



Republic of the Philippines
Department of Education
Region VI – Western Visayas
SCHOOLS DIVISION OF CAPIZ

October 7, 2024

DIVISION MEMORANDUM

No. 609, s. 2024

CONDUCT OF THE 2024 CITIZEN SATISFACTION SURVEY (2024 CitSat)

To: OIC, Office of the Asst. Schools Division Superintendent
Chief Education Supervisors
Curriculum Implementation Division
School Governance and Operations Division
Education Program Supervisors
Public Schools District Supervisors
Heads of Public Elementary, Secondary and Integrated Schools
All Others Concerned

1. Attached is Regional Memorandum No. 892, s. 2024 titled **Conduct of the 2024 Citizen Satisfaction Survey (2024 CitSat)**.
2. This Office requests all elementary, secondary, and integrated schools to allow the interviewers from DAP to conduct face-to-face interviews with randomly selected clients availing frontline services within October 2024.
3. Expenses incurred relative to the conduct of the above activity shall be charged against School MOOE funds subject to the usual accounting and auditing rules and regulations.
4. Immediate dissemination of this Memorandum are desired.

MIGUEL MAC/D. APOSIN EdD, CESO V
Schools Division Superintendent

Encl.: As stated

Reference: Regional Memorandum No. 784, s. 2024

To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES	REVIEW	CENSUS	DATA
MONITORING AND EVALUATION	PERFORMANCE	FACILITIES	



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Republic of the Philippines
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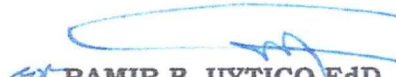
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REGIONAL MEMORANDUM
No. 892 s. 2024

CONDUCT OF THE 2024 CITIZEN SATISFACTION SURVEY (2024 CitSat)

To: Assistant Regional Director
Schools Division Superintendents
Regional Functional Division Chiefs and Unit Heads
All Others Concerned

1. Attached is a letter from the Development Academy of the Philippines (DAP) regarding the Conduct of the 2024 Citizen Satisfaction Survey (2024 CitSat).
2. This Office requests the Regional Functional Divisions and Units, Schools Division Offices, and Schools to allow the interviewers from DAP to conduct face-to-face interviews with randomly selected clients availing frontline services within October 2024.
3. Should there be a concern or clarification regarding this matter, contact Ms. Flor Manalastas of DAP Productivity and Development Center through mobile number 0977-826-3077 or email: pdc.pdro@dap.edu.ph.
4. Expenses relative to the conduct of the activity shall be charged against local funds subject to the usual accounting and auditing procedures.
5. Immediate dissemination of and compliance with this Memorandum are desired.


For **RAMIR B. UYTICO EdD, CESO III**
Regional Director

Encl.: Letter from DAP

Reference: None

To be indicated in the Perpetual Index
under the following subjects:

BUREAUS AND OFFICES
CENSUS
DATA
FACILITIES
MONITORING AND EVALUATION
PERFORMANCE
REVIEW

HDE/Folio - Template for issuance
DepEDRO6-PAU-Com-2024-938/September 27, 2024



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2024 Citizen Satisfaction Survey (CitSat) on Frontline Government Services

I. What is the 2024 CitSat?

The **2024 Citizen Satisfaction Survey** or **2024 CitSat** is part of the biennial Citizen and Business Satisfaction Surveys initiative of the Government Quality Management Program (GQMP) under its project, *Institutionalizing Service Quality Standards (SQS) in Frontline Government Services* or the SQS Project. The GQMP Satisfaction Surveys are conducted as an integral part of the government approach to measuring citizens' and businesses' level of satisfaction and expectations with frontline government services. In addition, this initiative aims to develop evidence-based SQS¹ from the results of the satisfaction surveys for a citizen-centered frontline government service using an "outside-in" approach.

The 2024 CitSat is the fourth to be conducted in the CitSat series. The baseline survey in 2018 was conducted face-to-face at selected frontline government agencies and offices in Metro Manila, Pampanga, Cebu, and Davao. The second cycle was done in 2020 through a self-administered web survey nationwide, while the third cycle in 2022 was implemented face-to-face at selected national, local, and barangay frontline government facilities in the highly urbanized cities in Metro Manila, Pampanga, Cebu, and Davao. For the 2024 CitSat, cities or provinces with the highest population density (based on the 2020 Population Density) are selected: Cities of Mandaluyong, Manila, and Pasay for the National Capital Region (NCR); Provinces of Cavite, Laguna, and Rizal for Balance of Luzon (outside NCR); Provinces of Aklan, Cebu, and Iloilo for Visayas; and Provinces of Camiguin, Davao del Norte, and Davao del Sur for Mindanao.

II. Project Background

The Development Academy of the Philippines – Productivity and Development Center (DAP-PDC) implements this Project under the GQMP as mandated by Executive Order No. 605 s. 2007. This initiative seeks to aid continual quality improvement in the design and delivery of agile frontline government services. Government agencies and offices are enjoined to adopt evidence-based SQS to improve their service delivery and ensure consistency in the quality of their services.

III. Objectives of the 2024 CitSat

The 2024 CitSat Survey specifically aims to:

- a. Determine the profile of the transacting public and the modalities in which they transact with frontline government agencies/offices in 2024;
- b. Determine how satisfied are the transacting citizens with the quality of frontline government service they received;
- c. Determine the reasons of the transacting citizens for their satisfaction or dissatisfaction with the service they received;

¹ The proposed Service quality standards specify requirements that frontline government agencies and offices should fulfill in their delivery of services to the transacting citizens and businesses, e.g., timeliness of delivery and ease of transaction. These proposed standards are presented in statements or service promises.

- d. Determine service attributes or features that drive citizen satisfaction with frontline government service delivery;
- e. Determine frontline government service critical gaps or priorities for service improvement based on analysis of satisfaction scores and derived importance ratings using the Importance-Performance Matrix;
- f. Determine the minimum and maximum expectations of transacting citizens concerning the delivery of frontline services by the national government agencies and local government units, particularly on the aspect of timeliness;
- g. Assess transacting citizens' responses about the government's openness to their opinions or views in making policies and in delivering public services;
- h. Develop service quality standards concerning each element of frontline government service delivery; and,
- i. Make recommendations to enhance the government's approach to continual quality improvement.

IV. Target Respondents for Face-to-Face Survey Interviews at Identified Frontline Government Offices

The 2024 CitSat involves the survey of transacting citizens who have completed their personal or non-business-related frontline service transactions at selected national government agencies (NGAs) and local government units (LGUs) in 2024. Eligibility criteria include:

- Respondents must be 18 years or older
- Completed transactions are for personal or for family members, including but not limited to:
 - Financial aid, benefit, compensation, pension, or support program
 - Application or renewal of permit, license or certificate, or passport
 - Periodical payment, such as monthly, quarterly, or annual fee/tax
 - Filing complaint, resolving a problem, or correcting an error
 - Request for information, advice, or training

A transaction is deemed completed when the respondent has received the requested document or service or finalized their requests or payments.

The 2024 CitSat Survey aims to conduct face-to-face interviews with at least 3,600 randomly selected respondents on-site using time-based systematic random selection. The Survey will take place in October 2024 at both national and local levels. At the national level, it will cover agency clusters providing frontline services to citizens – economic services, social services, and defense and general public services. The clustering is based on the classification of sectors derived from the Details of Sectoral Allocation of National Government Expenditures, FYs 2022-2024 by the Department of Budget and Management. At the local level, it will focus on departments or offices that primarily serve citizens during their lifetime. A summary of the agencies and offices covered in the 2024 CitSat is provided in Table 1.

Table 1. Cluster of Agencies and Offices Covered in the 2024 CitSat

Level	Cluster	Agencies/Offices Covered
National	Economic Services	<p>Agriculture and Agrarian Reform</p> <ul style="list-style-type: none"> • Department of Agriculture, including Attached Agencies and Bureaus • Department of Agrarian Reform <p>Natural Resources and Environment</p> <ul style="list-style-type: none"> • Department of Environment and Natural Resources, including Attached Agencies and Bureaus <p>Communications, Roads, and Other Transport</p> <ul style="list-style-type: none"> • Philippine Postal Corporation • Philippine Ports Authority • Philippine National Railways • Land Transportation Office* • Department of Transportation <p>Other Economic Services</p> <ul style="list-style-type: none"> • Department of Science and Technology, including Attached Agencies and Bureaus
National	Social Services	<p>Education, Culture and Manpower Development</p> <ul style="list-style-type: none"> • Department of Education • State Universities and Colleges • Technical Education and Skills Development Authority <p>Health</p> <ul style="list-style-type: none"> • Department of Health • Philippine Health Insurance Corporation* <p>Social Security, Welfare and Employment</p> <ul style="list-style-type: none"> • Public Attorney's Office • Department of Social Welfare and Development <p>Housing and Community Development</p> <ul style="list-style-type: none"> • Home Development Mutual Fund <p>Other Social Services</p> <ul style="list-style-type: none"> • Philippine Charity Sweepstakes Office
National	Defense and General Public Services	<p>General Administration</p> <ul style="list-style-type: none"> • Bureau of Internal Revenue* • Department of Foreign Affairs* • Philippine Statistics Authority* • Civil Service Commission • Development Bank of the Philippines • Government Service Insurance System • Land Bank of the Philippines • Social Security System*

Level	Cluster	Agencies/Offices Covered
		Public Order and Safety <ul style="list-style-type: none"> • Land Registration Authority • National Bureau of Investigation*
Local	LGU Department/Office*	<ul style="list-style-type: none"> • Civil Registry Department/Office • Health Services Department/Office • Public Employment Service Department/Office • Social Welfare and Development Department/Office • Other offices with frontline services for the citizens

*Participated in the past surveys of the Citizen and/or Business Satisfaction Surveys

V. Expected Outputs of the Research

The following are the expected outputs and benefits of the research:

Expected Outputs	Expected Benefits
a) Citizen satisfaction rating for frontline government services	<p>Government: Scorecard on how government fair in delivering services, will serve as baseline to target improvement in rating</p> <p>Citizens: A venue for citizens to voice out and to rate/ feedback what kind of service they received</p>
b) Drivers of satisfaction as defined by the transacting public	<p>Government: Readily useful information to serve as reference on how to improve and maintain satisfaction level</p>
c) Service Quality Guide to aid continual quality improvement in the design and delivery of agile frontline government services	<p>Government: Standardized service across all governments = better service</p> <p>Citizens: Better service based on citizens' expectations</p>



20 September 2024

Ramir B. Uytico, EdD, CESO III
Regional Director
Department of Education Regional Office VI
Duran Street, Iloilo City

Attention: Hernani D. Escullar, Jr., AOV, Public Affairs Unit

Dear **Regional Director Uytico**:

Greetings from the Development Academy of the Philippines (DAP)!

The DAP, through the Government Quality Management Program (GQMP), respectfully seeks your support for the nationwide rollout of the 2024 Citizen Satisfaction Survey (CitSat), scheduled for October 2024 in selected field/satellite offices. To provide more information about the survey and the participation requested from your office, we invite you or your designated representative(s) to attend the **2024 CitSat Online Briefing on 25 September 2024, 10:00 AM - 12:00 NN**.

The GQMP, under its project on Institutionalizing Service Quality Standards (SQS) in Frontline Government Services, continues its initiative in conducting the annual satisfaction survey through the 2024 CitSat. This initiative alternates yearly between Citizen and Business Satisfaction Surveys as an integral part of the government strategy to assess the citizens' and businesses' expectations and satisfaction with frontline government services. The results of these surveys are instrumental in developing evidence-based SQS aligned with the goal of creating citizen-centered frontline government services. Moreover, the Philippine Development Plan 2023-2028 recognizes the value of these surveys in identifying frontline service standards and quality improvement priorities by balancing outside-in and inside-out approaches to enhance citizen-centered service design and service delivery performance.

To ensure the success of the 2024 CitSat, we kindly request your assistance in the following areas: a) Participation in the online briefing to discuss the project, survey's scope, including the covered sites and frontline services; and b) Granting **permission for DAP Field Interviewers to conduct face-to-face interviews** with randomly selected transacting citizens at your designated facilities. Additionally, DAP requests your endorsement to your field/satellite offices in selected areas to facilitate smooth coordination during the survey period. For your reference, please find attached the 2024 CitSat Briefer.

The DAP project staff will coordinate directly with your office to organize these activities. For any inquiries or concerns, your office may reach Ms. Flor Manalastas of the DAP Productivity and Development Center via email at pdc.pdro@dap.edu.ph or through mobile 0977-826-3077.

We sincerely appreciate your time and look forward to your invaluable support in this important initiative.

Very truly yours,

MAJAH-LEAH V. RAVAGO, PhD
President and CEO



Enclosure: 2024 CitSat Briefer

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