



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
 DILG-NAPOLCOM Center, EDSA corner Quezon Avenue
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MEMORANDUM CIRCULAR

No. 2019-12

TO : MUNICIPAL MAYORS, DILG REGIONAL DIRECTORS AND OTHERS CONCERNED

SUBJECT : POLICIES AND GENERAL GUIDELINES FOR THE IMPLEMENTATION OF THE CITIZEN SATISFACTION INDEX SYSTEM IN LGUs

1. Introduction

- 1.1 The Citizen Satisfaction Index System (CSIS) is a set of data tools and mechanisms designed to generate relevant citizens' feedback on the local governments' service delivery performance.
- 1.2 The CSIS is undertaken by the DILG to empower local government units by helping them perform their mandate of ensuring the welfare of the citizens (Section 16, RA 7160) and provide supervision in areas for improvement in the delivery of basic public services mandated by the Local Government Code of 1991 (Section 17, RA 7160).
- 1.3 The guidelines stated herein serve as governing policies to direct, authorize or regulate the different processes, procedures and work instructions in undertaking the activities relative the Citizen Satisfaction Index System.

2. Implementation Timelines

The usual yearly implementation processes shall be defined by the following activities and timelines:

Activity	Suggested Timelines
1. MOA signing with LRIs	February
2. Briefing of Field Officers, PDs, and RFPs	March
3. Training of LRIs	March
4. Cascading of Fieldwork Protocols to FIs	April
5. Data Gathering/Fieldwork	April
6. Data Entry/Processing	June
7. Submission of Citizen Satisfaction Reports	July

8. Utilization Conferences	August-September
9. National Summit	November

The Regional Office shall program their calendar of activities based on the prescribed timelines.

3. Targeting

The Regional Offices shall oversee the task of targeting the LGUs to be covered based on their set criteria e.g. regional needs and voluntary interest of individual LGUs.

4. CSIS Partners and Implementers

4.1 **Local Resource Institutes** are academic institutions that provide extension services to their respective communities in terms of learning, training and research. They are chosen to conduct the survey because of their technical expertise in managing and conducting researches. Additionally, they are deemed to be politically neutral and effective in building rapport with citizens from different socio-demographic backgrounds. The following shall define the general roles of the LRIs:

4.1.1 Mobilize a team of competent personnel to implement fieldwork, data processing and report writing based on the protocols specified in the CSIS Manual and as stipulated in their respective Memoranda of Agreement with the concerned Regional Offices;

4.1.2 Serve as resource persons during the Utilization Conferences to present the CSIS results and actual fieldwork implementation procedures; and

4.1.3 Conduct focus group discussions and similar activities that aim to advocate to the CSOs the use of citizen data for agenda setting by stakeholders.

4.2 **Local Chief Executives and LGU Officials** are encouraged to participate by means of the following:

4.2.1 Participate in the Service Delivery Baseline Data collection;

4.2.2 Acknowledge and facilitate access of LRI personnel in sampled barangays without direct or indirect participation and influence in the sampling, field coverage and interviewing procedures;

4.2.3 Actively participate in Utilization Conferences to discuss CSIS Results;

4.2.4 Formulate and approve a Citizen-driven Action Plan (CPAP) aimed to prioritize interventions that address the areas for improvement and

- recommendations relevant to the delivery of public services as suggested by the CSIS results;
 - 4.2.5 Implement and/or accomplish all the planned interventions and activities committed by the LGU through CPAP; and
 - 4.2.6 Utilize the CSIS results and data in planning, agenda-setting, program review, budget-prioritization and other related processes in existing and future activities, services, projects and programs in their locality.
- 4.3 **DILG Field Officers** are responsible to perform the following:
- 4.3.1 Provide the Local Chief Executives and other local functionaries basic information about the CSIS;
 - 4.3.2 Assist the Regional Offices in CSIS activities through the following:
 - 4.3.2.1 Provide administrative assistance in introducing LRI Field personnel to the concerned LCEs and Punong Barangays to facilitate their entry into the sample barangays;
 - 4.3.2.2 Provide administrative assistance to the concerned Regional Offices and LGUs in the conduct of LGU Service Delivery Baseline Data Collection, Utilization Conferences and formulation of CPAP; and
 - 4.3.2.3 Monitor the accomplishment of the initiatives from LGU's approved CPAP.
- 4.4. **Regional Offices** are responsible to perform the following:
- 4.4.1 Designate focal person(s) who will oversee CSIS activities in the Regional Office;
 - 4.4.2 Select LRIs that will participate CSIS activities based on a set criteria;
 - 4.4.3 Formalize a partnership with the LRI and the LGU through a Memorandum of Agreement stipulating the scope of work and specific deliverables assigned between the RO, LGU, and LRI with reference to the CSIS activities;
 - 4.4.4 Coordinate with the LRI on the survey requirements and activities;
 - 4.4.6 Evaluate CSIS output of the partner LRIs based on the quality standards specified in the CSIS Manual before transmitting them to the BLGS;
 - 4.4.7 Lead and facilitate in the conduct of Utilization Conferences; and

4.4.8 Monitor accomplishments of LRIs and LGUs with reference to the responsibilities and roles stated therein.

4.5 **The Bureau of Local Government Supervision** shall:

4.5.1 Formulate and disseminate policies, guidelines, procedures (including the CSIS Manual), and work instructions that govern CSIS activities;

4.5.2 Provide technical assistance during the conduct of trainings to LRIs and forum on CSIS Results.

5. Selection of LRIs

5.1 A long list of potential LRIs may be constituted by referring to the following listings:

5.1.1 Association of Schools of Public Administration of the Philippines (ASPAP) [<https://www.aspap.org.ph/index.php/aspap-member-schools/>]

5.1.2 Local Government Academy's list of Local Resource Institutes [<https://1drv.ms/x/s!AnI7ljY3eLEqgr1ZTve6oelKShI7EA>]; and

5.1.3 Commission on Higher Education's List of Higher Education Institutions [<https://ched.gov.ph/list-higher-education-institutions/>].

5.2 A set of selection criteria may be used to short-list and select the LRI to be contracted for the project:

5.2.1 Experience quantitative and qualitative research;

5.2.2 Good track record in providing extension services or development work;

5.2.3 Able to mobilize the appropriate experts and personnel for the CSIS;

5.2.4 Well-recognized by the people and institutions in the municipality;

5.2.5 Good track record with previous CSIS projects or similar engagements with DILG;

5.2.6 Willing to comply with project deadlines; and

5.2.7 Proximity to the target LGU.

6. Training of LRIs

6.1 Local Resource Institutes shall participate in LRI trainings before undertaking any of the CSIS activities.

6.2 No LRI or other organization shall implement the CSIS survey without undergoing the LRI Training.

- 6.3 LRIs that have been chosen for a year’s implementation but already have CSIS engagements in the past are encouraged to attend the said training to be updated with the new procedures and tools.

7. Methodology

- 7.1 **Sampling methods** shall be strictly enforced by all LRIs in all target LGUs.

- 7.1.1 Multi-stage probability sampling shall govern the procedures in randomly generating a survey sample that represents a cross section of the population of the target LGU. The said strategy shall be further exhibited through the following:

7.1.1.1 Barangays shall be represented respectively by the sample spots/clusters based on their share on the LGU’s population;

7.1.1.2 The allocation of sample spots in all target LGUs will be based on the 2015 Census of Population and Housing (<https://www.psa.gov.ph/statistics/census/population-and-housing>).

7.1.1.3 Systematic randomization, be it computerized, mechanical or using a table of random numbers, shall be utilized in every step of drawing the sample barangays, sample spots/clusters, starting points, households and probability respondents; and

7.1.1.4 No decision in the sampling process shall cause the deliberate predetermination of barangays, households or respondents involved in the survey. Any deviations from usual random sampling procedure, such as the replacement of barangays due to security concerns, shall require the LRI team to inform the BLGS (through the Regional Office) before proceeding.

- 7.1.2 The sampling frame shall consist of individuals who are male or female, 18 years old and older and who have been residing in the city for not less 6 months prior to the conduct of the survey.

- 7.1.3 The sample size schedule below shall guide implementing stakeholders in setting the size of the project:

Sample Size	Margin of Error (±%) at 95% C.L.	Project Cost
150	8	250,000.00
300	5.66	500,000.00
600	4.00	1,000,000.00
900	3.27	1,500,000.00
1200	2.83	2,000,000.00

7.1.4 The LGU may choose the project size appropriate to their comfortable level of statistical reliability (as indicated by the margin of error) and their capacity to finance.

7.2 Service Areas

7.2.1 Target LGUs shall be assessed based on local government services and programs in the areas of Health, Support to Education, Social Welfare, Governance and Response, Public Works and Infrastructure, Environmental Management, and Economic and Investment Promotion.

7.2.2 The indicators under each service area will be based on the service delivery baseline data.

7.2.3 Respondents shall be assessed based on their awareness, availment, satisfaction, and need for action across the local government services/programs on the indicators applicable to them based on the service delivery baseline data.

7.2.4 Only those respondents who are aware and have availed of a program or service in the last 12 months will be asked to rate their satisfaction in the said items.

7.3 CSIS Questionnaire

7.3.1 The CSIS questionnaire, as issued by BLGS, is initially written both in English and Filipino but shall be translated by the LRI to the vernacular language/dialect commonly spoken by the general population of the target municipality (if needed)

7.3.2 Accomplished questionnaires are strictly confidential and shall not be distributed outside the LRI and the DILG project team.

8. CSIS Manual

8.1 The CSIS Manual contains specific procedures in compliance with the policies and guidelines stated in this document.

8.2 The said manual serves as guide for LRIs in implementing the CSIS protocols in their assigned localities consistent with the guidelines stated herein.

8.3 Older versions of the manual utilized in the past years shall be considered obsolete and therefore must be marked accordingly or recalled by the Regional Offices from official copyholders.

8.4 The use of CSIS Manual is free and is not for sale.

9. Utilization Conferences (UCs)

- 9.1 Utilization conferences shall be conducted to present the results to the LGU and formulate a plan to prioritize interventions that aim to address gaps and recommendations as suggested by the results.
- 9.2 Activity organizers are highly encouraged to invite Civil Society Organizations during the said activity. They may be identified from LGU's list of accredited organizations and/or referred by their Provincial Network Organizations.
- 9.3 Concerned local government officials and employees are enjoined to attend the UC and participate in the formulation of the CPAP.

10. Citizen-driven Priority Actions Plans (CPAPs)

- 10.1 All target LGUs are enjoined to formulate the CPAP during the Utilization Conference. The Regional Office shall present the mechanics of the workshop during the said activity.
- 10.2 Local Chief Executives are enjoined to approve the Final CPAP not later than 30 days after the conduct of the UC.
- 10.3 LGUs are encouraged to submit accomplishment reports or whatever means of verification specified in their approved CPAP to the DILG Regional Office through the concerned DILG Field Office.
- 10.4 Status of accomplishment of the commitments in the CPAP by the LGUs shall be monitored using the prescribed form and consolidated by the BLGS through the concerned Regional Offices.

11. Utilization of CSIS Data and Tools

- 11.1 CSIS Results shall be presented or discussed in context with its methodology, scope of concepts in study and statistical limitations to avoid any misrepresentation of findings.
- 11.2 CSIS Reports may be made accessible to the public, free of charge. No organization shall profit from the distribution of the reports and/or derivative materials from the data.
- 11.3 LGUs shall be the first audience of the results. No data from the survey shall be published or discussed publicly outside the DILG and the LRI before the conduct of the Utilization Conference.
- 11.4 The CSIS results and data shall be used for governance, development and/or academic purposes. No data shall be used maliciously to defame persons or organizations.

- 11.5 LRIs and other audiences who are interested to use the CSIS tools and/or data for research, academic purposes and other development endeavors shall seek permission from the Regional Office through a letter with a research proposal or any similar document attached. Regional Offices are mandated to require the requesting parties a copy of their final output after completion of their project or research. The Regional Office shall copy-furnish BLGS with copies of the communications with the said parties.

12. Confidentiality of Respondent's Personally Identifiable Information

- 12.1 In pursuit of the LRI's guarantee of confidentiality and anonymity with the respondents involved in the survey, no personally identifiable information about the respondents shall be released or published, in any way, beyond the LRI and the DILG project teams.
- 12.2 While satisfaction scores and socio-demographic data may be presented or analyzed in aggregation, no information shall be disseminated or disclosed that may lead or cause, in any way, to identify, distinguish, trace, locate or contact any of the respondents who participated in the survey.

13. Funding and Replication of CSIS Survey Implementation

CSIS activities may be funded through the following modalities:

- 13.1 National funds through the prioritization of the Regional Offices;
- 13.2 Local government funds borne out of the voluntary commitment of the Local Chief Executives;
- 13.3 Non-governmental sources such as donor organizations, international agencies, civil society organizations and other non-state, non-market actors; or
- 13.4 Cost-sharing involving two or more of the abovementioned modalities.

14. National Summit

- 14.1 A National Summit on the results shall be conducted by the BLGS to communicate to various stakeholders and development partners the survey results, implementation stories, as well as innovations that emerged in this year's implementation.
- 14.2 The final scores from the consolidated reports and data shall be made public during the said activity.

15. Maximizing Utilization of CSIS Data in LGUs and DILG Programs


- 15.1 Data on citizen satisfaction may be used by LGUs in other programs of the DILG with other agencies such as, but not limited to, the Rationalized Planning System (RPS) at the local level.
- 15.2 Data on citizen satisfaction and CPAP Accomplishment may be used by different DILG Bureaus and Regional Offices in their different programs and activities such as, but not limited to, the Results-based Monitoring and Evaluation (RBME), Seal of Good Local Governance, awards and recognition programs, and LGU capability programs.
- 15.3 National government agencies (NGAs), CSOs, funding organizations and other development partners may use CSIS data for decision-making, prioritization and other processes relating to their respective program and initiatives.
- 15.4 The Service Delivery Baseline Data may be used to validate other DILG evaluation systems' findings on the presence or absence of services operated or provided by the concerned LGU.



16. Approval and Promulgation

This Circular is hereby approved and promulgated.

DILG Regional Directors concerned shall cause the widest dissemination of this Circular in their respective Regions. All Local Chief Executives concerned are hereby enjoined to participate and support the CSIS activities pursuant to the roles and modes of engagement specified in the said set of guidelines.

For information and guidance.


EDUARDO M. AÑO
Secretary *MA*

 
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