



Republic of the Philippines
Province of Cavite

CITY OF GENERAL TRIAS



City Government of General Trias

Harmonized CSM Report 2025 (1st edition)

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I. Overview

The establishment of the Municipality of San Francisco de Malabon dates back to December 13, 1748. Originally named after its Patron Saint, Francis of Assisi, the town underwent a renaming to General Trias in honor of General Mariano Closas Trias. The attainment of cityhood for General Trias transpired on December 12, 2015, facilitated by Republic Act 10675. A plebiscite conducted during this period saw the majority of residents voting in favor of the cityhood status. Subsequently, Republic Act 11069 designated the City of General Trias as the 6th Lone District in the province of Cavite.

The Anti-Red Tape Authority (ARTA) is mandated under Republic Act No. 11032, also known as the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, to oversee the implementation of national anti-red tape policies. The agency ensures government offices comply with efficient business processes and streamlined service delivery.

As per ARTA Advisory No. 2025-005, government agencies, including LGUs, GOCCs, and other instrumentalities, must adhere to submission deadlines for compliance with R.A. 11032 and its Implementing Rules and Regulations (IRR). The advisory reiterates the mandatory submission of Citizen's Charter updates, Committee on Anti-Red Tape (CART) reports, and the Client Satisfaction Measurement Report (CSMR) using a unified submission form.

The City Government of General Trias has diligently implemented CSM directives in compliance with ARTA Memorandum Circular No. 2022-02. The City Government of General Trias is a recipient of Seal of Good Local Governance for three (3) consecutive years (2022, 2023 and 2024). These efforts have yielded valuable insights into service delivery, client satisfaction, and public sector efficiency. The summary of results (Table 1) highlights these outcomes:

Table 1. *Summary of Results*

CC AWARENESS	81.24%
CC VISIBILITY	84.24%
CC HELPFULNESS	89.02%
RESPONSE RATE	1.0076%
OVERALL SCORE	95.09%

The metrics presented in Table 1 give emphasis to the City Government of General Trias' continued commitment to enhancing its Client Satisfaction Measurement (CSM) initiatives. As distinguished to the previous year's (2024) report which solely considered 2023 external feedback, the 2024 data incorporates both internal and external responses, offering a more holistic perspective on service performance. Slight declines in CC Awareness and CC to 81.24% and 84.24% respectively reflect consistency as regards level of recognition among both (internal) employee and (external) citizen groups. This indicates that while there is sustained visibility, further efforts are needed to broaden awareness across all stakeholder sectors.

CC Helpfulness has shown a slight decline to 89.02% as compared to 2024 CSM Report with 90.10%. This suggests that clients, both within and outside the organization, are experiencing almost similar support and assistance compared to previous periods which cover only external clients. The inclusion of internal perspectives this year reveals a more balanced view of the quality and accessibility of services, highlighting internal stakeholders' appreciation for improved coordination and responsiveness. Despite the low overall response rate of 1.01%, the combined feedback now reflects a broader range of experiences, enriching the data pool and informing more inclusive service development strategies.

Most significantly, the overall satisfaction score reached 95.09%, demonstrating the City's effectiveness in fulfilling client expectations from both internal personnel and external service users. This high score reinforces the importance of integrating diverse respondent groups into the CSM process, as it validates that service improvements are being positively received across the board. Moving forward, the City Government of General Trias remains committed to strengthening engagement mechanisms, expanding public awareness efforts, and ensuring that both internal and external voices continue to shape the delivery of responsive, citizen-centered services.

II. Scope

The City Government of General Trias (CGT) undertook surveys in the Calendar Year 2024, targeting both internal and external clients who frequented diverse offices within the City Hall. Employing the standardized and harmonized CSM questionnaire, the survey delved into clients' demographic profiles and posed a set of eight (8) questions aligning with distinct Service Quality Dimensions (SQDs):

1. Responsiveness
2. Reliability
3. Access and Facilities
4. Communication
5. Costs
6. Integrity
7. Assurance
8. Outcome

Table 2. *The surveyed services 2024*

SERVICES	RESPONSE ON EXTERNAL	RESPONSE ON INTERNAL	TOTAL RESPONSE	TOTAL TRANSACTION
Issuance of Building Permit	106	25	131	6,130
Issuance of Marriage License	398	6	404	1,840
Marriage Assistance / Solemnization	75	2	77	1,214
Application for Leave	0	1,120	1,120	5,828
Helpdesk	88	1	89	34,779
Receiving of Application for Employment	997	0	997	1,455
Issuance of Certificate of Employment	1	545	546	941
Sealing and Inspection of Weighing Scale	24	1	25	400

Request for Financial Assistance	75	6	81	1,573
Issuance of Permit to Use / Enter Gen. Trias Convention	27	6	33	112
Application for Business Permit (New)	162	23	185	3,943
Certification of Loan Application (Pag-ibig Loan / DBP Salary Loan)	1	200	201	532
Maternal Care - Safe Motherhood & Family Planning	7	0	7	1,509
National Program for Immunization	9	0	9	2,010
Laboratory Services for TB Patients	9	0	9	793
Issuance of Medical Certificate / Medico - Legal Certificate	4	0	4	45
Repairs and Maintenance	0	1	1	4,000
Issuance of Community Tax Certificate	87	1	88	11,460
Application for Leave (Abroad)	2	204	206	4,460
Medical Consultation	30	2	32	12,800
Issuance of No Objection Certificate for Tree Cutting Permit	20	2	22	50
Late Registration of Birth Certificate	57	1	58	71
Issuance of Certificate of Occupancy	1,303	38	1,341	3,116
GSIS Loan Confirmation	0	288	288	1,207
Application for Business Permit (Renewal)	107	29	136	8,653
Family Planning Services	13	0	13	450
Accommodation of Promotion, Product Sampling & Advertisement	4	1	5	100
Application for Monetization of Leave Credits	0	325	325	2,505
Provision of Tokens for City Visitors During Events	19	0	19	94
Transportation Services	4	1	5	110
Issuance of Health Certificate	54	0	54	13,284
Environmental Clearances and Compliances of Commercial	79	2	81	9,783
Issuance of Academic Excellence Certificate & Medals	12	0	12	550
Issuance of Sanitary Permit	137	5	142	1,890
Registration of Farmers & Fisherfolks on Registry System for	31	1	32	197
Evaluation & Issuance of Certificate of Scholarship Application	2	1	3	95
Organizing City Program Events & Activities	76	4	80	116
Application for Exhumation Permit / Open Interment / Open	15	1	16	1,070
Application for Retirement of Business	10	0	10	43
Training and Workshop	19	0	19	70

Assistance in the Organization of Cooperative	25	6	31	25
Claiming of Impounded Motors	4	2	6	29
Registration for Local Tax Incentives	51	1	52	128
Settlement of Environmental Complaint/s	9	0	9	19
Request for Economic & Investment - Related Information	6	0	6	92
Issuance of Cash Ticket	4	0	4	32,000
Employment Facilitation - Employers (Local and Overseas)	17	0	17	46
Request for Educational Assistance (SHS and College Graduate)	7	10	17	63
Registration of Livestock	7	0	7	60
Issuance of Certificate of Electrical Inspection (CEI)	312	12	324	8,080
Issuance of Locational Clearance (LC) / Zoning Clearance	75	18	93	3,500
Issuance of Birth Certificate with Record	10	15	25	6,431
Peace and Order	2	0	2	1,500
Medical Assistance	48	9	57	76
Employment Facilitation	7	60	67	246
Assistance to Farmers & Fisherfolks in Availing Free Agricultural	2	1	3	114
Reception / Issuance of Certification	32	0	32	3,400
Releasing of Confiscated Driver's License due to Violation	3	2	5	9,799
Tourist Assistance and Information	155	8	163	34,779
Collection of other Local Taxes, Regulatory Fees SC	272	6	278	10,511
Technical Assistance on Crops, Livestocks and Fish Production - DTI Business Name Registration Assistance	26	35	61	116
Availment of Memorial Lot Rights at Himlayang General Bayan	6	5	11	59
Issuance of Sports Park Permit / Authority to Use / Entrance to Use Facilities	22	18	40	220
Internet and Multimedia	2	7	9	2,300
Employment Facilitation - Jobseekers	64	12	76	202
Tricycle Franchising / Mayor's Permit	368	12	380	3,590
Issuance of Certificate and other Personal Records	44	8	52	200
Scholarship Application	45	187	232	310
Request for Civil Wedding Schedule	13	72	85	3,120

Business Tax Assessment and Collection	181	33	214	298,681
Follow Up	43	1	44	105
Travel Permit for Dogs and Cats	31	108	139	420
Request for Public Posting	12	0	12	39
Availment of Oral Examination & Tooth Extraction	3	0	3	512
Pre-Marriage Counseling	17	27	44	4,779
Issuance of Wiring Permit	139	7	146	6,530
Application for Certification on Business Records	5	11	16	120
Acceptance of Applications and Request (Written and on Line)	5	0	5	65
Professional Tax Receipt	28	0	28	2,800
Assistance to Farmers in Availing Free Crops & Livestock	38	52	90	3,650
Availment of Free Medication	75	1	76	14,730
Issuance of Certified True / Xerox Copy of Tax Declaration	18	105	123	3,680
Financial and Medical Assistance	269	9	278	6,534
Motor Impound	5	1	6	23
Mayor's Occupational Permit	53	18	71	1,150
Research	6	4	10	3,450
Mayor's Clearance	50	10	60	7,785
Real Property Tax Assessment and Collection	411	43	454	303,496
Meat Inspection	29	1	30	209,000
attending to patients in need of blood	2	1	3	67
Submission of Monthly Visitor Arrival Record (VAR) to Provincial)	3	0	3	144
Issuance of Real Property Tax Clearance	25	13	38	2,760
Application Video Conference / Online Webinar	3	11	14	460
Infrastructure Projects	109	88	197	310
Request for Product Label Layout and Tarpaulin Layout	2	0	2	153
Request for Medical Assistance	5	12	17	5,750
Complaints	4	0	4	16
Attending to Patients in Need of Blood	57	135	192	960
Practices thru the use of Organic Fertilizer	3	0	3	1,250
Issuance of Peoples Law Enforcement Board (PLEB Clearance	37	4	41	66
Application for Certified True Copy of Documents	52	0	52	240
Local Tax Incentives	8	0	8	65
Solemnize Marriage (CRASM)	8	0	8	200

Request for Certificate of Registration of Authority to Solemnize Marriage (CRASM)	12	7	19	4,550
Application for Special Permit (Streamer, Motorcade,	5	0	5	73
Delayed Registration of Marriage	3	0	3	14
Filing of Business Complaint	6	0	6	11
Sports Tournament / Competition	8	0	8	17
	7,478	4,060	11,538	1,145,101

In 2024, the City Government of General Trias collected a total of 11,538 feedback responses from 1,145,101 service transactions, resulting in an overall response rate of 1.01%.

Of these responses, 7,478 (64.84%) were received from external clients availing of public-facing services, while 4,060 (35.16%) came from internal personnel, primarily city employees accessing office-based or human resource-related services. This distribution indicates a relatively balanced level of engagement between the city's internal and external stakeholders.

Despite this balance, the overall feedback rate remains low, highlighting potential barriers to effective feedback collection. One contributing factor may be the continued transition to online and zero-contact service delivery, where high-volume transactions, particularly those processed through automated systems or digital platforms, tend to yield lower levels of feedback participation.

While digital feedback channels such as QR codes and online forms are in place, the data suggests that many users may either be unaware of the feedback mechanism or do not feel compelled to participate, possibly due to a perception of adequate service or lack of urgency.

To address these challenges, the City Government plans to enhance its information dissemination initiatives and implement targeted client engagement strategies. These efforts will focus on increasing awareness and accessibility of feedback systems, particularly for frequently accessed services. The goal is to ensure that citizen feedback continues to play a critical role in guiding and improving the quality of public service delivery in General Trias.

Table 3. *Some responses below the Sample Size Calculator 2024*

SERVICES	Minimum Response per Sample Size Calculator	Actual Response
Repairs and Maintenance	351	1
Medical Consultation	373	32
Issuance of Cash Ticket	380	4
Issuance of Birth Certificate with Record	363	25
Meat Inspection	383	30
Request for Medical Assistance	360	17

III. Methodology

For in-person clientele, surveys were distributed and promptly collected by CGT personnel immediately after the completion of the transaction. In addition, designated survey boxes were placed near office exits to encourage further survey submissions.

In the virtual domain, data collection was managed through the City Information and Communications Technology (CICT) database. This data originated from clients who participated in the survey by scanning the QR code prominently displayed at the entrance of each office and in our official website <https://generaltrias.gov.ph/contact>.

In the context of the client satisfaction measurement survey, the practice of assigning weights to Likert scale responses to calculate a weighted average is commonly referred to as the "Weighted Satisfaction Score" or "Weighted Satisfaction Rating."

This approach recognizes that not all responses on a Likert scale should be treated equally when determining overall satisfaction. By assigning weights to responses based on their perceived significance, the LGU can achieve a more nuanced understanding of client satisfaction levels. This method differentiates between varying levels of satisfaction, emphasizing the influence of highly satisfied or dissatisfied clients on the overall score.

To generate the combined, internal, and external tables, the responses from each client group were processed separately. For internal clients, data were collected using the same survey distribution methods, and their responses were weighted according to the same Likert scale system. Similarly, for external clients, the data were processed with an identical methodology, ensuring consistency across both groups. The scores for each dimension were then aggregated for both internal and external client groups, using the weighted averages derived from the individual responses.

The final combined table was obtained by merging the results from both internal and external clients. Each group's weighted average score was calculated separately, and then the overall combined score was derived by averaging the internal and external scores. This method ensured that both internal and external perspectives were accurately represented, maintaining the integrity of the data.

The 8 Service Quality Dimensions (SQD) questions were scored using a 5-point Likert Scale. The average of the responses across these questions was then calculated for each group. The interpretation of the result is as follows:

Figure 1. The 5-point Likert Scale

Scale	Rating
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The overall score for the 8 SQDs were computed based on the following formula:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers} + \text{Number of 'Agree' answers}}{\text{Total Number of Respondents} - \text{Number of 'N/A' answers}} \times 100$$

Figure 2. The interpretation of the results

Percentage	Rating
Below 60.0%	Poor
60.0% - 79.9%	Fair
80.0% - 89.9%	Satisfactory
90.0% - 94.9%	Very Satisfactory
95.0% - 100%	Outstanding

Data and Interpretation

Demographic Profile

Table 4. Age Demographic

Age	EXTERNAL	INTERNAL	OVERALL
19 or lower	1.18%	0.29%	1.47%
20-34	24.36%	17.28%	41.64%
35-49	18.60%	7.48%	26.08%
50-64	6.11%	2.40%	8.51%
65 or higher	0.02%	0.00%	0.02%
Did not specify	14.09%	8.18%	22.27%
Total	64.37%	35.63%	100.00%

The 2024 age demographic data show that 22.27% of respondents did not specify their age, marking an improvement in disclosure compared to the previous year. Despite this, a notable portion of the sample remains unaccounted for in age-based analysis, suggesting room for further enhancement in data completeness.

Among those who did report their age, the majority fall within the 20–34 age range (41.64%), followed by the 35–49 group (26.08%), reflecting strong participation from young to middle-aged respondents. External respondents are more represented in these younger brackets—24.36% in the 20–34 range and 18.60% in the 35–49 group—compared to internal respondents at 17.28% and 7.48%, respectively. Internal respondents, however, continue to dominate overall participation at 73.67%, though they are less represented in the higher age groups and more likely to omit age information (8.18% internally vs. 14.09% externally). These trends highlight a generational difference in engagement patterns between external and internal

clients and point to the need for continued efforts to improve demographic data collection for more accurate and representative analysis.

Table 5. *Gender Demographic 2024*

Sex	EXTERNAL	INTERNAL	OVERALL
Male	10.72%	8.48%	19.20%
Female	17.81%	7.58%	25.38%
Did not specify	36.20%	19.21%	55.41%
Total	64.73%	35.27%	100.00%

The 2024 survey data on gender distribution highlights notable participation gaps and persistent non-disclosure trends. Overall, females represent 25.38% of respondents, while males account for 19.20%. External respondents reported gender more consistently, with 17.81% identifying as female and 10.72% as male. In contrast, internal respondents reported lower figures at 7.58% for female and 8.48% on male participants, despite forming a smaller share of the total sample.

However, 55.41% of all respondents did not specify their gender, limiting the depth of demographic analysis. A significant portion of this non-disclosure came from internal respondents (19.21%), while external respondents accounted for 36.20%. Although external participants still show a high non-disclosure rate, they demonstrated better gender reporting overall. These findings highlight the importance of refining data collection practices and encouraging full demographic disclosure to improve the accuracy and representativeness of future Client Satisfaction Measurement (CSM) reports.

Table 6. *Region Demographic 2024*

Region	EXTERNAL	INTERNAL	OVERALL
NCR	0.22%	0.01%	0.23%
Region 1	0.03%	0.01%	0.03%
Region 2	0.16%	0.02%	0.17%
Region 3	0.21%	0.01%	0.22%
Region 4-A	48.62%	34.93%	83.55%
Region 5	0.06%	0.00%	0.06%
Region 6	0.07%	0.00%	0.07%
Region 7	0.06%	0.00%	0.06%
Region 8	0.00%	0.00%	0.00%
Region 10	0.00%	0.00%	0.00%
Did not specify	14.64%	0.23%	15.61%
Totals	64.06%	35.21%	100.00%

The 2024 regional demographic distribution of respondents remains overwhelmingly concentrated in Region 4-A, comprising 83.55% of the total. This includes 48.62% from external and 34.93% from internal respondents, reflecting the predominantly local reach of the survey, particularly within the City of General Trias and nearby areas. Participation from other regions was minimal, such as NCR (0.23%), Region 3 (0.22%), and Region 2 (0.17%), while some regions, including Regions 8 and 10, recorded no respondents. Notably, 15.61% did not specify their region, with the majority of these (14.64%) from external respondents, suggesting an area for improvement in regional disclosure and tracking mechanisms.

Table 7. *Customer Type 2024*

Type	EXTERNAL	INTERNAL	OVERALL
Citizen	40.54%	3.00%	43.54%
Government	4.00%	32.50%	36.50%
Business	2.99%	0.08%	3.07%
Did not specify	16.86%	0.04%	16.89%
Total	64.38%	35.62%	100.00%

The 2024 client type data shows that citizens comprise the largest share at 43.54%, mainly from external respondents (40.54%). Government participants account for 36.50%, predominantly from internal sources (32.50%), indicating strong LGU involvement. The business sector remains low at 3.07%, mostly external (2.99%), while 16.89% did not specify. External respondents represent 64.38% of the total, suggesting broad public reach. These figures highlight the need to boost business participation and encourage complete data disclosure in future CSM cycles.

IV. Results of the harmonized CSM for 2024

A. Count of CC and SQD results

Figure 3. CC Result

	Response on Citizen's Charter	Responses	Percentage
CC1.1	I know what a CC is and I saw this Office's CC	8,691	81.24%
CC1.2	I know what a CC is but I did NOT see this office's CC	511	4.78%
CC1.3	I learned of the CC only when I saw this Office's CC.	1,065	9.96%
CC1.4	I do not know what a CC and I did not see one in this Office.	431	4.03%
	CC AWARENESS	10,698	25.00%
CC2.1	Easy to see	8,640	84.24%
CC2.2	Somewhat easy to see	1,433	13.97%
CC2.3	Difficult to see	84	0.82%
CC2.4	Not visible at all	100	0.97%

	CC VISIBILITY	10,257	25.00%
CC3.1	Helped very much	8,981	89.02%
CC3.2	Somewhat helped	1,024	10.15%
CC3.3	Did not help	84	0.83%
	CC HELPFULNESS	10,089	33.33%

The 2024 survey results reflect a high level of engagement with the Citizen's Charter among respondents in the City of General Trias. Awareness was strong, with 81.24% stating they knew what a CC is and had seen it in the office. In terms of visibility, 84.24% found the CC easy to see. Regarding helpfulness, 89.02% said the CC helped them significantly. These figures suggest that the Citizen's Charter is both accessible and effective in guiding clients through government services, giving emphasis to the LGU's success in promoting transparency and service clarity.

Figure 4. SQD0 Result Internal and External 2024

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Responses	Rating
SQD0	3	13	523	2827	8139	27	11,505	95.54%

Figure 5. SQD0 Result External 2024

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Responses	Rating
SQD0	2	8	351	2087	5002	21	7,450	95.42%

Figure 6. SQD0 Result Internal 2024

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Responses	Rating
SQD0	1	5	172	740	3136	6	4,054	95.75%

Figure 7. SQD 1 to 8 Result – Internal and External

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Responses	Rating
Responsiveness	10	10	650	2695	8099	59	11,464	94.64%
Reliability	190	227	787	1939	7673	575	10,816	93.86%
Access and Facilities	7	7	269	3496	7732	21	11,511	97.72%
Communication	5	8	575	1969	8949	26	11,506	95.10%
Costs	4	11	217	2645	8613	38	11,490	98.31%
Integrity	0	4	937	1870	8689	32	11,500	92.07%
Assurance	5	14	522	3233	7715	38	11,489	95.61%

Outcome	9	5	778	2522	8188	24	11,502	93.31%
Overall	230	286	4735	20369	65658	813	91,278	95.09%

Figure 8. SQD 1 to 8 Result –External

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Responses	Rating
Responsiveness	6	4	436	2144	4854	27	7,444	94.35%
Reliability	187	209	523	1361	4522	535	6,802	93.87%
Access and Facilities	5	4	130	1750	5567	15	7,456	98.33%
Communication	2	2	257	1540	5654	16	7,455	96.71%
Costs	4	3	106	1673	5666	19	7,452	98.74%
Integrity	0	1	577	1398	5470	25	7,446	92.55%
Assurance	4	7	316	2431	4680	33	7,438	96.03%
Outcome	8	3	510	1627	5297	20	7,445	93.25%
Overall	216	233	2855	13924	41710	690	58,938	95.51%

Figure 9. SQD 1 to 8 Result – Internal

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Responses	Rating
Responsiveness	4	6	214	551	3244	32	4,019	95.18%
Reliability	3	18	264	577	3151	40	4,013	93.83%
Access and Facilities	2	3	139	1746	2164	6	4,054	96.59%
Communication	3	6	318	429	3294	10	4,050	92.15%
Costs	0	8	111	972	2946	19	4,037	97.51%
Integrity	0	3	360	471	3219	7	4,053	91.20%
Assurance	1	7	206	801	3035	5	4,050	94.83%
Outcome	1	2	268	895	2890	4	4,056	93.41%
Overall	14	53	1880	6442	23943	123	32332	94.34%

The 2024 Service Quality Dimensions (SQD) survey marks a significant advancement in evaluating public service delivery in the City of General Trias through the inclusion of both internal and external respondents. Whereas previous surveys focused exclusively on external clients, this year's expanded scope offers a more comprehensive understanding of service quality from multiple perspectives.

Overall satisfaction, measured by SQD0, remains consistently high. External respondents reported a satisfaction rating of 95.42%, while internal respondents rated it slightly higher at 95.75%, yielding a combined score of 95.54% across 11,538 responses. These figures reflect sustained public confidence in city services, coupled with strong internal affirmation of operational efficiency.

Disaggregated results from SQD1 to SQD8 reinforce this favorable assessment. Among external respondents, Costs (98.74%), Access and Facilities (98.33%), and Communication (96.71%) received the highest ratings. Internal respondents reported similar levels of satisfaction, with Costs (97.51%), Access and Facilities (96.59%), and Assurance (94.83%) leading. This convergence suggests consistency in service delivery and reinforces the alignment between user experience and institutional performance.

The inclusion of internal perspectives provides added value, revealing that those involved in service implementation also perceive systems and processes to be effective. High satisfaction among employees indicates that internal support structures are functioning well and likely contribute to the quality of services delivered externally.

The 2024 SQD results signal a strong endorsement of public service delivery in General Trias from both clients and staff. The alignment between internal and external assessments highlights a culture of responsiveness, efficiency, and ongoing improvement, offering a promising foundation for future evaluations.

Table 8. *Response per service – External*

EXTERNAL SERVICES	RATING
Issuance of Building Permit	97.17%
Issuance of Marriage License	97.10%
Marriage Assistance / Solemnization	97.22%
Application for Leave	-
Helpdesk	96.42%
Receiving of Application for Employment	96.10%
Issuance of Certificate of Employment	81.25%
Sealing and Inspection of Weighing Scale	96.18%
Request for Financial Assistance	95.31%
Issuance of Permit to Use / Enter Gen. Trias Convention	96.60%
Application for Business Permit (New)	96.38%
Certification of Loan Application (Pag-ibig Loan / DBP Salary Loan)	97.22%
Maternal Care - Safe Motherhood & Family Planning	94.44%
National Program for Immunization	94.44%
Laboratory Services for TB Patients	94.44%
Issuance of Medical Certificate / Medico - Legal Certificate	94.44%
Repairs and Maintenance	-
Issuance of Community Tax Certificate	94.28%
Application for Leave (Abroad)	93.06%
Medical Consultation	94.07%
Issuance of No Objection Certificate for Tree Cutting Permit	93.89%
Late Registration of Birth Certificate	93.57%
Issuance of Certificate of Occupancy	93.49%
GSIS Loan Confirmation	-
Application for Business Permit (Renewal)	95.17%
Family Planning Services	93.03%

Accommodation of Promotion, Product Sampling & Advertisement	93.75%
Application for Monetization of Leave Credits	-
Provision of Tokens for City Visitors During Events	92.64%
Transportation Services	92.19%
Issuance of Health Certificate	92.13%
Environmental Clearances and Compliances of Commercial	91.94%
Issuance of Academic Excellence Certificate & Medals	91.93%
Issuance of Sanitary Permit	91.83%
Registration of Farmers & Fisherfolks on Registry System for	91.67%
Evaluation & Issuance of Certificate of Scholarship Application	91.67%
Organizing City Program Events & Activities	91.54%
Application for Exhumation Permit / Open Interment / Open	91.67%
Application for Retirement of Business	91.18%
Training and Workshop	91.01%
Assistance in the Organization of Cooperative	92.44%
Claiming of Impounded Motors	90.97%
Registration for Local Tax Incentives	90.65%
Settlement of Environmental Complaint/s	90.63%
Request for Economic & Investment - Related Information	90.57%
Issuance of Cash Ticket	90.28%
Employment Facilitation - Employers (Local and Overseas)	90.24%
Request for Educational Assistance (SHS and College Graduate)	91.27%
Registration of Livestock	89.68%
Issuance of Certificate of Electrical Inspection (CEI)	89.34%
Issuance of Locational Clearance (LC) / Zoning Clearance	90.22%
Issuance of Birth Certificate with Record	83.89%
Peace and Order	88.89%
Medical Assistance	88.83%
Employment Facilitation	85.71%
Assistance to Farmers & Fisherfolks in Availing Free Agricultural	91.67%
Reception / Issuance of Certification	87.93%
Releasing of Confiscated Driver's License due to Violation	88.89%
Tourist Assistance and Information	87.27%
Collection of other Local Taxes, Regulatory Fees SC	87.33%
Technical Assistance on Crops, Livestocks and Fish Production -	86.11%
DTI Business Name Registration Assistance	88.14%
Availment of Memorial Lot Rights at Himlayang General Bayan	85.65%
Issuance of Sports Park Permit / Authority to Use / Entrance to Use Facilities	86.74%
Internet and Multimedia	87.50%
Employment Facilitation - Jobseekers	86.46%
Tricycle Franchising / Mayor's Permit	85.82%
Issuance of Certificate and other Personal Records	83.65%
Scholarship Application	85.25%
Request for Civil Wedding Schedule	87.61%

Business Tax Assessment and Collection	85.50%
Follow Up	85.40%
Travel Permit for Dogs and Cats	85.55%
Request for Public Posting	85.19%
Availment of Oral Examination & Tooth Extraction	85.19%
Pre-Marriage Counseling	86.27%
Issuance of Wiring Permit	84.88%
Application for Certification on Business Records	83.89%
Acceptance of Applications and Request (Written and on Line)	84.44%
Professional Tax Receipt	84.33%
Assistance to Farmers in Availing Free Crops & Livestock	84.38%
Availment of Free Medication	84.10%
Issuance of Certified True / Xerox Copy of Tax Declaration	83.10%
Financial and Medical Assistance	84.06%
Motor Impound	82.78%
Mayor's Occupational Permit	83.16%
Research	83.33%
Mayor's Clearance	82.28%
Real Property Tax Assessment and Collection	83.53%
Meat Inspection	83.51%
attending to patients in need of blood	83.33%
Submission of Monthly Visitor Arrival Record (VAR) to Provincial)	83.33%
Issuance of Real Property Tax Clearance	82.89%
Application Video Conference / Online Webinar	86.11%
Infrastructure Projects	84.05%
Request for Product Label Layout and Tarpaulin Layout	82.81%
Request for Medical Assistance	85.56%
Complaints	82.64%
Attending to Patients in Need of Blood	81.77%
Practices thru the use of Organic Fertilizer	82.41%
Issuance of Peoples Law Enforcement Board (PLEB Clearance	82.28%
Application for Certified True Copy of Documents	81.73%
Local Tax Incentives	81.60%
Solemnize Marriage (CRASM)	81.47%
Request for Certificate of Registration of Authority to Solemnize Marriage (CRASM)	81.89%
Application for Special Permit (Streamer, Motorcade,	80.56%
Delayed Registration of Marriage	80.56%
Filing of Business Complaint	80.21%
Sports Tournament / Competition	80.12%
	88.29%

Table 9. Response per service – Internal

INTERNAL SERVICES	RATING
Issuance of Building Permit	97.22%
Issuance of Marriage License	97.22%
Marriage Assistance / Solemnization	90.28%
Application for Leave	96.81%
Helpdesk	100.00%
Receiving of Application for Employment	-
Issuance of Certificate of Employment	95.94%
Sealing and Inspection of Weighing Scale	88.89%
Request for Financial Assistance	93.06%
Issuance of Permit to Use / Enter Gen. Trias Convention	88.43%
Application for Business Permit (New)	84.66%
Certification of Loan Application (Pag-ibig Loan / DBP Salary Loan)	94.44%
Maternal Care - Safe Motherhood & Family Planning	-
National Program for Immunization	-
Laboratory Services for TB Patients	-
Issuance of Medical Certificate / Medico - Legal Certificate	-
Repairs and Maintenance	94.44%
Issuance of Community Tax Certificate	94.44%
Application for Leave (Abroad)	94.14%
Medical Consultation	94.44%
Issuance of No Objection Certificate for Tree Cutting Permit	94.44%
Late Registration of Birth Certificate	97.22%
Issuance of Certificate of Occupancy	91.45%
GSIS Loan Confirmation	93.27%
Application for Business Permit (Renewal)	85.34%
Family Planning Services	
Accommodation of Promotion, Product Sampling & Advertisement	88.89%
Application for Monetization of Leave Credits	92.69%
Provision of Tokens for City Visitors During Events	-
Transportation Services	93.75%
Issuance of Health Certificate	-
Environmental Clearances and Compliances of Commercial	93.75%
Issuance of Academic Excellence Certificate & Medals	-
Issuance of Sanitary Permit	91.25%
Registration of Farmers & Fisherfolks on Registry System for	91.67%
Evaluation & Issuance of Certificate of Scholarship Application	91.67%
Organizing City Program Events & Activities	92.97%
Application for Exhumation Permit / Open Interment / Open	90.63%
Application for Retirement of Business	-
Training and Workshop	-
Assistance in the Organization of Cooperative	83.80%

Claiming of Impounded Motors	90.28%
Registration for Local Tax Incentives	93.75%
Settlement of Environmental Complaint/s	-
Request for Economic & Investment - Related Information	-
Issuance of Cash Ticket	-
Employment Facilitation - Employers (Local and Overseas)	-
Request for Educational Assistance (SHS and College Graduate)	89.17%
Registration of Livestock	-
Issuance of Certificate of Electrical Inspection (CEI)	88.66%
Issuance of Locational Clearance (LC) / Zoning Clearance	84.10%
Issuance of Birth Certificate with Record	92.41%
Peace and Order	-
Medical Assistance	85.49%
Employment Facilitation	88.24%
Assistance to Farmers & Fisherfolks in Availing Free Agricultural	80.56%
Reception / Issuance of Certification	-
Releasing of Confiscated Driver's License due to Violation	86.11%
Tourist Assistance and Information	87.80%
Collection of other Local Taxes, Regulatory Fees SC	85.19%
Technical Assistance on Crops, Livestocks and Fish Production -	87.78%
DTI Business Name Registration Assistance	85.16%
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Issuance of Sports Park Permit / Authority to Use / Entrance to Use Facilities	84.88%
Internet and Multimedia	85.43%
Employment Facilitation - Jobseekers	81.94%
Tricycle Franchising / Mayor's Permit	83.33%
Issuance of Certificate and other Personal Records	97.22%
Scholarship Application	85.67%
Request for Civil Wedding Schedule	85.19%
Business Tax Assessment and Collection	85.61%
Follow Up	88.89%
Travel Permit for Dogs and Cats	85.09%
Request for Public Posting	-
Availment of Oral Examination & Tooth Extraction	-
Pre-Marriage Counseling	84.16%
Issuance of Wiring Permit	86.16%
Application for Certification on Business Records	85.35%
Acceptance of Applications and Request (Written and on Line)	-
Professional Tax Receipt	-
Assistance to Farmers in Availing Free Crops & Livestock	83.92%
Availment of Free Medication	82.14%
Issuance of Certified True / Xerox Copy of Tax Declaration	84.19%
Financial and Medical Assistance	82.72%
Motor Impound	88.89%

Mayor's Occupational Permit	85.65%
Research	83.93%
Mayor's Clearance	89.17%
Real Property Tax Assessment and Collection	82.44%
Meat Inspection	80.56%
attending to patients in need of blood	83.33%
Submission of Monthly Visitor Arrival Record (VAR) to Provincial)	-
Issuance of Real Property Tax Clearance	84.03%
Application Video Conference / Online Webinar	82.20%
Infrastructure Projects	81.38%
Request for Product Label Layout and Tarpaulin Layout	-
Request for Medical Assistance	81.57%
Complaints	-
Attending to Patients in Need of Blood	82.92%
Practices thru the use of Organic Fertilizer	-
Issuance of Peoples Law Enforcement Board (PLEB Clearance	80.56%
Application for Certified True Copy of Documents	-
Local Tax Incentives	-
Solemnize Marriage (CRASM)	-
Request for Certificate of Registration of Authority to Solemnize Marriage (CRASM)	80.56%
Application for Special Permit (Streamer, Motorcade,	-
Delayed Registration of Marriage	-
Filing of Business Complaint	-
Sports Tournament / Competition	-
	88.27%

B. Overall Score per Service

The City Government of General Trias achieved a notably high overall satisfaction rating of 95.09% in its 2024 Client Satisfaction Measurement (CSM), a level classified as Outstanding under the standardized Likert scale interpretation. This rating reflects both external and internal feedback, offering a unified assessment of service quality across a broad spectrum of public services.

The computation of the overall score is based on a weighted analysis of responses using a five-point Likert scale. Each response is assigned a numerical value, and the overall rating is calculated by determining the average level of satisfaction across all service quality dimensions. This approach ensures that higher agreement levels (such as “Agree” and “Strongly Agree”) have a proportionately greater influence on the final score, where computation is based on ARTA CSM sample report, resulting in a more nuanced and accurate reflection of client sentiment.

It is important to distinguish this from the scoring method used in internal and external service rating tables (Tables 8 and 9), which compute service-specific scores in a more unique manner.

These tables focus on direct response ratios essentially the proportion of satisfied versus dissatisfied responses.

Nevertheless, both scoring systems point to the same conclusion, high satisfaction levels among clients and stakeholders. Thus, the 95.09% overall score reflects the City Government's continued success in providing responsive, reliable, and citizen-centered public services. It gives emphasis on the value of inclusive feedback mechanisms and highlights a governance culture committed to transparency, service quality, and continuous improvement.

V. Continuous Agency Improvement Plan for FY 2024

Aligned with the Institutional Development Plan and Capacity Development Framework outlined in the City's Comprehensive Development Plan (CDP) 2020–2029, the following initiatives reflect General Trias' commitment to inclusive growth, efficient public service, and sustainable development:

Development Goals

SOCIAL SECTOR

Enhanced Social Services

- Ensure access to quality healthcare, education, and social welfare programs.
- Promote community engagement and inclusivity.

INSTITUTIONAL SECTOR

Effective Governance

- Enhance transparency, accountability, and citizen participation in governance processes.
- Strengthen institutional capacities for efficient service delivery.

INFRASTRUCTURE SECTOR

Sustainable Infrastructure Development

- Improve transportation systems and urban infrastructure.
- Foster the development of resilient and sustainable urban environments.

ECONOMIC SECTOR

Promote Economic Growth and Livelihood Opportunities

- Facilitate business growth and entrepreneurship.
- Promote job creation and skill development across various sectors.

ENVIRONMENTAL SECTOR

Environmental Protection and Sustainability

- Implement effective waste management and pollution control measures.
- Preserve and enhance natural resources and biodiversity.

Objectives and Strategies

SOCIAL SECTOR

Community Welfare and Development

- Strengthen community-based programs for poverty alleviation and social protection.
- Expand access to socialized housing and essential services for marginalized communities.

INSTITUTIONAL SECTOR

Capacity Building and Good Governance

- Implement training and development programs for LGU officials and personnel.
- Enhance public service delivery mechanisms and streamline bureaucratic processes.

INFRASTRUCTURE SECTOR

Integrated Urban Development

- Implement sustainable urban planning and development projects.
- Enhance public transportation systems and traffic management strategies.

ECONOMIC SECTOR

Promotion of Economic Opportunities

- Facilitate investment promotion initiatives and business-friendly policies.
- Support MSMEs and entrepreneurship through capacity-building programs and access to financing.

ENVIRONMENTAL SECTOR

Environmental Conservation and Management

- Strengthen enforcement of environmental laws and regulations.
- Implement initiatives for waste reduction, recycling, and environmental education.


LUIS A. FERRER IV
City Mayor / CART Chairman