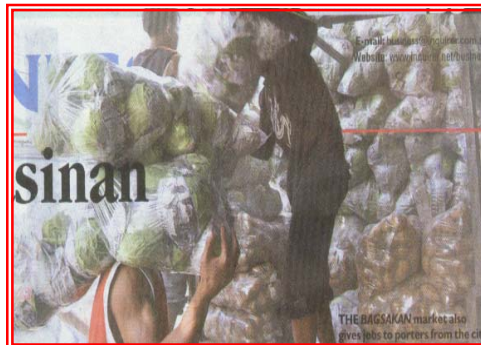


URDANETA CITY: “BAGSAKAN” CITY OF PANGASINAN

The City of Urdaneta, earned its name as the “Bagsakan (trading post)” City of the Pangasinan because it serves as a drop-off point of the various fruits and vegetables coming from the different municipalities in Pangasinan and nearby provinces. The city’s bagsakan center, just like in the Divisoria market, practice free enterprise, wherein nobody controls the price unlike in some areas where a group of people control the price. Sometimes, the food staples traded here are sold up to 12 percent cheaper prices. Vegetables, such as tomatoes, pechay, onions, string beans, okra, eggplants and ampalaya from Pangasinan municipalities, and fruits, such as pomelo and banana of Davao, Batangas lanzones and dalandan of Laguna, are sold daily in the city’s bagsakan market. Traders and market vendors from within Luzon come to this city to buy goods and sell these to the different towns in Pangasinan and other Luzon provinces.



western Pangasinan.

The City, is strategically located in the central eastern part of Pangasinan, which is transversed by the Manila North Road, virtually bisecting the locality into the west and east side. It is bounded in the north by the Municipality of Binalonan, south by the Municipality of Villasis, east by the Municipality of Asingan and west by the Municipality of Sta Barbara. With this location of Urdaneta, it makes it a convenient bagsakan market. It is the gateway to Baguio City and Northern Luzon provinces, and to central and

It is believed that the bagsakan center in Urdaneta City was an offshoot of the city’s cattle market during the World War II. Urdaneta, then a town, had no definite area for selling cattles and business was done at the plaza and near the municipal hall. People from Luzon provinces would go to the city to buy cattles and “bagoong” (fish sauce from Lingayen town) to bring to their provinces. Soon the cattle traders from the Pangasinan municipalities and nearby provinces thought of bringing with them their farm harvests, aside from their cattles, and sold them in the market. By word of mouth, news spread that vegetables and fruits were sold in Urdaneta, and soon, not only cattle traders were buying and selling the fam produce but wholesalers as well. As of today, a large cattle market is situated in Barangay Anonas of this city, and is known to be Northern Luzon’s biggest cattle market. However, the bagsakan market remains in the city proper near the plaza.

Urdaneta City became a city through Republic Act 8480, otherwise known as "An Act Converting the Municipality of Urdaneta, Province of Pangasinan into a Component City to be known as the City of Urdaneta". This was signed on January 10, 1998 and was voted affirmatively by the people of Urdaneta City on March 21, 1998

Its conversion into a city has made a rapid transformation in making the city as an urban growth center and dynamic investment hub in central eastern Pangasinan. Traders and businessmen come to Urdaneta because of its undeniably good environment for business and peaceful community.



Travellers could easily reach the place through land transportation. The city is approximately 186 km from Metro Manila, 70 km from Baguio City and 40 km from Lingayen, the provincial capital of Pangasinan.

History



There are many versions on how Urdaneta City officially became URDANETA. One theory suggests its original name is ORGANITA, roughly meaning "little organ or unit." This is plausible as it was then a composite of portions of barrios of the adjacent towns where they converged to create one composite pueblo. Some of the theorists, the so-called purists, belie this by saying that the Spanish root word is organo; therefore, the right word should be organito. These theorists cite education at that time was

centered in the Poblacion and the people in the hinterlands were neglected, thus resulting to bad grammar.

Another contention was that the first "cura parroco" of the town, Fr. Nicolas Alonzo Manrique, during the organization of the pueblo in January 8, 1858, named the town "Urdaneta", in honor of another friar, Fr. Andres de Urdaneta. Fr. Urdaneta was the spiritual adviser of the expedition led by Miguel Lopez de Legaspi which arrived in Cebu to explore the country on April 27, 1565. However, doubts still exist on whom was the town named. Was it after Father Andres de Urdanteta or Fr. Miguel de Urdaneta or Fr. Simon de Urdaneta? The archives of the National Library state that it was after Fr. Miguel de Urdaneta. The historian Fr. Jose Ma. Gonzales, in his book "Labor Evangelica y Civilizadora de los Religioso Dominicos en Pangasinan", was silent on this. Some articles on the town's history say that it was after Fr. Simon de Urdaneta while others claimed it was after Fr. Andres de Urdaneta.

The first inhabitants of the town were mostly Ilocanos. They established nearby settlements that occupy portions of the barrios of surrounding towns, namely Asingan, Villasis, Malasiqui, Sta. Barbara, Mangaldan. Manaoag and Binalonan. The settlers

joined together and petitioned the Spanish government to allow them to form a separate pueblo for greater ties and stronger unity. Their petition was granted and Urdaneta was formally founded on January 8, 1858.

Demography

Based from the 2000 Census of Population and Housing, Urdaneta City recorded a population of 111,582, 50.2 percent of which were women. It had a relatively young population wherein about 45.1 percent were aged 19 years old and below. The City is composed of about 22,908 households with an average household size of 4.9. It had a population density of 1,113 persons per square kilometers

Table 1. Total Population of Urdaneta City by Age Group and Sex, 2000

Age Group	Both Sexes	Male	Female
All ages	111,582	55,579	56,003
Under 1	2,746	1,429	1,317
1-4	10,373	5,331	5,042
5-9	13,221	6,785	6,436
10-14	12,477	6,239	6,238
15 - 19	11,464	5,801	5,663
20 - 24	10,458	5,241	5,217
25 - 29	9,339	4,738	4,601
30 - 34	8,192	4,158	4,034
35 - 39	7,116	3,540	3,576
40 - 44	6,163	3,091	3,072
45 - 49	5,104	2,509	2,595
50 - 54	4,371	2,096	2,275
55 - 59	2,852	1,374	1,478
60 - 64	2,391	1,130	1,261
65 - 69	1,801	756	1,045
70 - 74	1,396	555	841
75 - 79	996	401	595
80 & over	1,122	405	717

Source of Data: 2000 Census of Population and Housing, National Statistics Office

Ilocano was the predominant ethnicity in Urdaneta City as they comprised 87.1 percent of the total household population in 2000. Descendants of other ethnic groups such as Tagalog, Pangasinan/Pangalatok, Maranao, Kankanaey, Bisaya, and Kapampangan also migrated to the City. Panggalatok and Ilokano are the city's local dialect with Tagalog and English as the second language.

About 86.9 percent of the people in Urdaneta City are Roman Catholic based from the 2000 Census of Population. Other religious groups in the City include Iglesia ni Cristo (3.8 percent), Evangelicals (2.8 percent) and Aglipayan (1.5 percent).

Socio-economic Activities

Data from the Commission on Audit showed that the local revenue collection for the Urdaneta City steadily increased from 2004 to 2006. In 2006, most (49.1 percent) of the total income of Urdaneta City were earned from other income. Nearly 100.0 percent of the City's other income came from its Internal Revenue Allotment. Business income, the 2nd top contributor to the City's income with a 33.9 percent share, were sourced from incomes from markets, slaughterhouses, landing and parking fees and tuition fees from the Urdaneta City Colleges. . The city's total income increased by 10.6 percent largely due to the 20.0 percent increase by other incomes. On the other hand, business tax income increased by 1.8 percent in the same year

Table 2 . Consolidated Income Statement of Urdaneta City, 2004-2006

Particulars	2004	2005	2006
Income			
Local Income	46,517,869.47	54,819,812.69	57,267,638.45
Permits and Licenses	5,565,534.96	7,742,998.97	9,052,772.60
Service Income	4,041,750.40	5,585,944.85	5,200,945.20
Business Income	89,896,208.05	140,612,705.79	143,220,307.27
Other Income	162,489,864.05	172,937,486.40	207,463,107.53
TOTAL INCOME	308,511,226.93	381,698,948.70	422,204,771.05
Less: Expenses			
Personal Services	122,189,886.84	134,797,082.23	158,587,052.15
MOOE	78,225,037.13	105,411,223.68	178,037,647.62
Financial Expenses	13,285,750.43	9,383,651.76	6,815,674.89
TOTAL EXPENSES	213,700,674.40	249,591,957.67	343,440,374.66
NET INCOME	94,810,552.53	132,106,991.03	78,764,396.39

Source: 2005 and 2006 COA Annual Audited Reports, Commission on Audit, Regional Office I and Central Office

Meanwhile, the City's expenses were prudent, thus, contributing to a higher net income. In 2004 and 2005, personal services expenses accounted more than 50.0 percent of the City's total expenses. However, in 2006, the 51.8 percent share of Maintenance and Other Operating Expenses (MOOE) to the total expenses surpassed personal services expenses share of 46.2 percent by 5.6 percentage points. The said increase of MOOE contributed to the 40.2 percent decrease in the City's net income in the said year.

Urdaneta City has a total land area of approximately 100.3 sq km, which represents 1.8 percent of the total land area of Pangasinan, divided among 34 barangays. Most of the barangays in the city are rural areas. With the flat terrain of the city, agriculture is the major source of income and livelihood of the people in Urdaneta City. In CY 2006,

about 82.0 percent of the total land area of the city was devoted to agriculture, of which around 35.5 percent were irrigated. Its major crops are rice, corn, mungo, tomato, eggplant, ampalaya and mango.



In 2006, the city had 4,512 registered establishments in the Office of the Mayor, most of them were large department and variety stores, business and professional offices and hotels/inns. There are also food chains and offices of multinational companies in the city. Currently, the city has four malls situated in the city proper.

Facilities

Urdaneta City has many established educational institutions. For School Year 2006-2007, the City had 65 elementary schools and 32 secondary schools. Of the 65 elementary schools, 42 were government and 23 were private. In the secondary level, of the 32 schools, 19 were government and 13 were private. Enrollment for the said school year reached 18,431 for elementary and 11,867 for secondary. For tertiary education, there were one state university, one city college and nine private colleges. The City also had 10 private technical-vocational schools.

Aside from the regular schools, the City's pre-school was also served by 49 Day Care Centers (DCCs) in 2006 with 49 Day Care Workers (DCWs). For the said year, the DCCs served 1,456 Day Care Children.

One government-owned hospital, four private hospitals and one City Health Office deliver the health services in the City. As of 2006, the City also established 10 Botika sa Barangay outlets to bring quality but affordable medicines within the reach of the people in the communities.

As of 2006, 96.4 percent of the total households in the City were energized through the Pangasinan Electric Cooperative (PANELCO) III. The residents of the City derive their water supply from artesian wells, the Urdaneta City Water District and water refilling stations.

Sources:

2005 and 2006 COA Annual Audit Report, COA Regional Office I and Central Office

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"This Pangasinan city never sleeps" by Yolando Sotelo Fuertes, Philippine Daily Inquirer, December 21, 2007