

Office of the President
of the Philippines
Malacañang



September 4, 2012

MEMORANDUM CIRCULAR

NO. 2012- 149

TO: ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS, LGU DEPARTMENT HEADS AND FUNCTIONARIES, DILG REGIONAL DIRECTORS AND FIELD OFFICERS AND OTHERS CONCERNED

SUBJECT: URBAN DEVELOPMENT AND HOUSING ACT (UDHA) FORA

In view of the success of the 1st National Conference on the "Urban Development and Housing Act (R.A. 7279)" held last June 14-15 at the Manila Hotel, by virtue of DILG MC No. 2012-100 issued last May 31, 2012, there is a clamor to sustain these efforts by conducting a series of UDHA Forums to be spearheaded by the Philippine Federation of Real Estate Service Professionals (PFRESPI), in partnership with HUDCC and this Department in preparation for the month-long celebration of the "Housing Month".

All Provincial Governors, City and Municipal Mayors are enjoined to actively participate in the UDHA Forum to be held nearest their respective localities, together with their Department heads and Local Sanggunian Members and/or members of their Local Housing Boards in charge of addressing the concerns of informal settlers, particularly on eviction, demolition and relocation issues as well as on the planning and actual implementation of socialized housing programs mandated under existing laws, rules and regulations. Enclosed is the Programme and schedule of UDHA FORA for CY 2012, for your reference.

Payment of travelling expenses and registration fees and other incidental expenses is hereby authorized, chargeable against their respective local funds, subject to the usual accounting and auditing rules and procedures, provided that the 20% Development Fund shall not be utilized for this purpose.

All DILG Regional Directors and Field Officers are hereby directed to participate in this UDHA Forum as well as cause the widest dissemination of this Circular to all concerned.

For further details, log on to www.7279conference.multiply.com or contact the PFRESPI Secretariat at telephone nos. 5608270, 4260287, 9266517, 09194489046 or email ra7279conference@gmail.com.

For guidance and compliance.

PAQUITO N. OCHOA, JR.
Executive Secretary

PROGRAMME

| SESSION 1 | TOPIC/ ACTIVITY | SPEAKER |
|-----------|--|---|
| AM 7:30 | Registration | |
| 8:00 | Prayer/ Invocation | |
| | National Anthem | |
| 8:05 | Welcome Remarks | Mayor (Host LGU) |
| 8:10 | Message | Hon. Mar Roxas Secretary, DILG |
| 8:25 | Opening Remarks and Overview And Acknowledgment of Participants | Domingo de Vera Vice-President, PFRESPI |
| 8:30 | The Socialized Housing Situationer (National and Regional/Local) | HUDCC Sec. Gen. Celia Alba (Regional Office) |
| 8:45 | Part 1: The Lina Law (R.A. 7279) Overview, Tax Incentives and the Role of LGUs | Joey Lina Former Senator, DILG Secretary, Laguna Governor And Author, R.A. 7279 |
| | Part 2: Sharing of LGUs' Best Practices: LGU Shelter Plan Urban Development and Housing Program of Laguna, Quezon City and Marikina | |
| 10:00 | SHFC Financing Socialized Housing (Government and Private Fund Sources) | Ma. Ana R. Oliveros President, SHFC Socialized Housing Finance Corporation |
| 10:45 | LGU Planning for Urban Development | Dinky Einsedel Architect, Urban Planner Consultant |
| 11:30 | OPEN FORUM 1 | |
| 12:00 | Lunch Break | |
| SESSION 2 | | |
| PM 1:00 | PRACTICAL TIPS / Fund Sourcing | Ms. Jeanette E. Cruz, HUDCC |
| | OPEN FORUM 2 | |
| 2:00 | WORKSHOP: NEXT STEPS – CALL TO ACTION FOR ALL | Former Cong. Dodgie Osabel |
| 3:00 | Presentation: Workshop Outputs and Highlights of UDHA FORA Action Plan of LGUs and Recommendations to the Vice President | PEDRO TARIO PFRESPI Chairman |
| 3:30 | Acceptance and Message | Vice President Jejomar Binay Chairman, HUDCC |
| 4:30 | Closing Remarks and Acknowledgements | FLORENTINO S. DULALIA President, PFRESPI |

SCHEDULE OF UDHA FORA

| DATE | AREA | CITY |
|-------------|--|--------------|
| October 12 | Northern Luzon (CAR, Regions 1, 2 & 3) | Baguio City |
| October 27 | Southern Luzon, NCR | Calamba City |
| November 16 | Visayas | Cebu City |
| November 23 | Mindanao | Davao City |

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Cooperating Organizations - Agencies :





RESERVATION/REGISTRATION FORM

The
**UDHA
FORA**

Fax filled-up form to PFRESPI at 928-6517
Email to ra7279conference@gmail.com / ph.frespi@gmail.com
or visit www.ra7279conference.com or www.ra7279conference.blogspot.com

Registration Fee: (includes venue, handouts, 2 snacks and lunch, Certificate. ID)

P 3,000.00

Regular Conference Fee Rate

P 2,500.00

Discounted* Seminar Fee Rate

*For : PFRESPI, PARCS, FIABCI-PHILS., REMAP, PARA members and other coordinating-organizations'/government agencies' members/representatives and pre-forum registrants.

REPLY SLIP

YES, I am/We are interested to participate in the UDHA FORA scheduled on

| | | | | |
|-------|-------------|---|---------------------|--------------|
| _____ | October 12 | - | Northern Luzon | Baguio City |
| _____ | October 27 | - | NCR/ Southern Luzon | Calamba city |
| _____ | November 16 | - | Visayas | Cebu City |
| _____ | November 23 | - | Mindanao | Davao City |

_____ (no. of pax) will attend from our LGU/Office. *(Kindly attach the list of names of participants)*

Name(s): _____

Company (if any): _____

Phone No.: _____ Fax No.: _____

Mobile No.: _____ Email: _____

Affiliation/Association (if any): _____

MAYBE, Send me/us more information at email address _____

Payment can be made at

- 1) PFRESPI office (45 Hereford St., corner Congressional Ave., Project 8, Quezon City or at
- 2) BPI Family Savings Bank (any branch) Current Account No. 667-1-00140-9

Account Name: PFRESPI (Philippine Federation of Real Estate Service Professionals, Inc.)

IMPORTANT: *Pls. fax deposit slip WITH YOUR FULL NAME at 928-6517. Make sure that your fax was received for bank verification and for preparation of your Certificate of Attendance. PLS. BRING YOUR OFFICIAL RECEIPT OR ORIGINAL DEPOSIT SLIP DURING THE EVENT.*

For further information, please call: (632) 560-8270 / 426-0287 / 928 6517 / (63)943-4096986 / (63)915-8969354 (Ning/Ruby)/ 09194489046 (Sandy) Email: ra7279conference@gmail.com / ph.frespi@gmail.com



Housing the Poor and Homeless
Government and Private Sector Shared Vision through R.A. 7279



August 12, 2012

OPEN INVITATION FOR LOCAL OFFICIALS

Dear Governor:

The UDHA FORA is a series of discussions to be held in key cities of the country intended not only to replicate the successful staging of the "1st National Conference on the 'Urban Development and Housing Act' (R.A. 7279)", held last June 14-15 in Manila Hotel and sanctioned by DILG through its Memorandum Circular No. 2012-100, but to help capacitate local officials respond to the call of the times – Urban Planning for their City! Indeed we are glad that several positive steps have already been taken by concerned agencies to favorably respond to the proposed solutions to problems and issues raised during the Conference. We need to sustain these positive gains. Hence, we intend to continuously share our time, expertise and experience to as many stakeholders possible.

The Philippine Federation of Real Estate Service Professionals (PFRESPI), therefore, in partnership with the Housing and Urban Development Coordinating Council (HUDCC) the Department of Interior and Local Government (DILG), and other stakeholders, **would like to invite you and your local officials involved in your Local Housing Board, members of your local council in charge of housing, your treasurer and other staff handling your LGU's socialized housing program to one of the UDHA FORA as scheduled below. Enclosed is the Programme, for your reference. Likewise enclosed is Memorandum Circular No. 2012-149 signed by Executive Secretary Paquito N. Ochoa, Jr. of the Office of the President enjoining the participation of local officials and authorizing the use of local funds for this purpose.**

- October 12 - Northern Luzon Baguio City Teacher's Camp
- October 27 - NCR/ Southern Luzon Calamba city Venue to be announced
- November 16 - Visayas Cebu City - do -
- November 23 - Mindanao Davao City - do -

We, therefore, enjoin you to be part of the solutions to the prevailing problems and concerns, particularly on the sensitive issues with regard to eviction, demolitions and relocation of informal settlers, especially in times of disasters and calamities as we have recently experienced. Learn from the legal experts and the experience of housing practitioners on how to prepare an ideal shelter plan to avail of government and private funding and maximize local resources for socialized housing for the poor and homeless citizens in your area. Gain knowledge on pending court cases and have a clearer understanding and proper interpretation of the UDHA Law as we debunk several misconceptions. Also, discover practical tips on how to best implement your shelter plan in your City and avail of its benefits and incentives as provided by existing laws, rules and regulations. Your inputs and recommendations are likewise valuable to us! We will consolidate all the proposed solutions and recommendations we can gather from the UDHA FORA and present these to Vice President Jejomar Binay as Chairman of the HUDCC.

The Seminar Fee is P 3,000.00 which will include seminar handouts/materials, lunch and snacks along with the Certificate of Attendance and ID. Kindly confirm your attendance not later than September 3, 2012 for venue reservation and for the Certificate and materials preparation. Attached herewith is the reply slip. For reservations or inquiries, please call Ruby at 560-8270 / 426-0287 / 928-6517 / 0943-4096986 / 0915-8969354 / 0919-4489046 (Sandy Paredes) or through ra7279conference@gmail.com / ph.frespi@gmail.com. For more information, visit www.ra7279conference.multiply.com. Thank you for your support and we are hoping to see you there.

Very truly yours,

JOEY LINA

Former Senator and Principal Author of R.A. 7279
Chairman, UDHA FORA

PEDRO C. TARIO
Chairman, PFRESPI

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