

## NAVIGATING THE CITY



The City of Naga lies along the southern coast of the Island of Cebu and is approximately 21 kilometers away from Cebu City. It has a total land area of 10,208.9524 hectares and registers a total population of 115,750 based on 2015 Census.

The city is bounded in the north by Barangay Tungha-an of Minglanilla, in the south by Barangay Pitalo of San Fernando, in the east by Bohol Strait and in the west by Barangay Cantabaco, Toledo City.

The city has twenty-eight (28) barangays, eleven of which are located along the coastal areas, namely: South Poblacion, North Poblacion, East Poblacion, West Poblacion, Central Poblacion, Inayagan, Colon, Tina-an, Inoburan, Tuyan, and Langtad while the remaining barangays are located in the mountainous areas, namely: Tangke, Na-alad, Mainit, Jaguimit, Patag, Cantao-an, Balirong, Cogon, Uling, Cabungahan, Bairan, Pangdan, Alpaco, Lutac, Tagjaguimit, Lanas, and Mayana.

Naga is one of the oldest in the Province of Cebu for it became a town on June 12, 1829. Early settlers named the place Naga, derived from the trees called *Narra* which grew abundantly in the area. Once a peaceful fishing village and agricultural area, the town was transformed into an industrial zone mainly because of its rich mineral resources.

The Spaniards who discovered Naga began the coal mining in the mountain barangays which during those times, different Spanish galleons were seen anchored along its shores in order to transport coal to foreign countries.

Today, Naga boasts of the numerous industrial firms operating in the city.

Naga's agricultural areas are located in the north, west and southernmost parts of the City but with its mountainous terrain, it is not primarily considered an agricultural zone. Its local farm products include corn, tobacco, banana, root crops and a variety of fruits and vegetables.

In order to improve the standard of living of the families residing in the mountain barangays, the City Government untiringly implements various programs and projects to elevate their economic situation.

Cebuano is the most common and predominant dialect used in the households. Roman Catholics constitute the biggest single group within the city. Other religious affiliations include Seventh Day Adventist and *Iglesia ni Kristo*.

### VISION

To sustain a livable city that uplifts the standard of living of the populace propelling total human development, progressive economy, and a well-balanced environment.

### MISSION

#### **SOCIAL SECTOR**

Ensure sustainability of public safety and security by maintaining peace and order for every Nagahanon. Promote the rights and welfare of the populace of Naga through the effective and efficient implementation of social welfare services. Strengthen the linkages between the CLGU and the civil society organizations. Enhance the protection and promotion of quality, equitable, and culture-based and complete basic education where students learn in a child-friendly, gender-sensitive, safe and nurturing environment. Maintain and ensure access to quality health care by making services available, arousing community awareness, mobilizing resources and promoting the means for better health. Promote physical, mental and cultural well-being of the populace through sports, recreation, culture and the arts development.

#### **ECONOMIC SECTOR**

Enhance local revenue generation to stimulate economic growth by creating a business-friendly environment. Promote employment opportunities and develop the entrepreneurial spirit in the city.

#### **ENVIRONMENT SECTOR**

Safeguard the environment by actively leading the citizenry to protect, conserve and manage the natural resources in parallel with continued human and economic development.

#### **INFRASTRUCTURE SECTOR**

Provide effective and efficient implementation of infrastructure development projects that are most beneficial to the needs of the constituents through proper project planning and management.

#### **INSTITUTIONAL SECTOR**

Promote sense of accountability by creating awareness of our responsibilities as Nagahanons, protect the rights of people and promote social justice, enhance, safeguard and properly manage the city's resources and create employment opportunities and develop human resources.

#### **The City Government 10-Point Development Agenda**

1. Mainstreaming institutional development in the LGU systems, processes and structures.
2. Delivery of a quality education program that ensures that all Nagahanons youth and children are educated, decent, caring and responsible citizens.
3. Commit to an integrated healthcare system that enhances, anticipates and responds to the health needs of the Nagahanons.
4. Maintain and develop appropriate infrastructures and other support facilities that contribute to the economic and social progress of the city.
5. Enhance children, women, PWDs and elderly services through effective approaches, standard infrastructure requirements and other coordinated support services.
6. Make the City more disaster resistant and disaster resilient by enhancing the City Government's systems, structures and processes across all levels.
7. Intensify plans, strategies and approaches to enhance, protect and preserve the natural environment.
8. Facilitate the development and management of the City's heritage resources.
9. Intensify and strengthen coordination mechanisms and systems for peace, order and safety.
10. Formulate/adopt economic policies and standards that will promote economic dynamism in the City.

## What You May Want to Know About the City



✦ The Municipality of Naga (now the City of Naga) and St. Francis of Assisi Parish (now the Archdiocesan Shrine and Parish of St. Francis of Assisi) were simultaneously established on June 12, 1829, hence, there is a triple celebration every June 12 of each year in commemoration of the Philippine Independence from the Spanish rule. Moreover, the site for the construction of the church was first rivaled by Barangays Tinaan and Tuyan which constrained the Spanish authorities to erect the “edifice of prayer” at the Poblacion, which is the heart of the town, to show impartiality.

✦ The cityhood of Naga, which was ratified in a plebiscite on September 2, 2007 according to Republic Act 9491 encountered a number of “somersaults” in Supreme Court decisions, i.e. four (4) rulings and three (3) reversals together with other fifteen (15) new cities. After four (4) years of tedious court battles, the Supreme Court laid down its final decision on its February 15, 2011 resolution upholding the constitutionality of the laws which converted the 16 towns into cities in 2007. The city is now officially named, “City of Naga, Cebu”.

✦ “Mahal Kong Naga”, the official hymn of the city was composed and arranged by Mr. Russel Alegado, a musician from Carcar City. The City’s Sangguniang Panlungsod passed Ordinance 2013-03 on August 01, 2012 which enjoined all public and private schools, government agencies and instrumentalities and establishments located within the city to sing the Naga Hymn in any program, assemblage or event.

✦ The cement manufactured by defunct Cebu Portland Cement (CEPOC) now Apo-Cemex, Phils. in Barangay Tinaan, City of Naga, Cebu was one of the materials used in the construction of the world - known San Francisco Golden Gate Bridge in California, U.S.A.

✦ Naga is associated with witches and witchcraft, a belief which still persists at the present time - the lady in a flying broomstick! Unknowingly, the long time folklore of the witch and the broomstick actually symbolizes the unity and solidarity of the *Naganhons* in achieving their goals and dreams; and the lovely witch steering the broom resembles the city which zooms to greater heights of prosperity! Who did expect that behind the myth comes the reality for the City of Naga to gain its current skyrocketing progress?

### CONTACT DETAILS

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[www.cityofnagacebu.gov.ph](http://www.cityofnagacebu.gov.ph)

**FB Page:**

[https://www.facebook.com/](https://www.facebook.com/CityGovernmentOfNagaCebu)

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### EMERGENCY HOTLINES



**CITY DISASTER RISK REDUCTION  
AND MANAGEMENT OFFICE**

**489 4155 / 0908 413 7220**



**PNP CITY OF NAGA POLICE STATION**

**272 1166 / 0998 598 6338**



**BFP CITY OF NAGA FIRE STATION**

**383 6358 / 0969 410 6706**



**PHILIPPINE COAST GUARD  
SUB-STATION NAGA**

**0995 3657 9982**



# THE CITY OF NAGA

*Cebu*

