# Batangas City: Main Streamlining Business Registration Processes

Ms. Ditas Aguado-Rivera Business Permits and Licensing Officer

NCC Meeting September 09, 2014 Competitiveness Bureau Office, Makati City

## Outline

#### Rationale

- What do we want to achieve? The city's vision
- How can we achieve this?

#### **Streamlining Business Registration**

- Previous permitting processes
- Radical changes beginning 2013
- The Current Streamlined Process: Key features and important factors
- Outcomes
- Recent innovations

## What do we want to achieve?

#### **The City's Vision**



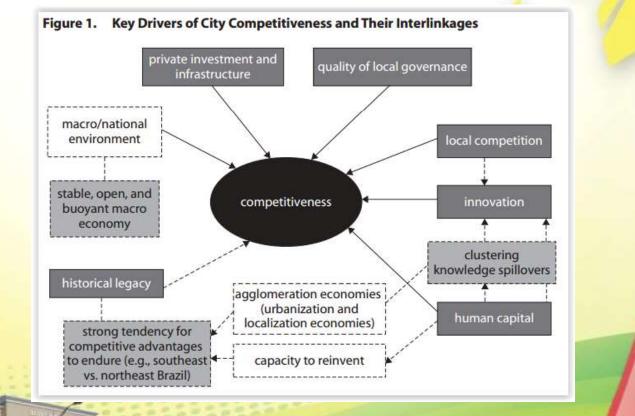
"a well-diversified agro-industrial center, ICT center, and international gate-way, with a tourist-friendly and safe environment and quality infrastructure, powered by a globallycompetitive citizenry, and inspired by transparent, firm, and fair leadership towards sustainable development"

# What do we want to achieve?

- We want to be an international gateway
- We want to be competitive an investment destination
- We want to attract more firms, more people



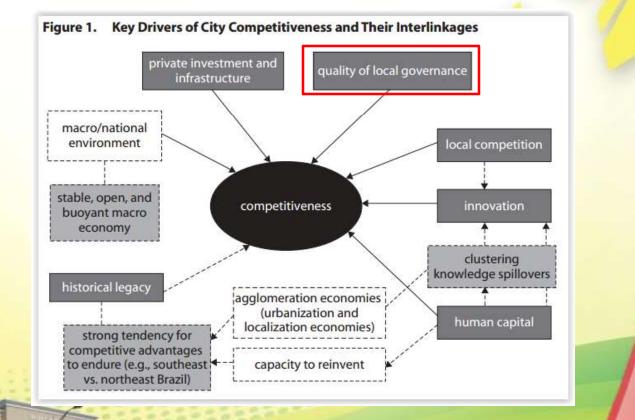
#### **Drivers of competitiveness**



### Source: Zhang, Ming (ed.). 2010. The World Bank. Competitiveness and Growth in Brazilian Cities: Local Policies and Actions for Innovation



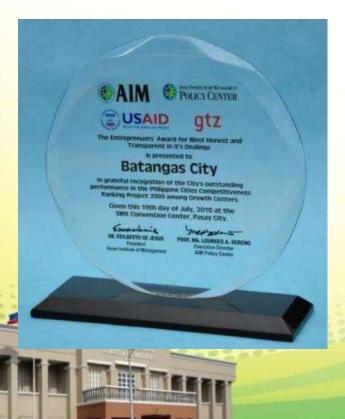
#### **Drivers of competitiveness**



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#### **Improving Quality of Local Governance**

Transparency and Accountability

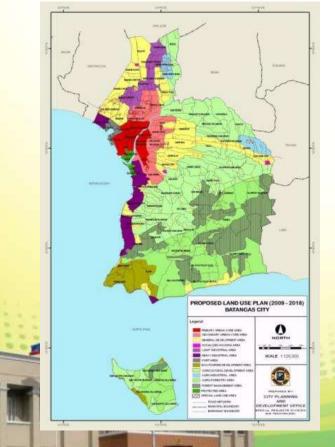




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#### **Improving Quality of Local Governance**

Provides directions: plans and priorities



Proposed Land Use Plan as part of 10-Year Development Plan 2009-2018 ANG

#### **Improving Quality of Local Governance**

Business-friendly





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#### **Improving Quality of Local Governance**

 Business-friendly: easy to register and renew permits It only takes 2 steps and less than 2 hours





## Ease of doing business correlated with competitiveness



*Note:* Relationships are significant at the 1% level after controlling for income per capita. *Source: Doing Business* database; WEF 2013.

*Source: International Finance Corporation (2014). About Doing Business: measuring for impact* 

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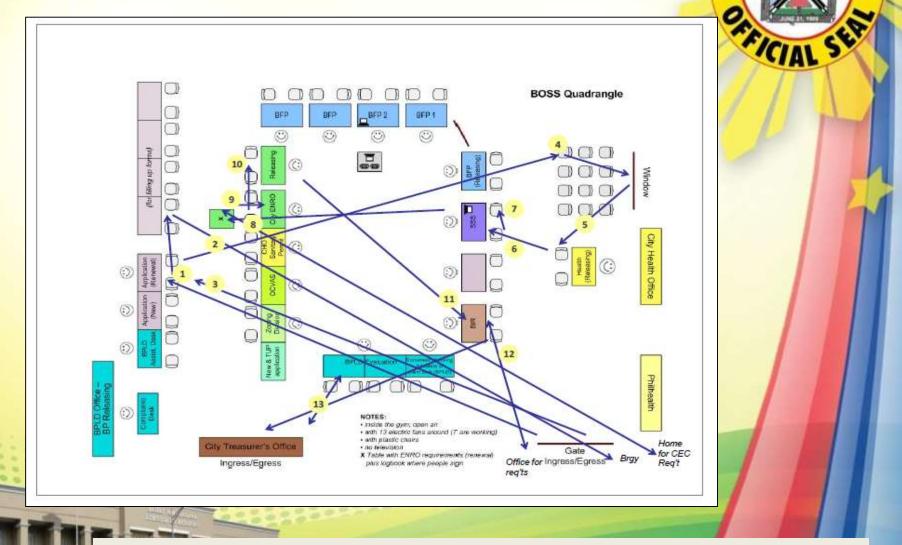
## Streamlining Business Registration



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## Before...



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Source: USAID INVEST (2012). "Integrated Assessment Report on the Renewal Process and the Business One-Stop Shops: Cities of Batangas, Iloilo and Cagayan de Oro"

## Before...





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## Before...



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Source: USAID INVEST (2012). "Integrated Assessment Report on the Renewal Process and the Business One-Stop Shops: Cities of Batangas, Iloilo and Cagayan de Oro"

## Radical changes beginning 2013



Local political will complementing national mandate

- Enabling policy: DILG-DTI Joint MC (August 2010)
   "Guidelines in Implementing the Standards in Processing Business Permits and Licenses in All Cities and Municipalities"
- Progressive city administration local EO seeking to adopt MC guidelines (December 2010)

*"Institutionalizing the Streamlined Business Permit and Licensing System and Adopting the Unified Business Application Form in the City Government of Batangas City"* 

## **Radical changes beginning 2013**

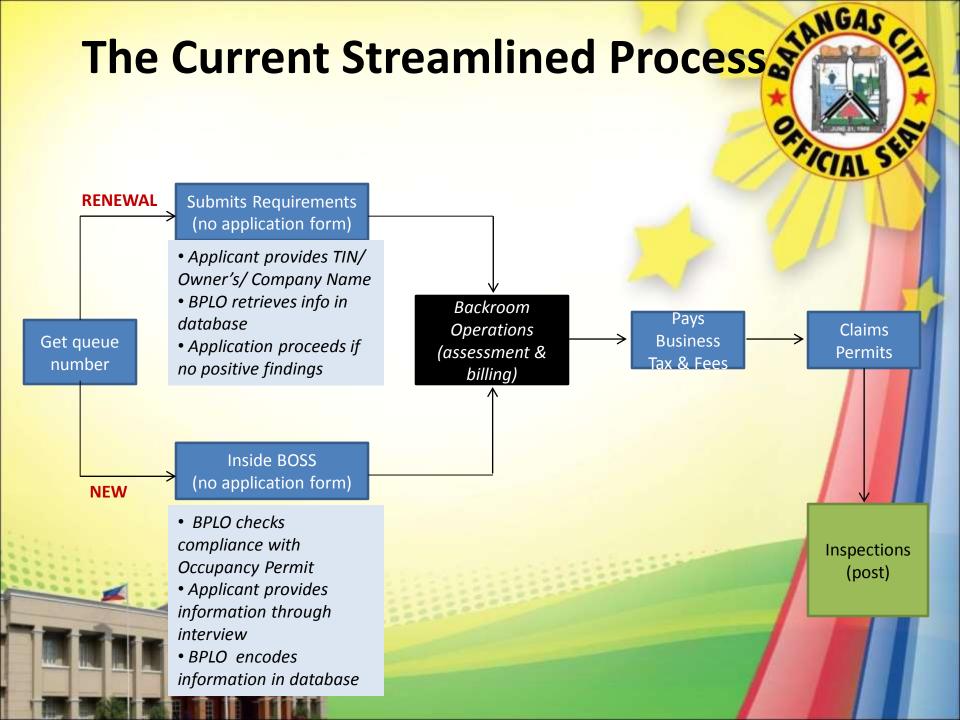
**Technical assistance from USAID INVEST** 

- Batangas City as one of 3 partner cities
- Streamlining BPLS as a major component
- Undertook comprehensive assessments/ diagnostics
- Facilitated peer learning (i.e. Valenzuela, Taguig, Manila, QC)

## **Radical changes beginning 2013**



Reform Areas	Actions Taken	Now
Unified Form	Integrated fields from different departments and agencies	No more application form needed (for new and renewals); encoded in database
Require ments	Minimized (then) voluminous requirements for new applications and renewals	<ul> <li><u>New</u>:</li> <li>Contract of Lease (if Lessee)</li> <li>Market Clearance (Market Stall holders)</li> <li><u>Renewal</u></li> <li>Barangay Clearance/Market Clearance (Market Stall holders)</li> <li>Income Tax Return/s</li> <li>Original Health Certificates</li> </ul>
Signatories	Minimized number of signatories	2 signatures : Mayor and BPLO (electronic signature)
Steps	Minimized steps	2 steps – 1) Filing and Assessment and 2) Pay and Claim
Processing time	More efficient processing time	< 2 hours for new & renewal

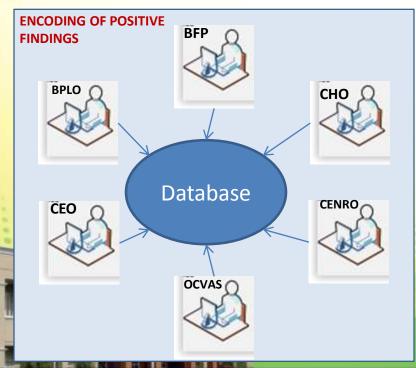


#### **Streamlining through Automation**

Centralized database for encoding business information

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- No need for application form!
- Departments and agencies encode non-compliances
  - No need for each department to check
  - Principle of 'positive findings'

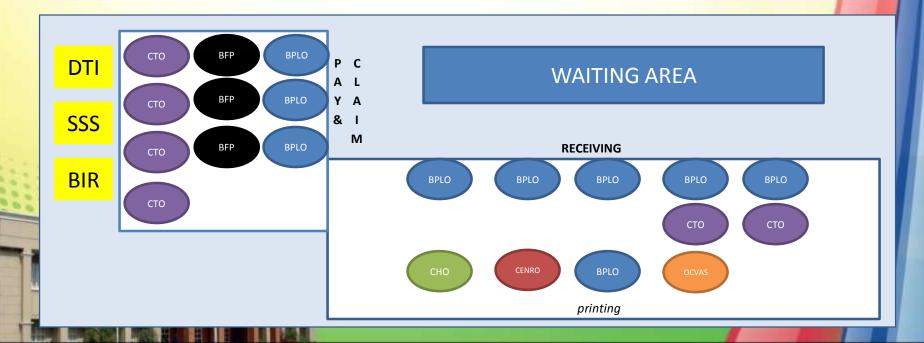


#### **Business One-Stop-Shop (BOSS) Facility**

 A facility that hosts all concerned agencies under one roof for faster processing

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 Seamless backroom operations complementing frontline services for receiving applications and issuance of permits



#### **Business One-Stop-Shop (BOSS) Facility**



•FSIC

•Sanitary

•Clearance

•Clearance (if

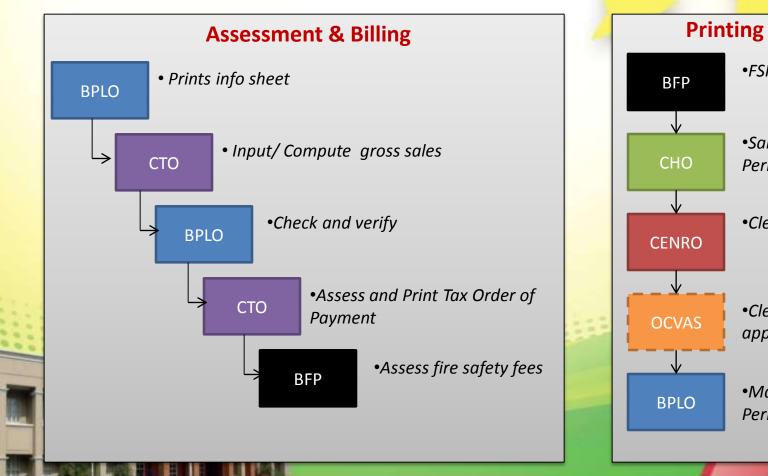
applicable)

•Mayor's

Permit

Permit

#### BACKROOM OPERATIONS



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#### **Business One-Stop-Shop (BOSS) Facility**



#### Institutionalization

- BPLS processes institutionalized through EO
- Corresponding manual developed



Barmanie Ciry Office of the City Mayor Tet. Non. (642) 723-1514 - 723-2820 Fax Non. (642) 723-1569

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Executive Order No. 23 Series of 2014

PROVIDENCE FOR THE ANVIENDMENT OF SECURING OBSERVICE 32, 05, 2010, "ADOPTING INNOVATIONS ON STREAMLINUNG BUILDNESS MINISTINATION INDOCESSI AN INTRODUCED BY THE CITES DOUCLOFMENT INTRAMING OF THE UNITID STATES ASSAULT VICE INTRODUCED BEVILDOMANT TRADUCES THE INVESTMENT INVALUES ANALONE VICE INTRODUCET FOR THE METTER TOPOLISTICATION IN ANOSHING BUILDNESS RESERVED IN THE METTER TOPOLISTICATION IN ANOSHING BUILDNESS RESERVED IN ANISOMENT PROJECT FOR THE METTER TOPOLISTICATION IN ANOSHING BUILDNESS RESERVED IN THE INTERNATIONAL

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Sections 1.69(1). Mgr.2.41 The attachmic companions with the messarial detailing the second proceedings for two applications downword of human partners, and compared agriculture-sets and priors and messarial likes of concerned of files, in terming tangend.

Section & Lighted From, An over the KPC3 instruct, submittions of a physical application form will no kinger for installed file new applications and remained of business permits.

Section 6. Sectory 20, As per the SPUS mutual, there will only be two signatures in the language at the business permit - the Auditory Permits and Society Office and the City Maxim.

Bettins 6,21mp. The other processes is dual adapt the intrascriptional bacterial exploration resonance for new applications and measure of technical permits as detailed in the 2HG measure. The cosps will be residened on an annual basis of beam to identify a react the inducement. Section 5.232222032 https://www.international.com/section/sect

Section 6.Requirements. The requirements of the city government are lenited to the following:

New Application for Business Permit 5. Contract of Lease (If leases)

2. Market Gearance (for market stall holders)

Renewal of Business Permit

- 3. Barangay Cearance/ Market Cleasance (for market stall holders)
- Broome Tax Heturn/s
- 3. Original health terrificates for applicable establishments

Section 7. (paid Office: The Builiness Permits and Licensing Office (BFIG) shell take the lead role in carrying out the previous of this Order. It shall be responsible for eccentrating with concerned Oty departments and affices.

are national government agricults to ensure the implementation of the business registration preserves in pre-the attender manual. The BPCA dual also take the lead is providing capacity halding attivities to ensure that concerning personnel from the different offices are well equipped to perform their designation rules and functions.

Section # <u>Benetiling Clause</u>. This Order Interdited EO No. 32 social on December 18, 2013. All other executive Foundaux or perclamationanist benetile that have localizatione with this Deprutive Order are hardly revision, amended, or modified accountingly.

Section 3. <u>Effectivity</u>. This Order shall take affect immediately and shall remain in force unless otherwise asserded.

Done in Batangas City this 5th day of Innuary on the year of our Lord Two Thousand and Fourteen.

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Attested

Atty. Victor Registed Distances Secretary to the Mayor

CE: SPLO, CENRO, CEO, CHO, CPDO, LEPO, OCMA, OCVAS, MPP, CTO, DTI, OLIG

#### **Physical Improvements**

- More convenient and comfortable waiting area
- Separate Pay and Claim area



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#### **Other Features**

- Nuanced queuing system
  - Priority lane for Persons with Disabilities (PWDs) and Elderly
  - Allotted lanes for Multiple Transactions
- Public Assistance Desk
- Extended business renewal period From January 2-31 (as per Batangas City Revenue Code of 2009)
- Open on weekends for renewal period (beginning 2014)



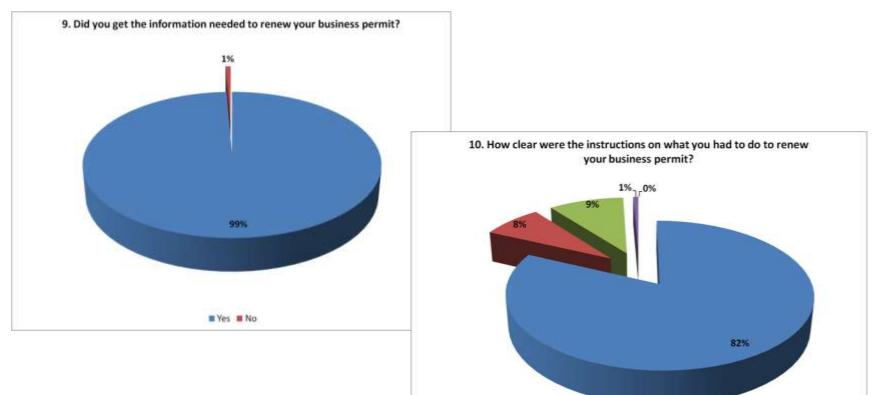
#### **Client Satisfaction**



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Curron by the
- Cucomer- friendly service
The permit process decerves a recognition for an internet.
- Tyudens finice'
What used to take serval days to complete Was done in few may 2 hours'

#### **Client Satisfaction**

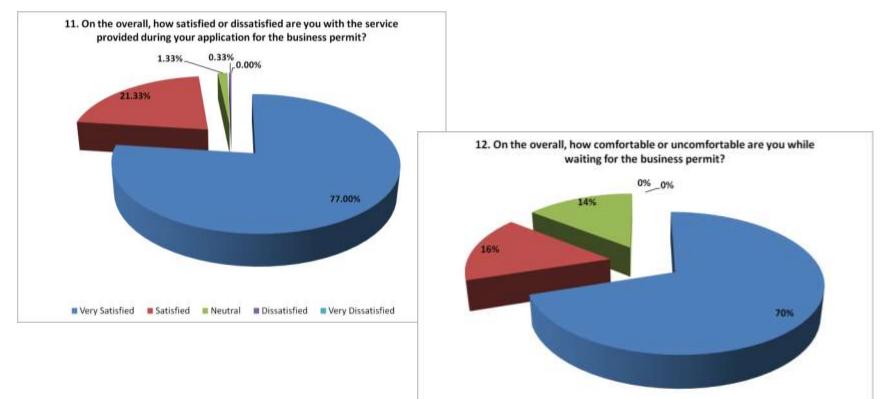
• INVEST 2014 Exit Interviews (n = 300)



Very Clear A Little Clear Clear A Little Unclear Very Unclear

#### **Client Satisfaction**

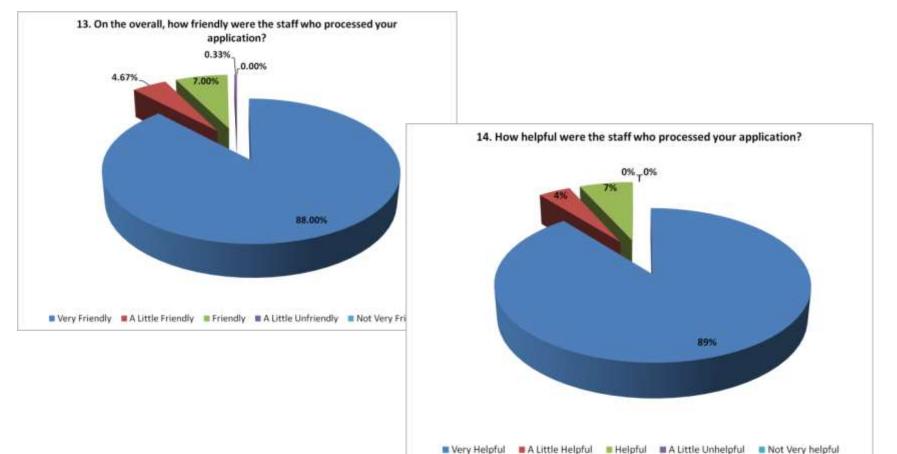
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Very Comfortable
 A Little Comfortable
 Comfortable
 A Little Uncomfortable

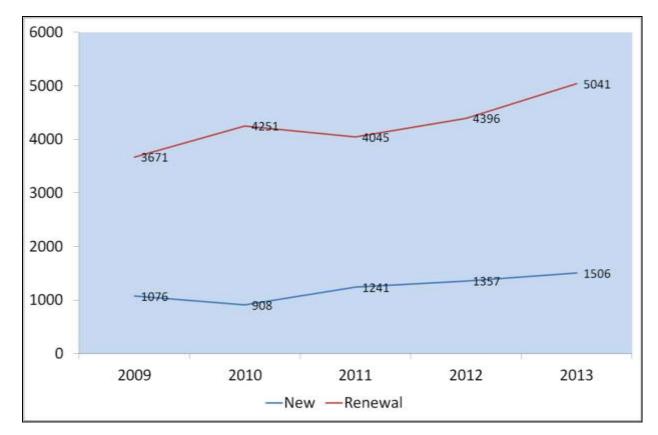
#### **Client Satisfaction**

#### • INVEST 2014 Exit Interviews (n = 300)



#### **Client Satisfaction**

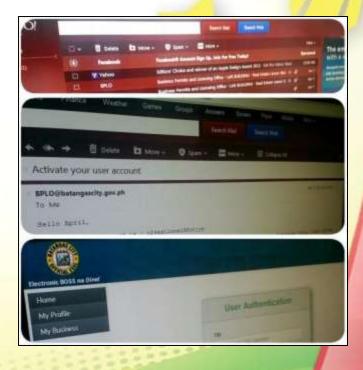
• Increased applications



\*not necessarily attributable to streamlining efforts

#### **Online Business Permit Renewal (pilot)**

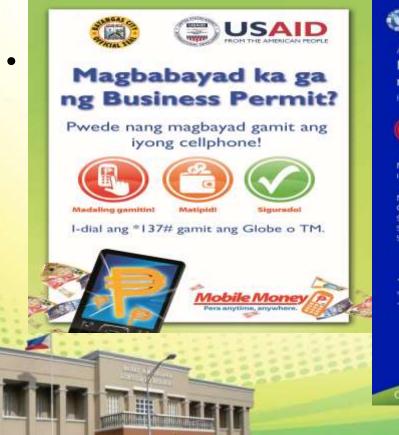




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# Mobile payment for business permits (April 2014)



#### 💮 Globe



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Ala Eh! Tingnan mo are...

Mas pinadali, mas pinabilis ang pagbabayad ng business permit dine sa Batangas City! Hindi na kalangan pumila pal





Mag-register sa GCash gamit ang Inyong Globe/TM SIM I-dial ang +143# for FREE, pilin ang GCash at i-select ang Register\*

Magbayad ng Batangas Business permit gamit ang GCash for FREE\*\* Step 1: Idial ang \*132W for FREE at pllin ang Batangas City Step 2: I-select ang Business Permit. Step 3: I-enter ang mga detalye at sundan ang mga instruction.

Makalahoggap ka ng SMD kungsuccessful ang lyong transaction. MUntil September 2014 only

Creating a Wonderful World

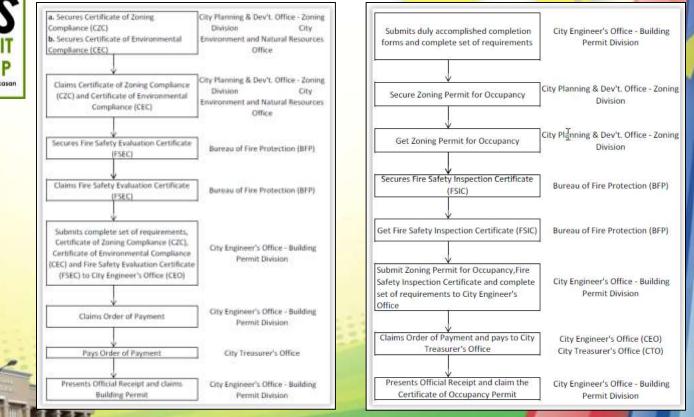
#### **Building/Occupancy Permit One-Stop-Shop**



#### **BUILDING PERMIT**

#### **OCCUPANCY PERMIT**

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#### **Business-Friendly Joint Inspection Teams**

Compliance (Pre-business)

Safety (Business) Disclosure and Revenue (Business) TANGA

## Thank you!

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Ditas Aguado-Rivera

ditas.rivera@batangascity.gov.ph

#### **Batangas City Business Registration**

Providing total quality service in a professional manner and business-friendly environment to people seeking permits