

REGIONAL BASELINE / PUBLIC INTEREST RESEARCH

AI Readiness in Pampanga and Clark

What the public evidence tells us, what it does not tell us, and how Pampanga and Clark can measure meaningful AI readiness.

151K

workers in Clark Freeport reported in November 2025

61.3%

of Central Luzon households had internet at home in 2024

231

local governments covered by the national readiness study

0

credible public regional AI readiness scores found

- **The foundations are promising.**

The region has a large population, a substantial education system, a diverse economy, and relatively strong household internet access.

- **Readiness itself is not yet proven.**

Public sources do not show which institutions have trained staff, usable data, approved tools, working policies, budgets, or measured results.

- **The next step is measurement.**

Pampanga and Clark need a shared index based on evidence from local government, schools, businesses, civil society, and Clark institutions.

This publication is a desk based baseline. It does not present survey findings and does not assign a final regional score.

01 / AI READINESS

The honest answer is not yet

Pampanga and Clark appear well placed to benefit from artificial intelligence. The region has strong economic activity, a large pool of students and workers, significant public institutions, and better household internet access than most regions outside Metro Manila. Those conditions matter, but they are not the same as readiness.

AI readiness is the ability to choose a useful problem, prepare reliable data, select an appropriate tool, protect people, train staff, manage vendors, monitor results, and stop a system when it causes harm. None of the available regional statistics measures that full chain.

Pampanga and Clark have favorable conditions for AI adoption, but there is not enough public evidence to claim that the region is AI ready.

This distinction is important. Counting internet connections, universities, or technology events can make a place look advanced while hiding the practical questions that decide whether AI works. Does an office know which data it owns? Can staff check an answer before acting on it? Is there a privacy review? Is anyone measuring time saved, errors introduced, or people excluded?

The central finding of this baseline is therefore a measurement gap. The region does not first need a celebratory score. It needs a credible process for finding out what institutions can actually do.

Principal finding. The strongest available evidence describes the environment around AI. It does not measure operational capability inside Pampanga and Clark institutions.

Sources: 2024 national household technology survey, Department of Agriculture Clark workforce report, and Philippine Institute for Development Studies local government readiness study. Full references appear in the final section.

02 / AI READINESS

What readiness should mean here

A useful regional index should not reward institutions for buying software or announcing a partnership. It should measure whether they can use AI responsibly to improve a real service or work process. Clark should be reported as an institutional and economic zone because it is not a municipality.

For Pampanga and Clark, readiness should contain six parts.

01 / ACCESS

Reliable access

People have suitable devices, affordable connections, and accessible interfaces.

02 / PEOPLE

Capable people

Leaders understand the limits and staff can use and check systems.

03 / DATA

Usable information

Records are accurate, lawful to use, clearly owned, and usable.

04 / GOVERNANCE

Clear responsibility

Rules cover privacy, security, human review, complaints, and harmful outcomes.

05 / DELIVERY

Working use cases

A real service has named users, measured results, and an accountable owner.

06 / INCLUSION

Public value

Systems serve different languages, abilities, incomes, locations, and skill levels.

This definition shifts attention from ownership to ability. A simple, measured process may be more ready than an expensive platform that nobody audits.

03 / AI READINESS

Connectivity is a strength, not a conclusion

The 2024 national household technology survey estimated that 61.3 percent of Central Luzon households had internet access at home. This was the second highest regional share after Metro Manila. The same survey estimated that 78.3 percent of people aged ten and older in Central Luzon used the internet.

These figures suggest that a large part of the region can reach online tools. They do not show whether connections are stable during school or office hours, whether one device is shared across a household, whether mobile data is affordable, or whether public services work well on basic phones.



The right conclusion is that connectivity gives Pampanga and Clark a meaningful starting advantage. It does not remove the need for offline options, assisted service, language access, disability access, or face to face support.

What the first survey must ask

- 1. Which work sites have reliable internet throughout the day?
- 2. Which staff members have suitable devices and approved accounts?
- 3. Which services fail when a connection is slow or unavailable?
- 4. Can residents use the service through a basic mobile phone?
- 5. Is there a non digital route for people who need one?

Source: InsiderPH summary of the 2024 National Information and Communications Technology Household Survey conducted by the Philippine Statistics Authority and Department of Information and Communications Technology.

04 / AI READINESS

The economy can create real demand

Clark Freeport alone had nearly 151,000 workers in November 2025, according to the Department of Agriculture. This large employment base sits alongside schools, local governments, small businesses, tourism, transport, health services, and public information needs across Pampanga.

The opportunity is large enough to support useful AI services, specialist providers, training, and local research. It is also varied enough that one regional solution will not fit every organization.

The opportunity is not simply to automate office work. The more valuable question is where better information could remove friction.

Area	Useful problem to study	Evidence of value
Local government	Repeated questions, document checking, service routing	Shorter completion time and fewer repeat visits
Schools	Teacher preparation, reading support, accessible explanations	Time returned to teachers and improved learner understanding
Small business	Product information, customer service, bookkeeping support	Lower handling time and better sales conversion
Clark locators	Staff knowledge, maintenance records, multilingual operations	Faster retrieval and fewer process errors
Tourism	Visitor information and local discovery	Better trip completion and wider local spending
Health and wellbeing	Navigation, reminders, and referral information	Earlier access to appropriate human support

National research suggests that exposure to generative AI is already broad. The International Labour Organization estimated that about 12.7 million Philippine jobs had some exposure, while only a much smaller share sat in the highest risk category. This supports a regional approach focused on changing tasks and skills, not dramatic claims about entire occupations disappearing.

Sources: Department of Agriculture report on the Clark Freeport workforce. International Labour Organization study on generative AI and Philippine jobs.

05 / AI READINESS

Education gives the region reach

Pampanga and Clark have schools, universities, training providers, and employers that can support local capability. Their presence is encouraging, but it does not answer the readiness questions that matter. We do not have a public regional count of teachers trained to evaluate AI output, courses that cover responsible use, active research projects, available computing resources, or partnerships tied to measurable community needs.

- **Training must be role specific.**

A mayor, teacher, records officer, software developer, and small business owner do not need the same course.

- **Use must include verification.**

Prompting alone is not capability. Staff must know when to question an answer, check a source, protect information, and ask for human review.

- **Local language work matters.**

Tagalog, English, Kapampangan, and mixed language use should be tested with local speakers rather than assumed to work.

The national picture also warns against assuming broad understanding. The UNESCO readiness assessment reported that about seventy percent of surveyed respondents had low familiarity with AI concepts, ethics, and governance. DepEd guidance issued in February 2026 likewise places human agency, privacy, safety, and accountability at the center of education use.

A regional skills audit should measure

1. Basic understanding among leaders and staff.
2. Ability to verify output and recognize common failure patterns.
3. Data privacy and security practice.
4. Job specific use skills.
5. Local language evaluation capacity.
6. Access to technical support when a system fails.

Sources: UNESCO Philippines AI readiness assessment. Department of Education foundational guidelines on artificial intelligence.

06 / AI READINESS

Institutional capacity is the largest unknown

The most important gap is inside institutions. Public sources do not provide a regional inventory of approved AI tools, active projects, responsible officers, budgets, staff training, data assessments, evaluation results, or incident records.

This matters because local government readiness across the country remains uneven. A Philippine Institute for Development Studies survey of 231 local governments found that most were at low to moderate levels of AI readiness. Region III recorded a moderate average in the study, but this result should not be treated as a Pampanga or Clark score. The sample was voluntary and does not establish the condition of every institution in the region.

The study is still useful because it shows that readiness depends on linked capabilities. Connectivity alone cannot compensate for weak data, limited skills, unclear leadership, or absent governance.

Publicly visible question	Present regional answer
How many Pampanga local governments have an approved AI policy?	Not found in a consistent public source
How many schools have a documented classroom use policy?	Not found in a consistent public source
How many Clark locators use AI in production work?	Not publicly measured
How many institutions have completed a privacy review for an AI system?	Not publicly measured
Which projects have published evidence of time saved or service improved?	No regional inventory found
Who receives and investigates complaints about automated decisions?	Not consistently disclosed

The absence of public evidence does not mean that no work exists. It means the region cannot distinguish isolated experiments from durable capability. The first edition of the index should therefore reward evidence and disclosure, not reputation.

Interpretation rule. Unknown should remain unknown. It should never be converted into a low score or a positive assumption without verification.

Source: Philippine Institute for Development Studies, How Ready Are LGUs for AI Adoption, 2025.

07 / AI READINESS

Governance is becoming a practical requirement

Philippine institutions are no longer operating without national direction. The National AI Strategy Roadmap 2.0 describes a responsible and inclusive approach to AI development. The National Privacy Commission has issued guidance explaining how privacy law applies when AI systems process personal data. The E Governance Act, signed in September 2025, requires government to advance digital public services. DepEd has also issued specific rules for AI use in basic education.

These national measures create direction, but implementation will happen inside offices, schools, service counters, databases, and contracts. Pampanga and Clark institutions need operating rules that staff can use during ordinary work.

Minimum controls for any public interest use

1. A named owner responsible for the service and its outcomes.
2. A written purpose that identifies the problem and intended users.
3. A data inventory and lawful basis for processing personal information.
4. A human review step for decisions that can affect rights, benefits, grades, health, employment, or access to services.
5. Testing for accuracy, local language performance, exclusion, and harmful output.
6. A record of vendors, models, data sources, major changes, and known limits.
7. A clear complaint and correction route.
8. A plan for security events, service failure, and withdrawal of the system.

Procurement deserves special attention. Institutions should not buy an AI product because a demonstration looks impressive. They should ask what data leaves the organization, where it is stored, whether it trains another model, how output is checked, how performance is measured, and what happens when the contract ends.

Responsible use is not a statement on a website. It is a chain of decisions that someone can inspect.

Sources: Department of Trade and Industry National AI Strategy Roadmap 2.0. National Privacy Commission guidance on artificial intelligence. Republic Act 12254. Department of Education foundational AI guidelines.

08 / AI READINESS

The provisional readiness picture

The table below is not a final score. It is an evidence based reading of the conditions that can be supported by public sources as of September 2026.

Dimension	Present signal	Reason for the assessment
Access and connectivity	Favorable foundation	Central Luzon household internet access is above the national rate, but reliability, affordability, and device quality need local measurement
Economic demand	Favorable foundation	Pampanga has a large economy and many service problems where better information could create value
Education and talent	Promising but unverified	The region has many higher education institutions, but AI skills, research activity, and local language capacity are not publicly inventoried
Institutional capability	Weak public evidence	No consistent regional record of approved tools, trained staff, budgets, data readiness, or measured results was found
Governance and trust	Emerging	National rules are becoming clearer, but local implementation and disclosure are not yet visible at regional scale
Working deployments	Unmeasured	Individual experiments may exist, but there is no shared inventory with outcomes, limitations, and accountable owners
Inclusion	Unmeasured	Regional evidence on language, disability, income, device access, and assisted service is incomplete

The strongest conclusion is not that the region is behind. It is that its next decisions should be based on direct evidence rather than impressions.

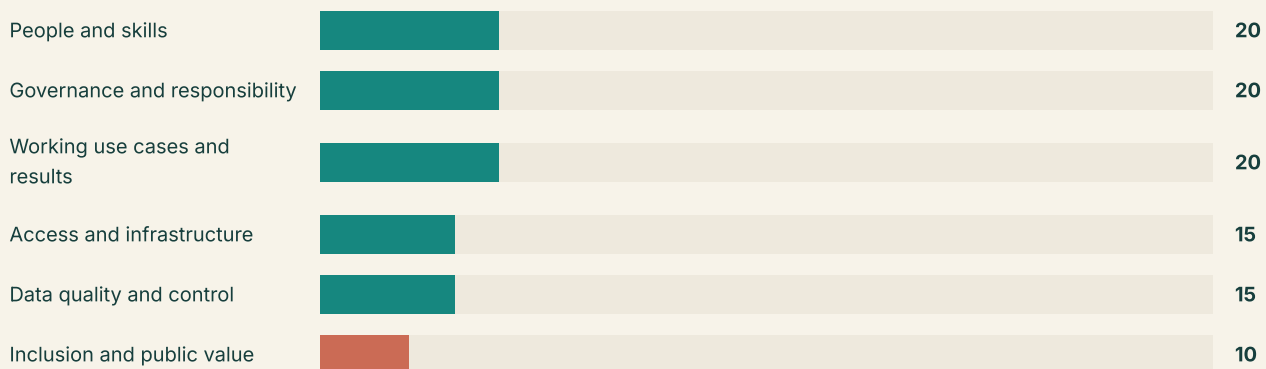
Pampanga and Clark can move faster than many regions because important foundations are already present. Moving fast responsibly means beginning with a small number of public problems, documenting the starting condition, testing with real users, and publishing results even when the result is that AI was not the best tool.

Baseline judgment. Pampanga and Clark are opportunity ready. They are not yet measurably institution ready.

09 / AI READINESS

A practical index for the first field study

The first scored edition should be based on direct responses and evidence from participating institutions. It should report separate results for local government, education, business, civil society, and Clark institutions. A single regional average would hide too much variation.



Each answer should receive points only when supported by evidence. Examples include a policy document, training record, system inventory, privacy review, user test, service data, audit record, or named responsible officer.

Suggested maturity levels

Level	Meaning
0 / Not observed	No evidence was supplied
1 / Aware	Leaders recognize the issue but practice is informal
2 / Preparing	Roles, training, data work, or rules are being established
3 / Operating	At least one controlled use case has an owner, users, safeguards, and measured results
4 / Learning	The institution monitors performance, incidents, inclusion, and service value, then improves or stops systems based on evidence

No institution should receive a high overall rating if it lacks basic privacy, security, and human review controls. Strong technology cannot cancel weak responsibility.

10 / AI READINESS

The field survey must ask for proof

The index should use a structured survey followed by short interviews and document review. The goal is not to catch institutions out. It is to create a useful picture of what support they need.

Core questions

1. What public or operational problem are you trying to solve?
2. Which AI tools are currently approved, tested, or used?
3. Who owns each use case and who can stop it?
4. Which users are affected and how were they involved in testing?
5. What information enters the system and where does it go?
6. What training have leaders, operators, reviewers, and technical staff completed?
7. Which outputs require human checking before action?
8. How do people question, correct, or appeal an outcome?
9. What result was measured before and after implementation?
10. What failures, complaints, or unexpected effects have occurred?
11. How does the service work for Kapampangan speakers, Filipino speakers, people with disabilities, people with basic phones, and people who need assistance?
12. What budget and technical support are available for maintenance?

Sampling plan

The first edition should aim for participation from every Pampanga local government, Angeles City, selected provincial offices, public and private schools, higher education institutions, business groups, small businesses, civil society organizations, health providers, and a representative set of Clark institutions and locators.

Results should identify the sample clearly. They should not imply that voluntary participants represent every institution. Named scores should be published only with agreement and after factual review. Regional findings can be aggregated to protect sensitive operational details.

Quality rule. Self reported answers should be labeled as such unless a document, record, observation, or independent test confirms them.

11 / AI READINESS

Five actions for the next twelve months

Pampanga and Clark do not need to wait for a perfect strategy. They need a disciplined first cycle that produces evidence, trust, and a small number of useful results.

ACTION 01**Create the public inventory**

Invite institutions to register active and planned AI uses, responsible owners, users, safeguards, and intended outcomes.

ACTION 02**Run the readiness survey**

Collect evidence across the six dimensions and publish sector findings with clear limits.

ACTION 03**Select three public problems**

Choose problems with a measurable starting condition, available data, manageable risk, and an organization willing to own the result.

ACTION 04**Build shared safeguards**

Prepare practical templates for purpose, privacy review, human checking, testing, procurement, incidents, and complaints.

ACTION 05**Publish what happened**

Report value, cost, errors, user experience, exclusions, and cases where a simpler tool worked better.

REVIEW POINT**Repeat the index yearly**

Use the same core measures so institutions can see genuine progress rather than a changing publicity score.

Three early pilots would fit the evidence and MayonAI mission particularly well: a controlled public service information assistant, a teacher support workflow with clear classroom rules, and a local language evaluation of Tagalog, English, and Kapampangan performance.

The region should resist large automated decision systems as its first move. Early projects should assist people, retrieve approved information, reduce repetitive work, and leave consequential judgment with trained humans. The purpose of the index is to help the region decide where AI is useful, where it is unsafe, and what must be built first.

12 / AI READINESS

Method, limits, and sources

This baseline reviewed publicly available material from Philippine government agencies, national research institutions, international organizations, and MayonAI. Sources were selected for relevance to population, connectivity, economic capacity, education, local government readiness, labor exposure, governance, and public service delivery.

The research did not include a representative survey, private operational data, procurement records, system testing inside institutions, or interviews with local leaders and users. It therefore does not assign a numerical readiness score to Pampanga, Clark, any local government, school, business, or organization.

Main sources

1. InsiderPH, Internet access in the Philippines expands, but cost remains a barrier
2. Department of Agriculture, Clark Freeport workforce report
3. Socioeconomic Research Portal for the Philippines, How Ready Are LGUs for AI Adoption
4. Department of Trade and Industry, National AI Strategy Roadmap 2.0 and Center for AI Research
5. United Nations Philippines, UNESCO AI Readiness Assessment Report
6. International Labour Organization, Generative AI and jobs in the Philippines
7. SafeLegalAI, readable summary of National Privacy Commission Advisory 2024 04
8. Republic Act 12254, the E Governance Act
9. Department of Education Order 003, foundational guidelines on artificial intelligence in basic education

All nine links above were opened and checked in a browser on September 19, 2026. Exact publication titles are included so readers can find a source again if a publisher later changes its address.

Publication standard for the next edition

The scored edition should publish its questionnaire, weights, evidence rules, sample, response rate, missing data, review process, and any changes from this proposed method. It should separate measured facts from interpretation and make correction requests easy to submit.

Prepared by MayonAI. This field note is intended to begin a regional evidence program. It should be revised when stronger local data becomes available.