



14 April 2020

**MR. WILLIAM D. DAR, Ph.D.**  
*Chairman and DA Secretary*  
**GEN. BENJAMIN R. MADRIGAL, JR. (RET.)**  
*Administrator*  
**PHILIPPINE COCONUT AUTHORITY (PCA)**  
Elliptical Road, Diliman  
Quezon City

**RE : TRANSMITTAL OF 2020 PERFORMANCE SCORECARD**

Dear Sec. Dar and Admin. Madrigal,

This is to formally transmit the Charter Statement and Strategy Map (**Annex A**), and 2020 Performance Scorecard (**Annex B**) of PCA. The same is to be posted in PCA's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.<sup>1</sup>

The PCA proposed Performance Scorecard submitted through its letter dated 30 October 2019<sup>2</sup> was **MODIFIED** based on the discussions made during the technical panel meeting (TPM) held on 19 December 2019 and evaluation of other documents submitted through its letter dated 15 January 2020.<sup>3</sup>

Also attached is the *Prescribed Questionnaire (Annex C)* for PCA's Customer Satisfaction Survey starting 2020. PCA should strictly adhere to the standard guideline in the implementation of the annual customer satisfaction survey. Modification or alteration of the transmitted questionnaires is prohibited. However, GOCCs may add questions specific to their products and services as long as the survey instrument remains in accordance with the guidelines prescribed. Additional information on the conduct of the customer satisfaction survey can be found in the GCG website.

We take this opportunity to **REMIND** PCA that Item 5 of GCG Memorandum Circular No. 2017-02<sup>4</sup> mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter. PCA is requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of the 2<sup>nd</sup> Quarter Monitoring Report for 2020.

Finally, with the declared State of Public Health Emergency,<sup>5</sup> and State of Calamity,<sup>6</sup> throughout the Philippines due to COVID-19, and the issuance of the Memorandum from Executive Secretary dated 16 March 2020, as well as the public address by President Rodrigo R. Duterte, rest assured that the Governance

<sup>1</sup> CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

<sup>2</sup> Officially received by the Governance Commission on 04 November 2019.

<sup>3</sup> Officially received by the Governance Commission on 20 January 2020.

<sup>4</sup> INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.

<sup>5</sup> Presidential Proclamation No. 922, s.2020.

<sup>6</sup> Presidential Proclamation No. 929, s.2020.

Commission is evaluating the impact of the current situation on the accomplishment of the GOCCs' targets under their respective 2020 Performance Scorecards. If necessary, the Governance Commission shall issue the corresponding memorandum at the proper time taking into consideration the current situation and factors involved. For the time being, all Circulars and Orders involving the Performance Evaluation System subsist.

**FOR PCA'S COMPLIANCE.**

Very truly yours,



**SAMUEL G. DAGPIN, JR.**  
*Chairman*



**MICHAEL P. CLORIBEL**  
*Commissioner*



**MARITES C. DORAL**  
*Commissioner*



# PHILIPPINE COCONUT AUTHORITY STRATEGY MAP

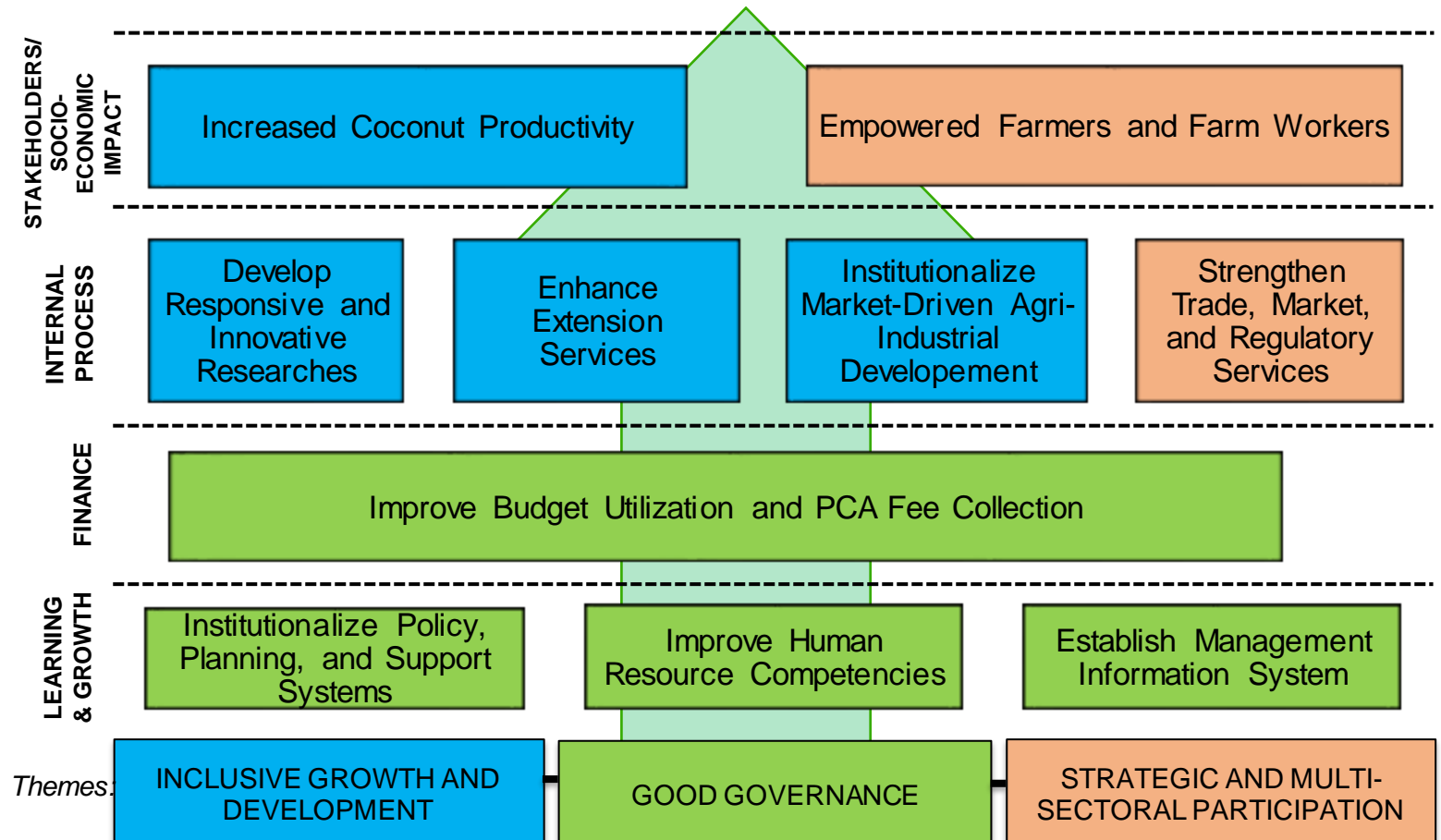
**VISION:** A government institution with a competent workforce and responsive service towards a globally competitive industry by 2025.

## MISSION:

The Philippine Coconut Authority shall ensure the development and implementation of responsive and sustainable programs carried out in a participatory manner for the benefit of all stakeholders.

## CORE VALUES:

Professionalism  
Integrity  
Transparency  
Excellence



## PHILIPPINE COCONUT AUTHORITY

Component						Baseline Data		Target	
	Objective/Measure		Formula	Wt.	Rating System <sup>a/</sup>	2017	2018	2019	2020
STAKEHOLDERS / SOCIO-ECONOMIC IMPACT	SO 1	Empowered Farmers and Farm Workers							
	SM 1	Average annual (gross) income of PCA-assisted farmers per hectare (in sale of copra and whole nuts)	Average Income of KEDP farmers	5.0%	Actual over Target	₱31,197	₱41,108.71	₱44,640	₱20,000
	SM 2	Average annual (gross) income of PCA-assisted farmers per hectare (in intercroops, livestock, and coconut processing)	Average Income of KEDP farmers (in intercroops, livestock, and coconut processing)	5.0%	Actual over Target	₱41,824	₱32,423.68	₱50,000	₱45,000
	SM 3	Percentage of Satisfied Customers	Number of respondents which gave <i>at least</i> a Satisfactory Rating / Total number of respondents	5.0%	Actual over Target 0% = If less than 80%	N/A	92.96%	90%	90%
	SO 2	Increased Coconut Productivity							
	SM 4	Average nut yield of coconut palms per year	Total nuts produced / Total mature coconut palms	6.0%	Actual over Target	62	64	60	60
	SM 5	Percentage of coconut seedlings that survived in the last three (3) years	Total number of subsisting coconut trees by end of the year / Total number of coconut seedlings	6.0%	Actual over Target	86.89%	88.86%	85%	85%

Component						Baseline Data		Target	
	Objective/Measure		Formula	Wt.	Rating System <sup>a/</sup>	2017	2018	2019	2020
			planted in the last three (3) years						
STAKEHOLDERS / SOCIO-ECONOMIC IMPACT	SM 6	Number of seed farms established (cumulative)	Absolute Number	5.0%	Actual over Target	0	6	13	13
	SM 7	Number of planting materials distributed from PCA seed gardens:							
		Hybrid	Absolute Number	3.0%	Actual over Target	231,434	N/A	600,000	1,390,539
		Open pollinated variety (OPV)	Absolute Number	3.0%	Actual over Target	564,670	N/A	1,900,000	990,650
	SM 8	Number of KEDP sites generating their own income (cumulative)	Absolute Number	6.0%	Actual over Target	348	207	560	600
	Subtotal			44%					
INTERNAL PROCESS	SO 3	Develop Responsive and Innovative Researches							
	SM 9	Number of Research Completed							
		a. Technology	Absolute Number	3%	Actual over Target	N/A	N/A	N/A	2

Component						Baseline Data		Target	
	Objective/Measure		Formula	Wt.	Rating System <sup>a/</sup>	2017	2018	2019	2020
INTERNAL PROCESS		b. Coconut Products	Absolute Number	3%	Actual over Target	N/A	N/A	N/A	1
	SO 4	Enhance Extension Services							
	SM 10	Number of hybrid demo farms established	Absolute Number	6%	Actual over Target	N/A	N/A	N/A	12 (1 per region)
	SO 5	Institutionalize Market-Driven Agro-Industrial Development							
	SO 6	Strengthen Trade, Market, and Regulatory Services							
	SM 11	Number of market promotional activities							
		a. Organized/co-organized	Absolute Number	3.0%	Actual over Target	37	5	3	7
		b. Participated	Absolute Number	3.0%	Actual over Target		5	3	18
	SM 12	Number of coconut hubs operationalized	Absolute Number	5.0%	Actual over Target	3	0	17	17
	SM 13	Percentage of R.A. 8048 reported violations/conflicts acted upon	R.A. 8048 reported violations/conflicts acted upon OVER reported violations/conflicts	5.0%	Actual over Target	N/A	N/A	N/A	90%
		Subtotal		28%					

Component						Baseline Data		Target	
	Objective/Measure		Formula	Wt.	Rating System <sup>a/</sup>	2017	2018	2019	2020
FINANCE	SO 7	Improve Budget Utilization and PCA Fee Collection							
	SM 14	Budget utilization rate	Utilized amount / Total Budget	5.0%	Actual over Target	47%	95.9% of carry-over and 255% of current	90% of carry-over and 90% of current	95% of NCA received (current and carry-over)
	SM 15	Percentage of PCA fee collected	Collection OVER Current Assessment + Amount Due from Settlement Agreement	5.0%	Actual over Target	N/A	N/A	N/A	100% (P227 Million)
		Subtotal		10%					
LEARNING AND GROWTH	SO 8	Institutionalize Policy, Planning, and Support Systems							
	SM 16	Certifications/Accreditation							
		a. ISO 9001:2015 Certification	Milestone	4.0%	Actual over Target	Implementation of QMS Manual	-	Certification	Certification (Central Office, Regions I-IVB, IVA, VII, and XI)
		b. ISO 17025:2017 Accreditation	Milestone	3.0%	All or Nothing	N/A	Approved proposed budget for ISO (e.g. MOA for consultancy services)	N/A	Accreditation

Component						Baseline Data		Target	
	Objective/Measure		Formula	Wt.	Rating System <sup>a/</sup>	2017	2018	2019	2020
LEARNING AND GROWTH		c. Project Implementation Process	Milestone	2.0%	All or Nothing	N/A	N/A	N/A	Draft Manual submitted to Governing Board for approval
	SO 9	Improve Human Resource Competencies							
	SM 17	Percentage of employees with required competencies	Number of incumbents meeting required competencies OVER Total number of incumbents	5.0%	Actual over Target	72% Competency	75.74% Competency	15% increase	100%
	SO 10	Establish Management Information System							
	SM 18	Number of Information System developed and implemented	Absolute Number	4.0%	Actual over Target	N/A	N/A	N/A	3 (HRMIS, AMIS, and DTS)
	Subtotal			18%					
TOTAL			100%						

a/ But not to exceed the weight assigned per indicator.





**CUSTOMER SATISFACTION SURVEY**  
**PHILIPPINE COCONUT AUTHORITY (PCA)**  
**(INDIVIDUAL CUSTOMERS – FARMERS)**

**QUESTIONNAIRE  
NUMBER**

RESPONDENT INFORMATION			
<b>Respondent Name</b>		<b>Time Start</b> (in 24:00)	
<b>Respondent Address</b>		<b>Time End</b> (in 24:00)	
<b>Respondent Phone Number</b> (House)		<b>Respondent Phone Number</b> (Mobile)	
RECRUITER/INTERVIEWER INFORMATION			
<b>Interviewer Name</b>		<b>Date of Interview</b>	
<b>Interviewer ID</b>		<b>Time of Interview</b>	
QUALITY CONTROL CHECKS AND VALIDATIONS			
<b>Witnessed/Validated by</b>		<b>Edited by</b>	
Witness/Validation Date:		Date of Editing	
Signature		Signature	
<b>Quality Checked by</b>		<b>Data Punched by</b>	
Quality Check Date		Data Punch Date	
Signature		Signature	
<b>Observed by (IA)</b>		<b>Cleared by (IA)</b>	
Observation Date		Clearing Date	
Signature		Signature	
<b>Back-checked by</b>			
Backcheck Date			
Signature			

## **INTRODUCTION**

As part of the government's initiative to deepen citizen participation in government processes, particularly in the delivery of products and/or services, we are conducting this survey to gauge customer satisfaction on the services of the **PHILIPPINE COCONUT AUTHORITY (PCA)**. We would appreciate if you could spare a few minutes of your time to participate in our survey. Your insights will greatly help the PCA improve its product and/or service delivery and meet your expectations to serve you better in the future. Please be assured that all answers provided will be kept in strictest confidentiality.

Any information that is obtained in connection with this study and that can be identified with you will remain confidential and will be disclosed only with your permission. By filling out the survey form, you are giving consent to the [RESEARCH AGENCY/GOCC] to process all the provided information. As the data subject, you have the right to access and ask for changing or deleting your personal data, which will be kept by the [RESEARCH AGENCY/GOCC].

I am \_\_\_\_\_ from [RESEARCH AGENCY], a market research company. I will be your interviewer for today.

## **SCREENER**

S1. Are you or any of your close family/relatives working with PCA?

	<b>CODE</b>	<b>ROUTE</b>
Yes	1	Close interview
No	2	Proceed to S2

S2. Which of the following service/s did you avail from PCA during this visit? [MA]

	<b>CODE</b>	
[SERVICE A]	1	<b>Proceed to Q1 depending on service availed</b>
[SERVICE B]	2	
[SERVICE C]	3	
Others (pls. specify)	4	
Did not avail of the services of PCA	99	<b>Close interview</b>

**NOTE TO GOCC:** List all possible services that may be availed

## MAIN QUESTIONNAIRE

### PART I. TRANSACTING WITH PCA

Q1. How long have you been availing services from PCA?

**NO. OF YEARS:** \_\_\_\_\_

**NO. OF MONTHS:** \_\_\_\_\_

	CODE
Less than a year	1
1 – 2 years	2
3 – 5 years	3
6 – 10 years	4
More than 10 years	5
Don't know/refused	9

Q2. Thinking about all your dealings/transactions with PCA last [SPECIFY YEAR], in what ways did you transact with them? [MA]

	CODE
Office visit	1
Phone call	2
Mail delivery	3
Send text / SMS message	4
Online	
Visit website	5
Send email	6
Chat using apps (e.g. Viber, WhatsApp, Line, Facebook messenger, Skype, etc.)	7
Connected to their social media accounts (e.g. Facebook, Twitter, LinkedIn, Instagram, etc.)	8
Others, pls. specify _____	9

Q3. Where do you most often get information about PCA and its services? [SA]

	CODE
Information desk	1
Website	2
Phone/Hotline	3
Social media (Specify _____)	4
Conferences	5
Text/SMS	6
Bulletins	7
Others (Specify _____)	8

### PART II. OVERALL SATISFACTION

**NOTE TO INTERVIEWER:** For Q4, present showcard below while asking satisfaction/dissatisfaction rating questions. Do not include N/A in the showcard.

Q4. Overall, how satisfied or dissatisfied are you with the service provided by PCA? Please use this rating scale where 5 means very satisfied, 4 means satisfied, 3 means neither satisfied nor dissatisfied, 2 means dissatisfied and 1 means very dissatisfied. How would you rate PCA on the overall? [SA]

SHOWCARD	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED
Overall Satisfaction Rating	5	4	3	2	1

Q5. Why do you say that you are [RESPONSE in Q4] with PCA? What else? Any other reasons?

**NOTE TO INTERVIEWER: ASK SPONTANEOUSLY. PROBE UNTIL RESPONDENT SAYS NONE.**

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### **PART III. EXECUTION OF SERVICE**

Q6. Now, we will talk about the different aspects of PCA's services. Using this rating scale where 5 means strongly agree (SA), 4 means agree (A), 3 means neither agree nor disagree (Neither), 2 means disagree (D) and 1 means strongly disagree (SD), please rate how much you agree or disagree with the different aspects of the services availed from PCA. Let's start with... [READ OUT ATTRIBUTES].  
[SA per attribute]

**NOTE TO INTERVIEWER:** Read attributes one at a time and wait for the respondent's answer. Do not leave any blanks. If the attribute is not applicable or the respondent says "Don't Know" even after probing, mark as N/A.

For Q6, present showcard while asking level of agreement per attribute. Do not include N/A in the showcard.

	SA	A	Neither	D	SD	N/A
<b><u>Staff</u></b> PCA's staff...						
treats customers with respect	5	4	3	2	1	99
strictly and fairly implements the policies, rules and regulations (e.g. no discrimination, no "palakasan" system)	5	4	3	2	1	99
Are knowledgeable and competent or skilled in delivering the needed services	5	4	3	2	1	99
provides clear and sufficient information (i.e., solutions to problems, answers to inquiries, and information on products and services)	5	4	3	2	1	99
addresses queries/concerns in a prompt manner	5	4	3	2	1	99
demonstrates willingness to assist customers	5	4	3	2	1	99
is easy to contact	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
delivers services within prescribed timeframe	5	4	3	2	1	99
appears neat, well-dressed, and professional	5	4	3	2	1	99
conveys trust and confidence	5	4	3	2	1	99
The number of staff/facilitators are adequate.	5	4	3	2	1	99
<b><u>Regulatory – Policies, Rules and Regulations</u></b>						
Policies, rules and regulations...						
are clear, consistent and sufficient	5	4	3	2	1	99
are strictly implemented	5	4	3	2	1	99
are properly updated	5	4	3	2	1	99
are properly disseminated	5	4	3	2	1	99
Reportorial/documentary requirements are reasonable	5	4	3	2	1	99
Timeline for compliance are fair and reasonable	5	4	3	2	1	99
Fees and/or penalties imposed are fair and reasonable	5	4	3	2	1	99
<b><u>Regulatory – Application with PCA</u></b>						
Requirements are properly disseminated	5	4	3	2	1	99
Filing of applications is simple and easy	5	4	3	2	1	99
Documentary requirements are reasonable	5	4	3	2	1	99
Process is completed within a reasonable amount of time	5	4	3	2	1	99
Documents issued are free from defects or typographical errors	5	4	3	2	1	99
<b><u>Agriculture</u></b>						

	SA	A	Neither	D	SD	N/A
Prices of goods/services are reasonable	5	4	3	2	1	99
Agricultural materials/equipment/facilities are available	5	4	3	2	1	99
Distributed agri-products are of good quality (i.e. healthy, no signs of infestation, high-yielding, etc.)	5	4	3	2	1	99
Distributed technologies are properly monitored	5	4	3	2	1	99
Services rendered (i.e. pest management, marketing) are effective	5	4	3	2	1	99
Livelihood programs implemented are relevant and effective	5	4	3	2	1	99
Facilities (seed farms/nurseries) are sufficient and available	5	4	3	2	1	99
Facilities are accessible	5	4	3	2	1	99
Trainings are relevant, sufficient and properly conducted	5	4	3	2	1	99
<b><u>Agriculture – Application with PCA</u></b>						
Requirements are properly disseminated	5	4	3	2	1	99
Filing of applications is simple and easy	5	4	3	2	1	99
Documentary requirements are reasonable	5	4	3	2	1	99
Process is completed within a reasonable amount of time	5	4	3	2	1	99
Terms and conditions (e.g., repayment terms) of agricultural loan services are clear and reasonable	5	4	3	2	1	99
Claiming is systematic and easy	5	4	3	2	1	99
Documents issued are free from defects or typographical errors	5	4	3	2	1	99
Payments are easy to make	5	4	3	2	1	99

	SA	A	Neither	D	SD	N/A
<b><u>Agriculture – Training/ Workshop (Trainers)</u></b>						
<i>Trainers...</i>						
are credible and knowledgeable on the subject matter	5	4	3	2	1	99
communicated with participants clearly and effectively	5	4	3	2	1	99
were understanding and responsive to participants' needs and requirements	5	4	3	2	1	99
adequately coordinated with the training/course participants	5	4	3	2	1	99
<b><u>Agriculture – Training/ Workshop (Training Course and Materials)</u></b>						
Training content was relevant, sufficient and useful	5	4	3	2	1	99
Training/course materials were sufficiently provided	5	4	3	2	1	99
Training method and activities were appropriate and effective	5	4	3	2	1	99
Training course was well-organized	5	4	3	2	1	99
<b><u>Agriculture – Marketing Campaign</u></b>						
Marketing campaign clearly communicated details about the event (date, time, venue, activities)	5	4	3	2	1	99
Marketing campaign was extensive and had wide reach	5	4	3	2	1	99
Marketing materials were visually appealing	5	4	3	2	1	99
<b><u>Information and Communication</u></b>						
<i>Information from PCA is...</i>						
easy to obtain	5	4	3	2	1	99
clear and relevant	5	4	3	2	1	99
<b><u>Information and Communication (Website)</u></b>						
<i>PCA's website...</i>						

	SA	A	Neither	D	SD	N/A
is accessible (e.g., no downtime, loads easily)	5	4	3	2	1	99
is user-friendly and easy to navigate	5	4	3	2	1	99
contains the information needed	5	4	3	2	1	99
is useful and reliable when doing desired transaction	5	4	3	2	1	99
is secured	5	4	3	2	1	99
<b><u>Complaints Handling and Records Keeping</u></b>						
Filing of complaints is easy and systematic	5	4	3	2	1	99
Complaints are resolved within prescribed timeframe	5	4	3	2	1	99
Resolutions to complaints are satisfactory/acceptable	5	4	3	2	1	99
Files/records are accurate and updated	5	4	3	2	1	99
<b><u>Facilities</u></b>						
Signages are visible and readable (e.g. Citizen's Charter, steps and procedures, directional signages)	5	4	3	2	1	99
Office/branch is accessible to customers	5	4	3	2	1	99
Office premises are clean, orderly and well-maintained	5	4	3	2	1	99
Office premises are well-ventilated and have good lighting	5	4	3	2	1	99
Office premises are safe and secure (e.g., with security guard)	5	4	3	2	1	99
Office has separate lane for senior citizens, PWDs, pregnant women	5	4	3	2	1	99



Q7. What are your suggestions for the improvement of PCA's services? What else? Anything else?

**NOTE TO INTERVIEWER: ASK SPONTANEOUSLY. PROBE UNTIL RESPONDENT SAYS NONE.**

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## SOCIO DEMOGRAPHIC PROFILE

<b>GENDER</b>	Male	1	Female	2	<b>NATIONALITY</b> _____	
<b>CIVIL STATUS</b>	Single	1	Separated	3	<b>WORKING STATUS</b> Working 1 Studying 2 Working/Studying 3 Not working/not studying 4	
	Married	2	Widow/ Widower	4		
<b>RESPONDENT AGE GROUP</b> Actual _____					<b>IF WORKING: OCCUPATION</b> _____	
18 – 25	1	36 – 40	4	56 – 60		9
26 - 30	2	41 – 45	5	61 – 65		10
31 – 35	3	46 – 50	6	Above 65		11
		51 – 55	7			
<b>EDUCATIONAL ATTAINMENT</b>					<b>CONTACT DETAILS</b>	
No formal education	1	Some vocational	6	Landline: _____		
Some elementary	2	Completed vocational	7	Cellphone: _____		
Completed elementary	3	Some college	8	E-mail: _____		
Some high school	4	Completed college	9	Office landline: _____		
Completed high school	5	Post graduate	10	Other contact info: _____		

I declare that this interview has been carried out strictly in accordance with your specification and has been conducted within the <b>ESOMAR Code of Conduct</b> with a person unknown to me.	Interviewers' Signature	Supervisor's Signature
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