



RICARDO V. REVITA

Mayor
Municipal Government of Rosales
Rosales, Pangasinan
Presidential Lingkod Bayan Awardee, 2008
Individual Category

We may get a clue to Mayor Ricardo V. Revita's surname – the Latin word *vita*, which is included in the etymology of such words as *vital* and *life*, and the prefix *re*, which means 'again' or 'back.' Upon his assumption to mayorship in 2004, the once sleepy town of Rosales, Pangasinan slowly but surely sprang back to life.

A chief of police turned local chief executive, Mayor Revita started implementing changes in his own backyard first, strictly observing working hours, and overseeing skills development and distribution of work load among municipal employees. He focused on lifting the out-of-school-youth from idleness and opening doors for them to a productive lifestyle. He also conducted regular barangay visits as a means of reaching out to people at the grassroots level.

With the constituents and workforce inspired and ready to undertake greater tasks, Mayor Revita courted investors to considering Rosales as a business pad. While strategizing the economic landscape of the town, he initiated simultaneous programs on tourism, environmental management and infrastructure. He did not forget the basics, however, and he also rolled out security measures, promoted health and enhanced public service delivery of the local government unit. As a result, the municipality's income rose from Php 42 million to Php 70 million, transforming the town into a second-class municipality. Meanwhile, Rosales was also named the 2007 first runner-up as the Cleanest, Greenest and Safest Municipality in Region.

Mayor Revita does not think of resting on his laurels. He still dreams of having a "dynamic and systematic bureaucracy," which he believes will be brought about by people who will do what is right, honorable and noble. •