Republic of the Philippines  
Province of Aklan  
MUNICIPALITY OF MALAY  
Office of the Sangguniang Bayan

EXCERPT FROM THE MINUTES OF THE 27TH REGULAR SESSION OF THE  
SANGGUNIANG BAYAN OF MALAY, AKLAN (2007-2010) HELD AT THE  
SB SESSION HALL ON SEPTEMBER 2, 2009.

Present:  
SB Member Esel L. Flores, Presiding Officer Pro-Tempore  
SB Member Wilbec M. Gelito  
SB Member Gideon T. Siñel  
SB Member Cristina C. Prado  
SB Member Dante C. Pagsuguiron  
SB Member Mateo A. Tayco  
SB Member Roldan M. Casidsid, Liga President  
SB Member Niño Elpe D. De Sullan, SK Federation President

Absent:  
Hon. John P. Yap, Municipal Vice Mayor (On Leave)  
SB Member Rowen T. Aguirre  
SB Member Charlie D. Villanueva

MUNICIPAL ORDINANCE NO. 277  
Series of 2009

AN ORDINANCE PRESCRIBING FOR SYSTEMS AND PROCEDURES,  
SERVICE STANDARDS AND COMMITMENTS IN THE DELIVERY  
OF MUNICIPAL GOVERNMENT FRONTLINE SERVICES TO THE PUBLIC  
THROUGH THE ADOPTION OF THE ITIZEN’S CHARTER OF THE  
MUNICIPALITY OF MALAY – A GUIDEBOOK FOR MUNICIPAL  
GOVERNMENT FRONTLINE SERVICES.

SECTION 1. – SHORT TITLE. This Ordinance shall be known as “The  
Citizen’s Charter of the Municipality of Malay – A Guidebook for Municipal Government Frontline Services.”

SECTION 2. – PURPOSE. This Ordinance is enacted in pursuance to  
the provision of Republic Act No. 9485, otherwise known as the Anti-Red Tape Act of 2007 which requires all government agencies including local government units to set up their own service standards known as the Citizen’s Charter. It is also founded on the premise that the government as an institution provides and facilitates numerous essential public services – one, that is distinguished to be not only effective and efficient but transparent. Therefore, not only is this legislative measure timely but a paramount policy that brings reform in public service.

SECTION 3. – DECLARATION OF POLICIES. It is hereby declared the  
policy of the Municipal Government of Malay to bring about pro-active and responsible governance by promoting transparency, accountability, honesty and proper management of the local government affairs and properties. Towards this end, it shall endeavor to:

1) Adopt a continuous and progressive system of public service delivery which will generate customer satisfaction;

2) Create an environment conducive to the promotion of responsible and responsive delivery of services to the public; and
3) Establish a feedback mechanism that would ensure the practicability of the systems and procedures involved in the delivery of frontline services.

SECTION 4. - CITIZEN’S CHARTER: DEFINITION, NATURE AND SCOPE.

a) DEFINITION. Citizen’s Charter is an official document, a service standard, or a pledge, that communicates, in simple terms, information on the services provided by the Municipal Government through its existing offices, units or sections. It describes the step-by-step procedure for availing a particular frontline service, and the guaranteed performance level that the public may expect from the service.

b) NATURE AND SCOPE. The Malay Citizen’s Charter herein referred to is a written document, crafted by the Municipal Steering Committee created through Executive Order No. 198, issued by the Municipal Mayor.

The Malay Citizen’s Charter is a tool through which the quality of public service can be improved by letting them know of the frontline service delivered by the offices/units/sections of the Municipal Government, procedures involved in delivering the service, and what the public should expect and how to seek remedy if the service standard set is not met.

SECTION 5. - COMPONENT OF THE CITIZEN’S CHARTER. The Malay Citizens Charter is composed of a five-part for information composed of the following:

a. MAP OF THE MUNICIPAL GOVERNMENT OFFICES, VISION AND MISSION;

b. THE MUNICIPAL GOVERNMENT FRONTLINE SERVICES which are divided into two (2) major frontline service categories, the Economic and Related Services and Social and Related Services. The Economic and Related Services contains list of services rendered in the areas of business and investment, infrastructure, agriculture, transport and traffic management, livelihood and employment, and other related service while the Social and Related Services contains a list of services along the areas of administration, civil registration. Legislative, local planning, general services, health, real property assessment, social welfare, tourism and solid waste management; and

c. SERVICE STANDARDS AND PERFORMANCE PLEDGES. The service standards provide information about the service, the requirements involved, fee or charges (If necessary, the procedures involved, the time needed to do the service and the person responsible in delivering the service. Aside from which, the Municipal Government commits to adhere on the provisions of Republic Act No. 9485, particularly Section 8 and 9 of the said Act. On the other hand, the performance pledge expresses the commitment of the service provider; and

d. COMPLAINTS AND REDRESS MECHANISM. The Municipal Government through its officials and employees shall guarantee the delivery of the service as promised in the Citizen’s Charter. For this purpose, feedback mechanisms shall be provided but not limited to the establishment of information or service desk, putting-up of suggestion boxes in offices, and making accessible customers feedback from.
In the event that the customer is not satisfied with the level of service performance, a complaint may be brought to the notice of their respective Head of Office for immediate redress. If the complaint is not rectified to satisfaction, the matter may be brought to the attentions of the Municipal Mayor.

SECTION 6. - DECLARATION OF COMMITMENT AND DUTY. The Municipal Government of Malay through its officials and employees declares the following commitment and duty, as follows:

6.a Ensure the delivery of the guaranteed performance level as laid down in the duly adopted Citizen’s Character;

6.b Undertake review of the Citizen’s Charter, not less than once every two years to guarantee the responsiveness of the systems and procedures involve in delivering a particular frontline service; and

6.c Deliver the services with honesty, transparency and accountability.

SECTION 7. - FUNDING. The Municipal Government shall provide in its Annual Budget not less than ½ of 1 percent of the total allocation for Maintenance and Other Operating Expenses.

SECTION 8. - SEPARABILITY CLAUSE. If for any reason or reasons, any part or provision of the Ordinance shall be held unconstitutional, inoperative or invalid, other parts of provisions which are not affected shall continue to be in force and effect.

SECTION 9. - REPEALING CLAUSE. Ordinances, executive orders and other administrative issuance or any of its part or parts inconsistent with this Ordinance are hereby repealed, amended or modified accordingly.

SECTION 10. - EFFECTIVITY. This ordinance shall take effect fifteen (15) days upon approval.

ENACTED. AUGUST 26, 2009.

APPROVED. SEPTEMBER 2, 2009.

APPROVED: SP RESOLUTION NO. 2009-257, dtd. 10-8-09.

I HEREBY CERTIFY to the correctness of the afore-quoted Municipal Ordinance.

CONCORDIA S. ALCANTARA
Secretary to the Sangguniang Bayan

ATTESTED:

JOHN P. YAP
Municipal Vice Mayor
Presiding Officer

APPROVED:

CECIRON S. CAWALING
Municipal Mayor