



Republic of the Philippines  
Province of Bulacan



## MUNICIPALITY OF SANTA MARIA OFFICE OF THE MUNICIPAL MAYOR

EXECUTIVE ORDER NO. 041 – 2024

**AN EXECUTIVE ORDER ESTABLISHING THE SMART CITY COUNCIL  
AND TECHNICAL TEAM IN THE MUNICIPALITY OF SANTA MARIA,  
BULACAN”**

**WHEREAS**, the development of Smart City is anchored in the global Sustainable Development Goal (SDG) No. 11 which pertains to the “Sustainable Cities and Communities”, wherein the goal is to make cities and human settlements inclusive, safe, resilient, and sustainable In order to accommodate everyone; and this requires new, intelligent, and holistic urban planning that creates safe, affordable and resilient cities with green and culturally inspiring living conditions for all of us to survive and prosper;

**WHEREAS**, the Smart City Agenda was established and further fueled by the Digital Cities Program, geared towards building resiliency in the Information Technology (IT) and digital sector while driving inclusive growth in the countryside, with the aim of promoting the digital economy as the major engine for economic growth, focusing on Smart City Strategies and Policies which include Digital Infrastructure, Socio-Economic Development, Green Growth, E-Government, Innovation and Industry 4.0, and Cybersecurity;

**WHEREAS**, the New Urban Agenda Habitat III, Members of the United Nations gave their commitment in adopting a smart-city approach that makes use of opportunities from digitalization, clean energy, and technologies, as well as innovative transport technologies, thus providing options for inhabitants to make more environmentally friendly choices and boost sustainable economic growth and enabling cities to improve their service delivery;

**WHEREAS**, ASEAN Member States have established an ASEAN Smart Cities Network (ASCN) which is a collaborative platform wherein ASEAN countries work together towards the common goal of smart and sustainable urban development, with the primary goal of improving the lives of ASEAN’s peoples and promote new business opportunities and innovation in smart city development, using all means including technology;

**WHEREAS**, the Philippine government has adopted a long-term vision called “AmBisyon Natin 2040” which envisions the country in becoming a prosperous middle-class society free of poverty by 2040, thereby foreseeing the Philippines as a prosperous middle-class society where no one is poor, that the people live long and healthy lives, and are smart and innovative, anticipating the country in a high-trust society where families thrive in vibrant, culturally diverse, and resilient communities;

**WHEREAS**, the National Economic and Development Authority (NEDA), likewise in their published “Updated Philippine Development Plan 2017-2022”,





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recognizes the role of cities as engines of growth and sites of innovation by “adopting smart city principles and increase technical, managerial, and financial capability of national and local institutions” through regional agglomeration with the aim to improve urban efficiencies and maximize the benefits of economic scale;

**WHEREAS**, the Department of Science and Technology, likewise in their published “PAGTANAW 2050”, envisions harnessing the talent and tools in science and technology to innovate towards a prosperous, archipelagic, maritime nation by 2050;

**WHEREAS**, the DOST aims to address the challenges of urban and regional life in cities using science, technology, and innovation to enhance opportunities and address challenges relating to sustainable urban development and smarter cities which is associated in the DOST Smarter City Framework wherein it aims to enhance research collaboration and to fund excellent research with lasting impact;

**WHEREAS**, the Development Academy of the Philippines, functioning as a government think tank and knowledge institution, established its Center for Strategic Futures (CSF) dedicated to pioneering strategic and future oriented approaches towards national development;

**WHEREAS**, the DAP-CSF initiated a Framework for Building Smart and Creative Communities in the Philippines to assist cities and municipalities in their Smart Communities journey, contributing to the broader national goal of fostering innovation and sustainable development.

**NOW, THEREFORE, I, BARTOLOME R. RAMOS**, Municipal Mayor of Santa Maria, Bulacan, by virtue of the power vested in me by law, do hereby order, *ESTABLISHING THE SMART CITY COUNCIL AND TECHNICAL TEAM IN THE MUNICIPALITY OF SANTA MARIA, BULACAN*, with the following stipulations.

**SECTION I. MANDATE.** The Smart City Council and Technical Team has an overall mandate to advance a culture of knowledge for Santa Maria’s continuous growth as a smart community/city, incorporating high-level perspectives into the Santa Maria Smart City Vision and Roadmap, leading in roadmap implementation and ensuring city council engagement.

**SECTION II. COMPOSITION.** The Smart City Council shall be composed of the following:

Chairperson	:	<b>HON. BARTOLOME R. RAMOS</b> Municipal Mayor
Co-Chairperson	:	<b>ENGR. ELMER B. CLEMENTE</b> Municipal Administrator





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## MUNICIPALITY OF SANTA MARIA

### OFFICE OF THE MUNICIPAL MAYOR

Members

**HON. NEIL B. MATEO**

Chairperson, Committee on Education, Science  
& Technology and Skills Development

**HON. FROILAN C. CAGUIAT**

Chairperson, Committee on Environmental  
Protection & Natural Resources

**ENGR. RODELIO A. BERNARDO**

Municipal Planning and Development Coordinator

**DR. ROMMEL Z. ENRIQUEZ**

Municipal Environmental and Natural  
Resources Officer

**MR. KRISTOFFER KENNETH DELA CRUZ**

Santa Maria Business Association, Inc.

**DR. NARCISO L. GUEVARRA, M.D.**

Gabay sa Kinabukasan – Santa Maria, Bulacan, Inc.

**MS. MARILOU V. CRUZ, PhD**

District Supervisor – DepEd Santa Maria  
Central District

**MS. LEONORA V. BERGADO, EdD**

District Supervisor – DepEd Santa Maria  
East District

**MS. CECILIA P. BUENAVENTURA, EdD**

District Supervisor – DepEd Santa Maria  
West District

**DR. ARMAN DC. SANTOS**

PUP – Santa Maria

**ATTY. NORMITA VILLANUEVA**

President – ICI, ICA, ICP

**MS. MA. NERISSA C. DEL ROSARIO**

Santa Maria Tourism Officer

**MR. NARCISO SANTIAGO**

Representative, Local Artist





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# **MUNICIPALITY OF SANTA MARIA**

## **OFFICE OF THE MUNICIPAL MAYOR**

**DR. MA. CONSUELO G. FELICIANO**  
Municipal Health Officer

**MR. PLACIDO L. MALLARI, JR.**  
PhilHealth

**MR. EMMANUEL S. DE JESUS**  
MERALCO

**ENGR. CARLOS N. SANTOS, JR.**  
Santa Maria Water District

**MR. LAURO G. HERNANDEZ**  
Municipal Agriculture and Fisheries Council

**MS. EMELIZA LAURENCIANA**  
Municipal Cooperatives Development Council,  
Chairperson

**MS. GRACE JOAQUIN**  
Representative, Transport Sector

Representative  
**STI College – Santa Maria**

Representative  
**JPI Technologies – Santa Maria**

Representative  
**ACLC – Santa Maria**

Representative  
**Converge Information & Communications  
Technology Solutions**

Representative  
**GLOBE Telecom**

Representative  
**SMART Telecom**

Representative  
**DITO Telecom**





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**SECTION III. FUNCTIONS.** The Smart City Council of Santa Maria shall perform and carry out the following:

1. Serve as a forum for the discussion of smart city concepts amongst residents, businesses and other stakeholders;
2. Conduct in depth research and recommend best practices and findings related to smart city implementations and data-driven innovation efforts across the Philippines and the world;
3. Develop a vision for what smart cities could mean for Santa Maria;
4. Review recommendations regarding various aspects of the forthcoming Santa Maria Smart City Roadmap;
5. Encourage cooperation among relevant smart city stakeholders and create conditions for attracting and accelerating investments in the city;
6. Provide technical guidance on the formulation of the Santa Maria Smart City Roadmap;
7. Conduct Information, Education and Communication (IEC) Campaigns to strengthen support of the general public;
8. Oversee capacity building activities to strengthen technical and institutional capacities on the smart city development of Santa Maria;
9. Facilitate policy issuances for the institutionalization of the smart city roadmap;
10. Discuss and establish the Smart City Council institutional arrangement for the implementation of the smart city roadmap.

The Smart City Council shall develop recommendations on the following key objectives:

1. Identify areas of opportunities related to Smart City principles and technologies and recommend possible solution;
2. Set priorities for the Santa Maria City Roadmap and provide expertise and knowledge, review evidence and provide additional research where there are opportunities for smart growth;
3. Identify opportunities to leverage partnerships and opportunities with relevant parties, other local cities and municipalities, government agencies, and non-profit sector;





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4. To achieve the Santa Maria Smart City Vision and contribute to areas of common interest aligned with the Municipality's participation in the National Agenda and International goals such as Sustainable Development Goals.

**SECTION IV. TECHNICAL TEAM.** The Technical Team shall be composed of the following:

- |                                |   |                   |
|--------------------------------|---|-------------------|
| 1. <b>ERIC PAUL DS. SANTOS</b> | - | Smart Mobility    |
| 2. <b>JESSICA T. MERCADO</b>   | - | Smart Governance  |
| 3. <b>FAULINE CAE FAUSTO</b>   | - | Smart Environment |
| 4. <b>DONNALYN G. DALANGIN</b> | - | Smart Economy     |
| 5. <b>WINNIE L. ABELLAR</b>    | - | Smart People      |
| 6. <b>VIA R. DE JESUS</b>      | - | Smart Living      |

The Smart City Technical Team of Santa Maria shall perform and carry out the following:

1. Serve as focal persons to the six (6) Smart City Domains;
2. Conduct the data gathering process for the indicators under the smart city domains;
3. Coordinate with groups, organizations and agencies and other data sources both in the public and private sectors;
4. Analyze and evaluate the accuracy and correctness of gathered data;
5. Consolidate data gathered.

**SECTION V. MEETINGS.**

1. Meeting dates will be determined at the first meeting of the Council;
2. Meetings will be conducted as needed;
3. The chair of the Smart City Council may call for special meetings;
4. All regular meetings will be held at the Santa Maria Municipal Hall;
5. Meetings are to be open to the public.





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**SECTION VI. QUORUM.**

1. A majority of member, including the chair, shall constitute the quorum;
2. Ex-officio members will not be counted for the purpose of calculating the total number of persons appointed to the Council but will be counted as a member present in attendance.

**SECTION VII. AUTHORITY.** The Council may not exercise decision-making powers or commit expenditures for those specifically delegated by the Smart City Council. Any request for expenditures determined by the Council for the sole purpose of conducting the work shall be forwarded to the Council for consideration and approval. The Technical Team may not direct staff to undertake activities without authority from the Council.

**SECTION VIII. AMENDMENT/EXPANSION OF TERMS OF REFERENCE.** Only the Municipal Mayor can approve any amendment and/or expansion of this Executive Order.

**SECTION IX. FUNDING.** The funding of the Smart City Council and Technical Team shall be primarily sourced from the Office of the Municipal Mayor. Further, the Smart City Council and Technical Team may supplement its funding for smart city initiatives through strategic partnerships with public and private sectors.

**SECTION X. EFFECTIVITY.** This Executive Order shall take effect immediately upon signing hereof.

Done this 3<sup>rd</sup> day of July 2024 here at the Municipality of Santa Maria, Bulacan.

  
**BARTOLOME R. RAMOS**  
Municipal Mayor

