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**ENGAGING  
COMMUNITIES,  
DEVELOPMENT  
FOR ALL**

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# STAKEHOLDER RELATIONS



Throughout its 20-year history, the Bases Conversion and Development Authority (BCDA) has been busy pursuing not only its primary mandate of transforming and developing the former US military installations in the Philippines but also in delivering some of the most basic social and economic services to many communities across the country.

As such, BCDA's development mandate has been closely intertwined with its Corporate Social Responsibility (CSR) activities that reflect its multi-faceted obligations under the law that benefits a wide cross-section of Philippine society.

## Supporting Education

In 2012, BCDA showed its commitment to building the nation through public education as it participated in the groundbreaking for the University of the Philippines' new campus at the Bonifacio Global City (BGC). The facility will rise in a 4,300 square meter property donated by BCDA. The satellite campus offers post-graduate courses for selected units in UP Diliman like the College of Law, College of Business Administration, College of Engineering, College of Architecture, School of Statistics and a UP Open University Learning Center.

To be known as the UP Professional Schools, it will be a prestigious addition to the growing academic community at the BGC that is already host to the International School Manila, the British School Manila, Enderun College, Manila Japanese School and the Korean International School, among others.

Another education-related endeavor during the year was the donation of laboratory testing apparatus and surveying equipment worth Php10.78 million to four state universities in Central Luzon—

**Main:** BCDA, UP and Taguig City officials break ground for new UP campus in the Bonifacio Global City on July 24, 2012. Shown (from left) are Camarines Sur Representative Luis Villafuerte, Sr., Aurora Representative Juan Edgardo Angara, BCDA Chairman Felicitio Payumo, Taguig City Mayor Laarni Cayetano, Vice President Jejomar Binay, UP Law Centennial Commission Chairperson Senator Edgardo Angara, UP President Alfredo Pascual, BCDA President and CEO Arnel Paciano Casanova, UP Diliman Chancellor Caesar Saloma and UP Regent Magdaleno Albarracin. **Inset:** BCDA donates surveying equipment to one of four beneficiary universities in Central Luzon.

the Bataan Peninsula State University, the Don Honorio Ventura Technological State University in Pampanga, the Ramon Magsaysay Technological State University in Zambales, and the Tarlac State University.

The donation aims to enhance human development in the region where BCDA has become a major stakeholder. The new equipment is expected to improve the quality of engineering education in the beneficiary universities that should eventually benefit the people of Central Luzon.

## Cultural Heritage Project

The year 2012 also saw BCDA partnering with the Fort Bonifacio Development Corporation (FBDC), the private entity in charge of developing the Bonifacio Global City, to develop and rehabilitate the Bonifacio War Tunnel into a cultural heritage site that could very well become a tourist attraction in itself.



Joint "Greening SCTEX" Program of BCDA with GMA 7 Network Assistant Vice President Teresa Pacis



BCDA executives and members of the Mga Bayani ng Kalikasan organization at the Mt. Natib Flora Adventure Hunt



Members of the media at the Bonifacio War Tunnel

## Greening Program

Over 100 volunteers from the BCDA, the Tollways Management Corporation (TMC), and television network GMA7 in partnership with *Kapuso* volunteers from the GMA G.I.V.E.S. Program, planted a total of 1,500 indigenous saplings consisting of *Banaba*, *Kamagong*, *Kupang* and *Bulung Aita* along the SCTEX alignment in order to contribute to minimizing the key greenhouse gases like carbon dioxide, a pollutant, emitted by vehicles on the road. This initiative will also add to the tollway's aesthetic value.

To date, the BCDA has already surpassed by 30 percent its goal of planting 50,000 trees along the 94-kilometer SCTEX. The "Greening SCTEX" program took off in July 2008, in preparation for the commercial opening of the state-owned tollway. Under the program, all trees for planting must be of native species to "Filipinize" the tollroad and enhance the scenery.

Also in 2012, BCDA officials in cooperation with the organization, *Mga Bayani ng Kalikasan*, launched the Mt. Natib Flora Adventure Hunt in memory and honor of the late Botanist Leonard Co for his valuable work in documenting the different flora of Mt. Natib. The trees planted on Mt. Natib are expected to reduce the carbon foot print brought by the carbon emissions of vehicles plying the Bataan alignment of the SCTEX.

## Housing Program

One of BCDA's most important tasks outside of converting the former US bases into productive civilian use and the disposition of several Metro Manila camps is its significant role in the government's National Shelter Program (NSP).

In the last two decades, the BCDA has contributed a total of Php2.68 billion to the NSP, of which Php1.88 billion is in the form of cash from revenues it generated from the disposition of portions of Fort Bonifacio and Villamor Air Base, although the biggest bulk of the disposition revenues have gone to finance the modernization program of the Armed Forces of the Philippines (AFP).

The tunnel, located in the eastern portion of the now bustling modern business district, was constructed by the Americans on October 15, 1941 in preparation for the anticipated attacks of Japanese forces against the Philippines. Fort Bonifacio was then known as Fort McKinley and was the headquarters of US military forces under General Douglas MacArthur. It was further expanded by the Japanese during their occupation of the Philippines and was later used as a bomb shelter against American air raids from October 1944 to March 1945.

Today, portions of the tunnel remain unexplored, although it is known to stretch all the way to Tunasan in Muntinlupa City and has several exits leading to Barangay Pembo and Barangay East Rembo in Makati City. At four meters wide, the Bonifacio War Tunnel has 32 chambers. Of the original full 2.2 kilometers length of the tunnel, an estimated 730 meters remain unaffected by the developments in Fort Bonifacio.

By rehabilitating the tunnel and turning it into a cultural attraction, BCDA hopes to contribute to the people's understanding and appreciation of history and the tunnel's role in the fight for freedom and democracy.



► **Main:** BCDA conducts Regional Fora Series for members of the Armed Forces of the Philippines (AFP) as part of its Stakeholder Relations Program. Shown is BCDA President and CEO Arnel Casanova in Camp Lapu-Lapu, Cebu, engaging participants in a discussion about the role of BCDA in the modernization of the AFP. **Inset:** BCDA chief at a forum of military public information officers in Antipolo, Rizal.

The remaining amount of Php805.66 million that went to the NSP came in the form of real properties held by BCDA but which have been identified by the government as social housing sites. Today, these housing sites are known as the Philippine Centennial Village, Lupang Katuparan and the Bonifacio Housing and Information Technology (BHIT) Park, all in Taguig City.

BCDA's contributions to the NSP are mandated by Republic Act No. 7917 which states that the government's main housing agencies—the National Housing Authority, National Home Mortgage Finance Corporation and Home Insurance Guaranty Corporation—are entitled to 12 percent of the net proceeds from the disposition of Metro Manila Camps.

#### Assistance to Calamity Victims

Part of BCDA's community engagement programs is its relief and assistance efforts to victims of natural calamities particularly those who are living in areas where the agency operates its various infrastructure projects and special economic zones.

The agency lost no time in lending a helping hand when massive soil erosion affected some 120 Ifugao families in *Sitio Tektek*, Barangay *Sendol*, San Felipe in Zambales, sending sacks of rice to help the victims recover from the disaster through the SCTEX Services Department since the area is in the vicinity of the SCTEX.

#### Communicating the Mandate

In 2012, BCDA's major stakeholder relations undertaking is a series of fora with members of the AFP, during which BCDA officials briefed them about the continuing programs of the agency that generate revenues for the AFP Modernization Program, among others.

The series kicked off on September 6, 2012 when the AFP's Luzon-based Public Affairs Officers attended a summit in Antipolo, Rizal which was hosted by BCDA.

This was followed by the October 11 Visayas leg of the forum series held in Camp Peralta in Jamindan, Capiz. The Camp is the headquarters of the 3rd Infantry Division which has operational jurisdiction over Western Visayas covering the islands of Panay, Negros, Guimaras and Siquijor.

The series culminated in Mindanao which was held on November 7 at Camp Panacan in Davao City.

Meanwhile, as part of its information dissemination campaign, BCDA held various media events to promote its various products and activities, including a press conference at the Heritage Park in Taguig City in March 2012 for the launching of the memorial



▶ DND Secretary Voltaire Gazmin receives a key from BCDA President Arnel Casanova and Executive Vice President Aileen Zosa during the turnover of completed condominium-type units to the military. Looking on is Army Chief Lt. Gen. Emmanuel Bautista.



Ribbon-cutting ceremonies for the turnover of replicated condo units at JUSMAG for families of soldiers in active service. Shown are BCDA PCEO Arnel Casanova and DND Usec. Fernando Manalo.



Press Briefing for the Mt. Natib Flora Adventure Hunt held March 3, 2012.

park's new products such as the Pavilion Terraces and the Church Terraces, as well as a new inventory of columbarium niches.

Other media events were the press conferences for the Mt. Natib Floral Adventure Hunt in Bataan, and the launch of the first ever *Sillag*: Poro Point Festival of Lights. "*Sillag*" was conceptualized by BCDA subsidiary Poro Point Management Corporation (PPMC) to promote the Poro Point Freeport Zone, the host city of San Fernando, La Union and the whole province of La Union.

BCDA's efforts to keep in constant touch with its stakeholders and engage the public have also invaded the social media.

In 2012, the presence of the BCDA Group Facebook Fan Page was strengthened through regular content planning and management. Through the platform, BCDA sought to engage with the public more and disseminate accurate news on the programs and projects under BCDA's Asset Disposition Program and on developments within special economic zones.

Plans are underway to increase BCDA's social media presence through stronger networking with member organizations of the BCDA Group.

Further, BCDA's official SCTEX Facebook Fan Page which was created in March 2008, continued on to promote the expressway to the motoring and general public, and to guide motorists who have queries on directions, among other concerns. The SCTEX social media account allows BCDA to update motorists on traffic, road conditions, repairs and improvements as well as driving tips along the expressway.

Other social media platforms of the BCDA include Twitter and Youtube. Managing BCDA's public relations and corporate communications initiatives is the Public Affairs Department.