

PRESS RELEASE

PSA – Isabela conducts 2024 POPCEN-CBMS Roadshow

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Top: 2024 POPCEN-CBMS Roadshow; Bottom (left to right): Mr. Agbayani, head of PSO, together with CSS Emperador, and PSO staff; Participants to the roadshow.

17 July 2024 – CITY OF ILAGAN, ISABELA. In its effort to widely disseminate the 2024 Census of Population (POPCEN) and Community – Based Monitoring System (CBMS), the Philippine Statistics Authority (PSA) – Isabela conducted a roadshow on Wednesday, 17 July 2024.

Dubbed as “2024 POPCEN-CBMS Roadshow,” the activity started at Northstar Mall, Maharlika Hi-way, Alibagu, City of Ilagan, Isabela,




traversing through the poblacion area, and going back to Isabela Provincial Capitol, Alibagu, City of Ilagan, Isabela.

The roadshow was organized as a prelude activity to the 2024 POPCEN-CBMS Opening Program which was held at the Capitol Amphitheater. Both activities aimed to broadcast the importance and objectives of the two (2) censuses to the attention of the general public. Moreover, the said activity sought public support and cooperation for its enumeration, which formally began on 15 July 2024, and will last until 15 September 2024.

Mr. Julius M. Emperador, Chief Statistical Specialist of PSA-Isabela, together with the provincial office personnel led the roadshow activity. Moreover, this was participated by member-representatives from the Isabela CBMS Provincial Coordinating Board (IPCCB), Isabela Provincial Statistics Committee (IPSC), City/Municipal Planning and Development Coordinators (C/MPDO) and staff, City/Municipal Civil Registrars (C/MCR) and staff, hired Census Area Supervisors (CAS), and media personalities from various media agencies.

Meanwhile, personnel from the provincial Public Safety Office (PSO) led by Mr. Kim Patrick G. Agbayani, in cooperation with the Philippine National Police - Isabela Special Motorcycle Action and Response Team (PNP-iSMART), PNP Ilagan Component City Police Station (CPS), Public Order and Safety Management Officers (POSMO) - City of Ilagan, and Provincial Security Group (PSG) provided assistance in ensuring the safety of participants and oversee the smooth flow of vehicles during the event.



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MMG/MBM