna Lake Development Authority (LLDA)

#### II. Project Team

Project Manager: Eliza Salud C. Galang

Team Members: Stephanie P. Azarcon, Andrea P. Conopio, Evelyn E. Morales

Supervising Fellow: Gilbert E. Lumantao

Consultants/ Resource Persons: Fernando L. Presno, Karl Anthony P. Ong, Ghay Ann S. Reason,  
Lourdes V. Homecillo

#### III. Project Details

**Project Description:** The Laguna Lake Development Authority (LLDA), as the government institution primarily responsible for promoting and accelerating the development and balanced growth of the Laguna Lake area and the surrounding provinces, cities and towns, within the context of the national and regional plans and policies for social and economic development and to carry out the development of the Laguna Lake region with due regard and adequate provisions for environmental management and control, preservation of the quality of human life and ecological systems, and the prevention of undue ecological disturbances, deterioration and pollution.

Being true to their mission to manage, develop and transform the Laguna de Bay Region into a vibrant economic zone through conservation of lake basin resources and good governance with the participation of empowered and responsible stakeholders, LLDA seeks to continually fulfill its commitment by delivering quality services for their stakeholders with an acceptable degree of confidentiality and integrity. With the issuance of the Governance Commission for GOCCs's (GCG) Memorandum Circular to have a third-party customer satisfaction survey as part of the performance evaluation of GOCCs, LLDA recognized an opportunity to further improve their services.

It is in this context that LLDA invited the Development Academy of the Philippines (DAP), with its extensive experience in policy research and technical assistance for Philippine government and international agencies, to present this proposal and provide consultancy services for the conduct of a customer satisfaction survey for LLDA.

**Project Objective:** The project aims to aid LLDA in measuring the level of satisfaction of their customers on permits and licensing services, specifically:

1. Develop a survey methodology and questionnaire to objectively measure satisfaction of LLDA's customers;
2. Determine factors affecting the satisfaction and dissatisfaction of the LLDA's customers; and
3. Identify opportunities for improvement to enhance the satisfaction operators and licensees and translate the observations to recommendations for quality improvement.

**Focus Area**

Project Type: Technical Assistance

Project Beneficiary: Public sector

Regional Coverage: Quezon City



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#### IV. Project Accomplishments

Key Activities Implemented: Inception Meeting, Tools Development, Data Gathering, Presentation of Results

Major Outputs: Inception Report, Tools Development Report and Plan of Analysis, Final Report

Project Impact:

1. Provide LLDA with information and recommendations that will be essential in enhancing the quality and efficiency in the delivery of their services to their clients, pursuant to the Anti-Red Tape Act of 2007; and,
2. Assist LLDA in its mandate, as stated in Republic Act No. 4850, to promote, and accelerate the development and balanced growth of the Laguna Lake area and the surrounding provinces, cities and towns.

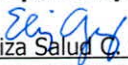
Lessons Learned:

1. Project contracting could have been expedited to avoid shortage in data gathering period.
2. Commitment of the enumerators on the engagement should be ensured. If not, deduction on their honoraria should be imposed.


#### V. Attachments

- Certificate of Project Closure
- Certificate of Project Deliverable Accepted

Prepared by:

  
Eliza Salud O. Galang  
Project Manager

Noted / Approved by:

  
Imelda C. Caluen  
Center Head

Notes:

1. Project details on Section I-III can be generated thru PMIS based on PMs Inputs.
2. Project Managers are required to accomplish Section IV & provide Section V to reflect results of project implementation
3. Project Managers can update/adjust the pre-filled sections(I-III) based on actual data