15 April 2024

SECRETARY ERNESTO G. PEREZ
Director General
Anti-Red Tape Authority
Visayas Avenue, Diliman, Quezon City

Dear DG Perez,

This is to respectfully submit to your good office the National Irrigation Administration's CY 2023 Harmonized Client Satisfaction Measurement Report, in compliance with ARTA Memorandum Circular No. 2023, 005.

Thank you, and best regards.

Very truly yours,

ENGR. EDUARDO EDDIE G. GUILLEN
Administrator

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NATIONAL IRRIGATION
ADMINISTRATION

CY 2023 CONSOLIDATED CLIENT SATISFACTION MEASUREMENT (CSM) REPORT

Republic of the Philippines
DEPARTMENT OF AGRICULTURE
National Irrigation Administration
Central Office

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I.   OVERVIEW

The National Irrigation Administration (NIA), established in 1963, is a government corporation in the Philippines tasked with irrigation development and management. The mission is to enhance agricultural productivity and farmer income by planning, building, operating, and maintaining irrigation systems. NIA works collaboratively with farmers and local government units to deliver adequate and sustainable irrigation services.

NIA is headquartered by a Central Office that establishes policies and supervises regional operations. Decentralized field offices handle program implementation. Regional Irrigation Offices (RIOs) manage irrigation activities within their designated regions. Irrigation Management Offices (IMOs) oversee the construction, rehabilitation, operation, and maintenance of irrigation systems in their assigned provinces. Project Management Offices (PMOs) handle locally and foreign-funded irrigation. NIA values commitment, integrity, and professionalism in its work.

Pursuant to Section 20 of the Republic Act (RA) No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, a feedback mechanism shall be established in all government agencies covered under Section 3 of R.A. No. 11032.

The Customer/Farmers Satisfaction Survey (FSS) has been one of the methods utilized by the Agency mainly to assess and ascertain the quality of services and measure the performance and effectiveness of its overall Quality Management Systems (QMS) in the country. Its primary objective is to solicit feedback to determine the percentage of satisfied farmers and their level of agreement with the services provided by NIA in the National and Communal Irrigation Systems (NIS and CIS).

Starting in 2023, the Anti-Red Tape Authority (ARTA) issued Memorandum Circular No. 05 series 2022, or the Guidelines on the Implementation of the Harmonized Client Satisfaction Measurement (CSM) as an after-service availment survey that will assess the overall satisfaction and perception of clients on the government service they availed.

II.   SCOPE

II.I   Period Covered

The National Irrigation Administration's Harmonized Client Satisfaction Measurement (NIA HCSM) survey data encompassed reports for the **Year 2023, specifically from October to December.** These reports represent a comprehensive overview of the agency's interactions with its clientele during the specified time frame, reflecting completed transactions and feedback received.

II.II Geographic of Office Covered

The geographic coverage of the survey extends across various NIA Regional Offices, encompassing Regions 1 through 13, including Cordillera Administrative Region (CAR), Magat River Integrated Irrigation System (MARIIS), and Upper Pampanga River Integrated Irrigation System (UPRIIS). This wide-ranging representation ensures a holistic understanding of client sentiments and experiences across different regions served by the NIA.

III. METHODOLOGY

The NIA HCSM utilized two methods to gather feedback: paper-based and online surveys based on the issued guidelines from ARTA. This report focuses on data collected from completed identified external services/transactions between October and December 2023.

1. Item 1 - Payment of IA Incentive under Irrigation Management Transfer (as per RA 10969)
2. Item 2 - Request of Minor Rehabilitation/Restoration of Existing Irrigation System
3. Item 3 - Issuance of Certificate of Irrigation Coverage
4. Item 4 - Condonation and Writing off unpaid Irrigation Service Fees, and issuance of Certificates of Exemption in the payment of ISF per RA 10969 for landowners covered by NIS

Survey Design and Administration

The CSM survey employs a Five (5) Point Likert Scale ranging from 1 (Very Unsatisfied) to 5 (Very Satisfied) to measure the Service Quality Dimensions. Each rating point corresponds to a specific satisfaction level, as shown in the table below:

Scale	Average	Rating
1	1.00 – 1.49	Very Unsatisfied
2	1.50 – 2.49	Unsatisfied
3	2.50 – 3. 49	Neither Unsatisfied nor Satisfied
4	3.50 – 4.49	Satisfied
5	4.50 – 5.00	Very Satisfied

The percentage of respondents that rated "Agree and "Strongly Agree" were used to compute each SQD's score.

Percentage	Rating
Below 60.0%	Poor
60.0% - 79.9%	Fair
80.0% - 89.9%	Satisfactory
90.0% - 94.9%	Very Satisfactory
95% - 100%	Outstanding

The percentage of respondents that rated "agree" and "Strongly Agree" for all eight (8) SQDs were used to compute the Overall Score.

The CSM surveys are conducted from October to December 2023, following each completed client transaction for external NIA services. Since historical data for individual services is unavailable, the total number of transactions directly corresponds to the number of responses collected.

To ensure accessibility, the CSM is conducted both on-site and remotely. Additionally, survey forms are available in both English and Tagalog. Paper-based surveys are collected by the designated NIA Committee on Anti-Red Tape (NIA CART) Focal Persons at regional offices and submitted to the NIA CART Secretariat. Online survey responses are automatically stored in a dedicated database for monitoring and facilitating improvement actions.

IV. DATA RESULTS AND INTERPRETATION

This chapter presents the findings and results of the survey and client feedback on the external services of the Agency. The Demographic Profile, Citizen's Charter, and Service Quality Dimension results are analyzed.

Demographic Profile

The provided demographic profile outlines the number of clients surveyed per customer type, segmented by the type of form used (online-based or paper-based), and provides an overall summary.

Number of Clients Surveyed Per Customer Type

Client Type	Type of Form				Overall	
	Online Based		Paper-based			
	N	%	N	%	N	%
Citizen	27	1%	2,754	99%	2,781	30%
Business	7	0.41%	1,720	99.59%	1,727	19%
Government (Employee or another agency)	8	10%	69	90%	77	1%
Did not specify	3	0.07%	4,599	99.93%	4,602	50%
N= 9,187	45	0.49%	9,142	99.51%	9,187	100%

Interpretation and Analysis of Data

Client Type Distribution

The majority of clients surveyed fall into the **"Citizen"** category, accounting for 30% of the overall sample size. Among citizens, 99% used paper-based forms, while only 1% used online-based forms.

The **"Business"** category constitutes 19% of the overall sample size, with a similar pattern of form usage as citizens, with 99.59% using paper-based forms and 0.41% using online-based forms.

Government employees or representatives from other agencies represent a smaller portion, comprising only 1% of the overall sample size. However, the distribution of form usage within this category differs significantly, with 90% using paper-based forms and 10% using online-based forms.

A small proportion of clients **did not specify** their client type, constituting 50% of the overall sample size. Almost all of these clients (99.93%) used paper-based forms, with only 0.07% using online-based forms.

Overall Analysis

The data highlights a clear preference for paper-based forms across all client types, with the vast majority of clients opting for this mode of interaction.

Citizens and businesses make up the largest portions of the surveyed population, indicating that they are the primary users of NIA services.

The significant proportion of clients who did not specify their client type could indicate a need for improved data collection processes or communication strategies to encourage clients to provide accurate information.

The higher percentage of government employees or representatives using online-based forms compared to citizens and businesses suggests potential differences in preferences or requirements for form submission among different client types within the government sector.

Implications

Understanding the demographic profile of clients surveyed is crucial for tailoring services and communication strategies to meet their needs effectively.

The overwhelming preference for paper-based forms highlights the importance of maintaining traditional communication channels alongside digital ones to ensure accessibility and inclusivity.

Further analysis could explore the reasons behind the form preference among different client types and identify opportunities for improving service delivery and client satisfaction.

Demographic of Respondents		N	%
Type of Form	Online-based	50	1%
	Paper-based	9,180	99%
	Total	9,230	100%
Sex by Birth	Female	1,188	13%
	Male	3,589	39%
	No Answer	4,529	49%
	Total	9,306	100%
Age group	18-24	50	0.98%
	25-34	130	2.55%
	35-44	130	2.55%
	45-54	199	3.91%
	55-64	112	2.20%
	65 and above	25	0.49%
	No answer	4,448	87.3%
	Total	5,094	100%

Type of Form

The majority of respondents, comprising 99% of the total, used the paper-based form to submit their feedback. Only a small fraction, 1% of respondents, utilized the online-based form. This indicates a significant preference for traditional paper-based feedback submission over online methods among the respondents.

Sex by Birth

Among the respondents, there was a notable gender distribution, with 49% choosing not to disclose their sex by birth. Female respondents accounted for 13% of the total, while male respondents constituted 39%. The substantial percentage of respondents opting not to disclose their gender suggests a need for anonymity or privacy in providing feedback.

Age Group

The majority of respondents did not provide information regarding their age, accounting for 87.3% of the total. Among those who did provide age information, the highest representation was in the 45-54 age group, comprising 3.91% of the total. Other age groups, including 18-24, 25-34, 35-44, 55-64, and 65 and above, had varying but relatively lower percentages of representation. The low participation of younger age groups (18-24, 25-34) compared to the middle-aged and older age groups suggests potential areas for targeted outreach or engagement strategies to capture feedback from a broader demographic range.

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The analysis of the demographic profile of respondents indicates several key findings: Paper-based forms are the preferred mode of feedback submission. 2. Anonymity and privacy considerations may influence respondents' willingness to disclose personal information, such as gender.

Citizens Charter Results

The 2023 HCSM added a section on the Citizen's Charter as prescribed by ARTA per MC No. 2022-05: Guidelines on the Implementation of the Harmonized Satisfaction Measurement. It aimed to capture the respondents' awareness of the Citizen's Charter.

Count of Citizens Charter (CC)

Service Availed	Type of Form				Overall	
	Online Based		Paper-based			
	N	%	N	%	N	%
Which of the following best describes your awareness of the NIA's Citizen's Charter?						
CC1. I know what a CC is and I saw this office's CC	26	1%	3,845	99%	3,871	88%
CC1. I know what a CC is but did NOT see this office's CC	1	0.32%	307	99.68%	308	7%
CC1. I learned of the CC	1	1%	196	99%	197	4%
CC1. No, I'm not aware	2	7%	27	93%	29	1%
	30	1%	4,375	99%	4,405	100%
If aware of the CC, (answered codes 1-3 in CC1) would you say that the CC of NIA was...?						
CC2. Easy to see	27	1%	3,829	99%	3,856	50%
CC2. Somewhat easy to see	1	0.22%	457	99.78%	458	6%
CC2. Difficult to see	1	4%	27	96.43%	28	0.37%
CC2. Not visible at all	0	0%	18	100%	18	0.24%
CC2. I know what a CC is and I saw this Office's CC	23	1%	3,253	99%	3,276	43%
	52	1%	7,584	99%	7,636	100%
If aware of the CC, (answered codes 1-3 in CC1) how much did the CC help you in transaction?						
CC3. Helped me very much	27	0.70%	3,848	99%	3,875	86%
CC3. Somewhat helped	0	0.00%	406	100%	406	9%
CC3. Did not help	1	8.33%	11	92%	12	0%
CC3. Not applicable	1	1%	191	99%	192	4%
	29	0.65%	4,456	99.35%	4,485	100%

Awareness of the NIA's Citizen's Charter (CC)

The majority of respondents, especially those who availed of paper-based services (99%), are aware of the CC. However, there's a significant discrepancy in awareness levels between users of online-based services (1%) and paper-based services (99%). This indicates a potential communication or outreach gap for online-based users. Among those aware of the CC, the most common response is knowing what a CC is and seeing the office's CC, followed by knowing what a CC is but not seeing the office's CC.

Perception of the CC's Visibility

Regarding the visibility of the CC, a significant proportion of respondents in both service -availed categories find the CC easy to see (1% online-based, 99% paper-based). However, there's a higher percentage of respondents among paper-based users who find the CC somewhat easy to see compared to online-based users (6% vs. 0.22%). Notably, a small percentage of respondents, especially among paper-based users, find the CC difficult to see or not visible at all, indicating potential challenges in visibility.

Effectiveness of the CC in Transactions

The majority of respondents perceive that the CC helped them very much in their transactions, with a higher percentage among online-based users (86%) compared to paper-based users (99%). However, there's a significant percentage of respondents, especially among online-based users, who indicated that the CC did not help them or did not apply to their transactions.

The analysis suggests that while awareness of the CC is high among paper-based users, there's a significant gap in awareness among online-based users. The visibility of the CC is generally perceived positively, but there are challenges, particularly among paper-based users, in terms of its visibility and effectiveness in transactions. Addressing these challenges, improving communication strategies for online-based users, and ensuring equitable access to information about the CC across all user groups are essential for enhancing client satisfaction with NIA services.

Service Quality Dimension

NIA also determined the satisfaction ratings of NIA's clients in terms of the eight (8) Service Quality Dimensions (SQDs) prescribed in the ARTA's MC No. 2022-05.

SQD0 rates the client's overall satisfaction with the service they availed which the respondents rated "Agree" with 29.22% and "Totally Agree" with 70.78% .

Service Quality Dimensions	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Total	Rating
SQD0	0	0	0	2,684	6503	0	9,187	100%

For SQD 1 through 8, *Responsiveness, Reliability, Access and Facilities, Communication, Costs, Integrity, Assurance, and Outcome,* respectively, the rating ranges from lowest 97% for *Costs* and 98% for *Communication* but still both are in the Outstanding range and the highest is 99% for *Responsiveness, Reliability, Access and Facilities, Integrity, Assurance and Outcome.*

The table below presents the satisfaction rating for each of the service quality dimensions.

Service Quality Dimensions (SQD)	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Total	Rating
SQD1 **Responsiveness**	5	6	33	1105	2188	0	3337	99%
SQD2 **Reliability**	0	5	29	1078	2232	0	3344	99%
SQD3 **Access and Facilities**	4	5	32	988	2066	0	3095	99%
SQD4 **Communication**	4	5	45	990	2284	0	3328	98%
SQD5 **Costs**	3	8	26	565	775	0	1377	97%
SQD6 **Integrity**	4	6	33	935	2356	0	3334	99%
SQD7 **Assurance**	3	6	21	866	2439	0	3335	99%
SQD8 **Outcome**	4	5	24	907	2385	0	3325	99%
Overall	27	46	243	7534	1792	0	2557	100%

Responsiveness of the Agency

Based on the above result, the **agency has a rating of 99%** which shows that most of the clients were satisfied with the promptness of the agency to respond to their transactions. Given that the majority of the respondents strongly agree, this implies that the agency gives quick and positive responses to the client's transactions.

Reliability of the Agency

The majority of the respondents strongly agree that the agency gives consistent services in each client's transactions. Having an outstanding rating (99%) implies that the client trusted the agency's services following its policy and standards.

Access and Facilities of the Agency

The rating for access and facilities was outstanding which shows that the majority of clients were satisfied with the ample amenities, clear signages, and mode of technology for comfortable transactions.

Communication of the Agency

Given the outstanding rating, it shows that the majority of the clients are satisfied with how the agency communicates or informs them. The staff of the agency clearly explains and delivers any announcement or information to the clients.

Costs of Agency's Services

The dimension on Costs received the lowest satisfaction rating with 97% satisfied customers/clients. However, it is still considered high which shows that clients are still satisfied with the timeliness or processes of billing and the qualitative information on the cost of each service.

Integrity of the Agency

Data shows that 99% of the respondents in the survey are satisfied with the agency's transparency, integrity, and professionalism in dealing with their clients.

Assurance of the Agency

Results show that the agency's frontline staff performs their duties and service knowledge in transacting with their clients. They understand and value client needs, helpfulness, and good work relationships.

Outcome of the Agency's Services

The rating for the outcome of the client's transactions is very high. With 99% satisfied respondents, it shows the extent of the agency in achieving outcomes or realizing the intended benefits of government services to their clients.

Overall Performance

The ratings as presented in the table above were above the acceptable performance threshold of at least 90% satisfied customers/clients. This implies that the agency performs its duties in providing quality services to its clients.

V.   RESULTS OF THE AGENCY ACTION PLAN

The following tables are the different identified external services of the National Irrigation Administration that were subjected in the survey.

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EXTERNAL SERVICES	Responses	Transactions
Item 1 – Payment of IA Incentive under Irrigation Management Transfer (as per RA 10969)	1,023	1,132
Item 2 – Request of Minor Rehabilitation/Restoration of Existing Irrigation System	108	109
Item 3 – Issuance of Certificate of Irrigation Coverage	300	1,314
Item 4 – Condonation and Writing off unpaid Irrigation Service Fee, and issuance of certificate of exemption in the payment of ISF per RA 10969 for landowners covered by NIS	3,191	3,665
TOTAL TRANSACTION	**4,622**	**6,220**

Presented in the table above are the responses and transactions for each of the identified external services of the agency with a total of 4,622 and 6,220, respectively.

Among the 4 identified services, Condonation and Writing off unpaid Irrigation Service Fee, and issuance of certificate of exemption in the payment of ISF per RA 10969 for landowners covered by NIS received the highest responses and transactions for the year with 3,191 and 3,665, respectively.

EXTERNAL SERVICES List of services surveyed, responses, and total number of transacting clients	ONLINE BASED		PAPER-BASED		OVERALL	
	N	%	N	%	N	%
Item 1 – Payment of IA Incentive under Irrigation Management Transfer (as per RA 10969)	0	0%	1,311	14%	1,311	14%
Item 2 – Request of Minor Rehabilitation/Restoration of Existing Irrigation System	2	7%	8	0%	10	0.11%
Item 3 – Issuance of Certificate of Irrigation Coverage	12	44%	704	8%	716	8%
Item 4 – Condonation and Writing off unpaid Irrigation Service Fee, and issuance of certificate of exemption in the payment of ISF per RA 10969 for landowners covered by NIS	13	48%	7,289	78%	7,302	78%
TOTAL TRANSACTION	**27**	**0.29%**	**9,312**	**99.71%**	**9,339**	**100%**

The table above shows the different methodologies used during gathering of data in all field offices of the agency. Online- based methodology received a total of 27 transactions (0.29%) while pen and paper questionnaires received a total of 9,312 transactions (99.71%). Overall transactions in all identified external services covered in the survey totals to 9,339.